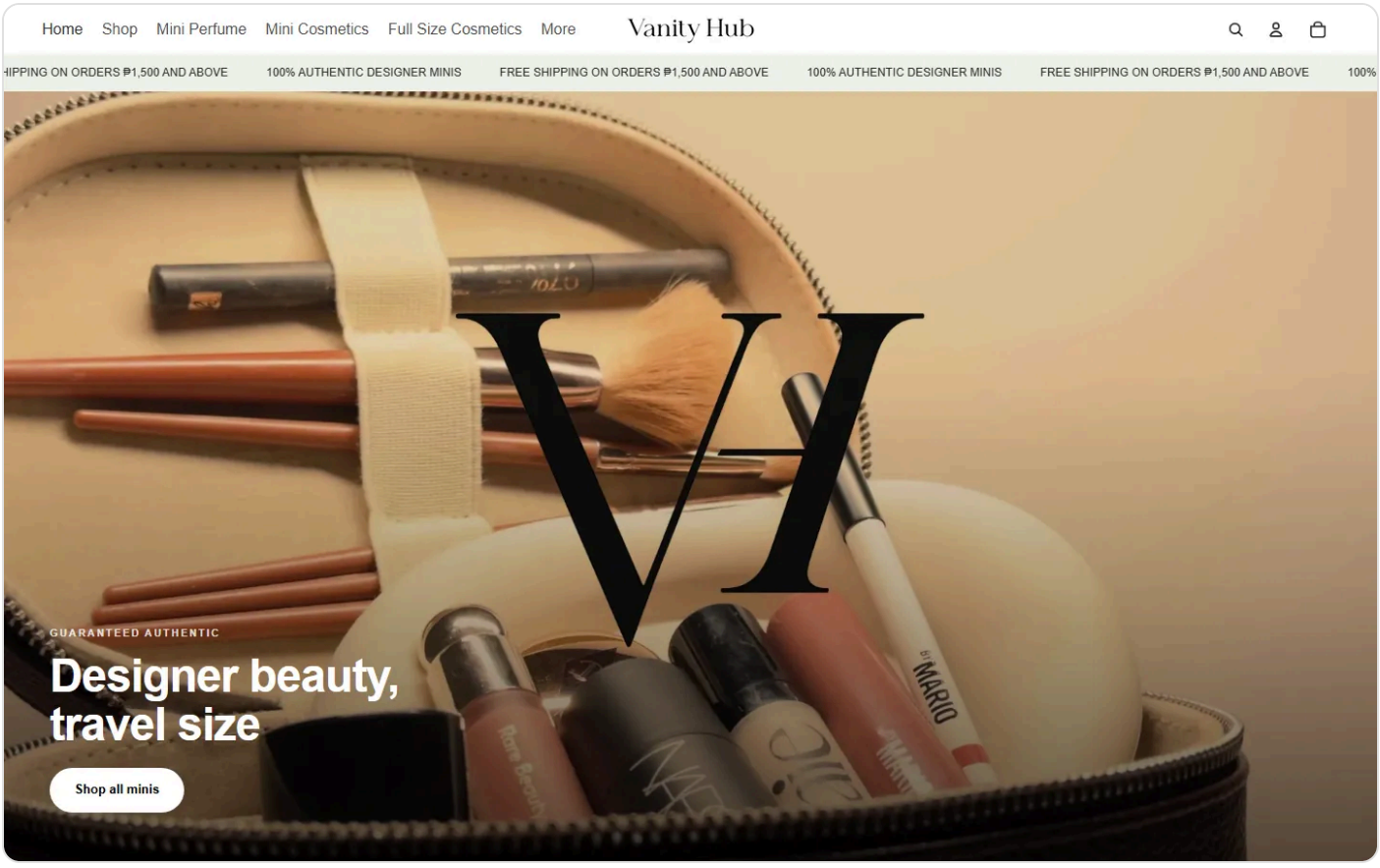
VANITY HUB · SHOPIFY BEAUTY STORE, PHILIPPINES · LIVE

Number One in AI Shopping Answers

Store content rewritten so AI assistants and search engines recommend it, plus a catalog audit that removed every dead end.

