

Hayaty Natural

A small catalog carrying an unusually deep content layer. My work here is the site itself: the ingredient glossary, the brand narrative pages, and the product and collection naming system. The strongest asset is a botanical reference I wrote at cosmetic-formulation level, which is rare on a store this size and is what gives the rest of the copy something true to point at.

10+ INGREDIENTS DOCUMENTED AT INCI LEVEL	1 ANCIENT PRIMARY SOURCE CITED
9 BRAND AND CONTENT PAGES	9 COMMERCIAL COLLECTIONS
3 PRODUCTS ANCHORED ON ONE SKIN CONCEPT	2 PARALLEL NAVIGATION TAXONOMIES
4 FORMULATION TRUST MARKERS, SITEWIDE	UK SPELLING MATCHED IN URL SLUGS

The ingredient glossary

/PAGES/BOTANICALS

Most natural skincare brands publish an ingredient page that reads like a marketing list. I wrote this one closer to a formulator's reference, and it is the single strongest content asset on the site.

Written at INCI level, not at marketing level

Ingredients are named the way they appear on a cosmetic label: **Ascorbyl Palmitate (Vitamin C Ester)**, **Calendula Officinalis Flower Extract**, **Cetearyl Olivat**e, **Malus sylvestris**. That naming choice signals to a knowledgeable reader, and to search, that the page is talking about the actual formulation rather than a mood.

The explanations carry real mechanism. Allantoin is described as "**a diureide compound of glyoxylic acid**" that is keratolytic, increases the water content of the epidermal layer and stimulates cell proliferation. Burdock root is broken down into biotin and vitamins C, B1, B6, B12 and E, plus potash, silica, sulfur and manganese. Apple extract is attributed to **caffeic acid derivatives**; calendula to **flavonol glycosides**.

INCI naming

Named active compounds

Mechanism, not adjectives

Alphabetical reference structure

It cites a primary source by name

The frankincense entry does not say "used since ancient times". It says the ingredient is "**famously mentioned in the Papyrus Ebers**", naming the actual Egyptian medical papyrus. Elsewhere the historical claims are equally specific: *Malus sylvestris* recorded in the medical papyrus as a laxative and liver stimulant, calendula used by Egyptians as a poultice to stop bleeding, black seed oil cultivated over 4,000 years ago.

This is what turns brand heritage from decoration into substantiation. A named source can be looked up. "Ancient wisdom" cannot.

Papyrus Ebers named

Specific historical uses

Checkable claims

It includes the unglamorous ingredients too

Cetearyl Olivate appears on the page described plainly as an **emulsifier and texture enhancer** used to combine hydrophobic and hydrophilic ingredients. Nothing about it sells a product. Including it, on a page that could have listed only the marketable actives, is a transparency decision, and it is the detail that makes the rest of the page credible to a reader who knows how a formulation is built.

Function, not hype

Full-formula honesty

The product naming system

ON-PAGE SEO IN THE TITLES

I built the product titles rather than naming them. Each one appends benefit language to the brand term, so the title carries search meaning without losing brand voice.

PRODUCT TITLE AS PUBLISHED	WHAT THE TITLE IS DOING
Black Seed Facial Oil – Glow, Even Tone & Barrier Repair	Ingredient plus format plus three separate benefit terms
Sacred Reviving Cleanse - BARRIER SUPPORT · 3-IN-1 CLEANSE · GLASS-SKIN GLOW	Multi-function claim plus a current trend term
Egyptian recovery cream - Deep Nourishment for a Stronger Skin Barrier	Heritage modifier plus the same barrier concept
The Nefertiti Face & Neck Sculpt	Brand-owned name plus the treatment area, which is the query

- 01 One concept anchors the range.** "Barrier" appears in three separate product titles: barrier repair, barrier support, stronger skin barrier. That is a deliberate topical anchor rather than a coincidence, and it is the right one, because skin barrier is where the informational and commercial intent in this category currently meet.
- 02 Current vocabulary, used correctly.** "Glass-skin glow", "3-in-1", "even tone" are the terms people actually type. They sit alongside heritage language rather than replacing it, so the range reads modern without abandoning the Egyptian positioning the rest of the site is built on.
- 03 UK spelling carried into the URL.** The collection lives at /collections/moisturisers, not the American spelling. On a .uk domain serving UK search, that is the correct call, and it is the kind of decision that has to be made once at build time because changing a slug later costs equity.
- 04 Two navigation taxonomies in parallel.** Collections are organized both by product function, cleansers, moisturisers and oils, and by concept, the holistic ritual, bundles and best sellers. Shoppers who know what format they want and shoppers who know what outcome they want each get a route in.

