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Using Search Engine Optimization to build brand awareness for an innovation at ORGANII

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Master in Applied Management

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November, 2023

Department of Marketing, Operations and General Management

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ABSTRACT

This thesis presents a comprehensive Search Engine Optimization (SEO) strategy for ORGANII, an organic cosmetics retailer that offers products from various brands. The focus is on ORGANII's brand, UNII, which will soon launch its new deodorant line in the Portuguese market. The SEO strategy comprises various factors, including situation analysis, SWOT analysis, and SEO strategy and tactics.

The SEO plan is tailored to appeal to environmentally conscious women aged 25 to 45, leveraging the guidance of ORGANII. Key competitors are analyzed, emphasizing UNII's unique selling points, such as the different formats available for the new deodorants and the quality and effectiveness of the products. Consumer research highlights the preferences and concerns of the target audience, providing insights into effective SEO strategies.

The implementation plan outlines specific steps, such as the use of relevant keywords, the development of a strong link-building strategy, the collaboration with influencers, and a plan for an increase in online reviews. The timeline for implementation aligns with UNII's anticipated product launch in late November. Metrics for evaluation encompass monitoring the position on the Search Engine Results Page, tracking changes in organic traffic and click-through rates, as well as conversion rates.

This thesis serves as a roadmap for ORGANII to establish a robust online presence, enhance brand awareness, and successfully introduce its new deodorant line to the target market.

Keywords: search engine optimization, SEO, brand awareness, digital marketing, innovation

JEL Classification System: Marketing (M31)

RESUMO

Esta tese apresenta uma estratégia de *Search Engine Optimization* (SEO) para a ORGANII, um retalhista de cosméticos orgânicos. O foco está na marca da ORGANII, a UNII, que em breve vai lançar uma linha de desodorizantes no mercado português. A estratégia de SEO abrange vários fatores, incluindo análise de situação, análise SWOT, estratégia e táticas de SEO.

Conforme orientação da ORGANII, o plano de SEO tem como target consumidoras com idades entre 25 e 45 anos, que procuram cosméticos de qualidade e soluções sustentáveis. Os principais concorrentes são analisados, sendo destacados os fatores diferenciadores da UNII, como os diferentes formatos disponíveis para os novos desodorizantes e a qualidade e eficácia dos mesmos. A análise aos potenciais consumidores destaca as preferências e preocupações do público-alvo, proporcionando *insights* para estratégias de SEO eficazes.

O plano de implementação delineia passos específicos, como o uso de palavras-chave relevantes, o desenvolvimento de uma forte estratégia de *link-building*, a colaboração com *influencers* e um plano para aumentar as reviews online. O cronograma de implementação está alinhado com a data prevista de lançamento do produto, prevista para o final de novembro. As métricas de avaliação abrangem a monotorização da posição do website da ORGANII na página de resultados dos motores de busca, o acompanhamento das mudanças no tráfego orgânico, as *click-through rates*, bem como as taxas de conversão.

Esta tese serve como um guia para a ORGANII estabelecer uma presença online robusta, aumentar o reconhecimento da marca e introduzir com sucesso a sua nova linha de desodorizantes.

Palavras-chave: otimização de motores de busca, SEO, reconhecimento da marca, marketing digital, inovação

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GLOSSARY

CTR – Click-Through Rate

External linking – practice of including hyperlinks in a website's content that point to pages on other websites.

FMOT – First Moment of Truth

Header tags – used to structure the content on a webpage by dividing it into sections and subsections.

HTML – Hypertext Markup Language

Internal linking – practice of adding hyperlinks within a website's content that lead to other pages within the same website.

KPIs – Key Performance Indicators

Meta descriptions – description of the content on a webpage in the search engines results page.

Meta titles – specify the title of a webpage in the search engines results page.

NAP – a part of local SEO, that refers to the name, address, and phone number of a business.

Off-page SEO – actions taken off-site to increase the website's credibility, trustworthiness, and authority for the users and the search engines (Nagpal & Petersen, 2021).

On-page SEO – techniques applied to individual webpages that are directly related to the structure of a website and its contents (Faustino, 2022).

Organic clicks – number of clicks received by a website from the organic list on the SERP (Nagpal & Petersen, 2021).

ORGANII – retailer that sells organic cosmetics from multiple brands.

SEA – Search Engine Advertising

SEM – Search Engine Marketing

SEO – Search Engine Optimization

SERP – Search Engine Results Page

SSA – Sponsored Search Advertising

UNII – Portuguese organic cosmetic brand created by the founders of ORGANII.

URL – Universal Resource Locator

UX – User Experience

ZMOT – Zero Moment of Truth

1. INTRODUCTION

ORGANII was founded by two sisters, Cátia and Rita Curica, with the intent of promoting true health, by commercializing products that preserve our body and stimulate the skin's natural capabilities. Back in 2009, it one of the first companies in Portugal to specialize in organic cosmetics.

ORGANII is a retailer brand that sells organic cosmetics cultivated without pesticides and herbicides, and free from chemicals and synthetic products potentially dangerous to our health and the environment (ORGANII, n.d.). ORGANII is positioned as a health and well-being brand. Their mission is to raise awareness and empower consumers to make choices that prioritize the planet, people, and animals that share it. The brand strives to minimize its environmental impact towards creating a better and more conscious world (ORGANII, n.d.).

The brand has four physical stores in Lisbon and one in Porto, where customers can receive personalized service, professional advice, and skin diagnosis. They also operate a SPA with specialized treatments and skincare services at the Organii Bio Day Spa, located in one of their stores. ORGANII runs an online store and maintains a blog with articles on skincare, ingredient benefits, product reviews, and more. They also have a social media presence on Facebook, Instagram, and LinkedIn.

ORGANII offers a wide range of products for all ages, genders, skin, and hair types, available both in-store and online.

Currently, the majority of ORGANII's consumers are women who show interest in organic cosmetics. They tend to discover the brand either through prior knowledge or a specific problem they wish to solve. Examples of such issues include consumer who have acne or other skin problems, and pregnant women who are keen on understanding the products they apply to their skin considering the health of their baby. (Curica, 2023)

UNII is a Portuguese cosmetic brand created by the founders of ORGANII, which uses organic and biodegradable ingredients. It is a sustainable, zero-waste, vegan, and cruelty-free brand. UNII creates quality organic cosmetic options for the whole family, adaptable to all skin types (ORGANII, n.d.). UNII offers a range of personal care products for face, body, hair, and oral hygiene. The brand is preparing to introduce a new range of biological deodorants that aim to neutralize the odor-causing bacteria without acting as an antiperspirant.

UNII has its own website where customers can purchase goods directly from their online store. However, for the purpose of this thesis, the focus will be on ORGANII's website.

The main objective is to promote UNII's new deodorant line using SEO techniques and to increase ORGANII's customer base by targeting mainstream customers who are open to trying organic products for their quality and eco-friendliness, rather than being motivated solely by skin concerns. Thus, the aim is to attract customers who use and are willing to explore the benefits of organic cosmetic products.

The structure of this thesis is composed by the chapters: Literature Review, Methodology, and Implementation. The Literature Review addresses topics such as Introduction to SEO, Search Engine Ecosystem, Keyword Research and Analysis, SEO Strategy, SEO Analytics and Measurement, Ethical and Best Practices, and Brand Awareness. The Methodology states the methods used to develop the project. The Implementation chapter includes a Situation Analysis, Marketing Strategy at ORGANII and for UNII's deodorants, Strategy for UNII's deodorants optimization at ORGANII's website, the Tactics for optimizing UNII's deodorants, and the implementation plan.

2. LITERATURE REVIEW

2.1 Introduction to SEO

2.1.1 Definition of SEO and its importance in online marketing

Nowadays, having a good digital marketing strategy is essential for an online business to thrive. Firms use Search Engine Marketing (SEM) techniques to promote websites by increasing their visibility on Search Engine Results Pages (SERPs) (Nagpal & Petersen, 2021). Search Engine Marketing can be divided into two subjects: Sponsored Search Advertising (SSA), also known as Search Engine Advertising (SEA), and Search Engine Optimization (SEO).

Search Engine Advertising (SEA) aims at getting a higher rank and more clicks from the sponsored search results on the SERP (Nagpal & Petersen, 2021). On the other hand, Search Engine Optimization (SEO) is the method of improving the position of an online profile such as a website or a social media profile in SERPs for relevant keyword terms searched (Heinze, 2020). The goal of SEO is to raise a webpage's chances of being found by users that search for a specific term or phrase on search engines like Google, Bing, Yahoo, etc. As indicated by Gouveia (2022), SEO is the art of achieving free and qualified traffic that generates conversions, embodying a set of good practices that facilitate the indexing of pages in search engines.

Optimizing content for SEO is important for several reasons, but mainly because it allows it (webpages) to be found more easily by users (Faustino, 2022). Users often click on the first pages that appear on the SERP, and that is why it is so important to have a well-positioned website to attract organic traffic from search engines. It is important to note that SEO refers to all the results that, in the SERP, appear located below the existing ads for the keyword in question (Gouveia, 2022).

In order to optimize a webpage's visibility in the list of organic search engine results, a series of techniques need to be applied, inside and outside a given webpage (Gouveia, 2022). A typical SEO strategy is based on five key steps: Understand your buyer persona's keywords, high-quality content development, on-page optimization, off-page optimization, technical optimization (Heinze, 2020).

The content of a webpage should be properly optimized so that search engine's crawling robots can understand its content, what is its importance hierarchy and, above all, what keyword defines your page (Faustino, 2022). It is important to use positioning optimization techniques in search engines, but it is the quality of our content that determines how potential customers reach us (Carrera, 2022).

SEO plays a pivotal role in digital marketing because when someone goes through the ZMOT (Zero Moment of Truth) – when the consumer investigates the product – of

the customer journey they are likely to use a search engine. And they are just a step away from the FMOT (First Moment of Truth) – ready to make a purchase (Heinze, 2020).

2.1.2 How SEO helps websites to improve their visibility on search engines

Search engines are responsible for the SERP ranking, therefore deciding which pages appear first. This ranking is determined by a series of variables that are continuously being updated. The complexity of the ever-changing ranking algorithms, and the difficulty in measuring important variables such as the semantic relevance of website content (Nagpal & Petersen, 2021) is what makes SEO challenging. The number of topics and resources associated with this universe are various and the changes are permanent (Gouveia, 2022).

The majority of online users do not go beyond the first SERP. This means that if a web presence – a webpage, social media profile, app or post – is not found in the top half of the first page of the SERP (Heinze, 2020), the chances to attract users to its brand's web presence are significantly reduced.

As mentioned by Nagpal & Petersen (2021), the first three ranked links get about 60% of all clicks on the SERP and the first page gets about 90% of the clicks. Therefore, it is easy to understand that the better the position of your webpage for a given user's search term in the list of search results, the greater the number of visitors coming from search engines will be (Gouveia, 2022).

2.1.3 How SEO complements other channels like social media, content marketing, and paid advertising

Digital marketing includes aspects such as (mobile) online platforms, e-commerce, communication channels (e.g., social media, online communities and search engine marketing), marketing automation and video marketing (Peter, Kraft, & Lindeque, 2020).

SEO plays a pivotal role in the larger scope of digital marketing, by complementing and enhancing the effectiveness of other channels, including social media, content marketing, and paid advertising. This collaborative approach creates a powerful synergy that maximizes online visibility, user engagement, and conversion opportunities.

With increasingly active and participatory consumers, it is essential for brands to be present on the platforms where their customers are, communicating their goods and services through content that is relevant to them (Gouveia, 2022).

Social Media Marketing is the area of marketing aimed at connecting with customers through social media platforms (Gouveia, 2022), like Facebook, YouTube, Instagram, TikTok, Twitter, Snapchat, LinkedIn, etc. Sharing high-quality, SEO-

optimized content on social media channels can drive traffic to a website, increasing its authority and improving SEO performance. Social media provides a platform for building brand awareness and engaging with the audience, which can lead to increased brand searches, which positively influences SEO. Social media platforms are crucial in any current marketing strategy, as they bring together multiple and growing possibilities of communication between brands and customers, already constituting means that substantiate a purchase (or various other types of measurable conversion that can be translated into monetary values) (Gouveia, 2022).

Content marketing consists of developing and creating content that brings real value to the target audience of a given brand, in order to enhance your relationship with them and, thus, grow your customer network (Gouveia, 2022). High-quality, informative, and SEO-optimized content not only ranks well in search results, but also attracts organic traffic and encourages engagement. Content marketing efforts, such as blog posts, articles, and videos, provide valuable resources that can be shared on social media and integrated into paid advertising campaigns.

Paid advertising, such as Google Ads, complements SEO by allowing businesses to instantly appear at the top of search results for specific keywords. SEO and paid advertising strategies can be aligned to target the same keywords, ensuring a consistent presence in both organic and paid search results. Data from paid advertising campaigns, including keyword performance and user behavior, can inform SEO strategies, helping to optimize content and keywords for organic search.

2.1.4 The difference between organic and paid search results

After a user types in their query, they are presented with a list of content that the search engine believes will satisfy the original intent of the query – the SERPs. Typically, the content that is returned in SERPs includes a mix of paid and organic results (Heinze, 2020).

Organic search results are non-paid listings that appear on a SERP in response to a user's query. Organic SEO, also described as natural SEO, is a method of improving search engine rankings that does not rely on payment for getting individual visitor clicks. This method relies on strategies such as content marketing that places emphasis on developing relevant content that attracts external links and social shares and is developed around strategic keywords (Heinze, 2020). Organic results are usually displayed below paid advertisements and are labeled with a website's title, meta description, and URL.

The work carried out on an SEO strategy will only produce effects in the medium or long term, as a website and pages gain greater authority and relevance in Google's

understanding (Faustino, 2022). Therefore, achieving a high ranking in organic search results can provide a sustainable source of traffic over time, as long as the website continues to maintain its quality and relevance.

As mentioned by Nagpal & Petersen (2021), organic links are considered to be more trustworthy by the users. This is why SEO is so valuable to gain organic traffic and for the long-term sustainability of a webpage.

Also known as "pay-per-click (PPC) advertising", paid search results are the listings that appear at the top and/or bottom of a SERP, typically marked as "Ad" or "Sponsored." It consists of the set of results in the form of advertisements for a company or brand, which the search engine considers to be valid and relevant according to a given search made by a user (Gouveia, 2022). Paid results are usually displayed above organic results, and they often feature additional elements like ad extensions, which can include site links, phone numbers, and additional text.

