

Sto Hyphen

AAGAM SHAH
DIVY SHAH
PRATHAM SHAH
VANSHI SHAH
UBEAD SAYED



AGENDA

- Key Word Research
- Title Tag Optimization
- Meta Description
- On-Page Optimization
- Off-Page Optimization
- Technical SEO Audit

Short BRAND OVERVIEW

Hyphen is a skincare brand co-founded by Bollywood actress Kriti Sanon and PEP Technologies, launched in July 2023. The brand focuses on multi-benefit products that simplify skincare routines, using natural ingredients and scientific formulations. Hyphen emphasizes sustainability with vegan, cruelty-free, and eco-friendly products.





Keyword
Research

Seed KEYWORD

Seed keywords are foundational terms that define the core topic of your content. They are often short and broadly searched, serving as a starting point for keyword research.

Find your SPF match

Skincare



long Tail **KEYWORDS**

Long-tail keywords are specific and detailed search phrases that usually consist of three or more words. They target a niche audience and are used to capture highly focused search intent. While they have lower search volume compared to short, broad keywords, they often have higher conversion rates because they address precise user needs.

**Hyphen Glow Serum for
Radiant Skin**

Affordable Skin care Products

search intent **ANALYSIS**

Search intent refers to the reason behind a user's query. Understanding this helps tailor content to meet user needs, whether informational, navigational, or transactional. Aligning content with specific intents increases relevancy and content engagement.

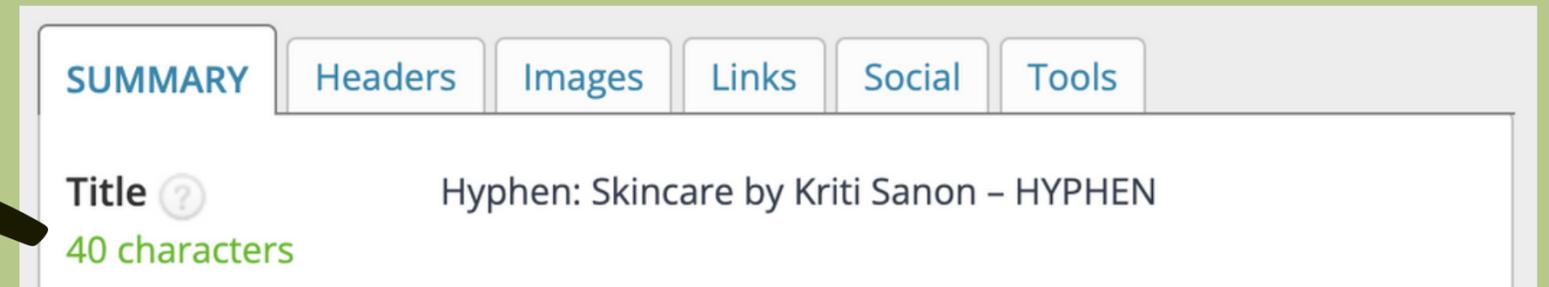
Kriti Sanon brand Products
Skincare at Affordable price
Skincare products online
Cruelty free skincare

KEYWORD DIFFICULTY & SEARCH VOLUME

Keywords Optimization			
Keywords	Search Volume	Difficulty	Type of Keyword
hyphen skincare	5000	0	Short Tail / Navigational
affordable skin care products	500	8	Long Tail
hydrating skin products	500	4	Long Tail
sunscreen buy 1 get 1 free	500	0	Transactional
night skincare routine	50000	4	Informational
daily face care routine	5000	49	Informational
kriti sanon beauty products	500	-	Informational
glowy skin care	5000	-	Long Tail
cleanser toner serum moisturizer	500	0	Long Tail
buy skincare products online	500	35	Transactional
serum before moisturizer	500	3	Informational
3 step face care	500	-	Informational
golden hour glow	500	-	Long Tail
most effective skin care	50	-	Informational
oily skin care routine	50000	35	Informational

