



STYLECRAZE



WHAT IS STYLECRAZE?

- Stylecraze Women Profile
- Stylecraze Social Profile
- Stylecraze Top Geo's & Category Traffic



STYLECRAZE



8 MILLION



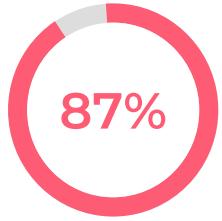
3 MILLION



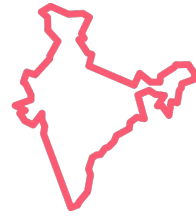
535K+ SUBSCRIBERS



1.2 MILLION



Target Audience -
Female



18 million - India



Monthly Visits- Global



Avg Time - 1:17 Mins



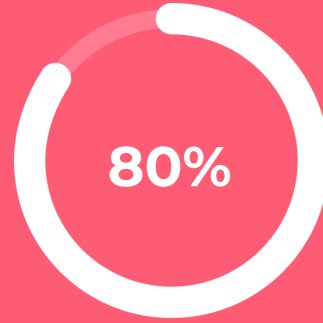
Age Group -
18 to 35 yrs



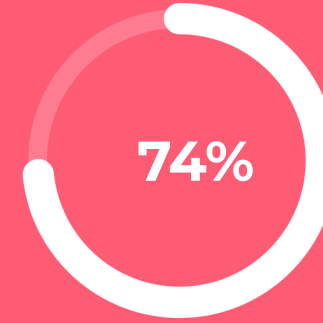
Aged 18-24



Aged 25-35



Audience
from Mobile



Repeat Visitors



New Visitors

AUDIENCE: TOP GEO's & CATEGORIES

CITIES	UNIQUE VIEWS
Delhi	17,11,225
Bengaluru	15,60,328
Hyderabad	12,33,763
Mumbai	12,04,958
Pune	10,96,099
Chennai	9,45,044
Lucknow	5,96,272
Indore	5,93,325
Ahmedabad	5,74,772
Kolkata	5,52,216
Jaipur	5,35,200
Coimbatore	4,61,217
Chandigarh	4,23,492
Kochi	4,09,712

CATEGORY	MAY'19
Makeup & Beauty	2,205,636
Remedies	1,748,537
Ingredients	1,650,525
Diet & Weight Loss	1,624,013
Skin Care	1,557,016
Hair Care	1,477,622
Hairstyles	747,873
Hindi	647,777
Fashion	522,063
Yoga	195,916
News	94,842
Reviews	592,894