Paid search results are determined by a bidding system, where advertisers compete for ad placement based on keywords, and pay for each click on their ads.

Paid advertising has an immediate effect on the results at the top of a SERP (Heinze, 2020) since it provides immediate visibility and traffic to a website, making it a preferred choice for businesses looking for quick results or promoting time-sensitive offers.

Both organic and paid search can be part of an online marketing strategy, depending on a business's goals and budget.

2.2 Search Engine Ecosystem

2.2.1 Search engines and the dominance of Google

Search engines are popular because they bring a form of order to the Web. Information and resources are immediately available in ways that would be impossible without them (Heinze, 2020).

Nowadays, multiple search engines are available on the internet, such as Google, Bing, Yahoo, etc. Oftentimes, depending on geographical location, users tend to prefer one search engine to the other. However, as indicated by Heinze (2020), there is no single search engine that is dominant in every country in the world, although Google is a major player in the majority of North America and Europe, Baidu dominates the Chinese market, and Yandex is the leader in Russia. Therefore, to develop a successful SEM strategy, it is essential to understand first where consumers are and what are their preferences.

Since Google is the leading search engine globally, it is crucial to understand how Google works, as only by being aware of what is at stake, in this monumental algorithmic dynamic, is it possible to adopt the appropriate practices and optimize them correctly (Gouveia, 2022).

Nevertheless, it is critical to understand that the landscape of search engines can change over time due to technological advancements, shifts in user preferences, and/or regulatory developments. While Google's dominance remains strong, the search engine market will continue to evolve, potentially impacting the market share allocation among various search engines.

2.2.2 How search engines rank websites

The main objective of Google and other search engines is to provide the user with what its algorithm considers to be the best results, providing the best search experience possible (Gouveia, 2022). Working with search engines means communicating with automated computer databases. These databases are constantly collecting, storing, evaluating, sorting, ranking and sharing information (Heinze, 2020).

Google finds pages published on the Internet and organizes them using its advanced search algorithm (Faustino, 2022). For this purpose, it uses automated programs that crawl the Internet, looking for new pages, websites, blogs, videos, etc. The "crawlers" visit webpages and gather data about the content, structure, and links in those pages. Once the data is collected, search engines organize this information into a massive database called an "index". When a user searches online, the search engine's algorithms analyze the index to determine the most relevant results.

Factors such as keyword relevance, content quality, backlinks, and user experience are used to rank webpages in the search results. Search engines evaluate how well a website's content aligns with the keywords users search for. High-quality, informative, and engaging content is preferred by search engines. Backlinks, which are inbound links from other reputable websites serve as a vote of confidence, since if one website receives more quality external links than its competitors, it is then more likely to be better ranked in SERPs (Heinze, 2020). Search engines take into account factors such as page loading speed, mobile-friendliness, and overall user experience. For instance, as mentioned by Heinze (2020), digital presences that allow web pages to be viewed and interacted with by a user on a mobile device are better placed to rank well on SERPs compared to those that offer poor mobile user experience. Proper website structure, clean HTML (hypertext markup language), and effective use of meta tags and headings contribute to a website's search engine ranking. Also, metrics like click-through rates (CTR) and bounce rates can influence rankings. To summarize, webpages that use

relevant keywords strategically, with well-researched and valuable information, with authoritative and relevant backlinks, with higher CTRs (indicating more clicks on search results) and lower bounce rates (indicating user engagement) and provide a positive experience to its users are more likely to rank well, and are seen as more relevant, engaging, and trustworthy.

It is essential to ensure that search engine's algorithms interpret the content of a webpage in the most correct way possible, that they understand the characteristics of the website, what content within it is most important, or what the images within the texts mean, among many other technical aspects that will help algorithms make better decisions about a webpage's content and position it according to its relevance.

2.2.3 Importance of staying updated with algorithm changes

Staying updated with search engine algorithm changes is of paramount importance in the field of SEO. One of the key challenges with SEO is that brands wishing to rank well in SERPs are entirely at the mercy of each search engine's algorithm for identifying high-quality content for a particular keyword term (Heinze, 2020).

The rules and algorithms of search engines are dynamic, they are continually improving, so what is valid today will not necessarily be valid in the future (Carrera, 2022). And as indicated by Heinze (2020), Google has made this situation ever more complex and dynamic, with over 10 per cent of their updates now based on artificial intelligence and machine learning involving no human intervention. Some algorithm updates introduce entirely new features or changes in how search results are displayed.

Overall, staying updated with search engine algorithm changes is essential for the success of SEO efforts. It enables companies to adapt to evolving ranking factors, to maintain or improve search rankings, to provide a better user experience, and to stay competitive in an ever-changing digital landscape.

2.3   Keyword Research and Analysis

2.3.1 The role of keywords in SEO

In order to get a large number of clicks, it is important to get ranked on the SERP for the appropriate search queries (Nagpal & Petersen, 2021). Keywords are a fundamental element of SEO since they serve as the bridge between what users are searching for and what content websites offer inspired by customers' needs and preferences, as well as the products and services offered by a company.

Taking into consideration the search engine's algorithms, the webpages that best correspond to the words searched by the user will appear in the top places of the SERP.

The number of factors involved in positioning webpages in the results listings and the consequences of this highlight the importance of the website as the epicenter of everything a brand does in the digital sphere (Gouveia, 2022).

Therefore, when writing new web content, a keyword that represents the focus of the content must be chosen. If we consider each keyword as a separate "market" of consumers, then the decision of selecting a keyword is analogous to selecting a target market (Nagpal & Petersen, 2021).

2.3.2 Importance of targeting relevant and high-impact keywords

As indicated by Gouveia (2022), the choice of keywords will impact areas such as the traffic you will be able to gather for your website, your ability to research topics you should focus on, the promotion of the content you create, your linking strategy, among many others.

Keyword research is essential for SEO. It involves identifying the main keywords that are essential to your brand, that are likely to be search terms used by your buyer persona and that echo the content that is or could be on your website (Heinze, 2020). Conducting keyword research enables a company to direct its efforts toward creating content that resonates with its target audience, speaking their language, and enhancing user engagement.

Choosing and optimizing for relevant and high-impact keywords improves content alignment with user intent, boosts visibility since it increases the likelihood of a webpage appearing in top search results, enhances conversion potential, provides a competitive edge, and allows a company to effectively compete in their niche/industry and streamlines SEO efforts.

2.3.3 Aspects of keyword selection

Search engines continuously calculate the relevance of the content produced by an organization in relation to the phrases that users put into search engines (Heinze, 2020). Keywords need to be relevant to the content on the website. It is important for firms to understand the real intent of searches in order to target the most appropriate type of users (Nagpal & Petersen, 2021). Not all keywords are relevant at the search level. Therefore, it is important to understand the buyer persona's pain and trust points to define an initial set of keywords. Higher relevance is better (Heinze, 2020).

The specificity of a keyword is also a critical factor to consider. If a keyword is long and contains multiple words, it is more specific. But there is a trade-off between 'short tail' and 'long tail' terms. As mentioned by Heinze (2020), when a user arrives at a website using a 'short tail' query, he is more likely to quickly 'bounce off' if they do not

find the exact information they need and will return to a search engine. This happens because single-word terms generally indicate that the users are at the start of their buyer journey. On the other hand, individuals using long search phrases or 'long tail' keywords are more likely to convert into customers, as they are more likely to know exactly what they want from their search. In summary, the more specific the search term that enables a user to reach your website, the higher the likelihood that you will convert a visitor into a customer.

The popularity of a keyword should also be taken into consideration. A keyword should have enough search volume for which it would be worthwhile to create and optimize content (Nagpal & Petersen, 2021). The competition for the selected keyword can also be considered an important factor. Ideally, a keyword should have a fairly low pay-per-click competition score. If we combine these two aspects, we understand that search queries with greater search volume typically come with increased competition. A broad search query, indicative of a broader topic area, often gains attention from a larger number of users but simultaneously attracts a greater number of websites creating landing pages related to it (Nagpal & Petersen, 2021).

2.3.4 Keywords associated with the buyer's journey

The buyer's journey is made up of several phases. As a result, the keywords used in a search query might vary depending on where a person is in their buyer's journey. The journey starts with the awareness stage, where the user is triggered to take action and begins searching for information online. The exploration/evaluation part of the journey is highly complex and differs for every user (Enge, Spencer, & Stricchiola, 2023). During the evaluation stage, users have already identified their problems and are now considering various options or solutions. They may also be searching for product reviews, comparisons, and other detailed information to help them make an informed decision. Once they are close to making a purchase, they enter the final stage, where they may be looking for the best deal and are ready to make a decision.

As indicated by Heinze (2020), in order to assist in the definition of keywords, a brand should be asking: For each term, at what point is your buyer persona in their buyer journey?; Why is your buyer persona asking this question at this point?; What content is your buyer persona expecting as a result of their query?.

In order to successfully reach potential customers, a brand should create and adapt its content and strategy to target users at every stage of the buyer's journey. By doing so, the brand can effectively capture their attention, provide them with valuable information, and ultimately guide them towards making a purchase decision.

2.4 SEO Strategy

When implementing an SEO strategy, a company should consider a wide range of techniques and approaches to improve its online visibility and search engine rankings.

Effective SEO strategies involve a combination of technical, content-related, and user-focused tactics. If these are optimized, a website has a higher chance of ranking in the first places of organic SERPs. When neglected, it can leave a website vulnerable to algorithm changes and could even have a negative impact on your long-term SEO performance (Heinze, 2020). These techniques should be applied to all pages of a website (not just the homepage) so that each one appears well-positioned for the desired keyword (Gouveia, 2022).

Successful SEO efforts require continuous monitoring, adaptation to industry trends, and a commitment to providing high-quality content and user experiences.

2.4.1 On-Page SEO

Search engines use different criteria to rank organic links on the SERPs. These techniques can be broadly divided into two distinct groups – on-page and off-page SEO. Both on-page and off-page SEO work towards a common goal of achieving higher rankings on SERPs and more organic clicks (Nagpal & Petersen, 2021).

On-page optimization refers to the techniques and strategies applied directly to individual webpages to improve their search engine rankings and overall visibility. These are directly related to the structure of a website and its contents. As mentioned by Faustino (2022), they determine how search engines understand a website's content, its relevance and semantics, and, most importantly, to which search results the content is related when a user performs a search query.

2.4.1.1 High-quality content

High-quality, relevant, and valuable content plays a pivotal role in SEO. According to Google SEO guidelines, creating compelling and useful content will likely influence website ranking more than any other factor (Nagpal & Petersen, 2021). Thus, creating informative, engaging, and shareable content not only attracts users but also earns backlinks and contributes to improved search rankings. While high-quality content has always held significance for webpages, its importance has increased further due to Google's practice of penalizing websites with low-quality content in their ranking in SERPs.

For a webpage to be relevant, its content must correspond to the keyword searched by the user (Gouveia, 2022). Relevant content assists the buyer persona in their buyer journey. As indicated by Heinze (2020), for content to appeal to the buyer

persona, it has to target a specific keyword phrase, as well as be relevant, original, detailed, and in accessible formats. It should also be media-rich (including images and video) and include a clear call-to-action (e.g., email signup, download, subscribe, call a number, comment, or share).

2.4.1.2 Tittle tags and meta descriptions

The title and meta description are two extremely important elements from an SEO point of view. These two pieces of information will appear in Google's organic results when someone searches for a topic related to the subject of your webpage (Faustino, 2022).

Meta titles, also known as title tags, are HTML elements that specify the title of a webpage. They are the first thing users see in search results, and they greatly influence whether users click on a particular link. Title tags must contain the main keyword of the webpage, providing search engines with a concise description of the page's content.

Meta descriptions provide a summary or description of the content on a webpage, and they usually appear immediately below the title tag in search engine results. They give users a preview of what to expect when they click on a search result, helping them determine if the page is relevant to their query.

As indicated by Nagpal & Petersen (2021), the searcher only sees the website title and a snippet of text from the website before making the click decision. Thus, the searcher's click behavior is not related to the content of the website. Instead, it is related to the searcher's expectations of the content of the website based on the meta title and description.

Both meta titles and descriptions should be optimized for SEO while remaining user-friendly, which includes using relevant keywords, providing accurate descriptions of the page's content, and crafting compelling text to encourage users to click through to the webpage.

2.4.1.3 Header tags and page structure

The use of title headings, subtitles, lists with points or numbering, bold, italics, etc., makes it easier for the reader to consume the content of a webpage simply and easily. Using headings, bullet points, images, and videos will benefit those who want to take a quick look and get the key facts, as well as those who want a more detailed explanation (Heinze, 2020). This helps to correctly structure the content, logically organize all the information, and optimize it for SEO (Faustino, 2022).

Header tags are valuable tools for organizing content and improving SEO. They are used to structure the content on a webpage by dividing it into sections and

subsections. Using header tags properly can improve readability, enhance user experience, and provide search engines with contextual information. Incorporating relevant keywords into header tags can help improve SEO, as search engines use these tags to understand the content's structure and context.

Long-form content also enters the page positioning process since Google generally favors, in terms of positioning, pages with more content, that is, with longer texts, as it suggests that the more words, the more relevant the page is (Carrera, 2022). However, it depends upon the type of content. If a webpage allows for comments in combination with the original article, a lively discussion can add value for the reader and it is a good strategy for SEO content development (Heinze, 2020).

2.4.1.4 Image optimization

Images play a major role in the description of products and services (Heinze, 2020). They offer useful content to the consumer and additional content for image-specific search engines.

Quality images can increase engagement among consumers. Images are a way to make content more visually appealing, making it easier to read and giving greater relevance to certain topics in the text. Images can also be a great source of 'virality' for content, increasing the likelihood of sharing and re-use (Heinze, 2020).

Optimizing images can also be done by including the selected keyword on the image's file name (title) and alternative text (alt text). Additionally, keywords can be placed in the caption or description of the image, which is the text that appears next to the image and allows the search engine to associate the meaning of the image with the accompanying text (Heinze, 2020), helping search engines to understand the content of the image. Therefore, these attributes are essential from an SEO point of view as they contribute to good usability (Faustino, 2022).

2.4.1.5 URL structure, internal and external linking

Links are a crucial part of navigation and are the main source of information for Google, as they determine which page on a website is important and which is not (Heinze, 2020). Therefore, a website needs to have a link to each webpage on your website, as this is the only way Google can find and index it (Gouveia, 2022).

