

Shopify Duplicate URL Audit Report

Generated: April 15, 2026
Store: mystore.myshopify.com

Executive Summary

This report identifies duplicate URL issues found across your Shopify store. Duplicate URLs dilute link equity, confuse search engine crawlers, and can lead to significant drops in organic rankings. Each issue group below includes affected URLs, severity classification, and a recommended fix.

6 Total Issue Groups	3 High Severity	2 Medium Severity	1 Low Severity	15 Total Duplicate URLs
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Issue Summary

ID	Issue	Page Type	Severity	URLs Affected
DUP-001	Canonical Tag Mismatch	Product Page	High	3
DUP-002	www vs non-www Duplication	Homepage	High	2
DUP-003	Trailing Slash Inconsistency	Collection Page	Medium	2
DUP-004	UTM Parameter Indexing	Landing Page	Medium	3
DUP-005	Pagination Without Canonical	Blog / Collection	Low	3
DUP-006	HTTP vs HTTPS Duplication	Sitewide	High	2

Detailed Findings

DUP-001 — Canonical Tag Mismatch

High

Affected URLs (3)

- /products/blue-denim-jacket
- /products/blue-denim-jacket?variant=12345
- /collections/jackets/products/blue-denim-jacket

Canonical URL: /products/blue-denim-jacket

Description

Multiple URLs resolving to the same product due to variant parameters and collection-scoped paths. The canonical tag is inconsistently set across these URLs.

Recommended Fix

Ensure all variant and collection URLs point canonical to the base product URL. Use Shopify's canonical tag settings in theme.liquid.

DUP-002 — www vs non-www Duplication

High

Affected URLs (2)

- https://www.mystore.com/
- https://mystore.com/

Canonical URL: https://www.mystore.com/

Description

Both www and non-www versions of the homepage are accessible without a proper 301 redirect, causing duplicate indexing in search engines.

Recommended Fix

Set a permanent 301 redirect from non-www to www (or vice versa) in Shopify Admin > Domains settings.

DUP-003 — Trailing Slash Inconsistency

Medium

Affected URLs (2)

- /collections/summer-sale
- /collections/summer-sale/

Canonical URL: /collections/summer-sale

Description

Both trailing-slash and non-trailing-slash versions of collection URLs are crawlable, splitting link equity.

Recommended Fix

Implement consistent URL structure. Redirect all trailing-slash URLs to non-trailing-slash equivalents using Shopify URL redirects.

DUP-004 — UTM Parameter Indexing

Medium

Affected URLs (3)

- </pages/summer-campaign>
- /pages/summer-campaign?utm_source=email&utm_medium=newsletter
- /pages/summer-campaign?utm_source=google&utm_medium=cpc

Canonical URL: </pages/summer-campaign>

Description

Marketing UTM parameters are being indexed by search engines, creating dozens of duplicate page variants in the search index.

Recommended Fix

Add a canonical tag to all UTM-parameterised URLs pointing to the clean URL. Use Google Search Console to configure parameter handling.

DUP-005 — Pagination Without Canonical

Low

Affected URLs (3)

- </blogs/news>
- </blogs/news?page=2>
- </blogs/news?page=3>

Canonical URL: </blogs/news>

Description

Paginated blog and collection pages lack proper canonical or rel=next/prev tags, causing thin-content duplication signals.

Recommended Fix

Implement rel='next' and rel='prev' link elements on paginated pages, or set canonical on all paginated pages to the first page.

DUP-006 — HTTP vs HTTPS Duplication

High

Affected URLs (2)

- <http://mystore.com/collections/all>
- <https://mystore.com/collections/all>

Canonical URL: <https://mystore.com/collections/all>

Description

HTTP version of the site is still accessible and being crawled instead of redirecting to HTTPS, creating widespread duplicate content.

Recommended Fix

Force HTTPS sitewide via Shopify Admin > Domains. Ensure SSL certificate is active and 301 redirects from HTTP to HTTPS are in place.

General Recommendations

1. Audit Monthly	Run a monthly crawl using tools like Screaming Frog or Ahrefs to catch new duplicate URL patterns as your catalogue grows.
2. Canonical Tags in theme.liquid	Ensure your Shopify theme sets canonical tags correctly on all template types: product, collection, blog, page, and article.
3. Use Shopify URL Redirects	For resolved duplicates, always create 301 redirects in Shopify Admin > Navigation > URL Redirects to preserve link equity.
4. Google Search Console	Use URL Parameters tool in GSC to tell Google how to handle common parameters like ?variant=, ?ref=, ?sort_by=, etc.
5. Avoid Duplicate Collection Paths	Disable the /collections/[collection]/products/[product] URL pattern in your theme to avoid automatic duplication.

This report was generated automatically as a reference template. Replace sample data with your actual Shopify store's crawl data for a live audit. Prioritise High severity issues first for maximum SEO impact.