Nivea SEO Strategy Document

# 1. SEO Goals

* • Increase organic traffic to Nivea's product and blog pages.
* • Rank higher for skincare-related keywords.
* • Boost visibility for seasonal and campaign-based products.
* • Improve site health and mobile performance.

# 2. Keyword Strategy

## a. Primary Keywords

* • Nivea cream
* • Nivea sunscreen
* • Best moisturizer for dry skin
* • Nivea lip balm
* • Skincare for oily skin

## b. Long-tail Keywords

* • Best Nivea sunscreen for oily skin in summer
* • How to use Nivea cream daily
* • Nivea vs other moisturizers comparison
* • Nivea products for men
* • Affordable skincare brands in India

## c. Branded Keywords

* • Buy Nivea products online
* • Nivea official website India
* • Nivea deals and discounts

## d. Content Gap Keywords

* • Why Nivea cream is ideal for winter skincare
* • Top 5 Nivea products under ₹500
* • Nivea vs XYZ brand: Which works better?

# 3. Content Strategy

* • Create SEO-optimized blogs around skincare tips, product usage, and seasonal skincare.
* • Product pages must have unique meta descriptions, title tags, and detailed descriptions.
* • Use FAQs at the bottom of pages with schema markup.
* • Update old blog posts with fresh content and internal links.

# 4. Backlink Building Strategy

* • Reach out to beauty bloggers and influencers for product reviews (with backlinks).
* • Guest post on health and wellness blogs with do-follow backlinks.
* • List Nivea on high-authority skincare product directories.
* • Collaborate with skincare forums and publish user testimonials with backlinks.
* • Share infographics or skincare tips that encourage backlinks.

# 5. Technical SEO

## a. Website Performance

* • Optimize images using next-gen formats (e.g., WebP).
* • Minify CSS, JavaScript, and HTML.
* • Enable lazy loading for images.

## b. Mobile Optimization

* • Use a responsive design.
* • Ensure fast mobile loading (target under 2 seconds).

## c. Crawlability & Indexing

* • Submit updated XML sitemap to Google Search Console.
* • Use robots.txt to block unwanted pages.
* • Fix any broken links (404 errors).

## d. Structured Data

* • Add product schema on all product pages.
* • Add FAQ schema on relevant blog and product pages.
* • Add review and rating schema for better SERP visibility.

# 6. Local SEO (Optional)

* • Create or update Google My Business listings for Nivea counters/stores.
* • Include location-specific landing pages (if applicable).

# SEO Checklist for Implementation

## ✅ Keyword & Content

☐ Identify and map primary + long-tail keywords.

☐ Update product and blog page titles/meta tags.

☐ Optimize H1–H3 headings with keywords.

☐ Add internal links to related Nivea content.

## ✅ Backlinking

☐ Create a list of 30+ beauty/lifestyle websites for outreach.

☐ Draft outreach emails.

☐ Submit guest posts or product samples.

## ✅ Technical SEO

☐ Generate and submit updated sitemap.

☐ Fix all broken internal/external links.

☐ Improve Core Web Vitals (PageSpeed score).

☐ Add schema markup using tools like Rank Math or Google’s Markup Helper.

## ✅ Monitoring & Tools

☐ Set up Google Analytics and Google Search Console.

☐ Use tools like Ubersuggest or Ahrefs to monitor keyword rankings.

☐ Track bounce rate, CTR, and traffic source.