A well-structured URL should be constructed and organized to make a webpage user-friendly, descriptive, and accessible to both search engines and users. Incorporating relevant keywords into the URL can help improve SEO. However, it is important to do this naturally and without keyword stuffing. Shorter URLs are generally better because they are easier to remember, share, and type.

Internal linking refers to the practice of adding hyperlinks within a website's content that lead to other pages within the same website. These links connect different pages and help users navigate a website more effectively. According to Faustino (2022), whenever possible, a webpage should have between one to three internal links to its own content. Creating links to other relevant articles on a webpage, which can serve as additional reading material for its users, will also strengthen the visibility of a website's articles for specific keywords. Providing users with additional relevant content to explore through internal links can reduce bounce rates and encourage users to stay longer on the website.

On the other hand, external linking refers to the practice of including hyperlinks in a website's content that point to pages on other websites, connecting users to external sources and websites. Linking authoritative and reputable external sources when they add value to the content will demonstrate credibility and provide additional resources to users. It will make a webpage gain greater relevance in the eyes of a search engine, as it helps the reader during the process of searching for the topic in question (Faustino, 2022).

2.4.1.6 Page Speed and User Experience (UX)

Having a technically sound site can also improve the overall customer journey by improving elements such as site speed (Heinze, 2020). Users tend to abandon websites that load slowly, leading to higher bounce rates, and consequently lower conversion rates. Since 2010, Google has considered loading speed a factor in determining the relevance of a website (Carrera, 2022). Therefore, faster-loading pages are more likely to rank higher in search results, contributing to better visibility, increased organic traffic, and overall better website performance. Additionally, optimizing page speed improves user satisfaction and engagement.

2.4.1.7 Mobile Optimization

It is essential to ensure that a webpage is mobile-friendly and responsive to accommodate users accessing the website from various devices, including smartphones and tablets. Such is the impact of the always-connected customer on the organization that it is their expectation that all tasks should be easily achievable from a mobile device (Charlesworth, 2021). Furthermore, Google has prioritized the indexing of the mobile version of a website, meaning all new websites are evaluated on their accessibility and speed on mobile devices (Heinze, 2020).

2.4.2 Off-Page SEO

Off-page SEO refers to the actions taken off-site to increase the website's credibility, trustworthiness, and authority for the users and the search engines (Nagpal & Petersen, 2021). While on-page SEO focuses on optimizing a website's content and structure, off-page SEO deals with factors that influence a website's reputation and reliability on the broader internet.

2.4.2.1 Backlinks

A key aspect of off-page SEO involves acquiring high-quality backlinks from other reputable websites. Backlinks act as a vote of confidence and indicate to search engines that the content is valuable and authoritative. The concept of website authority is a measure of the trustworthiness and overall influence of a website in the eyes of search engines and users.

There is a positive relationship between the number of backlinks on a webpage and its positioning in the SERP, which means that a greater number of backlinks will allow a better positioning of the webpage (Gouveia, 2022). Additionally, if one website receives more quality external links than its competitors, it is then more likely to be better ranked in SERPs (Heinze, 2020).

2.4.2.2 Brand mentions on social media and through influencers

Backlinks should be promoted alongside high-quality content and influencers (Carrera, 2022). Partnering with influencers can help promote a webpage's content and brand, potentially leading to increased exposure.

Social media activity and engagement can impact SEO. Content shared on social platforms can lead to increased visibility, more backlinks, and improved brand awareness, which can positively affect search rankings. Furthermore, online mentions, even if without a link, can contribute to the authority and credibility of a webpage. Therefore, it is important to encourage incoming links generated from social media and from other sites where people are talking about the company's brand, services, and products (Heinze, 2020).

2.4.2.3 Local SEO

Off-page optimization can be applied to businesses with physical locations. As indicated by Heinze (2020), with a physical location, a business should ensure that its name, address, and phone number (NAP) are consistently presented on its website.

Off-page SEO also includes managing online listing pages, which display the company's information on directory websites, SERPs, social media, and business review

websites, such as Facebook, TripAdvisor, and Trustpilot. Positive reviews and ratings on review platforms can influence local SEO rankings and user trust. Therefore, online customer reviews should be encouraged.

2.5 SEO Analytics and Measurement

2.5.1 The importance of tracking and analyzing SEO efforts

SEO analytics refers to the process of tracking, analyzing, and interpreting data related to your website's performance in search engines. Websites driving traffic synchronized with analytics allow companies to track and configure various options on how to attract and convert leads into new customers (Rizvanović, Zutshi, Antonio, & Tahereh, 2023).

The availability and analysis of customer, product, and sales data and the measurability of marketing and sales activities through digital platforms, tools, and channels create a system in which market activities can be continuously monitored and optimized (Peter, Kraft, & Lindeque, 2020). Therefore, these practices are essential for understanding how your SEO efforts impact the website's online presence and its business objectives.

2.5.2 Relevant metrics for SEO

A critical component of SEO is reporting and analytics, as they are essential for improving marketing strategies, understanding the customer journey, and designing the sales funnel for each customer group (Carrera, 2022). There are several key performance indicators (KPIs) that are relevant and that should be considered when analyzing a website's SEO.

Analyzing the visibility of keywords in the SERPs and monitoring them over time, as well as identifying high-performing keywords that drive traffic and conversions, is fundamental for SEO. Improvements in keyword rankings can be a sign of successful SEO efforts.

Measuring changes in organic traffic can help businesses recognize the number of readers visiting their website via organic search results from search engines.

Conversion rates assess the percentage of visitors who complete a desired action on the webpage. These can include user interactions such as form submissions, purchases, downloads, etc.

Click-through rate (CTR) measures the percentage of users who click on the search result when displayed in the SERPs. CTR can be a great metric to evaluate the

effectiveness of title tags and meta descriptions since a higher CTR is indicative that the content is appealing to users.

Bounce rates represent the percentage of visitors who leave a website after only viewing one page. This metric is related to user experience, as a lower bounce rate suggests better user engagement and content relevance.

User engagement metrics should also be considered. As indicated by Carrera (2022), engagement is the ability to capture visitors' attention. In terms of SEO, this is measured using some indicators like the average amount of time users spend on your website (session duration), how many pages users visit during a single session on the website (pages per session), and the percentage of returning visitors.

Tracking the number and the quality of inbound links from other websites can provide insights into the sources of the backlinks and help evaluate the impact on the webpages' rankings.

Addressing technical aspects is critical. Tracking issues such as broken links, crawl errors, duplicate content, etc., and solving these issues. Aspects like page loading speed, since faster-loading pages tend to have lower bounce rates and higher rankings. Also, mobile friendliness must be taken into consideration in an era where mobile users continue to grow.

For businesses with physical locations, it is important to keep an eye on Local SEO metrics and analyze data related to local search visibility, ranking, and reviews.

Reporting and analytics applied to SEO can provide the necessary insights to assess the effectiveness of a business's SEO strategies and make data-driven improvements and overall online performance.

2.6 Ethical and Best Practices

Adhering to ethical practices in SEO is key to building a sustainable and reputable online presence. These practices ensure that SEO efforts align with search engine guidelines, providing valuable content to users. Therefore, they help improve a website's search engine ranking, as well as ensure long-term success, credibility, and trustworthiness. It is crucial to stay updated with industry changes and guidelines to maintain ethical SEO practices. Regarding ethical alignment and adherence to search engine guidelines, SEO practices can be divided into black-hat, gray-hat, and white-hat SEO techniques.

Black-hat techniques are an active attempt to manipulate or 'game' the search engine ranking algorithms. These are techniques that generally have only short-term impact and risk having a website penalized (Heinze, 2020). Deceptive practices, such as misleading clickbait, keyword stuffing, cloaking (showing different content to users

and search engines), or false claims, will damage the online reputation of a website and can lead to penalties from search engines, including lowered rankings or removal from search results altogether.

Gray-hat SEO techniques, although may not fully violate guidelines, can be considered ethically questionable. These practices often attempt to balance between achieving results and avoiding detection.

Ethical 'white hat SEO' techniques are the techniques that adhere to the rules and boundaries of practice set out by search engines (Heinze, 2020), prioritizing the long-term success and sustainability of a website in search engine rankings. Building trust, reputation, and credibility among users by delivering high-quality content and providing a positive user experience, quality content creation, keyword optimization, proper meta tags, natural link building, and mobile optimization are examples of white hat SEO' techniques.

2.7 Future Trends in SEO

SEO keeps evolving as search engine algorithms, user behaviors, and technology advance. Marketing practices such as digital search and advertising, social media interaction, mobile tracking and engagement, online purchase, and in-store shopping experience, are increasingly powered by scalable and intelligent algorithms (Ma & Sun, 2020).

Big Data refers to the collection of data from and about everything internal and external to the organization (Charlesworth, 2021). Correspondingly, Artificial Intelligence (AI) agents powered by machine learning algorithms have demonstrated their effectiveness in processing large-scale and unstructured data in real time, generating accurate predictions to assist marketing decisions (Ma & Sun, 2020). The interpretation of that data facilitates the ability to track customers and their communications across every channel which can help measure and manage the customer experience (Charlesworth, 2021).

As mentioned by Charlesworth (2021), the term artificial intelligence is applied when a machine mimics cognitive functions that humans associate with other human minds.

ChatGPT represents a huge step forward in language generation. Generative AI solutions can already be used to provide detailed natural language responses to relatively complex queries, and as these algorithms continue to be improved, their use will only grow (Enge, Spencer, & Stricchiola, 2023).

AI and machine learning will assist in content generation, user behavior analysis, and predicting search engine algorithm changes. While mobile-friendliness, fast-loading

pages, website design, and usability will continue to be important in terms of SEO, improving user experience that is adapted to emerging technologies will be crucial. As indicated by Rizvanović, Zutshi, Antonio, & Tahereh (2023), Metaverse is already being used to enhance user experience and provide authentic brand communication strategies.

The increasing number of Internet-connected search devices, such as personal assistants and smartphones, searching for video and image content is one of the major trends. Voice search, in particular, allows people to ask long and near-conversation-like search queries which a search engine tries to match to relevant search results (Heinze, 2020).

In a dynamic digital environment, being able to react to changes in technology, the market, and customer expectations by adjusting tactics is essential whilst still pursuing the overall key objective (Charlesworth, 2021).

2.8 Brand Awareness

2.8.1 Definition of brand awareness and its relevance in the buyer's decision process

According to Perreault & McCarthy (2013), brand awareness means the level of defining, accepting and remembering of consumer in any situation. Different brands have different brand images and characteristics, and this unique brand positioning in consumer minds is known as brand awareness (Lili, et al., 2022).

When companies establish a new market or product, their core purpose is to focus on creating awareness among customers to get the best results, as brand awareness creates positive brand loyalty (Alalwan, 2018). Brand loyalty, brand image, psychical quality and top-of-mind brand, and brand recall are ways to measure brand awareness (Sürücü, Öztürk, Okumus, & Bilgihan, 2019).

Building and maintaining brand awareness is essential to making a positive impact on consumers' purchase decisions. The brand is an important asset for any business because it can change people's buying behavior, and it can play a crucial role in enlarging any business (Choi, Park, Lee, & Hwang, 2017). Higher brand awareness facilitates consumers in gaining an impression of the brand, choosing certain types of goods, and prioritizing their familiar brands (Sharma, 2017).

2.8.2 Relevance in the buyer's decision process

Marketing communication plays a very important role in creating brand awareness regarding the product. When the customer is aware of the brand, his/her trust with the brand increases (Aljumah, Nuseir, & El Refae, 2023).

SEO can improve brand awareness by increasing online visibility, since when a website appears on the first page of the SERP, more people are likely to discover the brand, exposing it to a broader audience. Moreover, websites that rank higher in search results are often perceived as more credible and trustworthy, since users rely on search engines to deliver the most relevant and reliable information. Local SEO techniques can help brands become more visible to local customers.

Therefore, and as indicated by Aljumah, Nuseir, & El Refae (2023), this awareness enhances the likelihood of purchase because of the positive effect on brand familiarity and credibility.

3. METHODOLOGY

To understand ORGANII's business, it is crucial to perform a structured and comprehensive analysis of its strategy. The main steps of this research, as well as the data sources and methods used to gather information, are stated in Table 1.

Table 1 Main steps, data sources, and methods used

Steps	Source
A) Situation Analysis – Strategic goals of the project – Marketing strategy at ORGANII – Marketing strategy for UNII's deodorants – Competitor analysis for UNII's deodorants – Consumer research for UNII's deodorants – SWOT analysis for UNII's new deodorants	Meetings with ORGANII ORGANII's website (https://organii.com/) Competitor's website analysis (https://mplbeauty.com/; https://en.ben-anna.de/) Interviews to the target audience
B) Strategy for UNII's deodorants optimization at ORGANII's website	ORGANII's website Interviews to the target audience
C) Tactics for optimizing UNII's deodorants D) Implementation	ORGANII's website Keyword Planner – Google Ads HypeAuditor (https://hypeauditor.com/pt/)

As a part of consumer research, eight women between the ages of 28 to 45 from the Lisbon area were selected for in-depth interviews. The transcriptions of these interviews were included in the annexes of this thesis for analysis. The objective was to collect insights into consumers' motivations, concerns, and pain points related to cosmetic products.

The interviews were structured based on the following questions: personal information of the interviewees; their hygiene routines and the products they use; the deodorant brands they use, their criteria for selecting a deodorant, their concerns about this product category, their preferred places to buy deodorants; their perceptions about biological deodorants and their awareness of the ORGANII/UNII brands; their most frequently used social media platforms and the influencers they follow.

The duration of the interviews ranged from 10 to 20 minutes.

4. IMPLEMENTATION

4.1 Situation Analysis

4.1.1 Strategic goals of the project

The objective of the project is to recommend an SEO strategy for ORGANII's new product launch. To achieve this, a thorough understanding of the current business of ORGANII was conducted. A competitor analysis was performed to identify the strengths and weaknesses of both ORGANII and UNII. This helped determine the competitiveness of the brand and its innovation. To effectively reach consumers, it is essential to understand their existing consumer base and the target audience ORGANII aims to serve, which was explored during the research phase involving potential consumers. A SWOT analysis was carried out to identify the positive and negative aspects of the launch and potential implications of the SEO strategy.

Finally, an implementation plan was established, outlining the specific steps of the SEO strategy for ORGANII to successfully introduce UNII's new deodorant line to the target market.

4.1.2 Marketing Strategy at ORGANII

It is essential to analyze ORGANII's segmentation, target, and positioning, as well as the marketing mix to understand their current strategy.