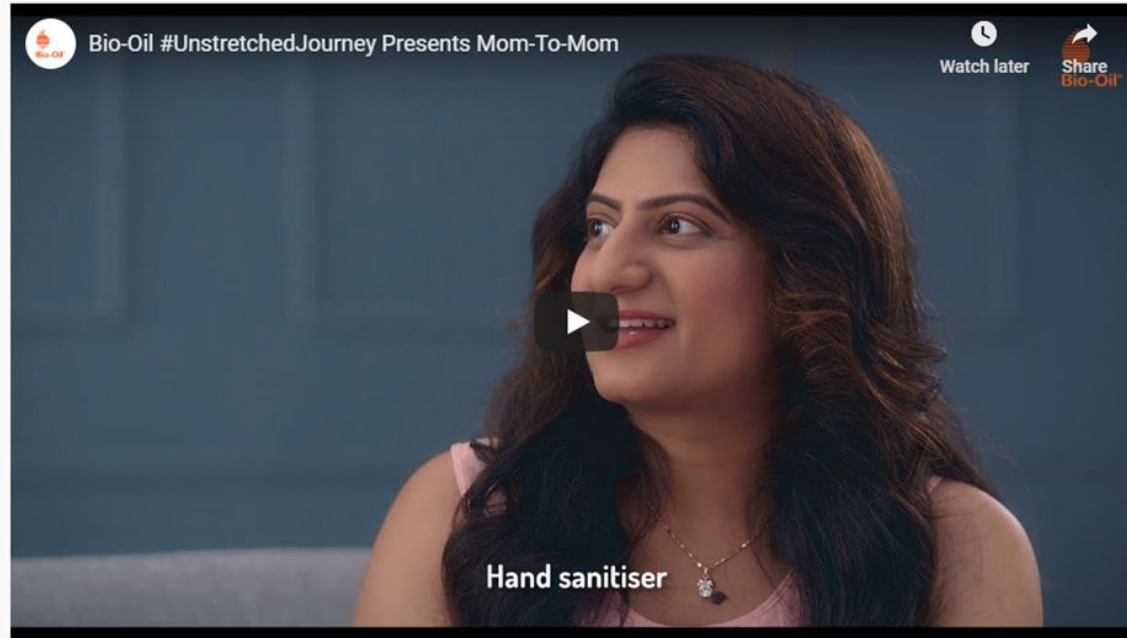


STYLECRAZE ACTIVITIES 2020

Brand Microsite Integration	Stylecraze Stay Fabulous Box
Building SEO clusters on SC/ Building SEO cluster for brand website	UGC Articles/ Editorial Articles
SC YT SEO Channel	KOL led online meetups
FB live sessions/ Webinar's/ Expert Talks	R&R

The background is a solid pink color. There are four white circular outlines: one on the left edge, one on the top right edge, one on the bottom right edge, and one on the bottom center edge.

ACTIVITY 1: BRAND MICROSITE INTEGRATION UNDER THE WELLNESS CATEGORY



We captured inspiring stories about the beautiful journey of motherhood from many moms around the country, including celebrities mommies Soha Ali Khan, Neha Dhupia. Read their story along with others in the specially curated Coffee Table Book #Unstretched Journey

[Click To Read](#)

[Download e-Book](#)



[Buy Now](#)



We captured inspiring stories about the beautiful journey of motherhood from many moms around the country, including celebrities mommies Soha Ali Khan, Neha Dhupia. Read their story along with others in the specially curated Coffee Table Book #Unstretched Journey

[Click To Read](#)

[Download e-Book](#)



[Buy Now](#)

অসমীয়া (Assamese) বাংলা (Bengali)

ગુજરાતી (Gujarati) हिन्दी (Hindi) ಕನ್ನಡ (Kannada) كَاشْمِيرِي (Kashmiri)

മലയാളം (Malayalam) মৈতৈলোন্ (Manipuri/Methei)

मैथिली (Maithili) मराठी (Marathi) नेपाली (Nepali) ଓଡ଼ିଆ (Oriya)

ਪੰਜਾਬੀ (Punjabi) संस्कृत (Sanskrit) संताली (Santali)

தமிழ் (Tamil) తెలుగు (Telugu) اردو (Urdu) الْعَرَبِيَّةُ (Arabic)

မြန်မာစာ (Burmese) བོད་ བོད་ (Mon) සිංහල (Sinhalese)

तुमच्या मुलाला मेनिंगोकोकल लस देणे
जिकीरीचे का आहे?

मेनिनजाईटिसः रोग सारानोर चये
सावधानता अवलम्बन करा अनेक বেশि
जरुरि

शिशुदेर मध्ये मेनिनगोकोकाल
मेनिनजाईटिसेर प्रभाव

मुलांमधला मेनिंगोकोकल मेनिंजायटीस
- एक आढावा

मेनिंजायटीस - उपचारांपेक्षा प्रतिबंध
श्रेयस्कर!

आपनार शिशुर जन्ये मेनिनगोककाल
टिकारण एतटा गुरुत्वपूर्ण केन?

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**ACTIVITY 2 : STYLECRAZE STAY
FABULOUS BOX**

Customers are overwhelmed with choices; And turn to Reviews to make decisions



82%

Indian Women say they read online customer ratings or reviews before purchasing items for the first time.



70%

Indian Women trust online recommendations from each other more than branded content





tanishakakarwal • Follow
Wind View Cale

tanishakakarwal Hellooo people! So winter is coming 🙌yeahhhhh!! Most of us love winter and most of us hate it too. There are many reasons to love as well as hate. So let keep the hate aside and start loving every moment of life rather its winter or summer. We all are very cautious about our skin in winter too. Even we are cautious about our lips too. We all want beautiful, shiny and pink lips. Applying lipsticks or lipbalm are just for a period of time but what if lips get dry and cracked. StyleCraze have solution for everything. I got this pink lips cream from @iremskincare. It is a blend of rich butter, vitamins

419 likes
OCTOBER 11

Add a comment...

