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A Study of Xiaohongshu Content SEO Optimisation Strategies under the Searchification of Social Media

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Abstract: *Social media search is becoming an important route through which consumers obtain product information. On Xiaohongshu, notes, images, videos and comments create an experience-oriented information environment that connects user needs, content discovery and consumption decisions. Using literature research, secondary-material analysis, public-case analysis, comparison and inductive reasoning, this paper distinguishes Xiaohongshu content SEO from conventional website SEO and applies information-search theory and the AISAS model. It proposes a DKCF loop of demand identification, keyword selection, content optimisation and feedback evaluation. The study argues that effective content SEO depends on consistency among user intent, keywords, the answer provided by content and the later conversion path, rather than mechanical keyword repetition. Because platform ranking parameters and merchant back-end data are not publicly available, the framework is a strategic proposition requiring further empirical testing.*

Keywords: *Xiaohongshu; social media searchification; content SEO; search intent; keyword strategy; content marketing*

1. Introduction

Search has been re-embedded in social content, interaction and transactions as recommendation algorithms and platforms develop [1]. Xiaohongshu combines lifestyle sharing, personal experience and commercial activity, so users may search for a category, product, place, problem or comparison before judging information through notes, images, videos and comments. Compared with recommendation, search makes the user's immediate intention more visible and gives merchants a clearer starting point for content planning, but keywords cannot replace truthful and useful information. This paper uses literature research, secondary-material analysis, public-case analysis, comparison and inductive reasoning to examine Xiaohongshu content SEO, its common problems and workable strategies. It focuses on how demand identification, keyword selection, content production and performance review can form an explainable and revisable process, without attempting to reconstruct undisclosed ranking parameters or claim causal effects from public cases.

2. Theoretical Basis and Operating Logic of Xiaohongshu Content SEO

2.1 Concept and Characteristics of Xiaohongshu Content SEO

Conventional website SEO and Xiaohongshu content SEO both value relevance, clarity and user value, but their objects and operational boundaries differ. Website SEO may involve how search engines crawl and index a site, how the site is organised into descriptive URLs and topical directories, how link text is written, and how titles and images are presented in search results [2]. A Xiaohongshu merchant normally cannot manage the platform's indexing system or ranking infrastructure. The elements that can be adjusted are mainly the topic, keyword expression, title, cover, body text, tags,

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account context and post-publication responses. Website rules therefore cannot simply be copied into a social content environment.

The meaning of a Xiaohongshu note is produced through several layers. The title gives the search system and the user an initial clue about the topic; the cover affects recognition and clicking; the body fulfils the promise of the title; tags supplement classification; and comments may add specifications, corrections and usage limits. Content SEO should not be understood as completed merely because a keyword appears in a title. It should ask whether all layers work together to answer the user's task.

2.2 User Search Behaviour and Information Tasks

Relevant studies show that Xiaohongshu users search both to find answers to clear questions and to discover information, compare alternatives and follow further clues while browsing. A user may begin with a vague need and gradually form a more specific expression through suggestions, related notes, comments and saves. Another user may encounter an unfamiliar product while browsing and return to search for its function or reputation [3-4]. Search terms therefore open the door to content, while the explanation of conditions, process, advantages, disadvantages and limits determines whether a click becomes a useful judgement.

2.3 Operating Logic of Content SEO

Combined with the AISAS model, content SEO can be described as need formation, keyword expression, content matching, click and reading, user feedback and consumption decision [5]. Users do not necessarily move in one direction. They may move between a product page and search results, save or enquire first, and purchase later. SEO should therefore be treated as a process of continuous correction rather than a ranking technique completed by one publication. Saves, comments, shares, dwell time and enquiries can be useful signals, but public Xiaohongshu commercial materials do not disclose a unified CES formula or fixed weights for every interaction. They can show that the platform offers both browsing and search-oriented commercial touchpoints, but they cannot justify invented algorithmic parameters.

