WHAT IS STYLECRAZE?

- Stylecraze Women Profile
- Stylecraze Social Profile
- Stylecraze Top Geo's & Category Traffic
Target Audience - Female
18 million - India
Monthly Visits - Global
Avg Time - 1:17 Mins
Age Group - 18 to 35 yrs

Aged 18-24: 40%
Aged 25-35: 50%
Audience from Mobile: 80%
Repeat Visitors: 74%
New Visitors: 26%
### AUDIENCE: TOP GEO’s & CATEGORIES

<table>
<thead>
<tr>
<th>CITIES</th>
<th>UNIQUE VIEWS</th>
<th>CATEGORY</th>
<th>MAY'19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>17,11,225</td>
<td>Makeup &amp; Beauty</td>
<td>2,205,636</td>
</tr>
<tr>
<td>Bengaluru</td>
<td>15,60,328</td>
<td>Remedies</td>
<td>1,748,537</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>12,33,763</td>
<td>Ingredients</td>
<td>1,650,525</td>
</tr>
<tr>
<td>Mumbai</td>
<td>12,04,958</td>
<td>Diet &amp; Weight Loss</td>
<td>1,624,013</td>
</tr>
<tr>
<td>Pune</td>
<td>10,96,099</td>
<td>Skin Care</td>
<td>1,557,016</td>
</tr>
<tr>
<td>Chennai</td>
<td>9,45,044</td>
<td>Hair Care</td>
<td>1,477,622</td>
</tr>
<tr>
<td>Lucknow</td>
<td>5,96,272</td>
<td>Hairstyles</td>
<td>747,873</td>
</tr>
<tr>
<td>Indore</td>
<td>5,93,325</td>
<td>Hindi</td>
<td>647,777</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>5,74,772</td>
<td>Fashion</td>
<td>522,063</td>
</tr>
<tr>
<td>Kolkata</td>
<td>5,52,216</td>
<td>Yoga</td>
<td>195,916</td>
</tr>
<tr>
<td>Jaipur</td>
<td>5,35,200</td>
<td>News</td>
<td>94,842</td>
</tr>
<tr>
<td>Coimbatore</td>
<td>4,61,217</td>
<td>Reviews</td>
<td>592,894</td>
</tr>
<tr>
<td>Chandigarh</td>
<td>4,23,492</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kochi</td>
<td>4,09,712</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Microsite Integration</td>
<td>Stylecraze Stay Fabulous Box</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------</td>
<td>---------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building SEO clusters on SC/Building SEO cluster for brand website</td>
<td>UGC Articles/ Editorial Articles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SC YT SEO Channel</td>
<td>KOL led online meetups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FB live sessions/ Webinar’s/ Expert Talks</td>
<td>R&amp;R</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
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.
Assamese (Assamese)  Bengali (Bengali)  Kashmiri (Kashmiri)  Malayalam (Malayalam)  Manipuri/Methei (Manipuri/Methei)  Maithili (Maithili)  Marathi (Marathi)  Nepali (Nepali)  Oriya (Oriya)  Punjabi (Punjabi)  Sanskrit (Sanskrit)  Santali (Santali)  Tamil (Tamil)  Telugu (Telugu)  Urdu (Urdu)  Arabic (Arabic)  Mon (Burmese)  Sinhalese (Sinhalese)

तुमच्या मुलाला मेंढिगोकोकल लस देणे जिकीरीये का आहे?

मेंढिजाइटीसं ब्रो शारानोर चेजे सावधानता अबलबल करा अनेक बेशि जरूरि

मुलांधला मेंढिगोकोकल मेंढिजाइटीस - एक आदाया

मेंढिजाइटीस - उपचारांपेक्षा प्रतिबंध श्रेयस्कर!

शिपुदेर मध्ये मेंढिगोकोकल मेंढिजाइटीसेचे प्रदान आपनाचे शिपुर जरूर जम्मे मेंढिगोकोकल टिकाकरण एका गुरुस्वप्न केन?
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.
I am a hair enthusiast and I love trying out new hair care products. Here are some of my recent favorites:

1. **Hair Serum**
   - **Brand**: XYZ
   - **Benefits**: Strengthens hair, improves shine, and reduces frizz.

