

Case Study: User Manual Redesign for Mulwi

Key stats

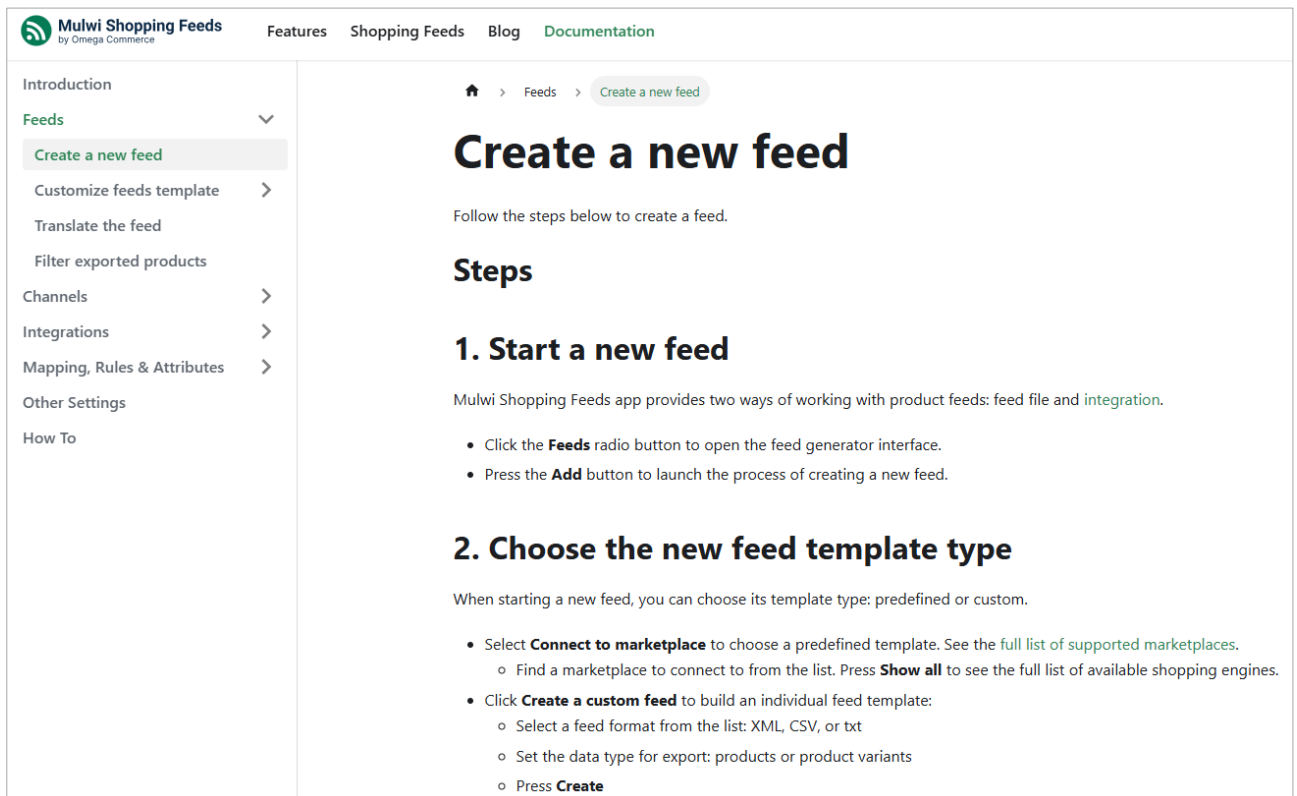
- **Top 10** positions in Google Search;
- **3,500+** monthly impressions;
- **100%** features documented;
- **<1 month** project duration.

About Mulwi

[Mulwi](#) is an international team of software developers for the Shopify ecosystem. Their flagship solution, the Mulwi Shopping Feeds App, is a product feed management tool that helps Shopify stores list products on 200+ sales channels, such as Google Shopping and Meta Ads.

Mulwi's challenges

As the Mulwi Shopping Feeds App expanded, its user manual failed to keep up. The manual's guides became incomplete and confusing, with poorly organized and unclear content. On top of that, the manual's structure couldn't be scaled anymore to fully cover all new features.



Mulwi Shopping Feeds by Omega Commerce

Features Shopping Feeds Blog Documentation

Introduction

Feeds

- Create a new feed
- Customize feeds template
- Translate the feed
- Filter exported products

Channels

Integrations

Mapping, Rules & Attributes

Other Settings

How To

Home > Feeds > Create a new feed

Create a new feed

Follow the steps below to create a feed.

Steps

1. Start a new feed

Mulwi Shopping Feeds app provides two ways of working with product feeds: feed file and [integration](#).

- Click the **Feeds** radio button to open the feed generator interface.
- Press the **Add** button to launch the process of creating a new feed.

2. Choose the new feed template type

When starting a new feed, you can choose its template type: predefined or custom.

- Select **Connect to marketplace** to choose a predefined template. See the [full list of supported marketplaces](#).
 - Find a marketplace to connect to from the list. Press **Show all** to see the full list of available shopping engines.
- Click **Create a custom feed** to build an individual feed template:
 - Select a feed format from the list: XML, CSV, or txt
 - Set the data type for export: products or product variants
 - Press **Create**

The Mulwi Shopping Feeds App user manual was outdated and hard to navigate

💡 My solutions for Mulwi

I restructured the Mulwi App user manual and created up-to-date content for it.