3. Main Problems in Merchant Content SEO

3.1 Keyword Selection Disconnected from User Needs

First, keywords are often selected from the product rather than from the user's task. Merchants may use a brand name, product name or popular term without distinguishing whether the user is learning about a category, solving a problem or comparing purchasing options. The word may be popular but still irrelevant to the intended consumer. Second, keywords become disconnected from content production. Some notes include a search phrase in the title but do not explain conditions, process, advantages, disadvantages or applicable users, so the click does not provide a complete answer.

3.2 Evaluation and Traffic Attribution Problems

Third, evaluation is often too narrow. Looking only at likes obscures the differences among search exposure, clicks, reading, saves, comments, enquiries and transactions, and it makes it difficult to identify whether the problem lies in the keyword, title, cover, body or product hand-off. Fourth, merchants may confuse paid traffic with organic search. Xiaohongshu commercial products can provide paid exposure in browsing and search contexts, but paid exposure does not prove that organic ranking will improve. Without a clear review standard, short-term traffic may conceal a mismatch between content and user needs.

4. Xiaohongshu Content SEO Optimisation Framework

4.1 Demand Identification and Keyword Selection

This paper proposes a DKCF loop consisting of demand identification, keyword selection, content optimisation and feedback evaluation. Demand identification should answer three questions: who is the target user, in what situation does the user search, and what problem does the user hope to solve? The

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audience should not be reduced to “all consumers”. Real enquiries, comments, service records and user expressions can help define a specific task that content can answer. The situation determines which information matters and which keywords the user can understand and use.

Keywords can be organised into category, attribute, scenario, location, problem, comparison and brand-navigation terms. Category terms help users recognise a product class; attribute terms point to a function or model; scenario and location terms connect the product with a place, time or activity; problem terms express difficulty or risk; comparison terms support a choice between alternatives; and brand terms help users locate a particular company. Screening should consider relevance, clarity of intent, commercial value, competition and content fit. For merchants with limited resources, long-tail terms with clear intent and a capacity for genuine answers are usually more controllable than broad popular words.

4.2 Content Structure and Expression Optimisation

The core of content optimisation is consistency between the promise of the title and the answer in the body. The title should identify the object, situation and information value without exaggerated conclusions. The cover should highlight one main problem and support recognition and clicking. The body can be organised around problem, conditions, process, result and applicable boundary. Keywords and related expressions should appear naturally, while tags should supplement rather than replace information in the body. Comments can respond to follow-up questions and add specifications or limits, but artificial interaction should not be used to manufacture popularity. A title that attracts clicks but cannot provide the promised answer may create short-term traffic while damaging long-term trust.

4.3 Differentiated Strategies by Product Type

Different product types require different emphases. Low-price, high-frequency products are often connected with immediate situations, convenience and repeated use, so content can focus on location, price, taste, time and quick solutions. High-price, low-frequency products involve longer comparison periods and greater risk, so notes should explain process, parameters, professional terms, evidence and limitations. Standardised e-commerce products can emphasise attributes, models and evaluation terms, while still describing actual use and restrictions. Local lifestyle services should prioritise city, district, nearby-place, time-period and user-group terms because geographical and temporal fit directly affects the decision to visit.

4.4 Performance Evaluation and Feedback Optimisation

Performance should be evaluated at four levels. The first is search visibility, including whether a note appears for a target term, its approximate position range and the duration of visibility. The second is content attraction, including exposure, clicks, reading or viewing. The third is user feedback, including saves, comments, shares and follows. The fourth is commercial behaviour, including profile visits, direct enquiries, store intentions and transactions. Review should locate the weak link: insufficient exposure calls for a check of keywords; weak clicks call for a check of the title and cover; weak interaction after clicking calls for a check of the body; and good interaction with weak sales calls for a check of the product, price, service and hand-off path.

Paid advertising can be treated as an auxiliary variable outside the organic SEO loop. It may help test the commercial intent of a term or amplify content that already has informational value, but paid exposure, clicks, cost and conversions must be recorded separately. Public data can support an explanation of a possible mechanism, but it cannot prove that SEO generated incremental sales. Estimating a net effect requires merchant back-end data, continuous observation or a comparison between groups of notes.