Built with Claude Code · Shopify, AI search (GEO), SEO · vanityhub.co

#1	6	6	3
AI PICK FOR DESIGNER MINIS	COLLECTION PAGES REWRITTEN	PRODUCT PAGES WITH ANSWER BLOCKS	DEAD COLLECTIONS RETIRED

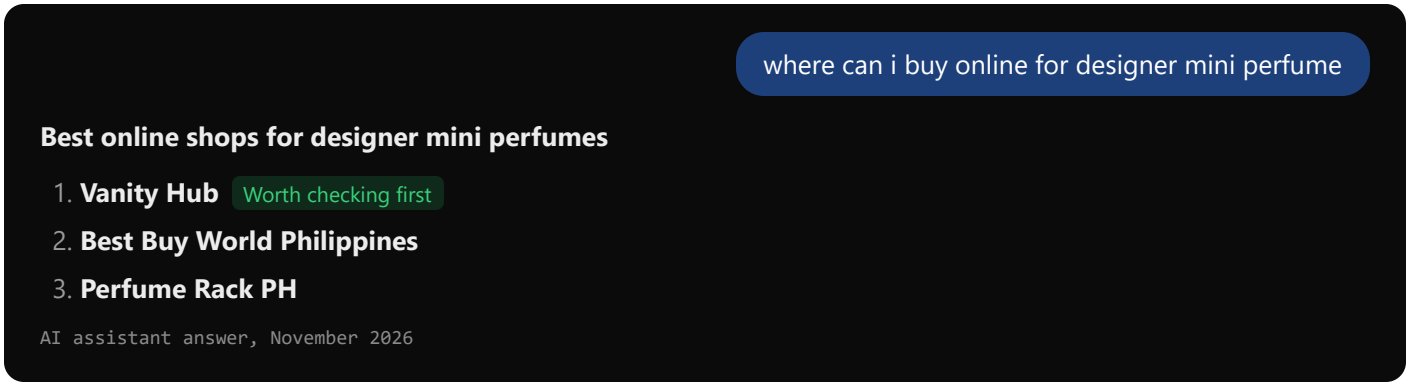


Vanity Hub homepage

Shopify · Generative engine optimization · SEO · Content strategy · FAQ content · Catalog audit · Claude Code

01 The result

Ask an AI assistant where to buy designer mini perfume online and it recommends Vanity Hub first, labelled worth checking first, ahead of established perfume shops. It even repeats the store's own positioning: actual miniature bottles from the brands, not refillable decants.



That positioning was written into the store on purpose, in a form AI assistants can lift and quote.