title tag **OPTIMIZATION**

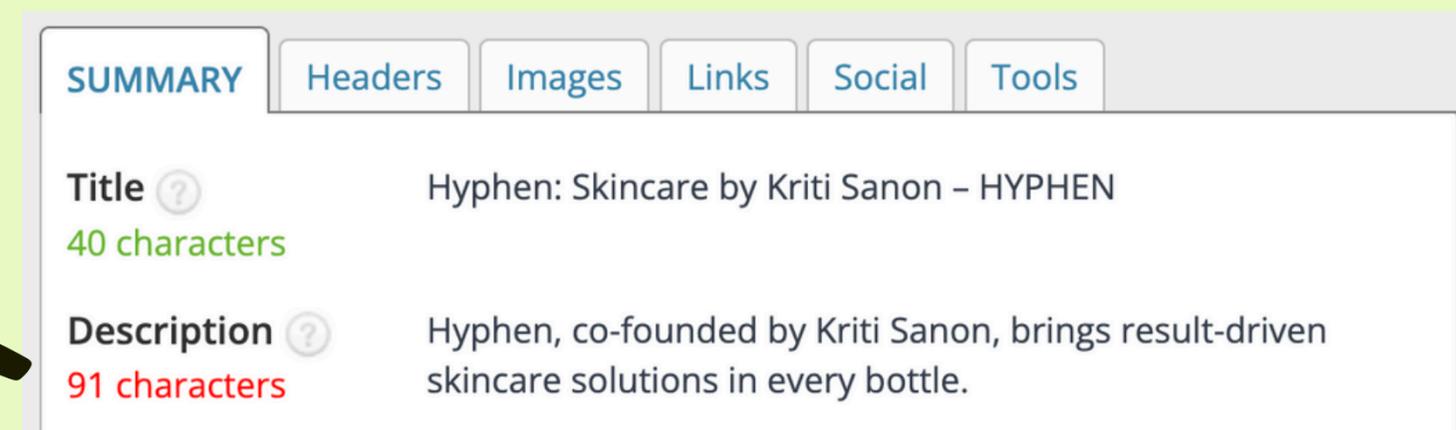
Title Tag Optimization is the process of crafting and refining the title tag of a web page to accurately summarize its content, improve search engine rankings, and entice users to click through.