4.5 Search Intent Refinement and Content Planning

From the perspective of the user’s task, Xiaohongshu searches can be divided into recognition, problem-solving, comparison and navigation searches. Recognition searches help users understand a category or concept and call for basic explanations and boundaries. Problem-solving searches express a clear difficulty and require steps, conditions and risks. Comparison searches reflect pressure to choose and require differences among alternatives and suitable user groups. Navigation searches focus on a brand, place or service and require accurate identification. Different tasks call for different content

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structures, so commercial value cannot be judged by keyword length alone.

Users making recognition searches are often at an early stage of information contact. Content should avoid excessive selling and first help them build a basic concept. For example, a note about sunscreen can explain suitable skin types, usage situations and basic differences before discussing a particular model. Problem-solving users usually want an actionable answer quickly, so the body should reduce vague description and provide clear steps. Comparison searches should not simply announce one “best” option; they should explain trade-offs among price, function, risk and conditions of use.

Search intent is also affected by time and situation. The same term may represent different needs at different moments, such as dormitory storage at the beginning of a semester, waterproof shoes during the rainy season or nearby group dining before a holiday. Content SEO should not treat a keyword as a permanently fixed label. It should observe whether the situation in which the term is used has changed. For local services, weather, transport, opening hours and holiday activities may alter the user’s criteria, so time limits should be stated clearly rather than presented as permanent promises.

There is often a gap between merchant language and user language. Merchants may use professional terms, internal product categories or branded expressions, while users may search with colloquial phrases, incorrect names or question sentences. Keyword research should not simply copy terms from a product catalogue. It should also record how users describe confusion, experience and risk. Summarising natural expressions from comments and enquiries can reveal long-tail terms that the merchant had not considered and can make the body closer to the language in which users actually read.

Content production should also consider the account’s long-term positioning. One note can address a specific problem, but the account as a whole should ideally form a reasonably stable range of content so that users know what kind of information to expect next. An account that only follows trends and changes topics constantly may obtain short-term exposure without building a clear trust relationship. Content SEO is therefore not only the optimisation of individual notes; it also concerns the account’s ability to provide a consistent type of answer over time.

4.6 Keyword-Content Mapping and Publishing Design

In practice, merchants can build a keyword-content matrix. It should include at least the term, the user task, the target group, the applicable situation, the question to be answered, the available evidence and the later hand-off route. Such a matrix is not a mechanical production system. It helps the team confirm the boundary of a note before writing. If a term cannot be supported by genuine experience, product information or service capacity, it should not be forced into the content merely for traffic.

Title design must balance retrievability and readability. A title that contains a core expression users understand can help establish search relevance, but a title that stacks several synonyms to cover every possible term becomes unnatural and may make too many promises. A more workable approach is to retain one main task and add a situation or information value. Instead of writing a crowded title such as “sunscreen, oily skin, summer, commuting, student recommendation”, the merchant can organise the title and body around the clearer task of choosing sunscreen for oily skin during summer commuting.

The cover and the opening paragraph serve different functions. The cover allows users to recognise the topic quickly, while the opening paragraph confirms whether the note addresses the problem they came to solve. If the cover highlights only a discount, appearance or brand and the first paragraph does not respond to the search task, users may leave soon after entering. For problem-oriented content, the opening can state the applicable scope and direction of the answer before explaining the reasons. For experience-oriented content, it should first clarify time, place, user and conditions so that a personal impression is not presented as a universal rule.

Evidence in the body does not have to be complicated, but it should match the strength of the conclusion. Product parameters may come from public specifications; service experience can state the actual time and conditions; a comparison can list its dimensions of observation; and a case can explain its source and limits. What should be avoided is replacing evidence with vague claims such as “many people say”, “number one everywhere” or “always effective”. When evidence is limited, reducing the strength of the conclusion and stating its boundary is more responsible than manufacturing certainty, both in an academic paper and in commercial content.