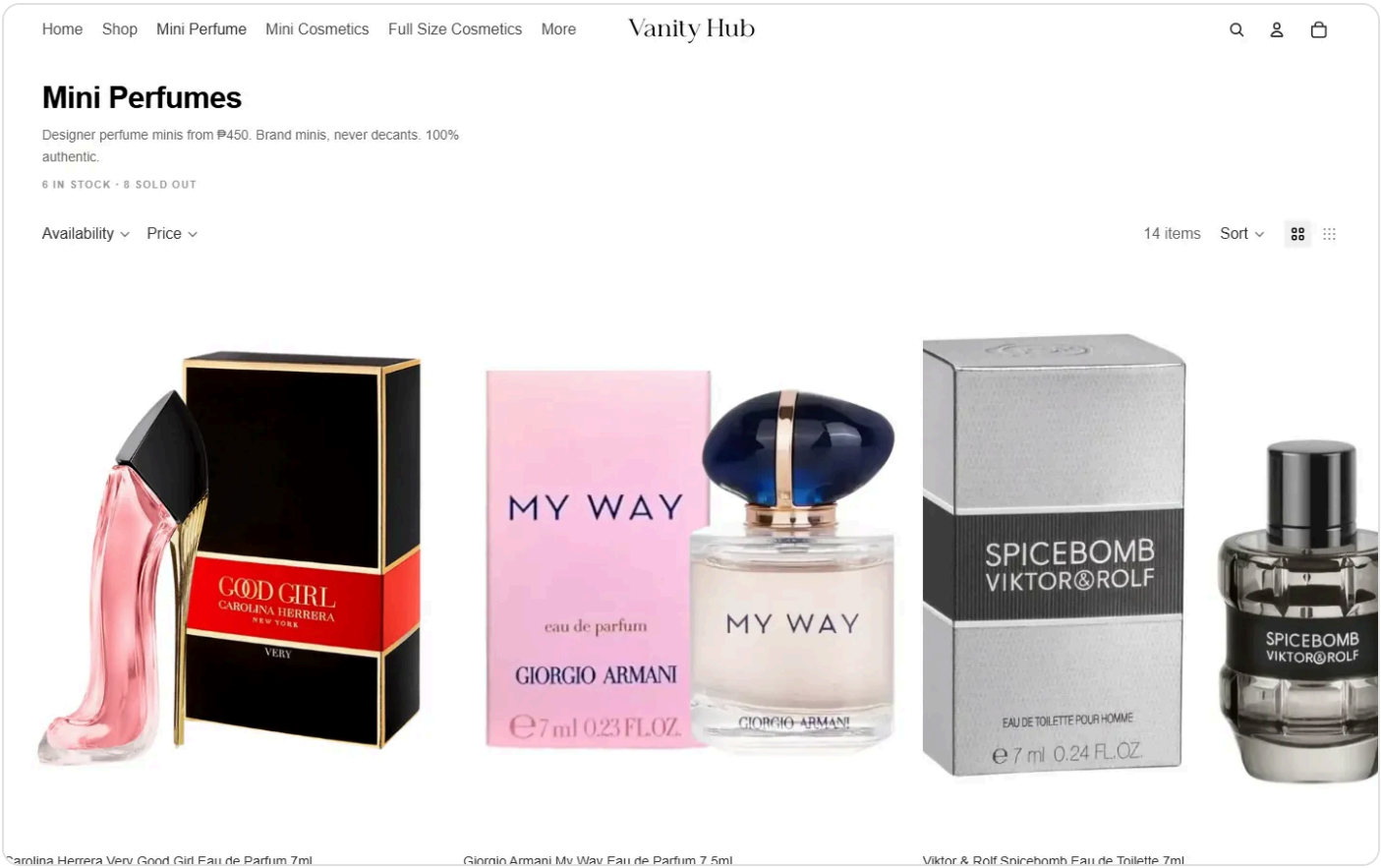
02 The problem

Shoppers increasingly ask AI assistants where to buy instead of searching. Assistants recommend stores whose pages answer the question directly and can be trusted. The store's pages were not written for that, and some collections were worse than empty: a brand collection with nothing buyable, an empty fragrance collection that was still indexed, and a sale collection where most items were not discounted.

03 What I wrote

Six collection pages

Mini perfumes, mini cosmetics, full size cosmetics, Charlotte Tilbury, YSL and Carolina Herrera. The long versions were later trimmed to a short intro plus one collapsed block, which is what runs live today.



Carolina Herrera Very Good Girl Eau de Parfum 7ml | Giorgio Armani My Way Eau de Parfum 7.5ml | Viktor & Rolf Spicebomb Eau de Toilette 7ml

Mini perfumes collection: answer first intro

Direct answer opening

Every page opens with one paragraph that states what the store carries, the size and price range, the brands, that stock is sealed and sourced through authorized distributors, and that none are decants.

Price and size tables

A product, size and price table under a clear heading, so an assistant can quote exact facts.

Comparison tables

Mini versus full bottle versus decant, cost per gram for travel size against full size, and which scent to choose tables for YSL and Carolina Herrera.

Spray count maths

About 10 sprays per ml at 2 sprays a day, so buyers can see how long a mini lasts.

FAQ sections

Four to six real questions per collection, answered in plain prose.

Internal links

Every page links to the authenticity page and cross links the main collections.