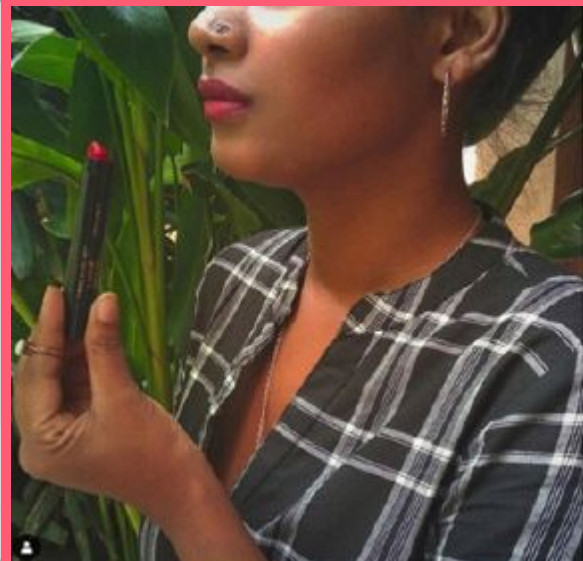


garima.sharma28 • Follow

garima.sharma28 Product Review
Tricheedge Advanced Hair Serum by Derma Essentia is made with Redensyl Peptides, Phytoextracts & Vitamins, which help to rejuvenate & nourish scalp & hair. The hair serum is made with Swiss Novel technology extracts. The Advanced Serum helps in limiting hair loss and gives volume. How to use? * Take small quantity of Tricheedge Hair Serum on your palm * Starting from the affected area, apply with your fingers, gently massaging in circular motion, so that the serum gets absorbed into the scalp. What it did to my hair? I used the serum for a week, twice

114 likes
7 DAYS AGO

Add a comment...



maryamruthapaul • Follow

maryamruthapaul This pout definer that I received in a #StayFabulousBox by @stylecrazebeauty @stylecraze is just gorgeous, and this says a lot coming from me because I don't wear reds too often! @lakshmiindia Kareena Kapoor Khan pout definer is a luxurious lipstick in a retractable black pencil, making it very easy to use. This lipstick is super creamy and balmly that I feel I don't need to wear lip balm before hand. This lightweight formula delivers intense pigmentation and glides smoothly over your lips, making it the perfect pout definer. What I also love about this lipstick is that it stays put without cracking or fading, and lasts long. #stylecraze #stylecrazebeauty #stylecrazeareview

36 likes
OCTOBER 11

Add a comment...



mekhalabawsay • Follow
मुंबई Mumbai

mekhalabawsay Collaboration partner @stylecraze @reequil Skin radiance cream. In love with this range... #reequil #iamreequil #darkspotsremoval #pigmentationremoval #hyperpigmentation #sunbrightening #influencerstyle #influencerlife #shoots #weekendvibes #bloggerstyle #skincareproducts #lifestyle #bloggerofinstagram #shootlocation #mumbai blogger #beauty #healthylifestyle #fashionista

3d

thenattybrowngirl Wow these look so amazing

1,003 likes
3 DAYS AGO

Add a comment...



beautyhacks4all • Follow

beautyhacks4all Featuring @wowskincare Acai scrub To know how good wow skin science's products are- you must have to try them once. I am falling in love with these Amazon Rainforest collection products. It contains Lots of amazing ingredients and a promise to give you the best results. Stay tuned I'll be posting review video today on my IG too.

#WowSkinScience #amazonrainforestcollection #AcaScrubs #AcaiBerries #Exfoliate #lightenskin #wowskincare #stylecrazebeautybox #stylecraze

63 likes
OCTOBER 11

Add a comment...



shivvngii • Follow

shivvngii My mornings and skin feels super refreshing, exhilarating these days. Taking skincare alot seriously than before and marking quite incredible results. I will never underestimate the power of a good toner. @iremskincare has launched their 'Deep Cleansing Facial Toner' which comes in a very cute spray bottle. it is a must try thing if you have acne prone and dry skin. sells for Rupees 499.