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4.7 Feedback, Updating and Continuous Improvement

The comment area is both a feedback channel and part of the content. Follow-up questions often reveal details that the body did not answer, such as differences in specifications, suitable users, delivery time or after-sales conditions. Merchants can organise frequent questions into later notes and develop a series from one piece of content. Replies should not all become advertising language, nor should false accounts be used to manufacture unanimous praise. Specific and truthful answers increase information density and help merchants discover new search expressions.

Content updating should also be included in the SEO process. Product prices, service rules, opening hours, platform functions and user concerns can change. A note that once performed well does not remain accurate forever. Updating may involve correcting outdated data, adding conditions, revising the title and stating the applicable period. If a note no longer represents the current service, continuing to rely on it for clicks can damage user experience and even lead to complaints.

4.8 Data Review, Collaboration and Compliance

Keyword and content review can be conducted on a small and continuous scale. A resource-limited merchant does not need to track every term at once. It can begin with representative category, problem and scenario terms and record search results, content performance and feedback at fixed intervals. Continuous observation reveals changes in timeliness better than a single screenshot and reduces misjudgement caused by accidental exposure. Records should note account history, publication time, advertising status and content form so that later comparisons remain meaningful.

Search results are personalised and time-sensitive. A merchant should not treat the position seen in one search as a fixed ranking that every user can reproduce. Different accounts, locations, previous behaviours and moments may produce different results. Visibility can therefore be described through a position range, frequency of appearance and duration rather than an invented absolute rank. Both research and operational review should retain the conditions of observation. This is an important way to avoid over-interpreting data.

Changes in click-through, save and enquiry rates also require caution. An increase may result from a change in the exposed audience, a revised title, holiday traffic, a price promotion or advertising rather than keyword optimisation itself. A decline does not necessarily mean that the content has failed; the relevant season may have passed, competitors may have increased, or the hand-off stage may have weakened. Observing several indicators together across time is more reliable than making an immediate conclusion from one number.

For small and medium-sized merchants, the difficulty of content SEO lies not only in its methods but also in limited staff and time. An executable process should avoid excessive indicators and over-detailed categories. The team can begin with one main user task, prepare a set of terms it can answer truthfully, test a small number of titles or covers, and then decide whether to continue based on feedback. This gradual approach reduces the cost of trial and error and prevents uncertain industry experience from being disguised as a complex system.

Team coordination also requires consistency among keywords, content and customer service. If a title promises one kind of service but customer support cannot provide the stated conditions, SEO-driven enquiries may increase disappointment. Product pages, direct-message replies, in-store service and after-sales policies should maintain the same basic information. The value of search content is not only to bring users in; it is also to ensure that they continue to receive credible and consistent information afterwards.

Compliance should be treated as an optimisation boundary rather than an extra problem handled after publication. Platforms have requirements concerning advertising qualifications, data evidence, exaggerated claims, artificial interaction and ranking manipulation. When selecting a term, merchants should ask whether the content can be supported by evidence. When using data, they should state its time and source. When presenting an experience, they should distinguish a personal impression from a general conclusion. Compliance does not remove the appeal of content; it helps reduce long-term operating risk.

4.9 Practical Value and Research Extension

The theoretical value of the DKCF loop lies in placing platform search, user information behaviour

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and consumption decision-making in one analytical chain. Demand identification asks why the user searches; keyword selection asks how the need is expressed; content optimisation asks what the user receives after clicking; and feedback evaluation asks whether the user continues to act. The chain is not a strict causal formula, but it helps researchers and merchants make each assumption explicit and identify what evidence is needed for verification instead of attributing every outcome directly to an algorithm.

In practice, the loop does not require a merchant to complete every optimisation at once. It allows the process to begin with one concrete situation and accumulate gradually. A merchant can select a familiar product and a common user problem, build a small content sample and feedback record, and then extend the process to other terms and products. The experience cannot automatically become a platform-wide rule, but it can provide clearer support for the merchant's own operating decisions.