4.1.2.1 STP

Segmentation and Target

- Country of Residency: Portugal
- Gender: female
- Age: 35-45 years old
- Income: medium-high
- Interests: The consumer places a high value on personal well-being and health, as well as environmental sustainability. The consumer is interested in cosmetic products.
- Benefits wanted: The consumer looks for high-quality cosmetics that are both organic and sustainable.

Positioning

- Identification: ORGANII is a cosmetics retailer that offers products from various brands. It was one of the first companies in Portugal to specialize in organic cosmetics, and its main objective is the dissemination and promotion of organic cosmetics (ORGANII, n.d.).

- Golden Triangle:
  - Consumer Expectations: ORGANII's target is informed, focused on the biological, and sustainable. They look for products made from organic ingredients, grown without pesticides and herbicides, free from chemicals and synthetic products (ORGANII, n.d.).
  - Strong points of the Competition: Other retail stores in Portugal that are considered ORGANII's competitors are MPL'beauty, Green Beauty Concept, Celeiro, and Terra Pura. MPL'Beauty sells natural and organic products under its brand. Green Beauty Concept sells natural, organic, and sustainable beauty products from other brands. Both are more focused on organic cosmetics and transparent regarding the sustainability of their products and have exclusive brands not found at ORGANII.

    Celeiro is the largest chain of organic products and natural cosmetics stores in Portugal. Terra Pura offers 100% natural products and qualified professional advice. Celeiro and Terra Pura have high visibility, with stores in large shopping centers.
  - Strong points from the product: ORGANII specializes in organic and sustainable cosmetics from a wide range of brands and provides personalized service and a welcoming environment at their stores.

4.1.2.2 Marketing Mix

- Product:

ORGANII has an extensive product range that includes different brands such as Absolution, Dr. Hauschka, Mádara, and UNII. Their portfolio includes products for the face, body, hair, sun protection, oral and intimate hygiene, fragrances, makeup, essential oils, and products for men and kids. These products target various skin issues and concerns, as well as different hair types.

- Price:

ORGANII operates in a medium price range, catering to customers with varying budgets. For instance, if a customer has oily skin and is looking for a day cream that suits their skin type, they can choose from various options such as Dr. Hauschka Melissa Day Cream priced at 28.07€, Absolution Creme Santé priced at 40€, and Voya Even Pure Day Cream priced at 69€.

- Distribution:

As mentioned, ORGANII has four physical stores in Lisbon: Alvalade, Chiado, Príncipe Real, and Lx Factory. In Porto, the location of their store is at CC Bombarda. It is important for ORGANII to maintain physical stores for customers to see, touch, and

purchase products while receiving personalized advice from professionals. The products are also available at ORGANII's website, reaching consumers that prefer to buy online.

- ▪ Communication:

ORGANII is present on various social media platforms, such as Facebook, Instagram, and LinkedIn.

ORGANII maintains a blog that features articles on skincare, ingredient benefits, product reviews, and more. The blog is dedicated to promoting consumer health, raising awareness about environmental causes, and empowering individuals to prioritize the planet, as well as the people and animals who inhabit it. Their blog posts are informative, easy-to-read, and provide high-quality, up-to-date content, to engage with consumers and gather feedback on their current and potential products.

Currently, ORGANII does not have a specific SEO strategy. ORGANII focuses on content quality and providing accurate information to their readers. However, they do not use particular keywords nor take into consideration any specific on-page or off-page optimization strategies (Curica, 2023).

4.1.3 Marketing Strategy for UNII's deodorants

ORGANII's brand, UNII, is set to launch a new line of biological deodorants by the end of November 2023. Currently, deodorants are not included in UNII's product range. However, the brand has identified a need among its consumers for this product and has been working towards fulfilling their demand for some time (Curica, 2023). The goal is to promote UNII's new deodorants on ORGANII's website.

4.1.3.1 STP

Segmentation and Target

- Country of Residency: Portugal
- Gender: female
- Age: 25-45 years old
- Interests: The consumer understands the benefits of natural and biological products for both personal health and environmental sustainability.
- Benefits wanted: The consumer is looking for a good quality deodorant that effectively controls sweat and intense odors. The deodorant should be comfortable to use and not cause any skin irritation. Additionally, it should not leave any stains on clothes. The customer is looking for a deodorant that offers good value for money.

Positioning

- Identification: UNII is a Portuguese cosmetic brand created by the founders of ORGANII. UNII is introducing a new line of biological deodorants that are made with natural and biodegradable ingredients. They are designed to neutralize odor-causing bacteria without acting as an antiperspirant.
- Golden Triangle:
  - Consumer Expectations: UNII's target consumer is similar to ORGANII's. They are well-informed and look for a high-quality deodorant that is 100% safe, with no questionable ingredients in its formulation. They also want to avoid pesticides and herbicides that can be harmful to their health and the environment.
  - Strong points of the Competition: MPL'beauty and Ben & Anna are two brands that offer deodorants made with natural and organic ingredients. MPL'beauty has COSMOS and ECOCERT certifications that ensure their deodorants are made with natural and organic ingredients. Ben & Anna's products are 100% certified natural cosmetics, and the brand focuses on offering sustainable options for both men and women. These brands have a well-defined marketing and communication strategy that is consistent and appealing to customers.
  Sanex Natur Protect, Nivea Naturally Good Aloe Vera Bio, and Garnier Narta Bio-Eficácia all claim to be biological and natural. Because they are available in the mass market, they can reach a wide range of consumers.
  - Strong points from the product: UNII's deodorants are formulated with 100% natural and biodegradable ingredients and are available in three different formats to cater to the preferences of every consumer.

4.1.3.2 Marketing Mix

- Product:

UNII is launching a new range of biological deodorants that are made with natural and biodegradable ingredients. They are designed to neutralize odor-causing bacteria without acting as an antiperspirant. UNII will offer three deodorant options: a cream deodorant that will be sold in an aluminum can, a cream deodorant that will be sold with the Kiima applicator and its refills, and an alum stone crystal deodorant.

The cream deodorant sold in an aluminum can will have two lines: Sensi and Active.

The Sensi cream deodorant is formulated for delicate skin and offers a perfect blend of softness and effectiveness. It neutralizes body odor without blocking

perspiration, hydrating and protecting the skin's microbiome. The formula, which does not contain bicarbonate and aluminum salts, uses zinc and cornstarch to absorb bad odors and humidity. The deodorant is practical, non-greasy, and has a mild scent that is free from allergens resulting in clean, dry, and hydrated armpits that are protected throughout the day.

The Active cream deodorant is an effective solution to control body odor without blocking perspiration and the skin's natural breathing. Without bicarbonate and aluminum salts, its formula with organic sage absorbs odors and moisture. This practical deodorant has a non-greasy formula and a gentle citrus scent, which leaves armpits clean and dry.

UNII will sell their cream deodorants with the applicator from Kiima and its refills with both lines, Sensi and Active. Kiima is a brand of refillable deodorant applicators that is part of the global zero-waste movement.

Additionally, UNII is introducing an Alum stone crystal deodorant as a part of their product line. The alum stone will be packaged in a paper tube with a cork interior. The natural deodorant is obtained directly from Alum stone, a mineral present in several regions of the world. It is a transparent and odorless polished potassium crystal without any color or odor additives. Due to its astringent properties, it neutralizes perspiration and prevents bacteria responsible for bad odors, allowing the skin to breathe normally.

At the time this thesis is being written, ORGANII does not have pictures of all the new deodorants and their packaging. The following are some of the visuals available:

Figure 1 Packaging: Sensi stick deodorant refill

Figure 2 Packaging: Active stick deodorant refill

Figure 3 Packaging: Active stick deodorant refill
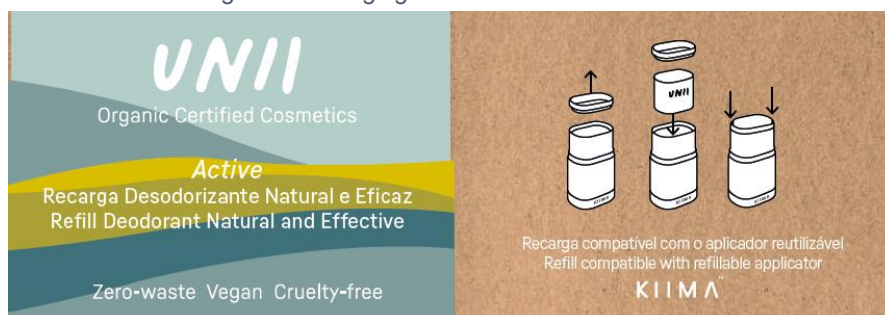
- Price:

ORGANII has announced the pricing for UNII's new range of deodorants. The cream deodorant sold in an aluminum can (Active/Sensi) will be available at a retail price of 7.90€. The cream deodorant sold with the Kiima applicator (Active/Sensi) will be priced at 14€, whereas its refills (Active/Sensi) will cost 6.90€. The alum stone crystal deodorant will retail for 9.40€.

- Distribution:

Consumers will be able to purchase UNII's new deodorants at ORGANII's physical stores. To reach consumers that prefer to buy online, the deodorants will also be available at ORGANII's and UNII's own website (uniiorganic.com)

- Communication:

Currently, ORGANII promotes UNII mainly on its Instagram page, showcasing the products and different ranges available. Additionally, ORGANII shares UNII's products with its audience on Facebook.

UNII operates its website where customers can purchase their products through an online store. Moreover, the brand is active on Instagram, featuring regular posts showcasing its biological formulas, highlighting the best ways to use its products, and promoting current sales and offers. The brand maintains a YouTube page, where they have short videos presenting UNII's products. However, their YouTube page has not been updated in a while.

4.1.4 Competitor Analysis for UNII's deodorants

UNII's deodorant has two types of competitors: brands that sell deodorants with natural and biological claims in the mass market and brands that sell biological deodorants that operate in the same category as ORGANII.

Mass-market brands like Sanex Natur Protect, Nivea Naturally Good Aloe Vera Bio, and Garnier Narta Bio-Eficácia offer deodorant lines that promote a natural and biological claim to appeal to consumers. However, UNII is a brand that solely sells biological products, giving them an edge in credibility with consumers due to their exclusive focus on natural ingredients.

Many mass-market brands advertise their products do not have alcohol or aluminum in their formulas. Not only are UNII's deodorants free of these ingredients, but they also do not include sodium bicarbonate. Moreover, UNII offers three sustainable deodorant formats with eco-friendly packaging.

In accordance with ORGANII's guidance, the focus should be on brands that operate in UNII's segment. ORGANII (Curica, 2023) has identified two main competitors for UNII's deodorant: MPL'beauty, and Ben & Anna.

MPL'beauty is a Portuguese company, created to cater women that do not want to compromise results or their health by taking care of their beauty. Their product range includes face, body, hair, oral care, and wellness products. The brand uses only 100% natural, high-quality raw materials and transparent formulas. MPL'beauty has received certification from both COSMOS and ECOCERT, ensuring its customers that they are using natural and organic ingredients (MPL'beauty, n.d.). The company has a blog, and a social media presence on Facebook, Instagram, YouTube, TikTok, and LinkedIn.

MPL'beauty has a variety of natural deodorant sticks (pink, tangerine, passion fruit & coconut fragrances), including a specific one for sensitive skin. Also, they sell deodorant creams with pink and tangerine fragrances, one specifically created to soothe the skin and another for sensitive skin. The deodorant sticks retail for 14€, and the cream deodorants cost 16.80€ (MPL'beauty, n.d.).

Ben & Anna is a German company that specializes in selling sustainable products for both women and men. They offer a range of products for personal care including deodorants, dental care, hair care, and body care. The products are 100% certified natural cosmetics, vegan, animal-friendly, and free from microplastics, parabens, and phthalates (Ben & Anna, n.d.). Ben & Anna have a blog and are active on social media platforms such as Facebook, Instagram, and TikTok. Ben & Anna's online store does not offer shipping to Portugal, but their products are sold by several companies in Portugal.

Ben & Anna sells a range of natural stick deodorants that come in multiple fragrances (including coco mania, green fusion, mint, persian lime, pink grapefruit, and urban black). They also offer a stick deodorant specially formulated for sensitive skin (highland breeze, japanese cherry blossom, and lemon & lime). Additionally, they have cream deodorants (persian lime, pink grapefruit, and vanilla orchid). Depending on the retailer, Ben & Anna's deodorants can be purchased online for different prices. The deodorant sticks retail for 4.90-6.49€, and the cream deodorants for 5.22-6.60€.

UNII has a significant edge over MPL'beauty and Ben & Anna, thanks to ORGANII's physical stores. Customers have the option to visit these stores to clarify any doubts and ask questions about UNII's products. They can also receive professional advice, which can be helpful in their decision-making process.

4.1.5 Consumer research for UNII's deodorants

As per the guidelines set by ORGANII, UNII's new deodorants are targeted towards women between the ages of 25 to 45 who are employed and aware of the advantages of using natural and organic products, both for personal health and the environment.

To gain an understanding of consumers' motivations, concerns, and pain points related to cosmetics products, as well as their preferred information sources, primary data was collected through interviews. In total, eight interviews were conducted.

The interviewees were all women from the Lisbon area, aged between 28 and 45, and nearly all had higher education degrees. The content of the transcripts from the interviews were coded and analyzed, and the findings are presented in the following paragraphs.

Personal hygiene items are part of their daily lives. When asked about their preferred brands and why they kept repurchasing them, the main responses were: the product offered good value for money, reasonable price and promotions, dermatologist recommendations, social media recommendations, the product is hydrating, well-absorbed by the skin, had a nice texture and scent, and provided a pleasant sensation on the skin. For instance, interviewee#3 said, "For deodorant and shower gel, I buy the cheapest or based on promotion, and the scent is also important". And interviewee#4 mentioned, "Value for money. Also, the product texture, scent, sensation on the skin".

When it comes to deodorants, the most important factors are their comfort, effectiveness, and durability. They should not cause any irritation or leave stains on clothes. Most women mentioned they prefer deodorants with a soft, fresh fragrance or no scent at all. Even though antiperspirants are not the ideal choice, some women still use them due to their effectiveness and long-lasting properties. Interviewee#3, when asked about her preferences for deodorants, stated, "Pleasant fragrance, anti-stain, and antiperspirant. I have used deodorants in the past that made me itch by the end of the day. So, for me, the deodorant needs to be long-lasting, and I need to feel comfortable when using it". The most frequently mentioned deodorant brands include Rexona, Dove, Nivea, Garnier, and Vichy.

