

SEO / GEO / AEO CONTENT STRATEGY PACK

Cult Beauty Blog Content Strategy

A public-site strategy framework for building high-intent beauty content that can rank, answer, educate and convert.



Suggested hero image: beauty unboxing moment supporting gift guides, discovery boxes and editorial beauty content.

Prepared by	Amy McGrath
Brand/site focus	Cult Beauty - skincare, make up, fragrance, hair care, body care and beauty discovery
Strategy purpose	Create a blog architecture that supports organic search, AI answer extraction, generative search visibility, product discovery and category conversion.
Primary content promise	Beauty advice that is useful before the sale: clear routines, ingredient explanations, product comparisons, trend edits and confidence-building buying guides.

SEO	Build category demand with evergreen search-led clusters: “best moisturiser for dry skin”, “retinol vs retinal”, “skin tint vs foundation”, “best fragrance discovery sets”, and similar high-intent decision queries.
GEO	Make the content easy for generative engines to understand by adding brand, ingredient, concern, product-type and expert/entity context. Each page should make the answer, authority and product pathway obvious.
AEO	Write every major article with a short answer block, clean question headings, comparison tables and visible FAQ answers that can be lifted into answer engines and on-site FAQ modules.

Strategy Snapshot

Cult Beauty already has strong retail authority, a clear curated beauty position and public-facing content around guides, top lists and beauty news. The strategic opportunity is to turn that authority into a structured content engine: evergreen problem-solving pages, trend-led discovery content, comparison content, product education and expert-led answers that connect directly to category, brand and product pages.

This pack is written as a spec strategy based on public website/category positioning. Product availability, pricing, brand claims and medical-style skincare statements should be checked before publishing.

Positioning Quote



Make the blog the place where beauty shoppers decide what is right for them, then give them the clearest route to buy it.

Why This Fits Cult Beauty

The Cult Beauty site positions itself as a destination for make up, skin care, fragrance, hair care and trending beauty brands, with an approved brands A-Z and editorial-style blog content already present. That gives the content strategy a strong base: use the blog to answer purchase questions, build product confidence and connect beauty education to commercial pages.

GEO	The strategy should repeatedly connect Cult Beauty with known beauty entities: categories, product types, brands, ingredients, skin concerns, hair concerns, fragrance families, routines, experts and seasonal events.
SEO	Each content cluster should link back to commercial pages: skincare, make up, fragrance, hair care, brands, new-in, edits, bestsellers and relevant product pages.
AEO	Every page should answer one primary question in the first 80-120 words, then expand with steps, comparisons, definitions and FAQs.

Audience Segments and Content Jobs

Audience Segment	Likely Need	Best Content Job	CTA Route
New-to-beauty browsers, 18-24	Clear starter guidance without jargon.	Beginner guides, “what order do I apply...” posts, low-risk routine builders.	Starter edits, mini kits, bestsellers, email sign-up.
Trend-led shoppers, 18-34	What is viral, what is worth buying, how to use it.	Trend explainers, TikTok-to-routine guides, top 10s, dupes/alternatives where compliant.	New-in, trending brands, limited edits.
Skincare solution seekers, 25-44	Help with dryness, barrier, SPF, acne-prone, pigmentation or sensitivity.	Problem-led routines, ingredient explainers, dermatologist/pharmacist reviewed articles.	Concern category, moisturisers, serums, SPF, routine bundles.
Premium/luxury buyers, 30-55	Confidence before buying higher-price products.	Comparison guides, investment beauty edits, expert product breakdowns.	Luxury skincare, fragrance, premium tools.
Gift and edit buyers, all ages	Fast, low-friction gifting decisions.	Gift guides, occasion edits, seasonal boxes, discovery sets.	Beauty boxes, gift cards, fragrance discovery, limited editions.