**Let's Hyphen | Skincare for
Every Skin Type**

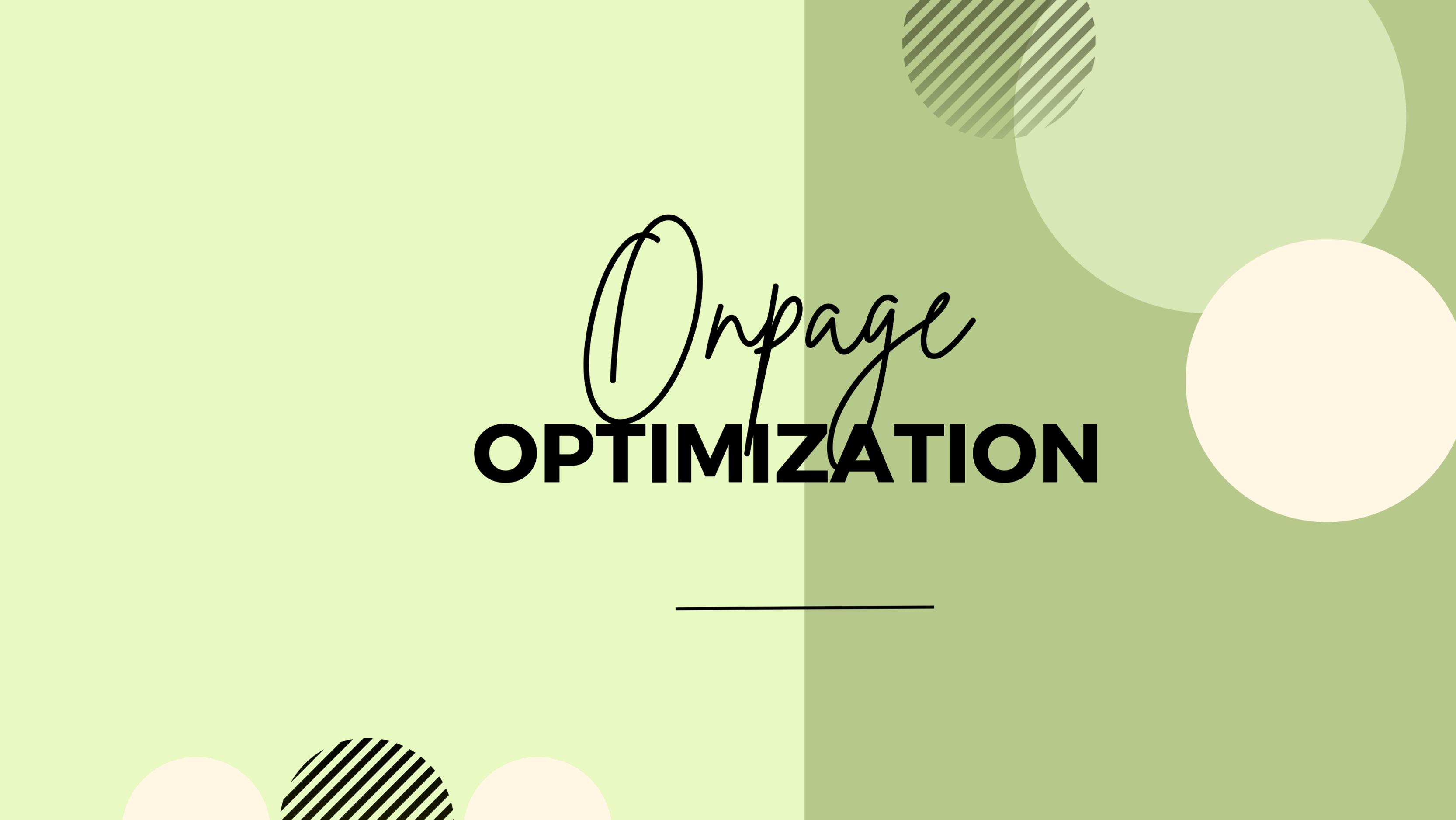
meta DESCRIPTION

A meta description is a short, informative summary of a web page's content, typically appearing in search engine results pages (SERPs) below the page title. It provides a concise preview of the page's content, aiming to entice users to click through to the page.



**Find your perfect skincare match
with Let's Hyphen.**

**Our products cater to all skin
types, promoting healthy, balanced
skin with natural, effective
solutions.(157)**

The background is split vertically into two shades of green. On the right side, there are several overlapping circles: a large light green one, a smaller white one, and a hatched one in the top right. On the left side, there are also circles: a white one, a hatched one, and another white one at the bottom.

Onpage **OPTIMIZATION**

HEADER TAG

strategy

A Header Tag Strategy is a structured approach to organizing and optimizing the headings on a web page using HTML header tags (H1, H2, H3, etc.) to:

1. Improve content clarity and readability
2. Enhance search engine optimization (SEO)
3. Provide a clear page hierarchy and structure

Summary

HEADERS

Images

Links

Social

Tools

in HTML.

<H3> GOLDEN HOUR GLOW SERUM 30ML

<H3> GOLDEN HOUR GLOW SERUM 30ML

<H3> ALL I NEED SUNSCREEN SPF 50 PA++++ 50ML

<H3> ALL I NEED SUNSCREEN SPF 50 PA++++ 50ML

<H2> Your cart

<H2> Subtotal

<H1>

<H2> GRAND GLOW UP REPUBLIC DAY FEST

<H2> WHY HYPHEN IT?

<H2> New Launch

<H3> 10% HEARTLEAF & 7% CERAMIDES-NMF FACE CREAM MOISTURIZER RICH PILLOW CREAM - 50ML

<H3> 10% HEARTLEAF & 7% CERAMIDES-NMF FACE CREAM MOISTURIZER RICH PILLOW CREAM - 50ML

<H3> 7% CERAMIDES-NMF MILKY TONER ESSENCE WITH 5% GLASS SKIN BLEND OF RICE WATER, SNOW MUSHROOM & OATMEAL -100ML

<H3> 7% CERAMIDES-NMF MILKY TONER ESSENCE WITH 5% GLASS SKIN BLEND OF RICE WATER, SNOW MUSHROOM & OATMEAL -100ML

<H3> GOLDEN HOUR GLOW™ SCREEN SPF 50 PA++++

<H3> GOLDEN HOUR GLOW™ SCREEN SPF 50 PA++++

HEADER TAG

strategy

H1 Driving Innovation and Growth: For all skin types

consumers will not hesitate to buy any product

H2 Experience Luscious Hydration with the Juicy Lips Trio

This header highlights the product's appeal and benefits while being concise and engaging.