E-E-A-T signals in the site content

TRUST LAYER

For a small direct-to-consumer skincare brand, credibility is the whole game. I structured the site content to supply it rather than assert it.

E Expertise, evidenced by the depth of the ingredient writing

BOTANICALS PAGE

Compound classes, vitamin profiles, mineral content and mechanism of action, written consistently across every entry. This is the page that tells a knowledgeable reader the brand understands its own formulations.

A Authoritativeness, through named sources and provenance

SOURCING

The Papyrus Ebers citation, specific documented historical uses, and a dedicated sourcing narrative running from ingredient origin to finished formulation. Claims are attached to something.

T Trust, built as a full content layer rather than a footer link

9 PAGES

Our Story, Our Approach, Behind Hayaty, Giving Back, Botanicals, FAQs, Contact, Delivery and Returns. Nine pages, each doing a distinct job. Most stores this size run three. The FAQ and delivery pages handle the pre-purchase objections; the story and approach pages handle the brand question; botanicals handles the product question.

Our Story

Our Approach

Behind Hayaty

Giving Back

Botanicals

FAQs

Delivery & Returns

T Formulation claims, stated consistently sitewide

EVERY COLLECTION

Cruelty Free, Eco Friendly, Alcohol Free and Sulfate Free are carried as a standing set across collection pages rather than appearing on some products and not others. Consistency is what makes a claim set read as a policy instead of a badge.

One story, carried end to end

EDITORIAL COHERENCE

I kept the Egyptian heritage positioning out of the About page ghetto. It runs through every content layer, which is what makes it a brand rather than a tagline.

In the ingredients

botanicals

Aloe vera as "the plant of immortality in ancient Egypt", Cleopatra and Nefertiti cited for black seed oil and aloe, calendula documented as an Egyptian wound treatment.

In the product names

catalog

The Nefertiti Face & Neck Sculpt, Egyptian Recovery Cream, Pharaonic Duo, Sacred Reviving Cleanse.

In the collections

taxonomy

The Holistic Ritual and the Pharaonic Duo exist as their own shopping routes, so the story is navigable and not just readable.

In the brand pages

narrative

Our Story, Behind Hayaty and Giving Back extend the same thread into origin, people and social commitment.

Verifiable

EVERY CLAIM ON THE LIVE SITE

- I wrote an **ingredient reference at cosmetic-formulation level**, naming compounds by INCI, explaining mechanism of action, and citing the Papyrus Ebers as a primary source rather than gesturing at "ancient wisdom".

hayatynatural.uk/pages/botanicals

- I built a **product naming system** that appends searchable benefit language to every title, anchored on a single skin concept carried across three products, using current category vocabulary without losing the brand's heritage voice.

Barrier repair · barrier support · stronger skin barrier

- I produced a **nine-page trust and brand content layer** covering story, approach, provenance, ingredients, social commitment, FAQs and delivery, on a store where most competitors of this size publish three pages.

Structured to answer pre-purchase objections

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- I localized for the UK market at the structural level, including **British spelling carried into collection URL slugs**, a decision that has to be right at build time because changing it later costs indexed equity.

/collections/moisturisers

- Carried a **single heritage narrative across four content layers**, ingredients, product names, collection taxonomy and brand pages, so the positioning is navigable rather than confined to an About page.

Cleopatra and Nefertiti to Pharaonic Duo

METHOD & SCOPE

What this sample is: an assessment of the site's web content and on-page SEO that I wrote. Page counts, collection structure, product titles, URL slugs and every quotation above come from the live site and can be checked directly.

Scope of my work: site content only. The store's blog was written by others.

What this sample is not: a ranking or traffic report. This is a small catalog competing in UK skincare search against Amazon, Boots and Holland & Barrett, where the first screen is largely shopping ads. No position or traffic claims are made here. The evidence offered is the quality and structure of the content itself.

WORK WITH ME

Want product pages that earn the sale?

Specific beats persuasive when someone is deciding whether to spend. The ingredient reference above works because it names compounds, explains mechanism and cites a real source, rather than repeating the word natural until the reader gives up.

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

Small catalogs are where this pays off fastest, because every page has to carry weight.

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