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Shopify Markets · Skincare, Beirut

My work: UAE product pages

Written in English and Arabic

Most skincare product pages are a paragraph of adjectives above a buy button. My work here is the page itself: a seven-part structure that answers a buyer's questions in the order they actually ask them, with the ingredient list published in full rather than summarized. I wrote it twice, once in English and once in Arabic, and the Arabic version carries the chemical nomenclature intact rather than stopping at the marketing copy.

139 PRODUCT PAGES ON THE UAE STOREFRONT	2 LANGUAGES, AT FULL PARITY
7 SECTIONS IN EVERY PRODUCT PAGE	INCI LEVEL THE INGREDIENTS ARE NAMED AT
3 ORIGIN FLAGS ON EVERY ACTIVE INGREDIENT	7 INGREDIENT FAMILIES EXCLUDED, STATED OPENLY
6 COUNTRY STOREFRONTS THE SAME COPY SERVES	5 of 5 SAMPLED PAGES WITH A UNIQUE META DESCRIPTION

The structure, and why it is in that order

SEVEN SECTIONS, EVERY PRODUCT

A product page is not a description. It is a sequence of objections, and the order matters more than the prose. I built the page to clear them in the order a buyer raises them, so nothing sends them back to Google mid-decision.

SECTION	THE QUESTION IT CLOSES	WHY IT SITS HERE
What it is	Am I even looking at the right category of thing?	Orientation first
What it does	What changes for me if I use it?	Benefit before feature
Why it's special	Why this one and not the cheaper jar next to it?	Differentiation
How to use	Will this fit the routine I already have?	Removes friction
Active ingredients	What is actually doing the work here?	Proof layer
Full ingredients	What else is in it that you have not mentioned?	Nothing withheld
Formula safety	What is not in it, and who says so?	Closes the objection

The last two sections are the ones most brands skip

Publishing the complete ingredient list and then naming what the formula excludes is a commercial risk on paper: it hands a skeptical reader everything they need to disqualify you. In practice it does the opposite. A shopper comparing three brands can only verify the one that shows its work, and the page that answers the awkward question is the page that ends the search.

It also does something structural. A page that names its actives, its full formula and its exclusions is a page that matches the way people search when they know what they are avoiding, which in this category is most of them.

Full formula published

Exclusions named

Certification stated

Ingredient transparency, built as structure

A CONTENT DECISION, NOT A
DESIGN ONE

Anyone can write "natural". I built the pages so the claim is checkable line by line, which is what turns a marketing word into something a reader can act on.

1 Every active ingredient is flagged by origin

PLANT, SYNTHETIC, OR BEE

Each active carries a marker showing whether it is plant-derived, a safe synthetic, or from the hive. That is a three-way distinction most brands collapse into one reassuring word, and collapsing it is exactly what makes a knowledgeable reader stop trusting the page.

Being willing to label a synthetic as a synthetic, on a brand built around natural origin, is the detail that makes the natural claims believable everywhere else on the page.

2 The natural-origin figure is a number, not an adjective

STATED PER PRODUCT

Each page states its own natural-origin percentage and the share that is safe synthetic, rather than applying one brand-wide slogan across a catalog where the formulas genuinely differ. Product-level honesty costs more to write and is the reason the figures survive scrutiny.

3 Ingredients are named the way a label names them

INCI, IN FULL

The actives are given with their common name and their INCI name together, and the complete formula follows underneath in standard nomenclature. A reader can hold the page against the physical bottle and check it, which is the only version of transparency that means anything.

It also catches the searcher who arrives by ingredient rather than by product, which in skincare is a large and unusually decided audience: someone searching an ingredient name already knows what they want.

Most regional brands localize the interface and leave the substance in English. The buttons change language, the ingredient list does not. I built both versions to the same depth.

ELEMENT	ARABIC STATUS ON THE PAGES I CHECKED	WHAT USUALLY HAPPENS INSTEAD
Title tag	Written in Arabic, product-specific	Left in English
Meta description	Written in Arabic, distinct per product	Missing or auto-generated
H1	Arabic product name	English name transliterated
All seven sections	Present and complete	Two or three of them
Full INCI list	Carried into Arabic with nomenclature intact	Left in English, or dropped
Formula exclusions	Named individually in Arabic	Reduced to a generic claim

The INCI row is the one that took the work. Chemical nomenclature does not translate cleanly, and a list rendered carelessly in Arabic either misleads a reader with an allergy or reads as machine output and costs the brand its credibility. Getting it right is slow, unglamorous, and the reason the Arabic pages can carry the same claims as the English ones instead of a softened version of them.

None of the above was written for a crawler. All of it happens to be what a crawler rewards, which is usually how this works when the content is genuinely built for the buyer.

Unique meta descriptions at catalog scale

Every page I sampled carries its own meta description, written from that product's actual benefit rather than a pattern with the name swapped in. Across a 139-product catalog that is the difference between 139 distinct search snippets and 139 near-duplicates competing with each other.

5 of 5 sampled, all distinct

Benefit-led, not name-led

Two demand curves captured on one page

Naming actives at INCI level alongside their common names lets a single page answer both the shopper searching a product type and the shopper searching an ingredient. Those are different queries with different intent, and most catalogs serve only the first.

The formula safety section adds a third: the shopper searching by what they are avoiding. In skincare that is one of the fastest-growing query shapes, and a page that names its exclusions is the only kind that can answer it.

Product intent

Ingredient intent

Avoidance intent

One content asset, twelve storefronts

The same product content serves at least six country storefronts, each in English and Arabic, with pricing and currency swapping per market while the substance stays identical. Writing it once to a high standard is therefore worth roughly twelve times what it looks like on a single page, and writing it carelessly would have been just as multiplied.

UAE · Saudi · Egypt

Qatar · Iraq · Jordan

Both languages throughout

METHOD & SCOPE

Scope of my work: the UAE product pages, in English and Arabic. The collection and category pages on this storefront are not mine and are excluded from every claim here. Product content is unbylined, as is normal on a brand catalog.

What I am not claiming: responsibility for the brand's overall traffic or revenue. A skincare brand's results rest on paid media, retail distribution and reputation that are not mine. No Search Console access on this domain, so no click or impression figures appear here.

WORK WITH ME

Is your catalog the same paragraph 140 times?

Most are. The description gets written once, the product name gets swapped, and every page ends up competing with the rest of the catalog instead of with the competition. It is the most common and most expensive content problem in ecommerce, and it is fixable a page at a time.

Send me **one product and its ingredient list** and I will write the page the way I would publish it, in English or Arabic. Put it beside what you have now and the difference either shows or it does not.

If you sell across the Gulf in both languages, that is the version of this work I would most want to talk about.

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