H3 Hyphen lip balm

this will help the consumer to directly jump on the product

Content OPTIMIZATION

- Image Optimization

Summary	Headers	IMAGES	Links	Social	Tools
IMAGES ?	without ALT	without TITLE			
38	16	38			

Measureseo ★ Rate Settings

Keyword Density

Total Words: **437**

Phrase Length: **2 words** Min Count: **2** Export CSV

Keyword	Count	Density %
add cart	12	2.75%
regular price	4	0.92%
price price	4	0.92%
price rs	4	0.92%
rs add	4	0.92%
cart reviews	3	0.69%
glass skin	3	0.69%
golden hour	3	0.69%

- Keyword Density

Internal
LINK



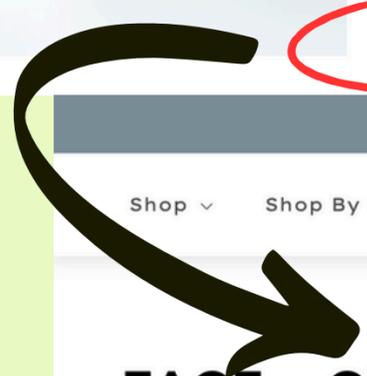
Your Guide to Go Acne-Free
You might have thought acne would only exist in your...
[Read more..](#)



Face Cleansers 101: Everything You...
Let's talk about face cleansers! These are most often misunderstood...
[Read more..](#)



Decoding the Difference: Retinoids vs....
Temperature Drop Does Not Mean UV Drop!
[Read more..](#)



BUY 1 GET 1 FREE!!

Shop ▾ Shop By Concern ▾ New Launches **HYPHEN** About Us 🔍 ⚡ 🛒

FACE CLEANSERS VS FACE WASHES: ARE THEY ANY DIFFERENT?

Think of face cleansers as the foundational block of skincare, on which you build your skincare routine (Yes, they are that important). They're formulated to remove dirt, oil, makeup, and impurities from your skin without stripping away its natural moisture. Face washes, on the other hand, may contain stronger cleansing agents that can be harsh on sensitive skin. Essentially, face cleansers are like the nurturing caretakers of your skin, while face washes are the no-nonsense cleaners.

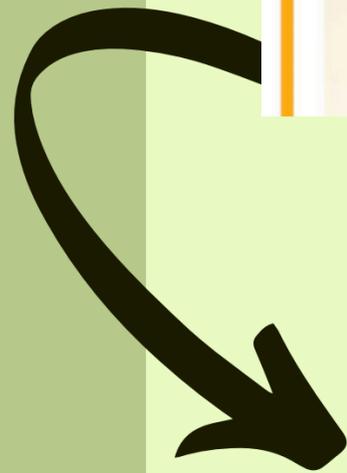
HOW IMPORTANT IS A CLEANSER IN SKINCARE?

Cleansing continues to remain a pivotal part of your skincare routine. It sets the tone for your entire skincare routine. The right cleanser helps:

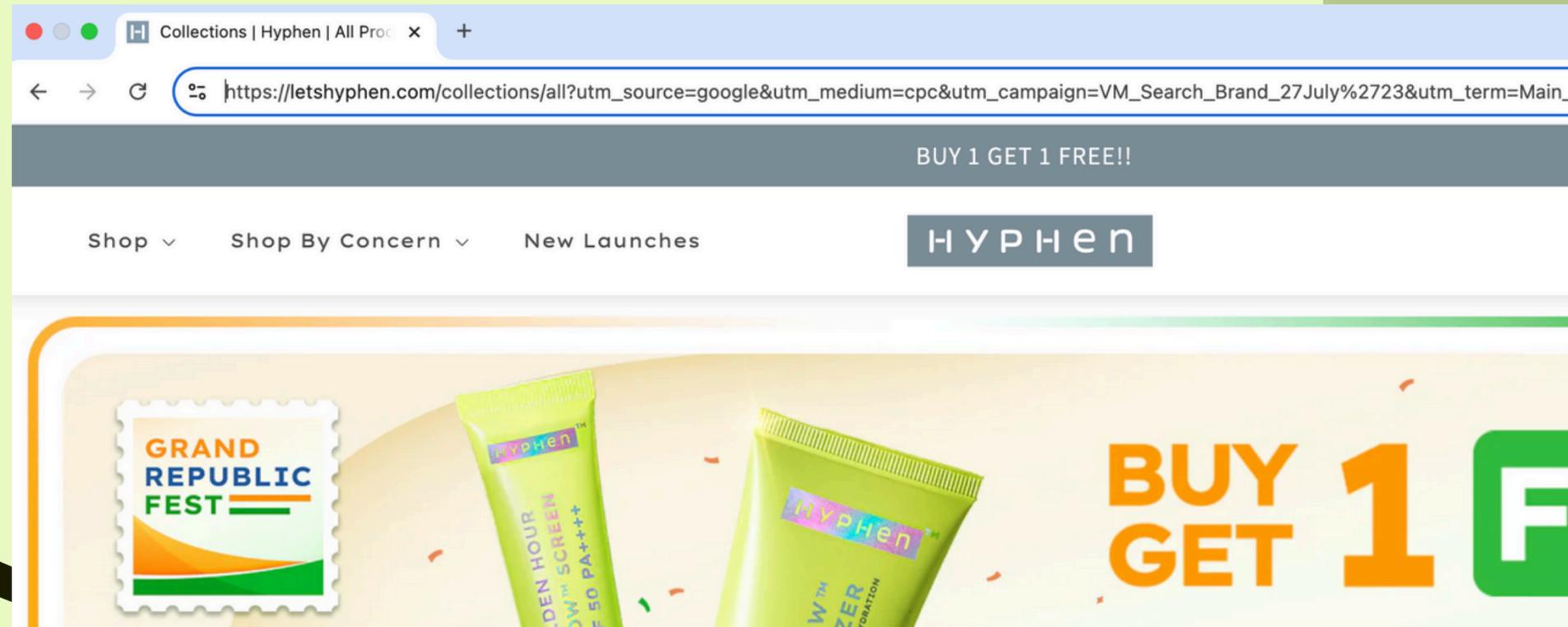
Protect the skin barrier: Regular cleansing removes dirt, oil, and pollutants that can clog pores and lead to dullness, sensitivity, and acne, preserving the skin's protective barrier.



Urf
**STRUCTURE
OPTIMIZATION**



<https://letshyphen.com/collections/homepage>





Off Page
OPTIMIZATION

Guest Posting BACKLINKS

Backlink profile for <https://letshyphen.com>

Domain including subdomains. One link per domain



Domain Rating ⁱ

11

Backlinks ⁱ

260

77% dofollow

Linking websites ⁱ

150

83% dofollow

DR ⁱ Referring page ⁱ

Anchor and target URL ⁱ

33 [Hyphen Barrier Care Cream Review - Dry Skin Variant - The Pink Velvet Blog](https://www.thepinkvelvetblog.com/hyphen-barrier-care-cream-review-dry-skin)
<https://www.thepinkvelvetblog.com/hyphen-barrier-care-cream-review-dry-skin>

Available at Nykaa and [Hyphen website](https://letshyphen.com) .
<https://letshyphen.com/products/barrier-care-face-cream-dry-skin>

70 गर्मियों में चेहरा हो जाता है भटूरे जैसा ऑयली? 20 फेस वॉश 500 रुपए के अंदर जो चेहरे को रखेंगे फ्रेश | Best Face Wash For Oily Skin In India Under Rs five hundred
<https://www.idiva.com/hindi/beauty/best-face-wash-for-oily-skin-in-india-under-rs->

यहां खरीदें
https://letshyphen.com/products/oil-control-daily-exfoliating-cleanser-gently-exfoliates-makes-skin-oil-free-100-ml?currency=INR&variant=48446437425468&gad_source=1&gclid=CjwKCAiA0PuuBhBsEiwAS7fsNf3

Guest Posting BACKLINKS



Niharika Verma

Hi, I am Niharika, a Beauty Blogger and Owner of *The Pink Velvet Blog*. I love exploring what is new in skincare and makeup and writing about my experience on my blog. I also share what I have learned in the world of Blogging all these years.