If researchers gain access to authorised data in the future, they can distinguish short-term attraction from long-term value. Some notes may receive many clicks soon after publication but few saves or later enquiries; others may have modest exposure while continuing to generate search visits and repeated enquiries. Placing immediate indicators, delayed indicators and commercial outcomes on the same timeline would help explain how content works for different products and decision costs, and would reduce the bias of judging every note by short-term sales.

The expanded discussion does not mean that every industry can use the same keywords or content template. The meaning of a term depends on the product, user, location and time, while the body structure is affected by risk and information complexity. DKCF is better understood as a framework for analysis and review than as a replacement for industry knowledge, product capability or service quality. SEO can become part of long-term operations only when a merchant can actually provide the value promised by the search content.

Keyword management should also distinguish core, supporting and limiting terms. Core terms directly express the category or service. Supporting terms add attributes, location and usage situations. Limiting terms specify the applicable user, time or condition. A local service should not use only a broad phrase such as "study-abroad consultation in Zhuhai"; if the service can genuinely support them, it may add terms such as undergraduate applications, weekend consultation or nearby service, while stating what it does not promise. This combination makes content more specific and avoids sending every user to the same vague page.

Keywords also have a hierarchy. A broad category term can help a merchant understand the market, but it cannot determine how one note should be written. A problem term may be closer to the user's immediate task but requires more explanation in the body. A brand term usually has a navigation function, so users expect accurate, complete and verifiable information. A merchant can use broad terms to confirm the content direction and more specific terms to organise titles and paragraphs, forming a content path from recognition to decision.

Research and operations should distinguish relevance from effectiveness. A note is relevant to a keyword when it discusses the same topic, but it is effective only when users receive enough information, can judge whether it applies and can move through a reasonable next step. High exposure shows that the platform or users provided an opportunity for contact; it does not prove that the content completed its task. Observing relevance, information completeness and action hand-off separately helps prevent exposure from being miswritten as value.

Fair presentation is especially important for comparison content. A merchant can state the dimensions of comparison, the sample range and the observation period instead of selecting only favourable results. If the compared options differ in price or usage conditions, the content should explain which aspects cannot be compared directly. This may reduce the immediate clicks generated by an exaggerated title, but it improves credibility and encourages more focused questions in the comment area.

In experience-oriented content, the user's position, time of use and personal preference may affect the conclusion. A merchant does not need to remove subjective experience, but should express it under clear conditions, such as how long the product was used, in what environment, for which skin type or within what budget. Turning "I find it useful" into "under these conditions, I observed these changes" helps readers judge whether the experience applies to them and respects the authentic character of an experience-based platform.

Merchants can also interpret search data together with non-search feedback. Search terms show how users formulate a problem. Comments show where they remain confused. Customer-service

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records show which issues affect the final decision. Post-purchase feedback helps assess whether the content promise matches actual experience. These sources may not agree completely, but the differences can alert the merchant to an expression gap, a service weakness or an incorrectly shaped user expectation.

From a content-lifecycle perspective, a note may pass through discovery, understanding, saving, comparison, enquiry and conversion. Each stage requires different information, and users may reopen the same content at different times. A merchant that focuses only on interaction on the day of publication may overlook the delayed value created by later searches and saves. For high-price products and complex services, connecting related notes, adding common questions and keeping information current may be more sustainable than constantly producing new titles.

The final goal of content SEO is therefore not to make every note look like an advertisement. It is to help users find an appropriate answer when they need information. A merchant should not promise that the platform will guarantee a ranking. It should explain what problem it can solve, what the basis is, which conditions may change the result and how the user can verify the next step. This approach preserves the purpose of commercial content while respecting the user's expectation of genuine experience and usable information.

When evaluating content, merchants should distinguish between users not seeing a note and users seeing it but taking no action. The first situation may relate to keywords, publication time, competition or platform distribution. The second may relate to the quality of the answer, trust, price, customer service or the purchase path. Separating these problems makes it possible to choose an appropriate improvement. Otherwise, a merchant may keep changing keywords without repairing the content or service stage that actually affects the decision.