Effective in-✓
1. Cleansing and tightening of pores.
2. Removing dead skin cells.
3. Hydrates skin and brings out glow.
4. Moisturizes skin.

207 likes
OCTOBER 11

Add a comment...



stylecrazebeauty · Follow



1,723 likes

stylecrazebeauty Aegte's 24K Gold Glass Skin Oil with Glow Boosters natural skin care oil to make your skin healthy and happy. This skin... more

View all 5 comments



girlsbeautytrends · Follow



1,332 likes

girlsbeautytrends The Wet n Wild MegaLast Mini Liquid Lip Collection That contains 2 matte and 2 metallic colors @wetwildindia... more

View all 4 comments

vrn.atewhs A biggggg noooooooo .had worst experience



style.craze · Follow



2,279 likes

style.craze Himalaya Fresh Start Oil Clear Face Wash Blueberry @himalaya_facecare @stylecrazereviews @style.craze #Stylecraze... more

jagriti_gurjar currently using .. not good

NOVEMBER 8, 2019

EXPLORING PERIOD BOXES





Himalaya Herbals Fresh Start Oil Clear Lemon Face Wash



www.stylecraze.com › reviews › himalaya-herbals-fresh-start-oil-clear... ▼

Himalaya Herbals Fresh Start Oil Clear Lemon Face Wash ...

★★★★★ Rating: 4.2 - 320 reviews

Check out **Himalaya Herbals Fresh Start Oil Clear Lemon Face Wash** reviews, ratings, price, benefits, how to use process & more information here and buy ...

himalayawellness.in › products › fresh-start-oil-clear-lemon-face-wash ▼

Fresh Start Oil Clear Lemon Face Wash | Fruity ... - Himalaya

Fresh Start Oil Clear Lemon Face Wash is a formulation with citrusy **Lemon** and the deep cleansing action of natural beads that helps remove impurities.

womenskincareandbeauty.com › himalaya-fresh-start-oil-clear-face-w... ▼

Himalaya Fresh Start Oil Clear Face Wash Review - Lemon ...

Aug 2, 2018 - I am **Fresh Start Oil Clear Face Wash**, from **Himalaya**, with the burst of citrusy ... Natural **herbal** formulations tend to change colour over time.

www.nykaa.com › himalaya-herbals-fresh-start-oil-clear-face-wash-blue...

Himalaya Herbals Fresh Start Oil Clear Face Wash Blueberry ...

★★★★★ Rating: 4.4 - 735 votes

Himalaya Herbals Fresh Start Oil Clear Face Wash Lemon. ₹225₹191. 15% off. (317). 3 sizes. PREVIEW SIZE. Out of Stock. Offer ...

Searches related to Himalaya Herbals Fresh Start Oil Clear Lemon Face

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ACTIVITY 3:
BUILDING SEO CLUSTER ON
SC