[Learn More About Me and My Blog](#)

- [YouTube](#)
- [Threads](#)
- [Pinterest](#)
- [LinkedIn](#)
- [Instagram](#)
- [X](#)

Categories

Select Category ▾

Latest

5 Tips to Make Business Travel Less of a Chore
January 18, 2025

The L&P Signature Facelift: A Game Changer in Anti-Aging Treatments
January 9, 2025

Pilgrim Hair Growth Serum

Hyphen Barrier Care Cream – Not For Sensitive Skin (Review)

By Niharika Verma | March 14, 2024 | Updated on August 18, 2024 | Beauty, Skincare

I have been waiting to try Hyphen products for such a long time and this cream is the first product I tried from this Brand. Hyphen is the Brand owned by Kriti Sanon. I really like her personality and her Brand gives the same positive energy, especially from the packaging.



Guest Posting BACKLINKS

Unlock business growth with a powerful **Tech partnership**

[Tell me more](#)

Northern Ireland

[Advertise with us >](#)



Hyphen

High-performance solutions that blend nature - science, await you!

Direct-To-Consumer Brands, Health, wellness & fitness



[Claim Profile](#)

Basic Information

The journey of Hyphen began when we discovered the challenges individuals face with the ever-growing options for addressing any skin concern, each helmed with different ingredients. Here, we hyphenate multiple ingredients to craft result-driven solutions catering to every Indian's skin concern. Nature's power and the potency of science come together in each bottle, offering an array of benefits and a touch of magic that elevates your skincare to a whole new level. Hyphen is fueled by our passion for skincare and a vision to build a brand that empowers you to HAVE IT ALL.

Legal Name : Kreative Beauty Private Limited.

Headquarters : Goa, , India

Business Model : B2C, D2C

No. of Employees : 101 to 150

Core Team	1. Kriti Sanon	Co-Founder and Chief Customer Officer	in
	2. Mohit Jain	Co-Founder and Head of Finance	in
	3. Saurabh Singhal	Co-Founder and Chief Supply Officer	in
	4. Vaishali Gupta	Co-Founder and Chief Growth Officer	in
	5. Vikas Lachhwani	Co-Founder	in
	6. Tarun Sharma	Co-Founder	in

[See Less](#)



[Advertise with us >](#)

Features



Kriti Sanon's D2C brand Hyphen; Meet Varun Totlani of Mumbai's...



Kriti Sanon on her expanding entrepreneurial footing with D2C...



Hyphen aims to answer the eternal question - What do employees...

Direct-To-Consumer Brands



Qua

Qua is a premium contemporary brand that designs smart and functional workwear for...



Alpha Arogya

Ayurvedic products for better health and lifestyle.



The Aaina Khan Label

The Aaina Khan Label blends luxury and sustainability, offering bespoke fashion...

Broken **LINKS**

There is **NO** as such
Broken Links on Hyphen.
Which is a Positive Sign
For their Website.

Free SEO Tools /

Broken Link Checker

Check your website for broken links in seconds.

Backlinks

https://

For example

Powered by industry-leading link data

Ahrefs' Broken Link Checker is powered by the **largest live backlinks database** in the industry.

413B 26T

FLARE Terms

ks

No broken links for https://letshyphen.com

There are no broken links for your URL

Broken links on your site ⁱ	Broken links to your site ⁱ
0	0



Resource link building

The Ultimate Resource Hub for Building Better Teams with Hyphen

Introduction

Hyphen is more than a tool—it's a solution for empowering teams, improving communication, and driving engagement in remote and hybrid work environments. Below, we've curated the ultimate resources to help businesses and teams thrive using Hyphen's features.

1. Hyphen's Top Features for Team Success

Real-Time Feedback: Seamlessly gather and act on employee input to foster a culture of transparency.

Pulse Surveys: Keep a finger on the pulse of team morale and engagement.