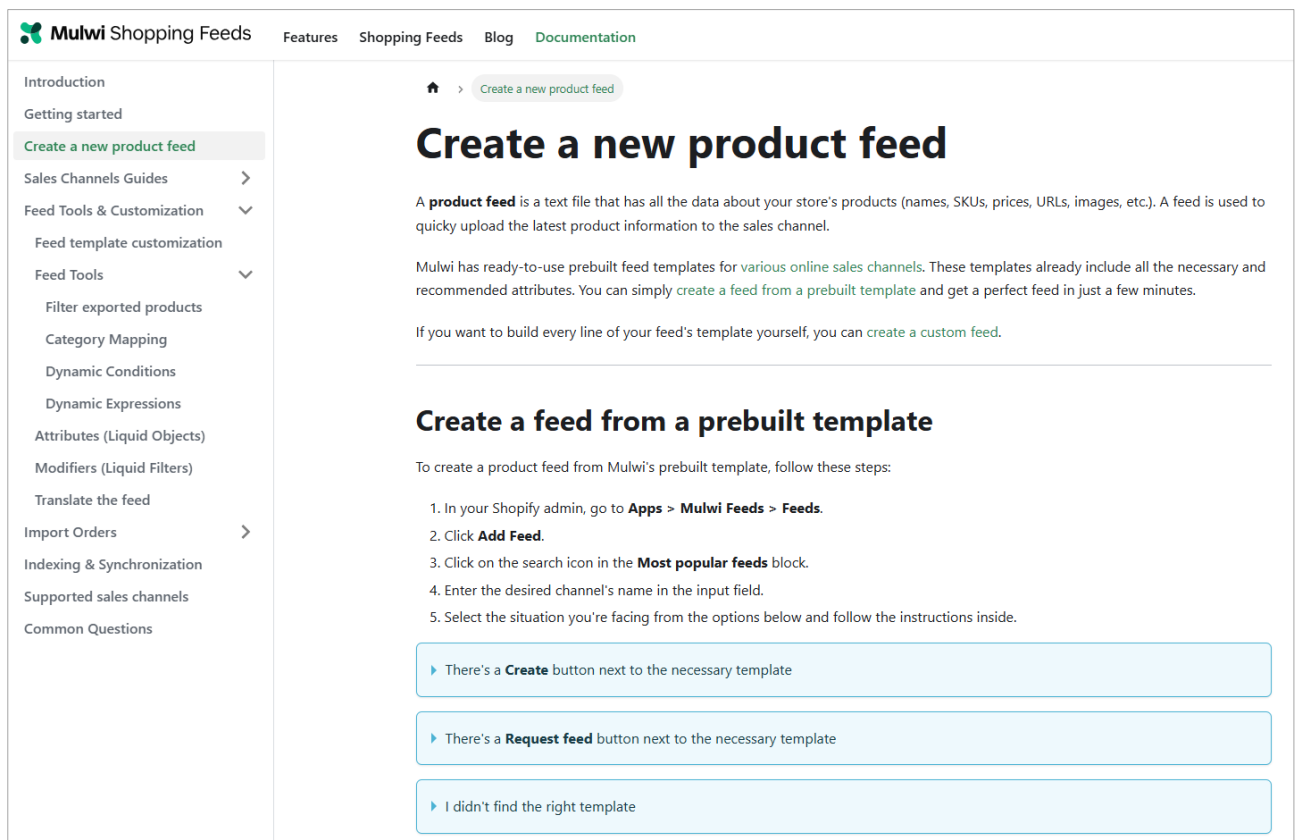
Step 1. Designing new user manual structure

1. I researched the Mulwi Shopping Feeds App to understand its features, noting down its common use cases and potential hard spots for users.
2. I audited the current user manual to identify problematic areas and gaps. I created a UML diagram of the new manual flow with a scalable tree hierarchy.
3. I composed the requirements document with the content plan for each page. I also included several brand-new pages for driving additional traffic.

Step 2. Updating user manual

I built the manual's new back-end architecture using the company's established tech stack, Docusaurus and Markdown. I tracked code changes with Git and GitHub.

I reduced content repetition and improved SEO using Markdown features (headings, lists, hyperlinks). I also enhanced UX with Docusaurus elements (images, foldable details, admonitions).



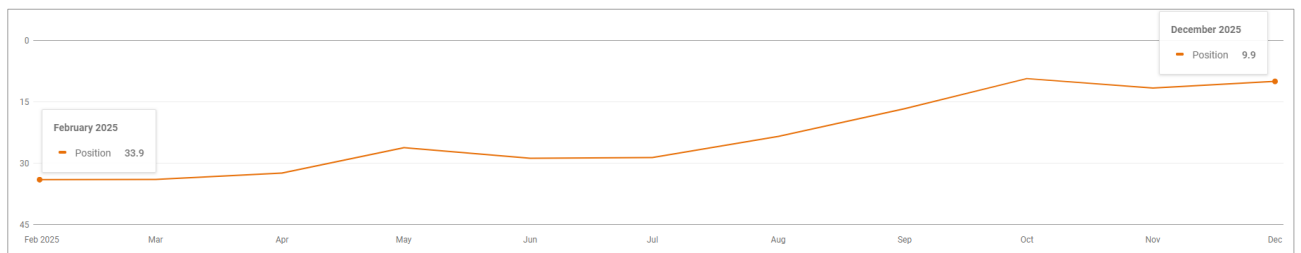
The Mulwi Shopping Feeds App user manual, after my redesign

Results

Since the relaunch in March 2025, the user manual reached stable 3,500+ monthly views in Google's organic searches.

The manual's average positions in Google Search climbed up from 30s (Page 4) to Top 10 (Page 1), with many pages often hitting Top 5 and Google Highlights.

The existing pages I've updated increased their relevance, reaching an average CTR of 3–5%. Brand-new pages that I've developed became the biggest source of new clicks and reduced the number of internal questions.



The user manual's average position in organic Google searches grew from 30s to top 10