When asked where they would search for a new deodorant, the majority of the interviewees said they would turn to Google and search for the following:

- *desodorizante não reativo*
- *desodorizante comichão*
- *desodorizante 24h antialérgico*
- *desodorizante pele sensível*
- *desodorizante axilas sensíveis*
- *desodorizantes novidades*
- *melhor desodorizante do mercado*
- *10 melhores desodorizantes em Portugal*
- *best deodorant for sweaty girl*

There is a difference of opinion when it comes to purchasing deodorants. Some people prefer to buy them at physical stores, while others are fine with buying online if they have a recommendation from a friend, the option to try a sample, or have used the deodorant before and found it satisfactory. Good reviews online also influence their purchasing decision. Interviewee#1 said, "I would buy online only if I already knew and had tried the product or if there were positive reviews on pharmacy websites." And interviewee#6 mentioned, "If I were to buy something online, I would only do so if someone I know, like friends or family, recommended it to me".

When it comes to biological deodorants, all interviewees said they would be willing to try one because they believe they are formulated with better ingredients. Interviewee#2, when asked if she would be willing to try a biological deodorant, stated "Yes, because it is organic and because of the ingredients. And I know antiperspirants are not good". If they were in search of one, they would likely turn to Google and search for the following:

- *desodorizantes orgânicos*
- *desodorizantes naturais*
- *desodorizante biológico*
- *desodorizantes biológicos*
- *desodorizante biológico eficaz*
- *desodorizante biológico eficaz para pessoa muito suada*
- *desodorizante biológico máximo tempo controlo odor*
- *desodorizante bio não reativo*
- *desodorizante bio pele sensível*
- *desodorizante ingredientes naturais*
- *desodorizantes ingredientes naturais onde comprar*
- *5 melhores desodorizantes biológicos em Portugal*
- *10 melhores desodorizantes biológicos em Portugal*

Out of the eight women who were interviewed, only one was familiar with the brands ORGANII and UNII.

All the women reported using social media platforms, with Instagram and Facebook being the most commonly used ones, followed by TikTok. Some of the women mentioned that they do not follow any influencers, while others mentioned influencers such as: Jessica Athayde, Madalena Abecassis, Catarina Gouveia, Helena Coelho, Pipoca Mais Doce, Alice Trewinnard, Cláudia Vieira, Rita Pereira, and Mia Rose.

4.1.6 SWOT analysis for UNII's deodorants

After analyzing ORGANII's and UNII's strategies, performing competitor analysis, and interviewing target consumers, below, in Table 2, is the SWOT analysis for UNII's upcoming deodorant launch in the Portuguese market. Note that only brands operating exclusively in the organic segment were considered as main competitors.

Table 2 SWOT Analysis for UNII's upcoming launch

Strengths	Weaknesses
⇢ The deodorant is formulated with 100% natural and biodegradable ingredients, free of artificial ingredients in its formulation, making it completely safe for use. ⇢ Does not contain alcohol, aluminum, or bicarbonate. ⇢ It is not an antiperspirant. ⇢ There are three different formats available to cater to the preferences of every consumer. ⇢ The cream deodorant comes in two lines: Sensi and Active. ⇢ ORGANII and UNII already have a customer base, which is a valuable asset for cross-promotion and sales.	⇢ Other brands are already selling natural deodorants similar to the one that UNII is about to launch. ⇢ UNII is not a known brand in the deodorant category, as their first deodorants are only now being launched. ⇢ A lot of strong competitors in the deodorant market. ⇢ UNII sells products on both ORGANII's and UNII's websites, which can cause confusion to the consumer. ⇢ ORGANII is not optimized for the keyword "desodorizante natural". ⇢ There are not many consumer reviews available online for ORGANII and UNII.
Opportunities	**Threats**
⇢ There is an increasing demand and popularity for sustainable and eco-friendly products. ⇢ Consumers are becoming more aware of climate change and are increasingly choosing environmentally friendly and health-conscious options. ⇢ Consumers are more willing to buy products online. ⇢ Brands have a unique opportunity to reach consumers and promote their products by leveraging the increasing amount of time consumers spend on social media.	⇢ Consumers like the idea of using biological deodorants with better ingredients, but many are price-sensitive and unwilling to pay a higher price for it. ⇢ Consumers tend to think that a natural product is lighter, and so it will not be as effective. ⇢ Organic ingredients, grown without pesticides or herbicides, make biological cosmetics more costly than synthetic formulas, impacting business margins. ⇢ Organic regulations related to cosmetic products are increasingly stringent.

Goals proposed:

⇢ MPL'beauty and Ben & Anna are already selling natural cream deodorants similar to the one UNII is preparing to launch. However, UNII's cream deodorant has a unique feature - it can be purchased with the Kiima applicator, which has refillable packaging. Furthermore, UNII's deodorant line includes an alum stone crystal deodorant, a type of deodorant that its main competitors do not offer.

⇢ The target is sensitive to quality. Therefore, it is essential to reinforce the effectiveness of the product. The target needs to recognize the superior quality of UNII's deodorants before purchasing them, as this seems to be one of the barriers for consumers to use biological deodorants.

⇢ UNII could gain a competitive advantage by offering affordable pricing for its deodorants. This would appeal to environmentally conscious consumers who seek sustainable options. Although the target market is willing to try biological deodorants, many of them are price-sensitive in this product category and may not be able to afford them if the price is significantly higher than that of mass-market deodorants. According to the pricing information provided by ORGANII, the new deodorant line by UNII will be priced in the mid-range. For instance, UNII's cream deodorant packed in an aluminum can will be sold for 7.90€. MPL'beauty sells its cream deodorant for 16.80€, while Ben & Anna's cream deodorants can be purchased online for prices ranging from 5.22€ to 6.60€.

⇢ When searching for "cosmética biológica" on Google, ORGANII's website appears as the first organic result on the SERP. However, when searching for "desodorizante natural", ORGANII does not appear on the top results of the SERP, even though they currently offer natural deodorants from other brands on their website. Since ORGANII is introducing UNII's new deodorant line, it would be important for them to optimize this keyword for better search engine visibility.

⇢ UNII is a small brand that belongs to a small retailer, ORGANII. Given that Instagram is a popular social media platform, it is advisable for UNII to maintain its Instagram page to promote and showcase its products. However, the main objective is to expand ORGANII's business and promote its store. Creating a separate website specifically for UNII's products may confuse customers and impose an additional burden on the ORGANII's team, as it would require optimization and maintenance of two websites.

⇢ UNII's product packaging should mention their parent company, ORGANII, which is currently not being done.

4.2 Strategy for UNII's deodorants optimization at ORGANII's website

4.2.1 On-page

To promote UNII's deodorants and increase brand awareness for ORGANII, the SEO strategy will begin with identifying the most effective keywords. Based on the interviews performed, keywords that can be used are "melhor desodorizante", "desodorizante forte", "desodorizantes naturais", "desodorizantes biológicos".

These are base keywords, which will be thoroughly analyzed in the "Tactics for optimizing UNII's deodorant" chapter, to determine their search volume and competition levels and ultimately choose the best-performing keywords. The goal is to use these keywords to create high-quality content for ORGANII's website, specifically to develop content for their blog, and for their deodorant's product page.

As part of the on-page optimization strategy, internal links will be created within ORGANII's website. The deodorant's product pages and related blog posts promoting the new line will be linked to existing relevant blog posts and complementary products from UNII or other brands sold on ORGANII's website. This will enhance the visibility of UNII's deodorants, provide additional reading material for visitors, and encourage them to stay longer on the website.

4.2.2 Off-page

The off-page optimization will focus on identifying reputable websites and social media pages that could provide backlinks to the deodorant's product pages at ORGANII's website.

During the interviews, all women mentioned they use social media platforms. In the "Tactics" chapter, some of the mentioned influencers will be examined in detail since social media has proven to be a relevant way to attract consumers' attention.

Reviews appear as another major research output of the conducted interviews. Consequently, since ORGANII currently has few online reviews available, this topic will also be explored in the "Tactics" chapter, as it would be interesting to promote and incentivize customers to write reviews.

4.3 Tactics for optimizing UNII's deodorants

4.3.1 Keywords

When targeting potential customers, a brand needs to create and adapt content and strategy that caters to users at every stage of the buyer's journey to capture their attention and guide them toward purchasing. As indicated by Heinze (2020), in order to assist in the definition of keywords, a brand should be asking: For each term, at what

point is your buyer persona in their buyer journey?; Why is your buyer persona asking this question at this point?; What content is your buyer persona expecting as a result of their query?. Consequently, and considering that the target is looking for information to help them make an informed decision, two separate groups have been identified: 1) those seeking a new deodorant and 2) those seeking a new natural deodorant.

To ensure content aligns with user intent, it is important to select and optimize for relevant and high-impact keywords, since this will help improve the effectiveness of a website. During the analysis of the keywords mentioned in the interview process, it was found that they were not producing the desired results. Therefore, the (Keyword Planner, n.d.) and (KWFinder, n.d.) tools were used to identify keywords with relevant search volumes that could help increase brand awareness.

The first group, which represents the consumers who seek a new deodorant, can perform Google searches with keywords such as those mentioned in Table 3.

Table 3 Performance of keyword ideas provided by Keyword Planner

Keyword	Avg. Monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
melhor desodorizante	500	High	0.32	0.77
desodorizante forte	50	High		
creme desodorizante	50	High		
como evitar o cheiro de suor nas axilas	50	High		
como evitar o mau odor nas axilas	50	Low		

When writing new web content, a keyword that represents the focus of the content must be chosen. If we consider each keyword as a separate "market" of consumers, then the decision of selecting a keyword is analogous to selecting a target market (Nagpal & Petersen, 2021). This group includes, for example, people who are looking for a new deodorant because their current one does not work. Therefore, they are likely to know exactly what they want from their search. And for this reason, they are likely to use long search phrases or 'long tail' keywords.

The second group includes people who already buy natural deodorants and want to try a new one. The search keywords can include those listed in Table 4.

Table 4 Performance of keyword ideas provided by Keyword Planner

Keyword	Avg. Monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
desodorizante natural	500	High	0.20	0.82
desodorizante biologico	50	High		
melhor desodorizante natural	500	High	0.27	0.76
desodorizante natural e eficaz	50	High		
desodorizante pedra de alúmen	500	High	0.23	1.06

It is important to ensure that the keywords used on a website are relevant to the content. In this case, the keywords mentioned are all related to UNII's new product, a biological and natural deodorant that is effective at neutralizing bacteria that cause sweat and controlling odor.

As (Nagpal & Petersen, 2021) suggest, a keyword should have enough search volume for which it would be worthwhile to create and optimize content. According to data from the (Keyword Planner, n.d.), the keywords "deodorant" and "deodorants" have an average monthly search volume of 5000 and are classified as "High Competition". These are broad keywords with a lot of competition, making it difficult for ORGANII to stand out and appear on the first page of the SERP. The aim is to identify 'Long tail' keywords that are more specific but still have a good search volume, allowing ORGANII to optimize its content effectively and increase its relevance.

ORGANII has identified Ben & Anna and MPL'beauty as UNII's main competitors in the deodorant category (Curica, 2023). Therefore, it is important to understand their position regarding the identified keywords.

When searching on Google, it becomes apparent that Ben & Anna's website is not optimized for the keyword "desodorizante natural". This is understandable since the German brand does not sell its products directly to Portugal from their official website. However, on the SERP, some of the highest-ranking results are from retailers like Atelier do Sabão, Pegada Verde, and Zero Plástico. These retailers' pages that appear on the SERP all have links to Ben & Anna's deodorants that are sold on their own websites.

Regarding MPL'beauty, their deodorant stick appears in the 17th position of the SERP when searching for the keyword "desodorizante natural".

As for ORGANII, its website does not appear on the first page of the SERP. This is an important keyword that ORGANII should focus on optimizing. To do so, the brand can create blog posts using the keyword "desodorizante natural" and other suggested keywords, which will help generate traffic from both target groups to the website. These keywords can also be used on the product page of UNII's deodorants. Additionally, ORGANII could optimize these keywords for existing deodorants from other brands that are currently being sold on their website.

4.3.2 Link building

Currently, ORGANII is selling deodorants from five different brands - Mádara, Coslys, Acorelle, Lamazuna, and Dr. Hauschka - on their website. To help customers find more options, ORGANII should add UNII's new line of deodorants as purchase recommendations at the end of all these product pages. A statement like "You might also like..." can be used to suggest UNII's deodorants.

UNII's deodorants should be featured on the product pages of complementary items from UNII or other brands such as solid shampoos, soap bars, and body creams, using a statement like "Related Products", to promote cross-selling.

ORGANII runs a blog that covers various topics related to skin care, such as ingredient benefits, product reviews, and more. On posts related to solid cosmetics, they can include a link to the Alum Stone Crystal Deodorant's product page. Similarly, in a blog post about body care, they could mention UNII's deodorants. Additionally, UNII should create new blog posts that promote their deodorants and link directly to product page.

4.3.3 Backlinks

Having backlinks is crucial for enhancing a website's visibility in search engines and boosting brand's authority. It is essential to focus on building quality backlinks to achieve better search engine rankings and attract more traffic to your website.

To begin, ORGANII can initiate backlinks by sharing engaging and relevant content about UNII's deodorants on their social media platforms. However, being present on social media is not sufficient. It is crucial to generate content frequently to establish a genuine connection with the target audience and foster engagement.

Collaborating with reputable influencers who align with ORGANII's target audience can effectively attract consumers and raise awareness for UNII's deodorants. ORGANII can propose a partnership with a few influencers for product reviews on their blogs and social media, with links to UNII's new deodorant product pages. From the influencers mentioned during the interviewing process, the ones that most align with ORGANII's values are Catarina Gouveia and Alice Trewinnard. As mentioned by Heinze (2020), potential industry authorities, industry commentators and bloggers will then ideally engage with and link to your content if they find it relevant and valuable.

Catarina Gouveia is a Portuguese actress who is passionate about nature and well-being. She currently has 633k followers on Instagram and, as per (HypeAuditor, n.d.) receives an average of 21.6k likes on her posts, with a high engagement rate of 3.41%. This high engagement rate means that 3.41% of her audience engages with her content, while similar accounts receive only 0.63% of interactions (HypeAuditor, n.d.).

Alice Trewinnard is a Portuguese beauty and fashion influencer who frequently shares content related to natural and organic products on her social media. She has 350k followers on Instagram and averages 5.1k likes on her posts, with a good engagement rate of 1.47% (HypeAuditor, n.d.).