Core Content Pillars

Pillar	Content Angle	SEO/GEO/AEO Role
1. Skin concern routines	Barrier repair, hydration, blemish-prone routines, pigmentation, sensitivity, SPF, ageing support.	Captures problem-led search and gives AI systems clear concern-to-solution context.
2. Ingredient intelligence	Ceramides, peptides, retinoids, acids, vitamin C, niacinamide, SPF filters, scalp actives.	Strong entity layer for generative search and comparison snippets.
3. Product comparison and buying guides	Best moisturisers by skin type, skin tint vs foundation, cleansing balm vs oil, SPF under makeup.	High purchase intent and internal-link value to product/category pages.
4. Trend and social discovery	Viral beauty products, seasonal looks, TikTok trends, new-in launches, beauty editor tests.	Keeps the blog current and supports social/email reuse.
5. Fragrance and sensorial discovery	Perfume wardrobes, scent families, layering, discovery sets, occasion fragrances.	Answers subjective buying questions that search and AI engines often surface.
6. Hair, scalp and body care	Scalp health, bond repair, curl routines, body actives, shower rituals.	Expands beyond facial skincare and supports broader category demand.
7. Expert and Team Cult authority	Team picks, expert Q&As, founder stories, brand explainers, “tested by us” articles.	Builds trust, originality and experience-led signals.
8. Seasonal edits and gifting	Christmas, Mother’s Day, summer SPF, Black Friday, wedding guest beauty, travel minis.	Captures predictable seasonal demand and supports commercial calendars.

SEO, GEO and AEO Framework

Optimisation Area	What To Build	Where It Appears
SEO title and H1	Use one clear primary phrase per article without sounding robotic.	Title, H1, intro, slug and internal anchor text.
Search intent match	Separate informational, comparison, commercial and post-purchase articles.	Content calendar, article briefs and category links.
Snippet-first answer	Answer the main query in a compact paragraph near the top.	Intro, TL;DR box and FAQ section.
GEO entity depth	Add products, brands, ingredients, skin types, concerns, expert sources and definitions.	Body copy, comparison tables, internal links and citations.
AEO question formatting	Use exact question headings and short declarative answers.	FAQ blocks, People Also Ask style sections and schema.
Structured data	Use Article, FAQPage where suitable, Product/Review only when compliant and visible.	CMS templates and page-level JSON-LD.
Trust signals	Add author bio, review date, expert reviewer, sources and “how we chose” methodology.	Top/bottom page modules and buying-guide intros.
Internal linking	Link articles to category, brand, product, edit and routine pages with descriptive anchors.	Every article and hub page.

90-Day Content Roadmap

Phase	Focus	Actions	Output
Weeks 1-2	Audit and mapping	Crawl existing blog, map content to categories, flag outdated guides, build keyword clusters and internal-link opportunities.	Content inventory, topic map, priority list.
Weeks 3-4	Evergreen foundations	Create or refresh core guides for skin care, make up basics, fragrance discovery, SPF, hair/scalp and body care.	6-8 evergreen pillar articles.
Weeks 5-6	Comparison and buying guides	Build high-intent guides around product choice, product order, ingredient differences and “best for” needs.	8-10 buying/comparison posts.
Weeks 7-8	GEO authority layer	Add expert quotes, reviewer modules, sources, author bios, definitions and entity-rich FAQs.	Authority upgrade across priority pages.
Weeks 9-10	Trend and seasonal layer	Publish new-in, top 10, trend, gift and edit-led content aligned with campaigns.	6-8 trend/seasonal posts.
Weeks 11-12	AEO and conversion testing	Add answer boxes, schema checks, internal link modules, email/social snippets and product pathways.	Measured content performance pack.

Priority Blog Topic Plan

Topic / Working Title	Primary Intent	SEO Target	GEO Entities	AEO Format	Commercial Path
How to Build a Skincare Routine That Actually Works	Informational	skincare routine order	cleanser, serum, moisturiser, SPF, skin types	Steps + FAQ	Skin care category, routine sets
Retinol vs Retinal: Which One Should You Use?	Comparison	retinol vs retinal	retinoids, sensitivity, PM routine, SPF	Definition + comparison table	Retinol/retinal products
The Best Moisturisers for Dry Skin, Oily Skin and Sensitive Skin	Commercial investigation	best moisturiser for skin type	ceramides, gel cream, occlusives, barrier	Short picks + FAQ	Moisturiser category
SPF Under Makeup: How to Stop Pilling and Keep Skin Glow	Problem solving	SPF under makeup	sunscreen, primer, skin tint, reapplication	How-to + troubleshooting	SPF, primers, base make up
Skin Tint vs Foundation vs Tinted Moisturiser	Comparison	skin tint vs foundation	coverage, finish, undertone, base makeup	Comparison table	Make up / complexion
Fragrance Families Explained: Fresh, Floral, Gourmand and Woody	Discovery	fragrance families explained	scent families, notes, discovery sets	Definitions + examples	Fragrance category
How to Choose a Fragrance Discovery Set	Commercial investigation	fragrance discovery set	perfume notes, gifting, minis, layering	Checklist + FAQ	Discovery sets / gifts
Scalp Care 101: How to Build a Routine for Healthier-Looking Hair	Informational	scalp care routine	scalp serum, exfoliation, dandruff, hair density	Steps + FAQ	Hair care category

