

The Mom Store

Owning the digital product surface of a growing D2C brand for parents and young families — across the website and the shopping app.

ROLE
Digital Product Manager

SPAN
Sep 2025 — Present

SURFACE
Two Shopify storefronts + AppBrew app

Demand outran the machinery.

01

Discovery moved

Into answer boxes and AI assistants the brand had no strategy for.

02

Friction was invisible

Between arrival and checkout, and manual review couldn't locate it.

03

Reporting lagged

Accurate about the past, but too late to change the present.

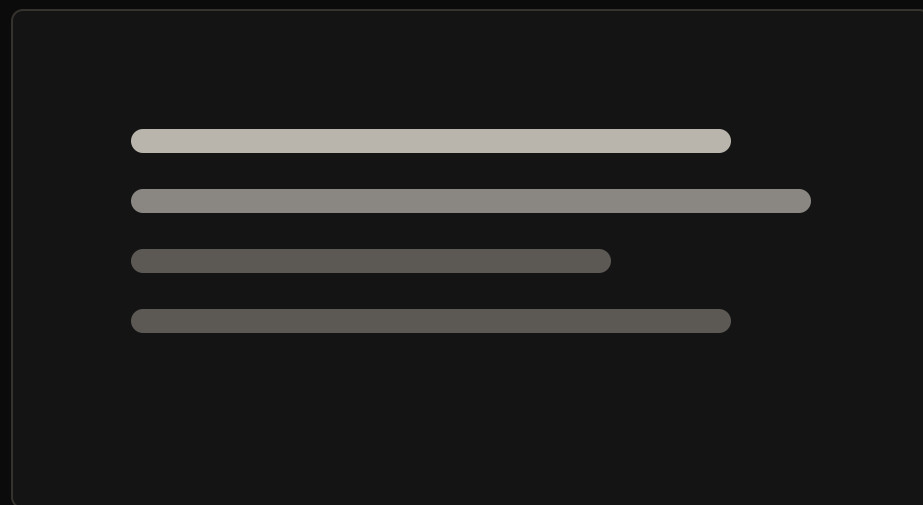
04

The stack sprawled

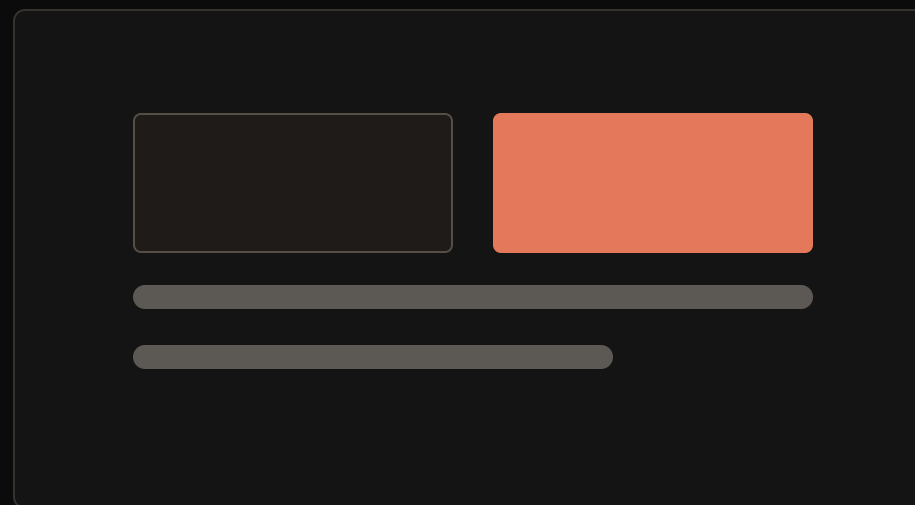
Single-purpose apps that refused to talk to each other cleanly.

A funnel, not a catalogue.