In addition, Joana Gonçalves Tavares would also be a suitable fit for ORGANII. Joana is a Portuguese writer and influencer that promotes organizational tips,

sustainability, and health content on her social media and blog. She has 154k followers on Instagram and averages 3.4k likes on her posts, with a good engagement rate of 2.25% (HypeAuditor, n.d.). In the last month, she gained almost 9k new followers on Instagram, a growth of +6.17%.

UNII sells its products on various online websites such as Pegada Verde, Caminho Zero, and How to Zero. ORGANII can reach out to these websites and propose a collaboration. This could be in the form of a guest post for their blogs or a product review of the new deodorant line. The content created can have backlinks to ORGANII's social media, which can help consumers find more information about the product. Such a partnership could benefit both brands and strengthen their relationship.

ORGANII can also participate in relevant discussions and questions related to natural beauty and skincare products on websites such as Quora or Reddit. This way, ORGANII can engage with potential consumers and spread awareness of their brand and UNII's products. They should include backlinks in these websites and interact with users by holding discussions, posing questions, or answering them.

4.3.4 Reviews

Product reviews have become an essential tool for consumers to learn about a product they intend to purchase. These reviews help them determine if the product would be a good fit for their needs. The women who participated in the interview confirmed this point precisely. They look for reviews to get an idea of the product's quality and usefulness, before making a purchase.

On ORGANII's website, some product pages have reviews. This is a positive aspect and should be encouraged as it allows consumers who have purchased a product to share their experiences and feedback. It would be a good idea to send a follow-up email to these customers, thanking them for their purchase and incentivizing them to leave a review. Additionally, ORGANII could consider having a testimonial section on their homepage to showcase positive reviews from customers. By doing so, it would capture the attention of new customers who can get additional information to pursue their purchase.

ORGANII's physical stores could also be used to gather customer reviews. When a customer purchases a deodorant, they could be asked to provide feedback on various aspects of the product, such as its dimensions, packaging, fragrance, and texture. If the customer returns to the store in the future to buy the same deodorant, new information could be collected, written down, and even shared online.

To engage more with consumers on social media platforms, ORGANII could start a new hashtag such as #UNIIdesodorizante or #UNIIdeo. By requesting customers who

have purchased their deodorants to share a picture of the product on social media and use the hashtag, it would enhance the product's visibility, raising awareness of the new deodorants and ORGANII.

Currently, ORGANII has only 58 reviews on their Facebook page and 4 on TripAdvisor, which is a relatively low number. It is important to have reviews on relevant third-party platforms such as Trustpilot since they provide more credibility and trust to consumers. These platforms are well-indexed, making it easier for search engines to understand and display review information on SERP, and contributing to search engine visibility. To promote reviews on these websites, ORGANII can send an email to the consumer after they have purchased a product from their website, requesting a review on Trustpilot and offering a 5% discount on the next order to incentivize customers to take this action.

4.4 Details of implementation

4.4.1 Keywords

Based on the keywords mentioned previously, the following are suggestions for the Alum Stone Crystal deodorant product page, as well as content for the blog "How to avoid bad armpit odor: the solution with the best Natural Deodorant", to promote UNII's new line of deodorants.

4.4.1.1 "Alum Stone Crystal deodorant" product page

Main keyword: "Desodorizante Pedra de Alúmen"

Also used: "desodorizante natural"

URL: https://organii.com/shop/corpo/desodorizante-pedra-de-alúmen

Title Tag (heading H1): *UNII – Desodorizante Pedra de Alúmen*

Sub-heading (H3): *Desodorizante Pedra de Alúmen - 100% desodorizante natural*

Brief description of the product:

O Desodorizante Pedra de Alúmen da UNII é um desodorizante natural e eficaz no controlo do odor nas axilas.

Sub-heading (H2): Embalagem Ecológica e Sustentável:

115g em tubo de papel com interior em cortiça

Sub-heading (H2): *Uso:*

Aplicar nas axilas lavadas e limpas. Ou no rosto limpo para funcionar como aftershave.

Sub-heading (H2): *Ingredientes e Composição:*

Alúmen de potássio, água. Sem aroma, sem alergénios, sem óleos essenciais. COSMOS ORGANIC certificado pela Ecocert Greenlife – 100% desodorizante natural

Sub-heading (H2): *Descrição do Produto:*

O Desodorizante Pedra de Alúmen da UNII é o desodorizante natural perfeito para quem procura uma alternativa saudável e eficaz, e uma alternativa aos desodorizantes tradicionais. Cada embalagem contém uma pedra de alúmen com 115g, embalada em tubo de papel com interior em cortiça, tornando-a amiga do ambiente.

Sub-heading (H3): *Vantagens do Desodorizante Pedra de Alúmen da UNII:*

- *Desodorizante natural, eficaz e respeitador da pele*
- *Adequado para pele seca ou irritada*
- *Seguro para crianças, adolescentes e grávidas*
- *Biodegradável, vegan e sem plástico*
- *Fabricado em Portugal na nossa própria fábrica*

Sub-heading (H3): *Certificação COSMOS ORGANIC:*

Este desodorizante é certificado pela Ecocert Greenlife de acordo com o padrão COSMOS. 100% de origem natural, seguro para sua pele e para o planeta.

Sub-heading (H3): *Ingredientes puros e saudáveis:*

Feito com alúmen de potássio e água, o Desodorizante Pedra de Alúmen não contém quaisquer substâncias tóxicas, sintéticas ou derivadas do petróleo. É uma escolha segura para peles sensíveis, incluindo crianças, adolescentes e grávidas.

Sub-heading (H3): *Foco na sustentabilidade:*

Além de ser um desodorizante natural e de alta qualidade, a UNII leva a sustentabilidade a sério. A embalagem ecológica, o rótulo de papel pedra biodegradável e a fabricação em Portugal refletem nosso compromisso com o planeta.

Sub-heading (H3): *Proteção eficaz e natural:*

A pedra de alúmen, um mineral natural, tem propriedades adstringentes que neutralizam a transpiração e inibem o crescimento das bactérias responsáveis por maus odores, proporcionando proteção eficaz e duradoura de até 24 horas.

Sub-heading (H3): *Versatilidade de uso:*

Além de ser um desodorizante, pode ser usado como aftershave, proporcionando um efeito refrescante.

Faça a escolha natural e sustentável com o Desodorizante Pedra de Alúmen da UNII by ORGANII.

The main keyword "Desodorizante Pedra de Alúmen" is used on the product page URL, as well as the title of the page and throughout the product description. Additionally, the keyword "desodorizante natural" has also been defined and repeated multiple times on the product page to improve SEO. The product page URL has been created by

following the structure of other URLs on the ORGANII website, and the product has been categorized under "body".

The product page is well-structured, with clear headings, sub-headings, and bullet points to help readers easily understand the key elements of the page, making for a better user experience.

To have a visual element of what the product page of the Alum Stone Crystal deodorant might look, an example of its structure can be found in the annexes of this thesis. To optimize the image, the keyword is used in the image's file name and alternative text.

4.4.1.2 Content for the blog

Main keyword: "como evitar o mau odor nas axilas"

Also used: "desodorizante natural", "desodorizante natural e eficaz"

URL: https://organii.com/como-evitar-o-mau-odor-nas-axilas

Title Tag (heading H1): *Como evitar o mau odor nas axilas*

Sub-heading (H3): *Como evitar o mau odor nas axilas: a solução eficaz com o melhor desodorizante natural*

Introduction: *Todos nós já nos sentimos frustrados ao usar um desodorizante que não funciona. Colocamos o nosso desodorizante antes de sair de casa e em pouco tempo já estamos a sentir o mau odor. Não interessa experimentar outras marcas, ou escolher um antitranspirante, às vezes parece impossível encontrar um desodorizante natural e eficaz. Já para não falar daqueles que nos mancham as roupas, ou que nos causam comichão e desconforto durante o uso.*

Neste post vamos perceber como evitar o mau odor nas axilas, o porquê dos desodorizantes tradicionais não serem a opção mais indicada, e como um desodorizante natural poderá ser a solução que procura.

Sub-heading (H2): *Porque produzimos mau odor nas axilas?*

A transpiração é a maneira que o nosso corpo tem para regular a nossa temperatura. O odor desagradável que muitas vezes sentimos é resultado da decomposição das bactérias presentes na pele. Ao transpirar, o nosso corpo liberta toxinas que de outra forma ficariam retidas no corpo. Os desodorizantes antitranspirantes convencionais inibem o processo natural de transpiração, e fazem com que compostos como o alumínio livre fiquem retidos no nosso organismo. Para além de não serem a opção mais saudável, os desodorizantes convencionais acabam por nem sempre ter o efeito pretendido. É importante referir que a nossa transpiração também é

influenciada por fatores como o stress, a alimentação e as fibras presentes na roupa que vestimos.

Sub-heading (H2): *Em busca do melhor desodorizante*

Quando experimentamos vários desodorizantes e percebemos que nenhum é eficaz, a tendência é pesquisar por soluções alternativas, muitas vezes online, outras vezes pedimos ajuda a amigos, ou procuramos recomendações de profissionais que nos indiquem a melhor solução.

Hoje em dia, cada vez mais pessoas estão atentas às questões da sustentabilidade e procuram produtos de melhor qualidade e amigos do ambiente. Por isso é que o uso de um desodorizante natural começa a ser a escolha de tantos consumidores.

Sub-heading (H2): *Quais são as vantagens dos desodorizantes naturais?*

Se não sabe como evitar o mau odor nas axilas, um desodorizante natural pode ser a solução saudável e eficaz que procura.

Os novos desodorizantes da UNII são biológicos, feitos com ingredientes naturais e biodegradáveis. Sem ingredientes tóxicos, sintéticos ou derivados do petróleo. Não contém bicarbonato de sódio nem sais de alumínio, e foram formulados para absorver os maus odores e a humidade. Para além disso, têm um certificado biológico atribuído pela Cosmos.

Os desodorizantes da UNII neutralizam os maus odores, respeitando o fenómeno natural da transpiração sem a bloquear. Os poros não ficam obstruídos e a pele pode respirar.

Sendo a sustentabilidade um dos principais focos da ORGANII, todos os desodorizantes da UNII são vegan, zero waste e cruelty-free. São formulados e feitos na fábrica da ORGANII em Portugal, e as suas embalagens não contém plástico.

Conclusion: Por vezes as pessoas duvidam da eficácia dos desodorizantes naturais. A verdade é que existem inúmeros desodorizantes no mercado com ingredientes diferentes entre si. Tal como acontece com um desodorizante convencional, a solução passa por ir experimentando, de forma a perceber qual é o mais indicado. E não se esqueça que o corpo pode demorar até 2 semanas a adaptar-se ao novo produto. Por isso se não acertar à primeira, não desista!

Para responder à nossa pergunta inicial, "Como evitar o mau odor nas axilas?". Dê uma oportunidade aos produtos sustentáveis e amigos do nosso planeta. Lembre-se que um desodorizante natural é melhor para a sua saúde e para a sua pele.

Se está à procura de um desodorizante natural e eficaz, experimente a nova linha de desodorizantes da UNII by ORGANII.

The URL structure for this post has been created based on other URLs on ORGANII's website. The post contains the defined keyword in the URL, the title, and throughout the content.

To enhance the user experience, the blog post includes headings, sub-headings, and bold text. An illustrative picture of someone using the deodorant should be included in the post, with the keyword present in the image's file name and alternative text.

ORGANII has published two blog posts related to natural deodorants, one discussing the benefits of using natural and biological deodorants and the other providing tips on how to choose the best one. Both of these articles should be linked internally at the end of the current blog post.

At the end of the post, a section titled "Related products", "Products you might be interested in" or "We recommend" should be added. This section should feature all the deodorants available at ORGANII's website.

To have a visual representation of what this blog post may look like, an example of its structure can be found in the annexes of this thesis.

4.4.2 Link building

When launching UNII's new deodorants, it is recommended that an image or video displaying the product line be placed on ORGANII's homepage. This will instantly grab the attention of consumers. When the image or video is clicked, the consumer will be directed to UNII's product page, which will feature the new deodorant line.

Additionally, a pop-up can be made available to assist consumers in selecting the best deodorant that suits their needs, once they reach the page. ORGANII could even create a quiz for consumers to answer, and at the end, they would enter their email address to receive the quiz result in their inbox. This call-to-action would improve the user experience, customize the help given to customers, and aid in their decision-making process.

On all the deodorant product pages currently sold on ORGANII's website, UNII's deodorants should appear at the bottom of those pages, in a section labeled "You might also like...". This section should also be displayed on the product pages of complementary items, such as solid shampoos, soap bars, and body creams, using the statement "Related Products" or "We recommend", to promote cross-selling.

Regarding ORGANII's blog, all posts about deodorants should include links to the deodorant product pages sold on the website. Posts related to solid cosmetics can include a link to the Alum Stone Crystal Deodorant product page. Posts about body care should also mention UNII's deodorants. Similarly, all the deodorant product pages should

include links to these blog posts. The anchor words used can be "desodorizante", "desodorizante natural", or "desodorizante biológico".

To have a visual representation of the suggested link-building strategy, refer to the annexes of this thesis.

4.4.3 Backlinks

ORGANII should start by sharing engaging and relevant content about UNII's deodorants on their social media platforms, directing customers to the website. These can include posts and stories on Instagram where they talk about the products, display the new deodorant line, and explain their benefits.

When collaborating with influencers, an emphasis should be given on how UNII's deodorants can benefit their followers and their skin health due to their quality and formulation, aligning with the current trends of organic beauty products. The influencers suggested Catarina Gouveia, Alice Trewinnard, and Joana Gonçalves Tavares should create video reviews of UNII's deodorants, highlighting their natural formulation and effectiveness. On the Instagram or TikTok publication, or even the YouTube video, the influencer should include a backlink to the deodorant's product page at ORGANII's website.

UNII's products are sold on ORGANII's and UNII's official websites, as well as on other websites that sell sustainable products, such as Pegada Verde, Caminho Zero, and How to Zero. ORGANII should consider reaching out to these brands to express interest in making guest posts regarding their new deodorant line. These posts could include backlinks to ORGANII's website, product reviews, and interviews with ORGANII's founders to introduce the brand to consumers. Such collaborations would enrich the content of these websites and provide consumers with additional information that could help them make informed purchase decisions. In case the consumers end up buying the deodorants from ORGANII's website, a percentage of the sale could go to the partner's website, thereby benefiting both brands in terms of revenue and brand awareness.