Topic / Working Title	Primary Intent	SEO Target	GEO Entities	AEO Format	Commercial Path
The Cult Beauty Capsule Makeup Bag	Commercial discovery	capsule makeup bag	mascara, brow gel, skin tint, lip oil, blush	Checklist	Make up bestsellers
Beauty Gifts by Personality: The Minimalist, The Maximalist, The Skincare Lover	Gift	beauty gifts for her	gift sets, edits, fragrance, self-care	Gift finder	Gift category, edits

Sample Article Briefs

SEO	Each brief is built around one primary search intent, one clear URL, one main CTA and supporting secondary questions.	
Brief	Article Structure	Ready-to-Use Opening Answer
Retinol vs Retinal	HI, quick answer, difference table, who should use each, how often, what not to mix, product route, FAQs.	Retinol and retinal are both vitamin A ingredients, but retinal usually converts faster in the skin pathway. Choose based on tolerance, experience level and routine simplicity.
SPF Under Makeup	HI, quick answer, common pilling causes, step-by-step routine, finish guide, reapplication tips, FAQs.	To stop SPF pilling under makeup, use less product in each layer, let skincare settle, choose compatible textures and avoid over-rubbing your base.
Fragrance Discovery Sets	HI, quick answer, scent-family explainer, gift vs personal use, how to test, best for occasions, FAQs.	A fragrance discovery set is the safest way to explore perfume because it lets you test scent families, wear time and mood before committing to a full bottle.
Best Moisturiser by Skin Type	HI, quick answer, skin-type sections, ingredient guide, texture guide, product shortlist, FAQs.	The best moisturiser depends on your skin type: dry skin often prefers richer creams, oily skin may suit gel-creams, and sensitive skin benefits from simple fragrance-free formulas.

Content Calendar: 12 High-Impact Ideas

Month	Hero Article	Support Articles	Repurposing Ideas
January	New Year Skin Reset: Build a Routine You'll Actually Keep	Barrier routine, gentle actives, morning vs evening routine.	Email series, Instagram carousel, quick quiz.
February	Valentine's Beauty Gifts That Feel Personal	Fragrance discovery, lip edit, glow routine.	Gift guide landing page, paid social snippets.
March	Spring Makeup Trends: Fresh Skin, Soft Colour, Wearable Glow	Skin tint guide, blush placement, SPF under makeup.	TikTok/IG Reel script, Pinterest pins.
April	The SPF Guide: What to Wear Every Day and Under Makeup	Mineral vs chemical, reapplication, SPF for oily skin.	FAQ email, category banner copy.
May	Holiday Beauty Packing List: Minis, SPF and Multi-Use Heroes	Travel skincare, fragrance minis, hair repair.	Checklist download, social story cards.

Month	Hero Article	Support Articles	Repurposing Ideas
June	Summer Body Care: Smooth, Hydrate and Glow	Body exfoliation, body SPF, after-sun care.	Product grid, routine carousel.
July	Heatproof Makeup: Long-Wear Beauty That Still Looks Fresh	Setting spray, waterproof mascara, powder vs glow.	Meta ad hooks, how-to video script.
August	Back-to-Routine Beauty: Skin, Hair and Makeup Reset	Scalp care, barrier recovery, work bag beauty.	Newsletter, product bundle page.
September	Autumn Skin Switch: How to Change Your Routine	Retinoids, moisturiser textures, lip care.	Seasonal shopping guide.
October	Party Season Prep: Skin, Fragrance and Statement Makeup	Long-wear base, smoky eye, fragrance layering.	Instagram carousel and email CTA.
November	Black Friday Beauty Buying Guide: What Is Actually Worth It?	Luxury skincare, tools, gift sets.	Deal navigation page, shopping checklist.
December	Beauty Gifts That Look Expensive and Feel Thoughtful	Stocking fillers, fragrance sets, luxury edits.	Gift finder, paid social copy.