EXAMPLE HEALTH AND WELLNESS

WEIGHT GAIN

AYURVEDA

HEALTH CONDITIONS & DISEASES

NUTRITION

HEALTHY FOOD

DIET TIPS

WEIGHT LOSS

YOGA

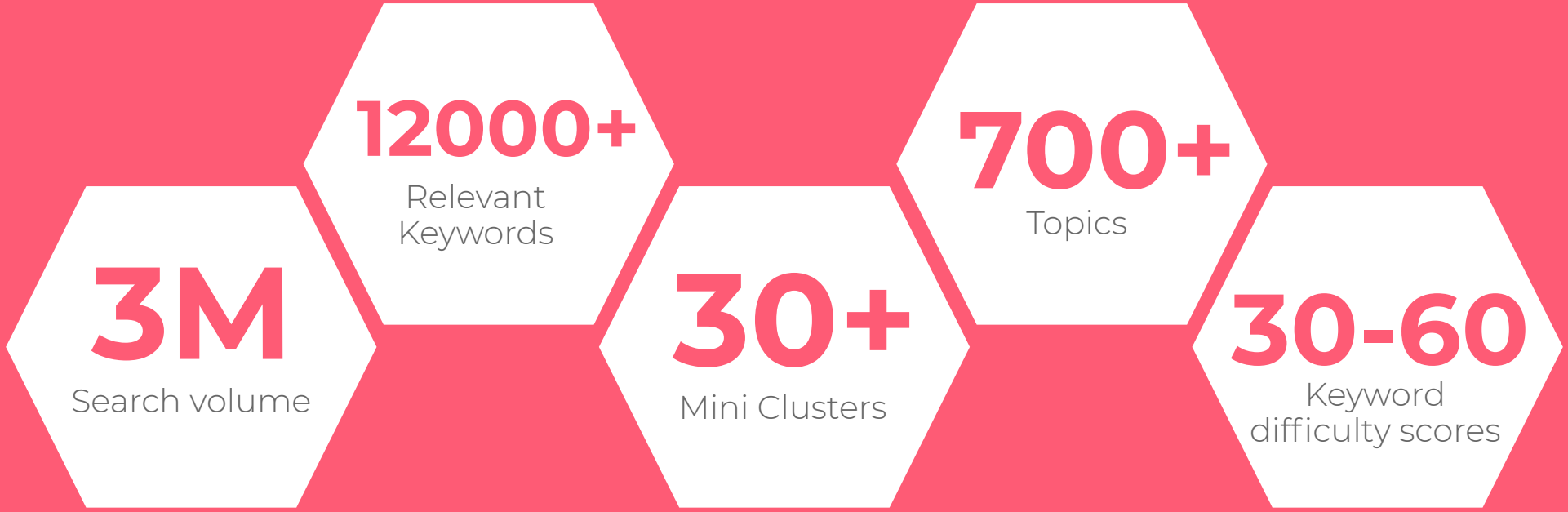
HOME REMEDIES

INGREDIENTS



Keywords analysis

Parent Keywords [User Intent]



Search volume

Cluster analysis

Keyword difficulty
scores



ADVANTAGE OF BUILDING CLUSTER ON STYLECRAZE

Domain Rating (DR) for <http://stylecraze.com/> is:



What does this mean?

Domain Rating (DR) is a measure of a website's authority based on its backlink profile. The scale runs from zero to a hundred. Generally speaking, the higher this number, the stronger and more authoritative the site is.

Show more

Backlink profile for <http://stylecraze.com/>:

Linking websites

25,599

86% dofollow

Backlinks

1,501,164

88% dofollow



Meet Our Medical Reviewers

Our medical reviewers check for accuracy and relevance of content and make sure it is user-centric. They also add their unique perspective to articles based on their diverse experience and backgrounds in research and applied clinical practice.



Alexandra Dusenberry

MS, RDN



Dr. Vindhya L Veerula

MD, FAAD



Caroline Duncan

MD



Dr. Millie Lytle

ND, MPH



Julie Freeman

MA, RDN, LDN, RYT



stylecraze.com/dc/dr-jessica-beatross-md/



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**ACTIVITY 5:
SEO YT VIDEOS +
INTEGRATED VIDEOS**



StyleCraze ✓
529K subscribers

SUBSCRIBED




- HOME
- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT
- 

Trending Videos of Stylecraze - Everything You Like Most! PLAY ALL

Here is the collection of our top trending videos. This includes all type of content from Exercise to Skin care. You can subscribe for more videos..Its FREE.

FEATURED CHANNELS

 **Stylecraze Fitness**

SUBSCRIBE

 **Stylecraze Yoga**

SUBSCRIBE

 **Stylecraze Beauty**

SUBSCRIBE



5 Exercises To Reduce Belly Fat



SIMPLE ARABIC MEHNDI DESIGNS FOR HANDS Step...



3 Effective Home Remedies To INCREASE HEIGHT...



3 Fast & Easy HOME REMEDIES FOR WEIGHT...



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ACTIVITY 6: SOCIAL AMPLIFICATION

I Didn't Know Stories



Almost Half Her Body Was Numb For A Time...

"Expectations. Even though they remain unuttered, every mother feels their weight. The expectation of molding your child into a good human being, the expectation of being always in the know, when it comes to their health or even their emotions.