Quora and Reddit are websites where people ask questions and share their feedback and experiences with other users. On topics related to natural beauty, skincare products, sustainability, and wellness, ORGANII should provide relevant answers that include links to their website. The goal should be to not only promote ORGANII and UNII's deodorants but also to offer information to consumers. ORGANII should share insights about UNII's products, natural formulations, ingredients, the best way to use certain products, which is more suitable depending on the consumer's needs, and more.

To provide a visual example of the proposed backlink strategy, an example is included in the thesis annexes.

4.4.4 Reviews

ORGANII already has a review section on each product page. However, not all products have reviews, a practice that should be incentivized by sending a follow-up email to these customers, thanking them for their purchase and incentivizing them to leave a review. Additionally, ORGANII should consider adding a testimonial section on its homepage to showcase customer reviews.

ORGANII should collect feedback from customers who make purchases at their physical stores. When a consumer buys a deodorant, they should be asked for their feedback on various aspects such as the product's dimensions, packaging, fragrance, texture, etc. If the customer visits the store again to repurchase a deodorant, new information can be collected and even shared online. Moreover, if the consumer allows personal data collection during the purchase and creates an account with ORGANII at their physical store, the brand can automatically send an email thanking them for their purchase and requesting a review on the deodorant bought.

As previously suggested, ORGANII should start a new hashtag like #UNIIdesodorizante or #UNIIdeo and encourage customers who have purchased their deodorants to share a picture of the product on social media and use the hashtag, which would redirect the consumers to UNII's deodorant page at ORGANII's website.

ORGANII should gather positive reviews left regarding the new deodorants and create posts on social media, emphasizing the effectiveness of the products. The description of the posts should include a direct link to the product page.

The content created by influencers who review the products should also be shared on ORGANII's website and social media.

Regarding third-party platforms such as Trustpilot, ORGANII should send an email to the consumer after they have purchased a product from their website and offer a discount on their next order when making a review on Trustpilot. These reviews should also be shared on ORGANII's website and social media channels.

It is crucial for ORGANII to actively respond to customer reviews to build a strong relationship with their customers and encourage them to leave more reviews in the future. Even negative reviews should be viewed as constructive feedback, which can be used to improve their future strategies and the development of new products.

For a visual example of the online review strategy suggested, refer to the annexes of this thesis.

4.4.5 Timing of implementation

4.4.5.1 Timeline

As stated by Rita Curica from ORGANII, UNII's new deodorant line is expected to be launched by the end of November. The following timeline was established in Table 5.

Table 5 Timing of implementation

Actions	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
Launching UNII's new deodorant line	X					
Deodorants' product pages on ORGANII's website	X					
Posts on social media platforms about the new deodorant line	X	X				
Repost on social media of the previously released blog post about natural deodorants	X					
Repost on social media of the previously released blog post about how to choose the best natural and organic deodorant		X				
Share blog post about "How to avoid bad underarm odor"		X				
Review product pages and previously published posts, and start implementing the link building strategy		X	X			
Establish partnerships and start the backlinking strategy			X			
Posts on social media with deodorant reviews from consumers				X		
Encourage reviews on ORGANII's website, and third-party platforms		X	X	X	X	X

SEO is not paid advertising. However, ORGANII will need someone to implement all the described tasks on their website and social media pages. This includes content marketing to create new blog posts and adjust existing ones, establishing partnerships with influencers and other websites, as well as encouraged reviews on ORGANII's website and socials, as well as third-party platforms. To act as a budget reference, according to (Master D, n.d.), on average, an SEO professional in Portugal with experience can receive a salary of more than €2000 per month. This amount depends on their experience and the company they work for.

4.4.5.2 Metrics

To determine the effectiveness of the suggested SEO efforts, it is crucial to establish metrics and continuously monitor them for a few months. Websites driving traffic synchronized with analytics allow companies to track and configure various options on how to attract and convert leads into new customers (Rizvanović, Zutshi, Antonio, & Tahereh, 2023)

Keyword optimization can be analyzed by monitoring the position on SERP and tracking changes in organic traffic and click-through rates.

The impact of link building can be assessed by checking variations in engagement, bounce, and conversion rates.

ORGANII can evaluate the effectiveness of its backlink strategy by examining website traffic, conversion rates, and social media followers, and by tracking the number and quality of inbound links from other websites.

For online reviews, analyzing website traffic, user engagement, and conversion rates can provide insights into its effectiveness.

5. CONCLUSION

The SEO strategy developed to build brand awareness at ORGANII towards the launch of UNII's new deodorant line takes into account a thorough analysis of brand strategy, consumer preferences, and competitors.

The competitor analysis highlighted UNII's value propositions, which show the brand's unique focus on biological products and sustainable packaging. The analysis also reveals that none of the competitors in the same category as UNII offer refillable packaging nor an alum stone crystal deodorant. Additionally, ORGANII has five physical stores where customers can see the deodorants in person and get personalized recommendations. These factors differentiate UNII from its competitors.

Consumer research highlights that the target demographic is quality-sensitive, and UNII's deodorants must be recognized for their superior quality and efficiency to encourage purchases. While consumers are price-sensitive, the interviewees expressed openness to trying a higher-quality deodorant if it is effective. When compared to some of its competitors, UNII's deodorants will be priced in the mid-range.

Two groups of customers have been identified: those looking for a new deodorant, and those looking for a new natural deodorant. ORGANII's actions consider these groups. The proposed tactics for optimization include keyword strategies, link building, backlink initiatives, and customer reviews designed to create a strong online presence for ORGANII and UNII.

The implementation plan, with a carefully synchronized timeline and budget considerations, ensures seamless execution of the SEO strategy, with the product launch set for late November. By then, all of the product pages for the deodorants should be on ORGANII's website, and social media posts should start being launched to promote UNII's new deodorants. After that, collaborations can begin with influencers who promote sustainability, health, and well-being content, as well as with other websites that resell UNII's products.

The metrics for evaluation, such as keyword optimization, engagement rates, and the impact of influencer collaborations, serve as critical indicators of success.

It is important to acknowledge the inherent limitations of this strategy. One limitation is the lack of tangible product images due to the launch of the deodorant after the thesis completion, which limits the visual representation of the product. Additionally, the market and consumer behavior are dynamic, making it difficult to predict and address changing trends and preferences.

Moreover, the research findings may not apply to a broader audience, as the study focused on a specific demographic in the Lisbon area. Conducting more extensive

research could provide a better understanding of diverse consumer segments and their preferences.

Despite these limitations, this SEO strategy lays a strong foundation for UNII's entry into the deodorant market, outlining a comprehensive roadmap to enhance brand awareness, resonate with the target audience, and navigate the competitive landscape. As the deodorant line moves from anticipation to reality, adjustments and refinements can be made based on real-world data and consumer feedback, ensuring continued relevance and effectiveness in a dynamic market.

While this thesis offers a well-researched and strategic blueprint for UNII, it is essential to consider its recommendations as a starting point, subject to adaptation and refinement as the brand evolves and consumer dynamics unfold in real time. An adaptive approach will be necessary for UNII to overcome challenges and take advantage of new opportunities in the ever-changing natural and sustainable beauty products market.

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7. Annexes

7.1 Interviews

7.1.1 Research Guide

As part of the preparation for my master's thesis in Applied Management at ISCTE, I am carrying out a series of interviews in order to collect data on current and potential consumers of personal hygiene products. Thank you in advance for your collaboration.

1. PERSONAL INFORMATION
   1.1 What is your gender and age?
   1.2 What is your place of residence?
   1.3 What is your education level?

2. PERSONAL HYGIENE
   2.1 What personal hygiene products do you usually use?
   2.2 What are your preferred brands?
   2.3 What are the differentiating factors of these brands that make you buy their products again?

3. DEODORANTS
   3.1 What brand of deodorant do you currently use?
   3.2 What other deodorant brands have you used in the past?
   3.3 What are your preferences for deodorants? What do you like and dislike about them?
   3.4 Do you have any special needs when it comes to deodorants?
   3.5 Do you have any concerns regarding this product category?
   3.6 If I gave you the task "Go buy a new deodorant":
      3.6.1 What would you do? Would you ask for a recommendation, check an influencer's reference, read blog posts, search on Google?
      3.6.2 What steps would you take after identifying a few product options? What questions must be answered before making a purchase?
      3.6.3 Would you buy deodorant online or would you rather go to a physical store?

4. BIOLOGICAL DEODORANTS
   4.1 What do you think about biological deodorants?
   4.2 Would you be willing to try a biological deodorant? Why?
   4.3 If you are searching for a biological deodorant made of organic ingredients, how would you go about it?
   4.4 Do you know ORGANII?
   4.5 Do you know the UNII brand?

5. ONLINE

    5.1 What social media platforms do you use most?

    5.2 Which influencers do you follow?

7.1.2 Transcripts

<u>Person interviewed #1</u>

1. PERSONAL INFORMATION

    1.1 Female, 45 years old

    1.2 Lisbon

    1.3 Bachelor's degree

2. PERSONAL HYGIENE

    2.1 Shower gel, intimate cleansing gel, shampoo, conditioner, hair mask, hair oil, body cream, deodorant. For the face I use micellar water, cleansing milk, cleansing gel, thermal water, serum, moisturizer, face mask.

    2.2 Shower gel and body cream from Bioderma, or other brands based on promotions. Thermal water from Caudalie or Bioderma. Facial serum and moisturizer from Bioderma. Because I have rosacea, I use products for reactive skin from brands such as SVR, Bioderma, Biologique Recherche.

    2.3 For the face, I buy what my dermatologist recommends for my rosacea-prone skin. I value comfort, hydration, soothing products for the skin. Also, I look for what is on sale.

3. DEODORANTS

    3.1 Avène, Kosmológica (natural deodorant cream).

    3.2 Dove, Vaseline, Rexona, Nivea.

    3.3 I do not like strong scents, nor when the deodorants are very liquid. It should not cause me itchiness.

    3.4 It should not cause itching or discomfort. I prefer to apply it several times a day as long as it is effective and it does not cause me an allergic reaction.

    3.5 No concerns, I am not worried if it contains aluminum.

    3.6

        3.6.1 I would go to the pharmacy and ask. If I used Google, I would search for "desodorizante não reativo", "desodorizante comichão", "desodorizante pele sensível", "desodorizante axilas sensíveis".

        3.6.2 I would ask at the pharmacy and research online. The deodorant needs to be formulated for sensitive skin deodorants.

        3.6.3 I would buy online only if I already knew and had tried the product or if there were positive reviews on pharmacy websites (Sweetcare, Farma to Go, Notino, Pharma Scalabis, Primor).

4. BIOLOGICAL DEODORANTS
   4.1 It sounds good.
   4.2 Yes, more so than a deodorant from a supermarket.
   4.3 I would search on Google for "desodorizante bio não reativo", "desodorizante bio pele sensível". I would look for reviews on its effectiveness.
   4.4 Yes. I have bought deodorant, essential oils, and shampoos from them. I bought online after visiting their physical store and receiving advice. I have visited their physical stores in Lx Factory and Chiado. They used to have a fair in October/November with various brands, the Eco Market.
   4.5 Yes, it is ORGANII's brand.

5. ONLINE
   5.1 Instagram, Facebook.
   5.2 I do not follow many. Catarina Gouveia, Jéssica Athayde.

Person interviewed #2

1. PERSONAL INFORMATION
   1.1 Female, 33 years old
   1.2 Montijo
   1.3 Bachelor's degree

2. PERSONAL HYGIENE
   2.1 Facial serum, moisturizer, sunscreen, cleansing foam, makeup remover, shampoo, shower gel, conditioner, hair mask.
   2.2 For facial products, I use Caudalie and Bioderma. Shampoo is Kérastase. Any brand of shower gel (e.g., Dove).
   2.3 I like products with specifications that meet my needs, and I like the results.

3. DEODORANTS
   3.1 Rexona, one that is anti-stains and antiperspirant.
   3.2 Sanex, Garnier Narta, Vichy (the Vichy one caused me allergies).
   3.3 Comfortable texture, I prefer roll-on, with a formulation that is more liquid. It should not stain my clothes.
   3.4 It should not cause allergies.
   3.5 It should last the whole day.
   3.6

       3.6.1 I would search on TikTok, and I would go to the supermarket. Google "desodorizante 24h antialérgico"

       3.6.2 Check the ingredients of the deodorant I am currently using versus the one I chose one online. I would check the alcohol percentage to avoid dry skin.

       3.6.3 Yes.

4. BIOLOGICAL DEODORANTS

    4.1 I am afraid because I have tried one before and it did not control odor.

    4.2 Yes, because it is organic and because of the ingredients. And I know antiperspirants are not good.

    4.3 I would search on Google for "desodorizante biológico máximo tempo controlo odor".

    4.4 No.

    4.5 No.

5. ONLINE

    5.1 TikTok, Instagram, Facebook

    5.2 Helena Coelho, Madalena Abecassis, Pipoca Mais Doce

Person interviewed #3

1. PERSONAL INFORMATION

    1.1 Female, 28 years old

    1.2 Seixal

    1.3 Master's degree

2. PERSONAL HYGIENE

    2.1 Shower gel, body cream, deodorant, face cream, tonic, facial sunscreen.

    2.2 Facial products from La Roche-Posay, facial sunscreen from Eucerin, shower gel from Nivea, body cream from Boticário, deodorant from Nivea or Vichy.

    2.3 I buy face products based on social media recommendations. For deodorant and shower gel, I buy the cheapest or based on promotion, and the scent is also important.

3. DEODORANTS

    3.1 Vichy.

    3.2 Nivea, Babaria, Dove, Roc.

    3.3 I like a fresh scent, roll-on, or cream format. I avoid antiperspirants.

    3.4 No.

    3.5 No. I have tried an alum stone deodorant in the past – I bought it at Celeiro, from the brand Nature Care – and I did not like it because it had no scent.

I avoid spray deodorants for environmental reasons (to be more sustainable, and because I know spray format packaging is harder to recycle).

3.6

3.6.1 I would search on TikTok for "best deodorant for sweaty girl".

3.6.2 It would have to mention that it is good for excessive sweating.

3.6.3 Yes, I would buy online.

4. BIOLOGICAL DEODORANTS

4.1 Yes. I have heard of a brand called "Nuud", but the opinions about the product differ. I have heard that natural deodorants are not strong enough.

4.2 Yes, I would be willing to try because the ingredients are better. A label that states "natural" usually draws my attention. I know that aluminum is not good, but I do not particularly avoid deodorants with that ingredient.