On-Page Template for Each Blog Post

Use a consistent article architecture so every post can perform for classic search, AI Overviews, answer engines and internal commerce journeys.

- SEO title: Primary keyword near the front, written naturally for click-through.
- Meta description: 140-160 characters, includes benefit and commercial route without sounding spammy.
- Opening answer: 2-4 sentences that directly answer the query.
- What you'll learn: Short bullet list for scannability and AI parsing.
- Main sections: H2/H3 structure around questions, steps, comparisons and product choice.
- Evidence layer: Expert quote, reviewer note, product testing process or credible source where claims require support.
- Comparison table: Use for ingredients, product types, price bands, skin types or fragrance families.
- FAQs: 4-6 visible answers, plus FAQPage schema where eligible.
- Internal links: Category, brand, product, edit and related guide links.
- Conversion module: "Shop the routine", "Build your edit", "Try minis first" or "Explore bestsellers".

Measurement and KPI Plan

Metric Group	What To Track	Why It Matters
Search growth	Clicks, impressions, ranking movement, query coverage and rich-result eligibility.	Shows whether SEO clusters are gaining visibility.
AI/GEO visibility	Mentions in AI answer tools, citation patterns, branded/non-branded answer presence, entity consistency.	Shows whether generative engines understand and reference the content.

Metric Group	What To Track	Why It Matters
AEO extraction	Featured snippets, People Also Ask visibility, FAQ click paths and zero-click answer opportunities.	Shows whether answers are structured clearly enough.
Commercial assisted value	Product-page clicks, add-to-basket assists, email sign-ups, edit page visits and revenue assists.	Connects content to ecommerce outcomes.
Content quality	Engagement, scroll depth, time on page, internal link CTR, return visits.	Shows whether content genuinely helps shoppers.

Key Optimised Points in This Strategy

SEO	Topic clusters are mapped to purchase intent, category pages and high-value search terms, not random blog ideas.
GEO	The strategy uses named entities, definitions, expert signals and structured topical relationships so AI systems can understand the content.
AEO	Every article can be written with quick answers, question headings, comparison tables and FAQ schema to improve answer-engine extraction.

Source References

No.	Source	Use in Strategy
1	Cult Beauty official site https://www.cultbeauty.co.uk/	Public positioning, category context or search/structured-data guidance.
2	Cult Beauty About Us https://www.cultbeauty.co.uk/c/info/about-us/	Public positioning, category context or search/structured-data guidance.
3	Cult Beauty Brands A-Z https://www.cultbeauty.co.uk/c/brands/	Public positioning, category context or search/structured-data guidance.
4	Cult Beauty Blog: Ultimate Make Up Guide https://www.cultbeauty.co.uk/blog/101-make-up-guide/	Public positioning, category context or search/structured-data guidance.
5	Google Search Central - Helpful content https://developers.google.com/search/docs/fundamentals/creating-helpful-content	Public positioning, category context or search/structured-data guidance.
6	Google Search Central - Product structured data https://developers.google.com/search/docs/appearance/structured-data/product	Public positioning, category context or search/structured-data guidance.
7	Schema.org - FAQPage https://schema.org/FAQPage	Public positioning, category context or search/structured-data guidance.

Client / CMS Handover Notes

- This strategy is suitable as a portfolio/spec example unless Cult Beauty has directly commissioned the work.

- Before publishing, verify all product names, claims, prices, availability and brand guidelines.
- For skincare claims, avoid promising treatment or cure outcomes unless supported by compliant evidence.
- Use expert review modules where the article gives ingredient or skin concern advice.
- Use the HTML file supplied alongside this PDF as a website-embeddable version for a portfolio or client page.

CMS Publishing Checklist

Build Area	Implementation Detail
Blog hub	Create or refresh a /blog/ hub with category filters for skincare, make up, fragrance, hair care, body care, gift guides and new-in trends.
Article template	Add visible author, review date, quick answer block, table of contents, FAQs, related products and related articles.
Internal links	Add 4-8 contextual links per article: category, brand, product, edit, routine guide and next-step article.
Structured data	Use Article schema by default; add FAQPage only where FAQs are visible; use Product schema only on eligible product pages.
Content reuse	Turn each article into one email block, one IG carousel, one paid social hook set and one short-form video script.
Reporting	Track organic clicks, query growth, product clicks, assisted revenue, email sign-ups and AI answer visibility monthly.