In every job, you can clock out, you can even commit a few mistakes, but there is no scope for errors in the job of being a mother, and you certainly can't clock out. I, too, was buried under this weight. I was so conditioned by these expectations that I made all the efforts to be the "perfect" mother. In the pursuit of perfection, I even trained my kid to sleep at a given time, according to a schedule that worked for me. But I realized the limits of my perfection when my 1-year-old's normal fever turned into a febrile seizure attack. A 10-minute episode of these seizures put her in the hospital. I was starkly reminded of my limitations as a mother when I saw the upper half of my daughter's tiny body become numb. How could I have known that a small fever would lead to this? Try as hard as I might, I cannot know everything that can go wrong with my kid."

I Started Blaming Myself For Not Knowing What Was Wrong With My Baby

"At the risk of sounding like a cliché, I have to admit that there is nothing like the experience of motherhood. It's a completely surreal feeling. Yet this is the part everyone knows about. It is the subject of celebrated works of art. But on the other side? The anxieties of a mother, the pressures of being responsible for another human — these are the truths that not everyone is privy to.

These pressures are so intense that often we mothers internalize them. I did too, quite seamlessly. The day my son was born, my roles in life changed overnight. Not only was I his mother, but I was also the person who knew how his little body worked. At least, that's what was expected of me.

When my son was only a few days old, he started crying profusely. We tried everything to get him to stop but nothing helped. Finally, we took him to the doctor who told us that

TRESemmé
USED BY PROFESSIONALS



TRESemmé
USED BY PROFESSIONALS

Gina Dinatali
Make-up Expert



TRESemmé

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ACTIVITY 7: RATING & REVIEWS

10:36

<https://www.amazon.in/review/R3GI...>

< **Ambi Pur Air Effect Rose and Blossom Air F...**

Rekha

★★★★☆ **Good room freshner**

Reviewed in India on 26 March 2020

Verified Purchase

Flavour Name: Rose and Blossom

I bought Ambipure bcz of its disinfectant Quality. It not only freshens the room with delighted fragrance but also kills the bacteria. Also I had dog and to kill the virus in this pandemic phase was very necessary. That's y I needed it badly. It's aroma is good and pleasant. Overall m happy with its Quality as well as quantity.

Thank you for your review.

12:06

< **Aditii Arya Sharma**

★★★★★ **Scent is amazing**

Reviewed in India on 19 March 2020

Verified Purchase

Flavour Name: Rose and Blossom

I am really fond of amazing rose fragrances so I ordered the product in rose and blossom.This product is really amazing it makes my home air fresh and it lasts long too.I am really happy with the quality.A must buy product.

Thank you for your review.

12:40 AM

< **Olay Day Cream Regenerist Microsculpting Moi...**

Razina Bolim ✓

★★★★★ **No words for this brand.. Just loved their all products**

Reviewed in India on 3 March 2020

Verified Purchase

Pattern: Anti Aging Microsculpting Cream

Ohh i am super happy with my choice..Olay Regenerist Cream was suggested by my friend 2months ago. And to my surprise result was so good that I was compelled to buy it again. It firms skin for a lifted look and reduces the look of fine lines and



Fussyaboutfood

★★★★★ **Bye bye dark circles and wrinkles**

Reviewed in India on 28 February 2020

Verified Purchase

This is second bottle of olay ultimate eye cream. First one I got from the mall stores. Bought this from here as got good deal. Also, using it from quite long time and it is definitely a worth investing product. It reduces dark circles and puffiness around your eyes. Helps relaxing and also moisturise eyes. Useful product. Easy to carry bottle. It's very helpful after 30years highly recommended as it reduces fine lines. It helps in reducing fine lines and wrinkles under your eyes.



10:36

<https://www.amazon.in/review/R3GI...>

< **Ambi Pur Air Effect Rose and Blossom Air F...**



Rekha

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12:06

amazon.in
prime



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Thank you for your review.

