One Scales

NATIONAL SERVICE BUSINESS

WEBSITE SECURITY · SHOPIFY MIGRATION · GOOGLE ADS · SEO · CASE STUDY

Hacked site back on Google in 4 days and rebuilt on Shopify in 19

A national service business lost 90% of its traffic overnight. Here is how we got it back.

Day 4
Google traffic restored
Chrome warning removed · Google Search Console

Day 5
Google Ads back on
Reconsideration approved · Google Ads

8.1s → 5.2s
Speed Index
WordPress site vs new Shopify site · PageSpeed Insights

From hacked to fully rebuilt in 19 days

The hack
Traffic down 90% overnight
Chrome shows a red warning to every visitor, Google search traffic stops and Google Ads are suspended.

Day 1
Hack removed
Malware cleaned and the site secured the day we were brought in. Reviews requested from Google.

Day 4
Warning gone, search traffic back
Google clears the site. Chrome stops warning visitors and organic traffic returns.

Day 5
Google Ads reinstated
Reconsideration approved and campaigns running again.

Day 19
New Shopify site live
Secure, faster pages, better SEO and layout, and no server to maintain or patch.

Days are counted from the day One Scales was brought in. · Source: One Scales project log, Google Search Console, Google Ads

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Overview

A service business serving major cities across the US was hacked overnight. Chrome blocked every visitor with a red warning, and Google search and Google Ads traffic stopped. One Scales removed the hack the same day, had Google traffic back in 4 days and ads back in 5, then moved the site to Shopify by day 19.

Industry	Service business (name withheld)
Market	Major cities across the US
Platform	WordPress → Shopify
Engagement	Emergency recovery, 19 days

The challenge

Overnight, the client's WordPress site was hacked. Chrome replaced the site with a red security warning for every visitor. Google search traffic stopped and Google Ads were suspended. Only about 10% of traffic, from Facebook and referrals, still came in, and new business effectively stopped. Underneath was a bigger problem: a self-managed server, and every website change had to wait for a developer.

The solution

We treated it as an emergency first and a rebuild second: stop the damage, get Google back, then remove the cause for good.

- **Hack removed:** cleaned the malware and secured the site the same day we were brought in.
- **Google warning cleared:** requested a security review in Google Search Console, so Chrome stopped warning visitors and search traffic returned on day 4.
- **Google Ads reinstated:** filed a reconsideration request, approved on day 5, so campaigns could run again.
- **Moved to Shopify:** rebuilt the site off self-hosted WordPress and launched on day 19, with no server left to maintain, patch or get hacked.
- **Better than before:** a secure site on Shopify's managed hosting, improved SEO and layout, a faster site (Speed Index 8.1s → 5.2s), and a simple admin the client's team uses to make changes without a developer.

Results

Traffic and revenue figures are withheld at the client's request.

METRIC	BEFORE	AFTER	CHANGE	PERIOD	SOURCE
Hack and malware	Site infected	Removed	**Fixed**	Day 1	One Scales
Chrome warning and Google search	Warning shown, traffic stopped	Warning gone, traffic back	**Restored**	Day 4	Google Search Console
Google Ads	Suspended	Running	**Approved**	Day 5	Google Ads
Site security	Hacked, self-managed server	Secure, Shopify-hosted	**Secured**	From day 19	Shopify
Speed Index	8.1s	5.2s	**−36%**	Day 19, WordPress vs Shopify	PageSpeed Insights
Website changes	Wait for a developer	Team edits in Shopify admin	**In house**	From day 19	Shopify

Days are counted from the day One Scales was brought in.

About One Scales

One Scales is an Austin, TX based AI SEO (GEO) and SEO partner that helps businesses get seen and picked in ChatGPT, Claude, Grok, Gemini and Google.

AI SEO (GEO and AEO)
Get named and cited in ChatGPT, Claude, Grok, Gemini and Google's AI answers.

SEO
Technical, content, local and authority work that grows Google search traffic.

PPC
Google Ads and Meta (Facebook and Instagram) campaigns built around conversions.

Web design, code and Shopify
Fast, secure sites and stores your team can manage.

We focus on conversions, sales and leads. Real KPIs.

Website hacked or traffic suddenly gone? Book a free consultation.

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