A buying guide: minis versus decants

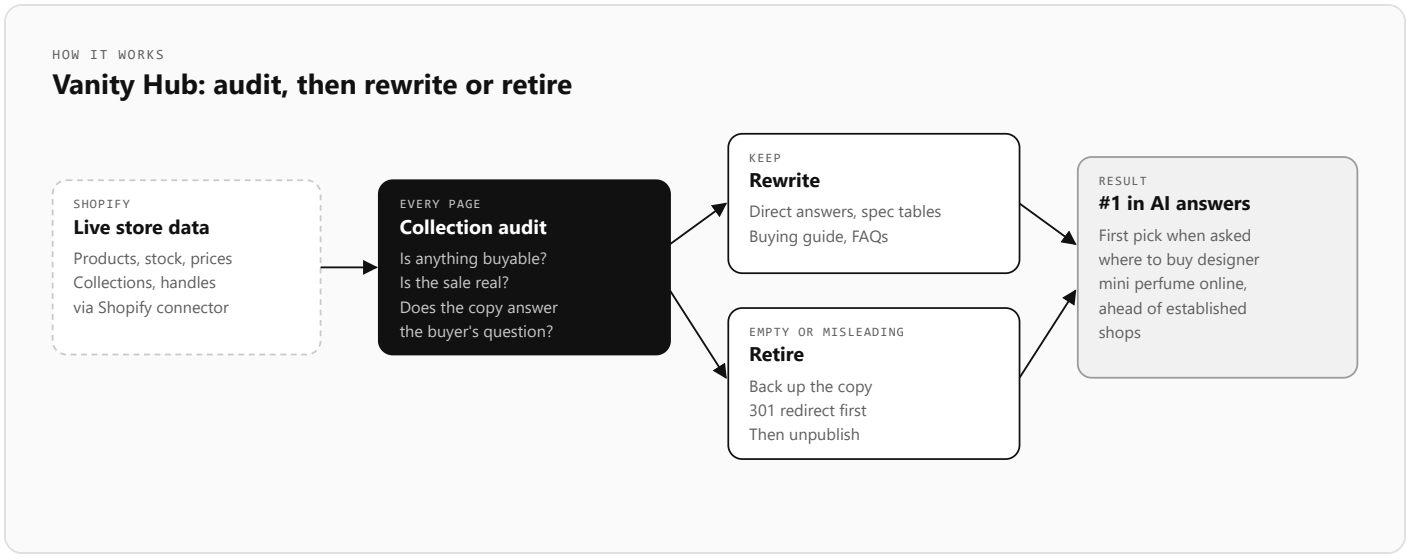
A long form article built to be the best answer to the question buyers actually ask. Sections: the short version, a brand mini against decant comparison across eight points (who filled it, packaging, batch code, sprayer, size, cost per ml, whether you can verify it), how many sprays you actually get, five checks that work on any bottle, why size is not the thing to worry about, what Vanity Hub stocks, and seven common questions.

Six product pages

Each product page got a direct answer paragraph at the top and a short Q and A at the bottom.

04 The catalog audit

Working from live store data, I checked every collection against stock and price. Three were retired, each with the same safe process.



Brand collection, nothing buyable

Six products, none purchasable: sold out, unlisted, one at negative stock. Redirected to mini perfumes.

Sale that was not a sale

Headlined reduced prices, but three of five items had no discount, the only real discount was out of stock, and the discount itself had expired. Redirected to all products.

Empty collection still indexed

Zero products, still sending search traffic to an empty grid. Redirected to mini perfumes.

Hidden stock found

A product with stock on hand was invisible only because it had no images, flagged for the owner.

Safe retirement process

- 301 redirect set up first, so no visitor or search link ever hits a dead page.
- Collection unpublished, not deleted, so Shopify keeps everything.
- A dated backup of the title, page title, meta description and full copy, ready to paste back.
- A restore checklist: remove the redirect first, confirm real stock or a real discount, refresh the copy for the current products.

05 How I built it

- Claude Code connected to the store's live data, so every claim in the copy matched real products, sizes and prices.

- A house style with no hyphens and no marketing filler, written for people and for AI assistants at the same time.
- Every change documented with what is live and what is superseded, so the owner can see exactly what changed.

06 Results

> First recommendation in an AI shopping answer for designer mini perfume, ahead of established competitors.
>
> No more empty or misleading collections, and no lost search equity thanks to redirects.
>
> Every retired page can be restored in minutes from its backup.

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AI answers change over time; the result above was captured in November 2026.