2. **Shampoo Bar**
   - **Brand**: ABC
   - **Benefits**: Natural ingredients, vegan, and suitable for all hair types.

3. **Conditioner**
   - **Brand**: DEF
   - **Benefits**: Deeply nourishes and hydrates hair.

4. **Hair Mask**
   - **Brand**: GHI
   - **Benefits**: Repairs damaged hair and adds shine.

5. **Hair Dryer**
   - **Brand**: JKL
   - **Benefits**: Fast drying, reduces heat damage, and has a variety of attachments for different hair types.

These products have been a game-changer for me in terms of achieving healthy, beautiful hair. I highly recommend giving them a try!
stylecrazbeauty: Aegte’s 24K Gold Glass Skin Oil with Glow Boosters natural skin care oil to make your skin healthy and happy. This skin... more

1,723 likes

1,332 likes
girlsbeautytrends: The Wet n Wild MegaLast Mini Liquid Lip Collection That contains 2 matte and 2 metallic colors @wetnwildindia... more

View all 4 comments

2,279 likes
style.craze: Himalaya Fresh Start Oil Clear Face Wash Blueberry @himalaya_fecocare @stylecrazereviews @style.craze #Stylecraze... more

jagriti_gurjar: currently using... not good

NOVEMBER 8, 2019
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 ...

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.

Himalaya Fresh Start Oil Clear Face Wash Review - Lemon ...
Aug 2, 2016 - I am Fresh Start Oil Clear Face Wash from Himalaya, with the burst of citrusy ... Natural herbal formulations tend to change colour over time.

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

★ ★ ★ ★ ★ Rating: 4.4 - 735 votes
Himalaya Herbals Fresh Start Oil Clear Face Wash Lemon. ₹225 vs 191. 15% off. (317) 3 sizes. PREVIEW SIZE. Out of Stock. Offer ...

Searches related to Himalaya Herbals Fresh Start Oil Clear Lemon Face
ACTIVITY 3: BUILDING SEO CLUSTER ON SC
Keywords analysis

3M Search volume

12000+ Relevant Keywords

Cluster analysis

30+ Mini Clusters

Parent Keywords [User Intents]

700+ Topics

Keyword difficulty scores

30-60
ADVANTAGE OF BUILDING CLUSTER ON STYLECRAZE
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
ACTIVITY 5:
SEO YT VIDEOS + INTEGRATED VIDEOS
Trending Videos of StyleCraze - Everything You Like Most!

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. It's FREE.

5 Exercises To Reduce Belly Fat
SIMPLE ARABIC MEHNDI DESIGNS FOR HANDS Step...
3 Effective Home Remedies To INCREASE HEIGHT Naturally
3 Fast & Easy HOME REMEDIES FOR WEIGHT LOSS
ACTIVITY 6: SOCIAL AMPLIFICATION
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
ACTIVITY 7: RATING & REVIEWS
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.
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 30 years highly recommended as it reduces fine lines, it helps in reducing fine lines and wrinkles under your eyes.

https://www.amazon.in/review/R3G1...

Ambi Pur Air Effect Rose and Blossom Air Freshener
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.

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-Scultping 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...
ACTIVITY 8:
FB COMMUNITY/ KOL EXPERTS
Teen2Teen
Building community of 18-25 year old on all things period. Cover all aspects of periods + support from gynaecologist

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?
Rope 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)
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.stylecraze.com/mamaeart-h-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.
Removes 99.97% indoor air pollutants up to 0.003 microns

Recommendation for medium to large bedroom

Air Purifier AC2887 | ₹ 22,995/-
Recommended room size: 200–409 sq.ft

How Philips air purifiers help?
With Vitashield & Aerasure technology, Philips air Purifiers remove:

- 99.9% RHV Virus
- 99.9% Bacteria
- 99.99% PM 2.5 particles, 10-100 microns
- 99.97% PM 2.5 particles, up to 0.003 microns

URL:
https://www.momjunction.com/airpurifier/