4.3 I would search on Google for "desodorizante biológico eficaz" "desodorizante biológico eficaz para pessoa muito suada".

4.4 No.

4.5 No.

5. ONLINE

5.1 TikTok, Instagram.

5.2 Alice Trewinnard.

Person interviewed #4

1. PERSONAL INFORMATION

1.1 Female, 30 years old

1.2 Corroios

1.3 High school

2. PERSONAL HYGIENE

2.1 Shampoo, conditioner, shower gel, toothpaste, cleansing gel, face cream.

2.2 Face cream from Vichy, solid shampoo from Kosmológica, shower gel from a private label brand.

2.3 Value for money. Also, the product texture, scent, sensation on the skin.

3. DEODORANTS

3.1 Garnier Narta.

3.2 Nivea, Rexona.

3.3 I like a soft scent, good durability, and roll-on format. I dislike it when deodorants stain my clothes.

3.4 No.

3.5 No.

3.6

    3.6.1 I would search on Google for "melhor desodorizante do mercado".

    3.6.2 I would check the price. I would look for physical stores to ask questions and get clarification on the products, to understand which one suits me best.

    3.6.3 I would buy online if I had a contact or a reference. To buy a new deodorant, I would visit a physical store.

4. BIOLOGICAL DEODORANTS

    4.1 Great.

    4.2 Yes, because I would prefer to avoid chemicals and try something more natural.

    4.3 I would search on Google for "desodorizante biológico".

    4.4 No.

    4.5 No.

5. ONLINE

    5.1 Instagram, Facebook.

    5.2 None.

Person interviewed #5

1. PERSONAL INFORMATION

    1.1 Female, 27 years old

    1.2 Lisbon

    1.3 Master's degree

2. PERSONAL HYGIENE

    2.1 Shower gel, shampoo, conditioner, hair mask, deodorant, body cream, face cream, toothpaste.

    2.2 Shower gel from Lidl's private label, Cien. Shampoo from Schwarzkopf. Conditioner/hair mask from Syoss. Deodorant from Dove. Body cream from Vaseline. Face cream from Cetaphil. Toothpaste from Colgate.

    2.3 From experience, if I liked it then I would repurchase. I take into consideration the price and promotions. Shower gel must smell good. I use products from Cetaphil because my dermatologist recommended them for my acne.

3. DEODORANTS

    3.1 Dove.

    3.2 I have always used Dove.

3.3 I prefer roll-on deodorants. I like to be able to notice the smell of the deodorant after I apply it. I do not like antiperspirants; I think they are not good.

3.4 No.

3.5 No.

3.6

    3.6.1 I would ask a friend for a recommendation.

    3.6.2 I would go to the supermarket and see which one is the cheapest from the list my friend recommended.

    3.6.3 Physical store.

4. BIOLOGICAL DEODORANTS

4.1 Nothing against it.

4.2 Yes, to try something new.

4.3 I would search on Google for "desodorizante ingredientes naturais" "desodorizantes ingredientes naturais onde comprar".

4.4 No.

4.5 No.

5. ONLINE

5.1 Instagram, WhatsApp, TikTok.

5.2 Cláudia Vieira, Rita Pereira, Madalena Abecasis, Mia Rose, Jéssica Athayde.

Person interviewed #6

1. PERSONAL INFORMATION

1.1 Female, 45 years old

1.2 Seixal

1.3 Bachelor's degree

2. PERSONAL HYGIENE

2.1 Shampoo, soap, shower gel, depilatory cream, toothpaste, mouthwash, facial moisturizers, sanitary towels, pads, deodorant.

2.2 Dove and Vasenol for soaps and shower gels, Yves Rocher for facial cream, Vasenol and Oriflame for body cream, Veet for depilatory cream, Sensodyne for toothpaste and mouthwashes.

2.3 Moisturizing creams and shower gels that hydrate and are well-absorbed by the skin. I do not use other types of products because they are more expensive.

3. DEODORANTS

3.1 Dove and Rituals.

3.2 Nivea, Rexona, Garnier Narta.

3.3 Antiperspirant that eliminates odor. I like a pleasant and fresh scent. I prefer spray deodorants in the summer because they dry faster. In the winter, I use roll-on or spray format.

3.4 I think I need an antiperspirant deodorant to eliminate sweat odor, even though it is not recommended or very healthy.

3.5 No. But I do not intend to spend large amounts on buying deodorant.

3.6

    3.6.1 If I wanted to find a new deodorant, I would search for "desodorizantes novidades" on Google.

    3.6.2 If there was a physical store, I would go there to see the product, ask for a sample, and seek more information.
Supermarket deodorants typically cost around 5€. However, I often find myself needing to apply more of these products compared to higher quality deodorants. While I may require a smaller amount of a better-quality deodorant, it is always important to consider the price. Paying 20€ for deodorant would be unthinkable.

    3.6.3 If I were to buy something online, I would only do so if someone I know, like friends or family, recommended it to me. If I were to consider purchasing something more expensive without any recommendations, I would need to try a sample of the product first or have the opportunity to test it out in some way to determine whether or not I like it.

4. BIOLOGICAL DEODORANTS

4.1 Yes, it could be an alternative.

4.2 I am willing to spend €10 on a healthier and more suitable deodorant.

4.3 I would search on Google for "desodorizantes biológicos" or "desodorizantes orgânicos".

4.4 No.

4.5 I have heard of the brand before, but I cannot recall where.

5. ONLINE

5.1 Facebook.

5.2 None.

Person interviewed #7

1. PERSONAL INFORMATION

1.1 Female, 40 years old

1.2 Lisbon

1.3 Master's degree

2. PERSONAL HYGIENE

    2.1 Toothpaste, facial day cream, shower gel, shampoo, conditioner, deodorant

    2.2 I am transitioning to private label brands. I use private label toothpaste and deodorant. I use Pantene shampoo.

    2.3 Price. If I like a private label product, I buy them again. I use Pantene shampoo out of habit, it is part of my routine, but I also want to transition buying private label shampoo.

3. DEODORANTS

    3.1 Private label brand from Pingo Doce, BeBeauty.

    3.2 Rexona, Nivea, Dove.

    3.3 Pleasant fragrance, anti-stain, and antiperspirant. I have used deodorants in the past that made me itch by the end of the day. So, for me, the deodorant needs to be long-lasting, and I need to feel comfortable when using it.

    3.4 No.

    3.5 No.

    3.6

        3.6.1 I would search on Google for "10 melhores desodorizantes em Portugal".

        3.6.2 I would go to a physical store and read the label.

        3.6.3 I could buy online, as long as there were no additional charges (shipping) or inconveniences (difficult to schedule delivery, long wait to receive the order). Otherwise, I would go to a physical store.

4. BIOLOGICAL DEODORANTS

    4.1 I would have to read the label to understand the formulation. I am not swayed by the word "biological".

    4.2 Yes, I would be willing to try. But the biological factor would not be a differentiator. I would not buy it if it was more expensive than the others. I would only buy it if it were the same price or cheaper.

    4.3 I would search on Google for "10 melhores desodorizantes biológicos em Portugal" or "5 melhores desodorizantes biológicos em Portugal".

    4.4 No.

    4.5 No.

5. ONLINE

    5.1 Facebook.

    5.2 None.

1. PERSONAL INFORMATION
    1.1 Female, 40 years old
    1.2 Lisbon
    1.3 Master's degree
2. PERSONAL HYGIENE
    2.1 Shampoo, shower gel, toothpaste, body cream, deodorant.
    2.2 I do not have a particular brand that I prefer to purchase. I typically base my purchasing decisions on the price.
    2.3 Price.
3. DEODORANTS
    3.1 Rexona.
    3.2 Sanex.
    3.3 I prefer using effective, unscented spray deodorants instead of private labels or roll-ons.
    3.4 I just need it to be in spray form.
    3.5 No.
    3.6
        3.6.1 I would go to the supermarket to look for it.
        3.6.2 I would compare prices and consider whether I liked the brands I used in the past.
        3.6.3 Physical store.
4. BIOLOGICAL DEODORANTS
    4.1 I have never tried one.
    4.2 Yes, but I am skeptical about its effectiveness.
    4.3 I would search on Google for "desodorizantes naturais", "desodorizantes biológicos".
    4.4 No, but the name is somewhat familiar.
    4.5 No.
5. ONLINE
    5.1 Facebook, Instagram.
    5.2 None.

7.2 Visual elements

7.2.1 "Desodorizante Pedra de Alúmen" product page

Figure 4 "Desodorizante Pedra de Alúmen" product page

7.2.2 "Como evitar o mau odor nas axilas" blog post

Figure 5 "Como evitar o mau odor nas axilas" blog post

Blog post with the selected keywords highlighted and anchor word "desodorizantes" that directs consumers to UNII's product page.

7.2.3 Link building

Figure 7 Blog post with link-building
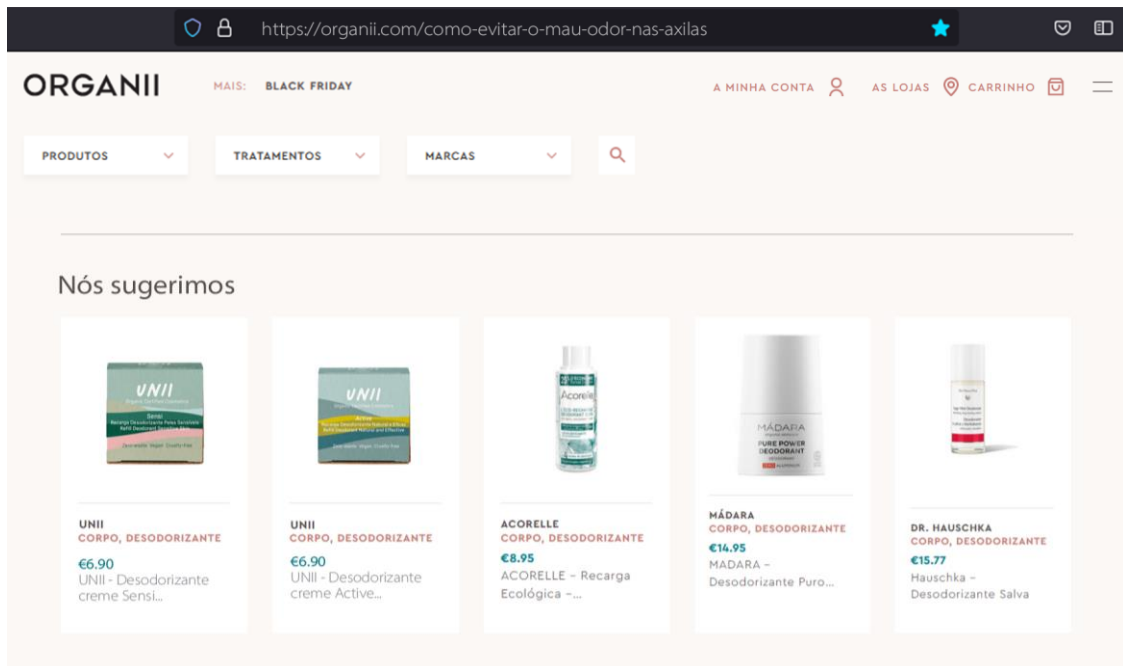
Blog post containing links to the product pages of the deodorants sold on ORGANII's website.

Figure 8 ORGANII's homepage
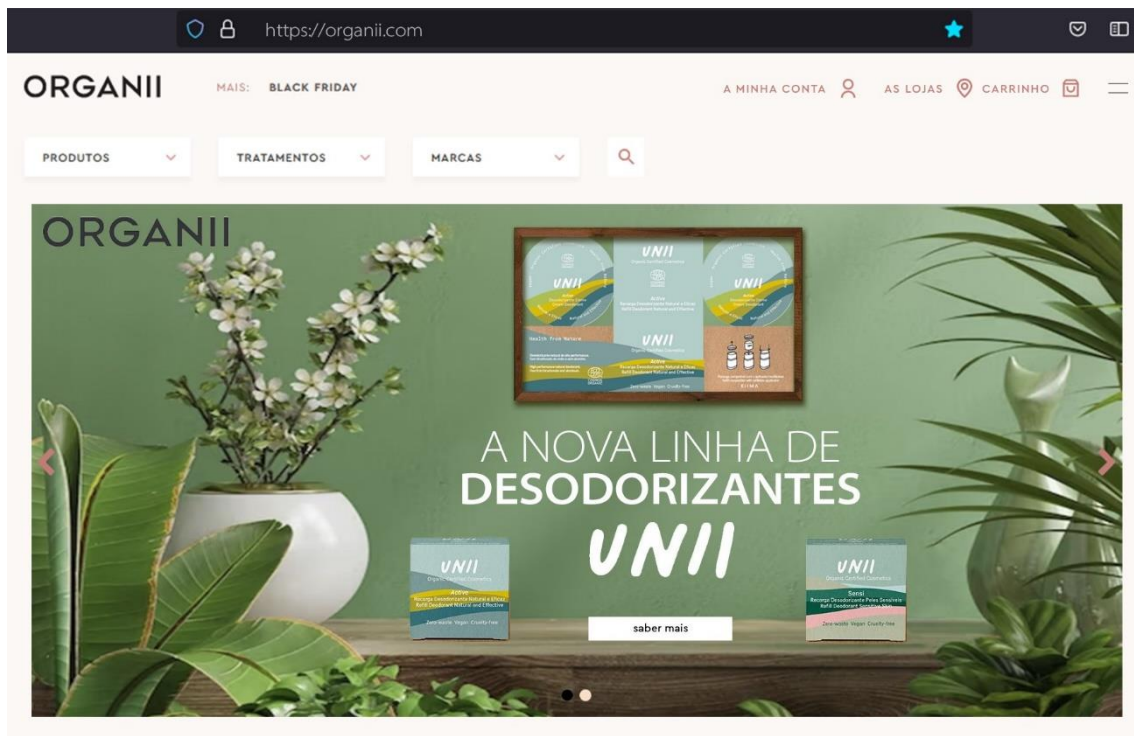
ORGANII's homepage featuring a visual display of UNII's new deodorant line.

7.2.4 Backlinks

Sharing a story about UNII's deodorants. Clicking on "Ver mais" will direct consumers to UNII's deodorant page on ORGANII's website. It includes the hashtag #UNIIdesodorizante to engage with consumers and encourage the ones who have purchased the deodorants to share about it on their own social media.

7.2.5 Reviews

Figure 10 ORGANII's homepage with testimonial section

Testimonial section at the end of ORGANII's homepage.