Edit

Delete

12:40 AM

4G LTE 40

< **Olay Day Cream Regenerist Microsculpting Moi...**



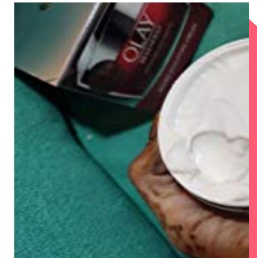
Razina Bolim

★★★★★ **No words for this brand.. Just loved their all products**

Reviewed in India on 3 March 2020

Verified Purchase

Pattern: Anti Aging Microsculpting Cream



Ohh i am super happy with my choice.. Olay Regenerist Cream was suggested by my friend 2months ago. And to my surprise result was so good that I was compelled to buy it again. It firms skin for a lifted look and reduces the look of fine lines and wrinkles. Olay's new Regenerist Micro-Sculpting Cream is designed to be so moisture-intensive and hydrating that it provides visible results starting in few weeks. I've been experimenting with quite a few multi-tasking moisturizers. I have combination skin, so it's always a bit of a struggle to find a balance between dryness and oiliness. Lately, I've been using the Olay Regenerist Micro-Sculpting Cream in the mornings before applying makeup (leaving about 20 minutes in between to let it work its magic), as well as after my nighttime cleansing routine. Almost instantly, the moisturizer feeds my skin with intense



4



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**ACTIVITY 8:
FB COMMUNITY/ KOL
EXPERTS**

INSIGHT



Teen2Teen

Building community of 18-25 year old on all things period. Cover all aspects of periods + support from gynaecologist

SOLUTION



VIRTUAL MEETS UPS

Teens can exchange their anxiety, fears, joy, fun moments etc of dealing with body changes/ periods

EXECUTION



Create a monthly meetups with the community members

ASK THE **EXPERT!!**



Periods, Safe Sex,
Body changes,
contraceptives

Direct interaction
with gynaecologist is
a challenge and we
can build on this gap



**Concerned about
Periods, Delayed
periods?**

Roar in popular
gynecologist to
generate awareness
and share expert
insights



Monthly online
Session on SC Social
channels to speak on
their queries directly
with experts (teen
health, concerns, diet,
etc)

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ACTIVITY 8: CPC CAMPAIGNS

Get Glowing Skin Naturally With Mamaearth Ubtan Face Pack...



Enriched with the goodness of Saffron, Apricot Oil, and Turmeric, Mamaearth Ubtan Face Pack Mask helps in:

- Skin Lightening And Clearing Dark Spots
- Slowing Down Ageing Process
- Enhancing Skin Complexion
- Retaining Skin Moisture



URL:

<https://www.stylecrave.com/mamaearth-ubtan-face-pack-mask/>



Did you know that being stressed, or exposure to air pollutants, low humidity, harsh winds, UV rays as well as lifestyle choices such as smoking and drinking can strip off your skin's glow?

You start looking older than your age.

Not fair right?

We totally agree with you. The Mamaearth Ubtan Face Mask for Skin Lightening & Brightening contains pure and rich ingredients such as saffron, apricot oil and turmeric.

mamaearth
LIGHTENS SKIN TONE
RETAINS MOISTURE BALANCE
REDUCES SIGNS OF AGEING
NATURAL & TOXIN FREE
REMOVES SUN-TAN
BRIGHTENS SKIN

Ubtan Face Mask	Other Face Mask
<ul style="list-style-type: none">✓ Reduces Signs Of Ageing✓ Lightens & Brightens Skin✓ Gives You A Healthy Glowing Skin✓ Helps To Retain Skin Moisture	<ul style="list-style-type: none">✗ Gives Temporary Results✗ Reacts On Sensitive Skin✗ Contains Parabens & Silicones✗ Does Not Nourish Enough

Removes 99.97% indoor air pollutants up to 0.003 microns

#BreatheHealthywithPhilips

Buy with amazon



URL:

<https://www.momjunction.com/airpurifier/>



Recommendation for medium to large bedroom



99.97%

Removes particles @ 0.02 μm

333 m3/hr

Clean air delivery rate

PM2.5 8.35

Real time PM 2.5 feedback



Special bacteria & virus mode

AL

Special allergen mode

Air Purifier AC2887 | ₹ 22,995/-

Recommended room size : 200-409 sq.ft

Buy with amazon

How Philips air purifiers help? With VitaShield & AeraSense technology, Philips air Purifiers remove



Particle Size