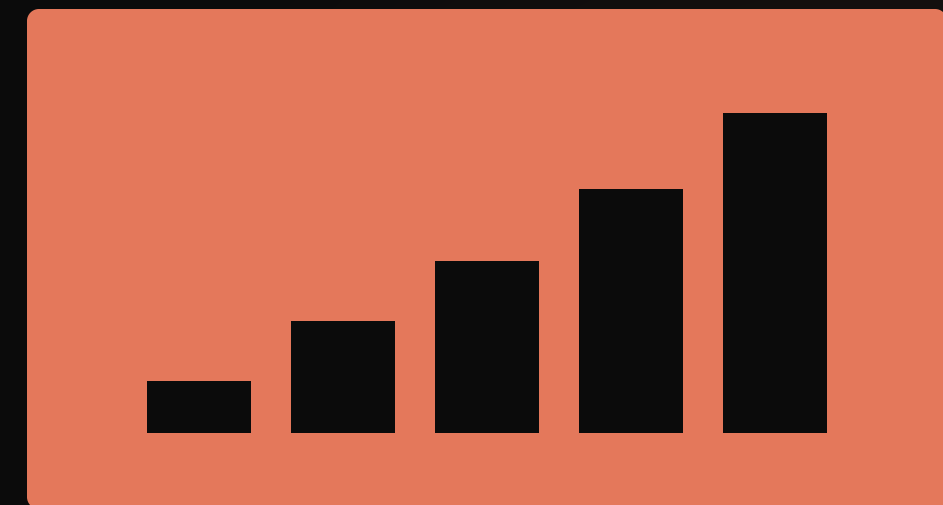
Instrument every transition from impression to purchase, then fix what the data points at rather than what's loudest in the room.



DISCOVERY



PRODUCT PAGE



CHECKOUT

Optimising any one of them in isolation leaks value at the seam.

The work, measured.

CONVERSION

+79%

Blended conversion rate,
year on year

SEO HEALTH

65 → 85

Technical SEO health
score

DELIVERY

7

Releases shipped so far

DISCOVERY

45

Brands surfaced in
discovery

Two storefronts and one app, treated as a single product surface.

Discovery is three surfaces now.

SEO

Technical foundation rebuilt

40+ legacy URL consolidations

Intent-mapped publishing cadence

AEO

Structured data across the catalogue

Answer-shaped content

Legible to answer engines

GEO

llms.txt and agents.md

robots.txt and XML sitemaps

The machine-readable layer

Seven releases, 01–04

Reverse chronological, Jul
2026 back to Nov 2025

- 01

JUL 2026

Mobile App Rebuild

Pain-point audit, wireframes and review rounds to launch. Phased 20/50/100%. Two stores live.
- 02

APR 2026

Product Page Revamp

Trust signals, delivery estimates and the primary action above the fold. +79% conversion.
- 03

FEB 2026

OTP and Social Login

Password step removed from the path to purchase, with accelerated checkout behind it.
- 04

JAN 2026

Loyalty Tier System

Tiers and points relaunched and migrated onto a new platform. Three tiers live.

Seven releases, 05–07

The foundations, shipped first

- 05 DEC 2025 **Storefront Revamp**
New theme and a Shop by Brand discovery surface. 45 brands surfaced.
- 06 NOV 2025 **Baby Registry**
Shareable gifting lists — a new acquisition surface built on an existing behaviour.
- 07 NOV 2025 **AI Search Readiness**
robots.txt, XML sitemaps, llms.txt and agents.md. Health score 65 → 85.

Each one owned end to end — framing, requirements, vendor selection, QA and phased rollout.

Principles, and the team.

01

Impact × reversibility

A reversible bet with plausible upside beats a safe change that moves nothing — and both beat a slow, irreversible one made on a hunch.

02

Measure before you build

The fastest wins came from instrumentation, not construction. GA4, Search Console and Semrush in one decision-shaped view.

LEADERSHIP – FIVE REPORTING LINES

SEO Executive

SEO Intern

Outsourced web development team

Outsourced SEO consultant

Content freelancer

Direction, prioritisation and a quality bar across a mixed in-house and vendor team.

Turning search, systems and stories into growth.

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AVAILABLE FOR PRODUCT ROLES