

NIVEA boosts SEO Visibility 209% by creating optimized new content for its corporate website

NIVEA, one of the world's leading skincare brands, created a website that's been a go-to location for tips and insights on maintain a healthy body, but company executives understood a stagnant site could lead competitors to make inroads. NIVEA Austria began looking for ways to improve its existing content structure and create new topics that would resonate with current and potential customers.

Challenge:

NIVEA in Austria wanted to be associated not only with healthy skin but with the topic of "care", and to reduce the number of pages created over time with content overlaps. Searchmetrics' agency partner [iProspect](#) worked in 2017 with the dentsu Aegis Network sister company [isobar](#), to create a content strategy for NIVEA Austria. The goal was to improve SEO positioning and drive overall performance improvements by optimizing existing content with the right topics and creating new pages with relevant content based on Searchmetrics' analysis.



Our challenge was to avoid irrelevant content or content stuffing, without compromising or degrading existing performance. Searchmetrics has helped us to better understand the potential of our landing pages. Thus, we were able to significantly increase the overall SEO performance.

Tereza Votavova,
SEO Consultant, [iProspect](#)

Solution:

With the help of the *Searchmetrics Content Performance*, [iProspect](#) was able to measure the content on [nivea.at](#) and derive recommendations, which were implemented by [isobar](#). These actions included content analysis, organizing strategically important topics by keywords and rankings, and defining focus areas. Furthermore, the software was used to measure in detail how NIVEA's content performs in comparison to its competitors.

Results:



+209%
increase in
SEO Visibility



Higher rankings in focus
areas that were defined
within the strategy



Strengthen the
positioning of
predefined keywords

The regular review of the keyword rankings and keyword integration into the content formed the basis for optimization. It guided the decision-making about creating new content and optimization of existing content.

Ultimately, the actions resulted in an increase in SEO Visibility of 209% over the current period.

With Searchmetrics, we have an optimal solution at hand to monitor our SEO activities in detail. Armed with data, we can work together with our agency to tap the full potential in this area. In addition, we can use the Searchmetrics Suite™ across the regions, making our activities more comparable.



Liliya Lozanova, PhD;
Head of Digital AT+EE, Beiersdorf

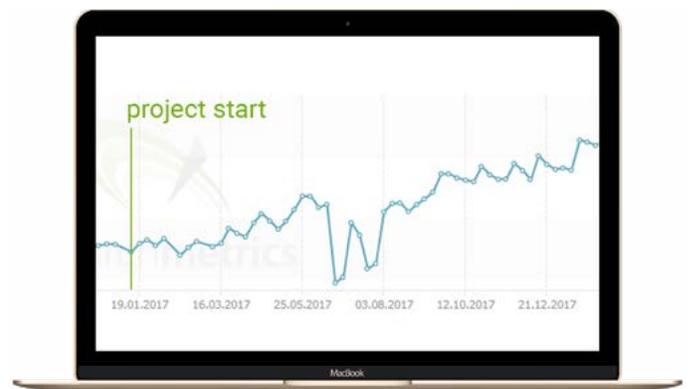


Image 1: SEO Visibility of nivea.at

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Searchmetrics Inc.
1100 Park Place, Suite 150
San Mateo, CA 94403
Phone: +1 (866) 411 9494
Web: www.searchmetrics.com
E-Mail: info@searchmetrics.com