Academic writing should maintain the same distinction. This paper can propose a mechanism-based explanation and strategic framework from public materials, but it cannot present the framework as a causal conclusion already confirmed by experiment. If future research obtains continuous samples and back-end data, it should report the observation conditions, sample range, indicator definitions and possible confounding factors. Only in this way can the relationship between platform search and operating outcomes gradually move from experience-based judgement toward a testable research question.

Overall, searchification has not turned content marketing into a purely technical task. Keywords and data matter, but users still need to understand, compare, trust and confirm. The long-term value of Xiaohongshu content SEO lies in translating these behaviours into clear content tasks and supporting decisions with truthful information, measured expression and continuous feedback.

The hand-off can also differ according to the user's decision stage. Users who are just learning about a category need accessible explanations and basic information. Users who have compared alternatives may care more about price, service process and limitations. Users preparing to purchase may need to confirm stock, delivery, booking or after-sales arrangements. An account that publishes only one level of content may not cover the complete decision process. Reasonable connections among different types of notes allow users to continue searching according to their own questions instead of forcing every piece of information into one note.

Connections among notes should not merely repeat links or direct users to purchase. They can also help users understand the relationship among different kinds of information. One note may explain the category, another may compare options and a third may answer limitations. Each performs a different information task. This structure is more explanatory than repeating the same keyword and gives users continuous clues for saving, commenting and later searching. For researchers, a content series also offers an opportunity to observe how users move among different levels of information.

If merchants use AI tools to assist keyword research or drafting, the output should be treated as preliminary material rather than a source of facts. A tool may generate expressions that sound reasonable but do not fit platform rules, actual product capability or real user language. Human review should check whether terms match the service, whether data has a source, whether conclusions exceed the evidence and whether the text retains natural personal experience. Tools can improve organisation efficiency, but they cannot replace responsible judgement or genuine content.

A low level of mechanical AI-like language does not mean deliberately adding errors or forcing casual speech. It means that expression should have a concrete object, real conditions and an appropriate degree of uncertainty. An academic paper can maintain a clear structure while acknowledging data limits. Commercial content can remain readable while stating the boundary of an

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experience. Content avoids becoming an empty template only when language choices are connected with evidence, audience and situation.

A clear definition of the research object is also needed between the paper and actual operations. Xiaohongshu content SEO concerns how in-platform content is discovered, understood and used further. It is not the same as complete brand marketing, advertising or e-commerce operations. Advertising budgets, product quality, price advantages and customer-service capacity may all affect the final outcome. These variables should be recorded separately so that the role of content optimisation in overall operations can be described without exaggerating the effect of SEO.

5. Conclusion and Future Research

5.1 Research Conclusions

Xiaohongshu content SEO is neither keyword stuffing nor a traffic technique explained by a fixed formula. Its substance is to improve consistency among the user's search intention, the selected keywords, the answer provided by the content and the later conversion path. The DKCF loop turns this relationship into a reviewable operating process: demand identification sets the boundary of the problem, keyword selection gives it a searchable expression, content optimisation supplies the answer, and feedback evaluation helps revise the original judgement.

5.2 Limitations and Future Work

This study has clear limitations. First, it does not have internal Xiaohongshu retrieval and ranking data and cannot verify the algorithmic weight of specific signals. Second, it does not have continuous merchant back-end and campaign data and cannot measure the net effect of SEO on search traffic, enquiries and sales. Third, public cases often combine content, topics and paid distribution, creating an attribution boundary. Fourth, public materials use different time frames while platform functions and rules continue to change. The conclusions should therefore be understood as mechanism-based strategic arguments rather than statistical causal findings.

Future research can test the framework in three directions. Researchers may sample search results in the same industry at regular intervals and examine the association between keyword types and content features. They may work with real merchants to conduct before-and-after comparisons or matched-group content experiments. Finally, they can combine search exposure, clicks, reading, interaction, enquiries and transactions in a multi-level evaluation model. Such research should control for account history, publication

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