

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.

The screenshot shows a documentation page for the 'Create a new feed' feature. The left sidebar has a 'Feeds' section with 'Create a new feed' highlighted. The main content area shows a breadcrumb navigation: Home > Feeds > Create a new feed. The title is 'Create a new feed'. Below it, a sub-section titled 'Steps' contains two numbered sections: '1. Start a new feed' and '2. Choose the new feed template type'. The '1. Start a new feed' section explains the two ways to work with feeds (file or integration) and lists steps to open the generator interface or launch the creation process. The '2. Choose the new feed template type' section explains how to choose predefined or custom templates and lists steps to connect to a marketplace or build a custom feed.

The Mulwi Shopping Feeds App user manual was outdated and hard to navigate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

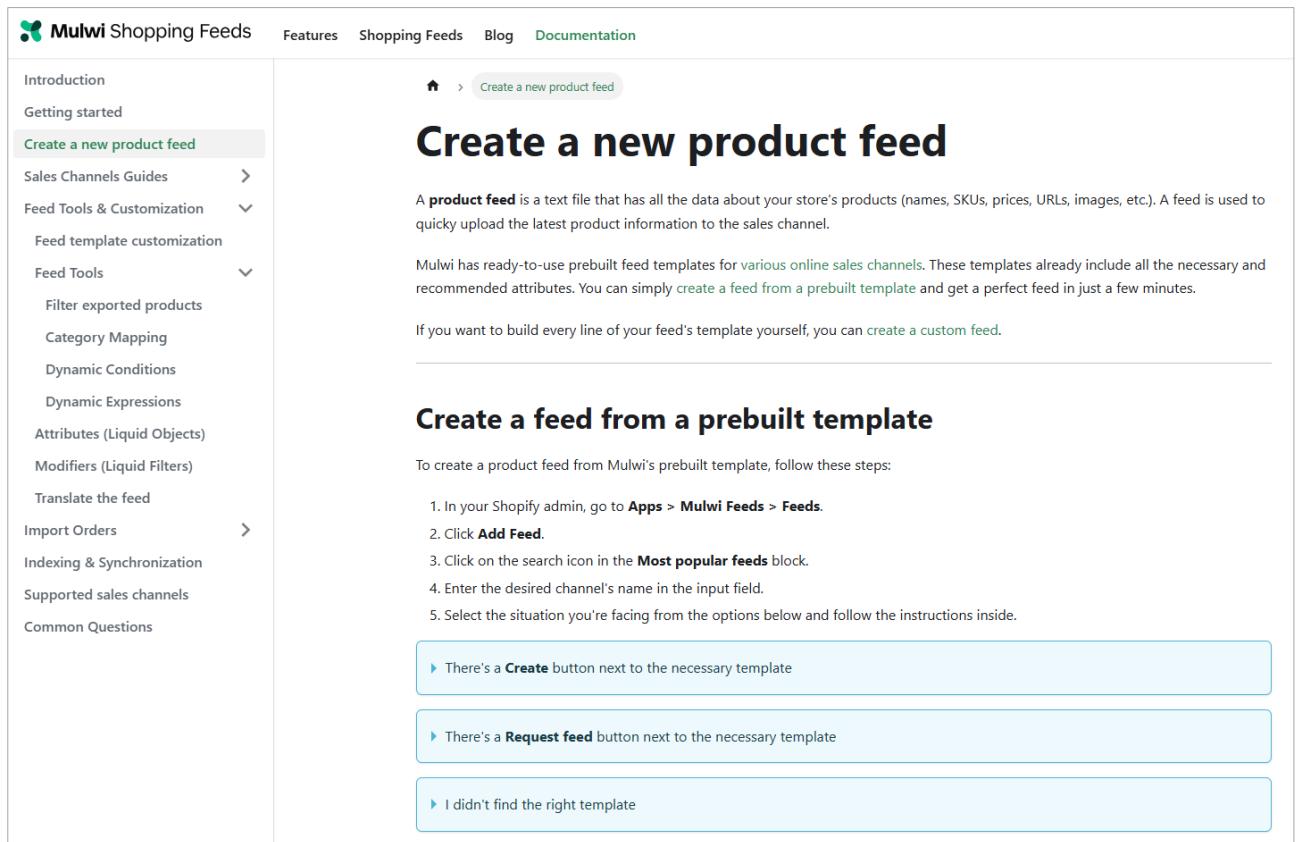
Step 1. Designing new user manual structure

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 screenshot shows a Docusaurus-based user manual for the Mulwi Shopping Feeds app. The top navigation bar includes links for 'Features', 'Shopping Feeds', 'Blog', and 'Documentation'. A sidebar on the left contains links for 'Introduction', 'Getting started', and a 'Create a new product feed' section which is currently active. Other sidebar items include 'Sales Channels Guides', 'Feed Tools & Customization', 'Feed template customization', 'Feed Tools', 'Filter exported products', 'Category Mapping', 'Dynamic Conditions', 'Dynamic Expressions', 'Attributes (Liquid Objects)', 'Modifiers (Liquid Filters)', 'Translate the feed', 'Import Orders', 'Indexing & Synchronization', 'Supported sales channels', and 'Common Questions'. The main content area has a breadcrumb trail: Home > Create a new product feed. The title 'Create a new product feed' is displayed prominently. Below the title, a paragraph explains what a product feed is and how to quickly upload latest product information. It mentions ready-to-use prebuilt feed templates for various online sales channels. A section titled 'Create a feed from a prebuilt template' provides steps to follow. Three blue callout boxes at the bottom offer troubleshooting tips: 'There's a **Create** button next to the necessary template', 'There's a **Request feed** button next to the necessary template', and 'I didn't find the right template'.

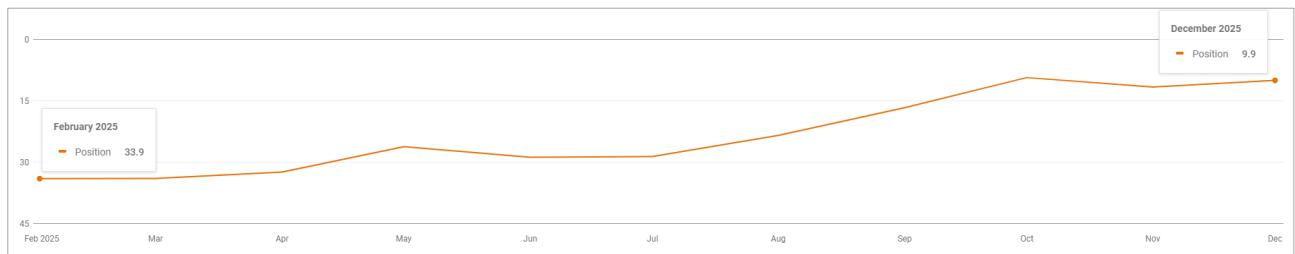
The Mulwi Shopping Feeds App user manual, after my redesign

🏆 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