2. Guides and Tutorials

Getting Started with Hyphen: A step-by-step onboarding guide for new users.

Video Tutorial: Setting Up Hyphen's Recognition Program in Minutes.

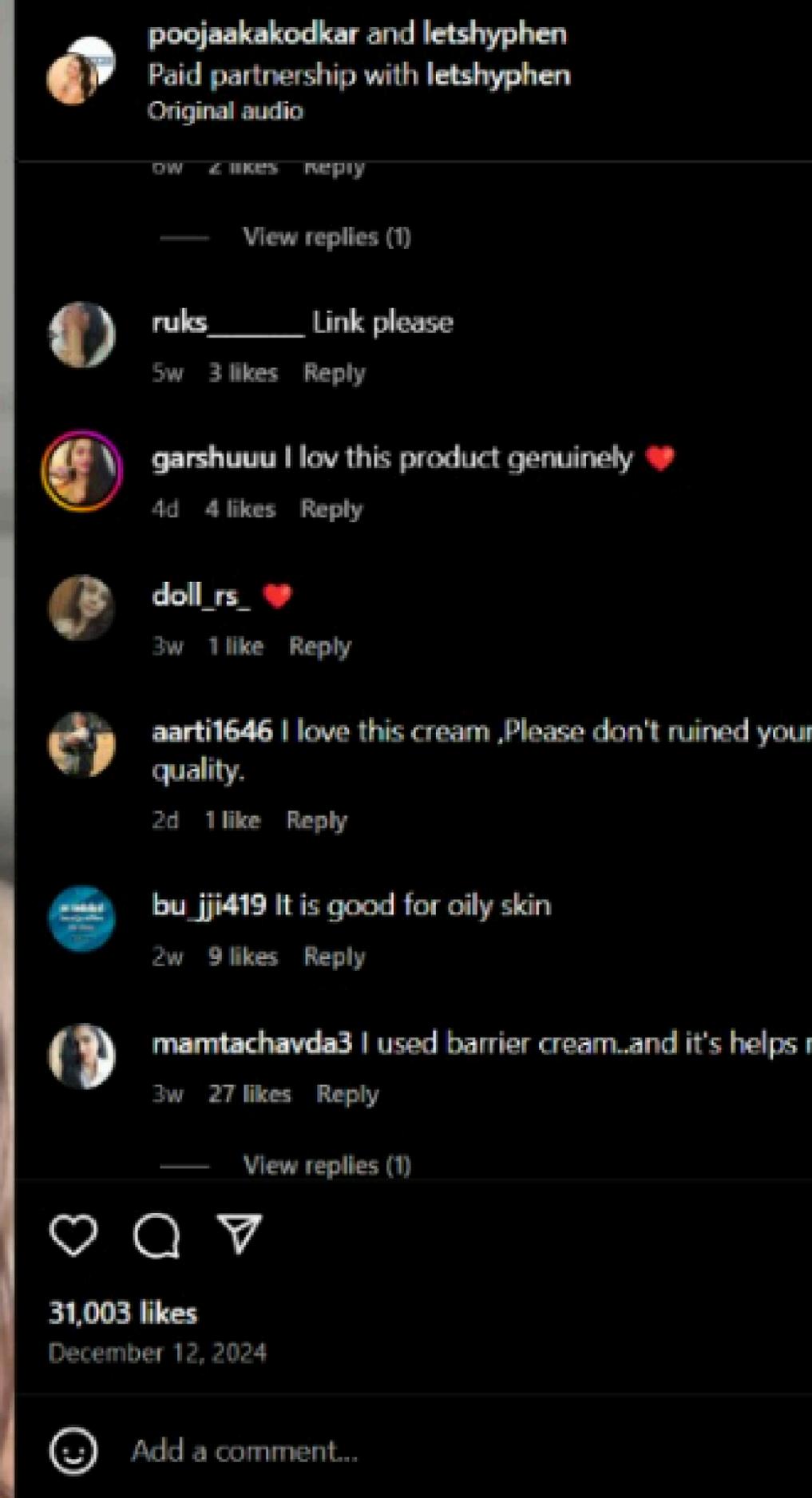
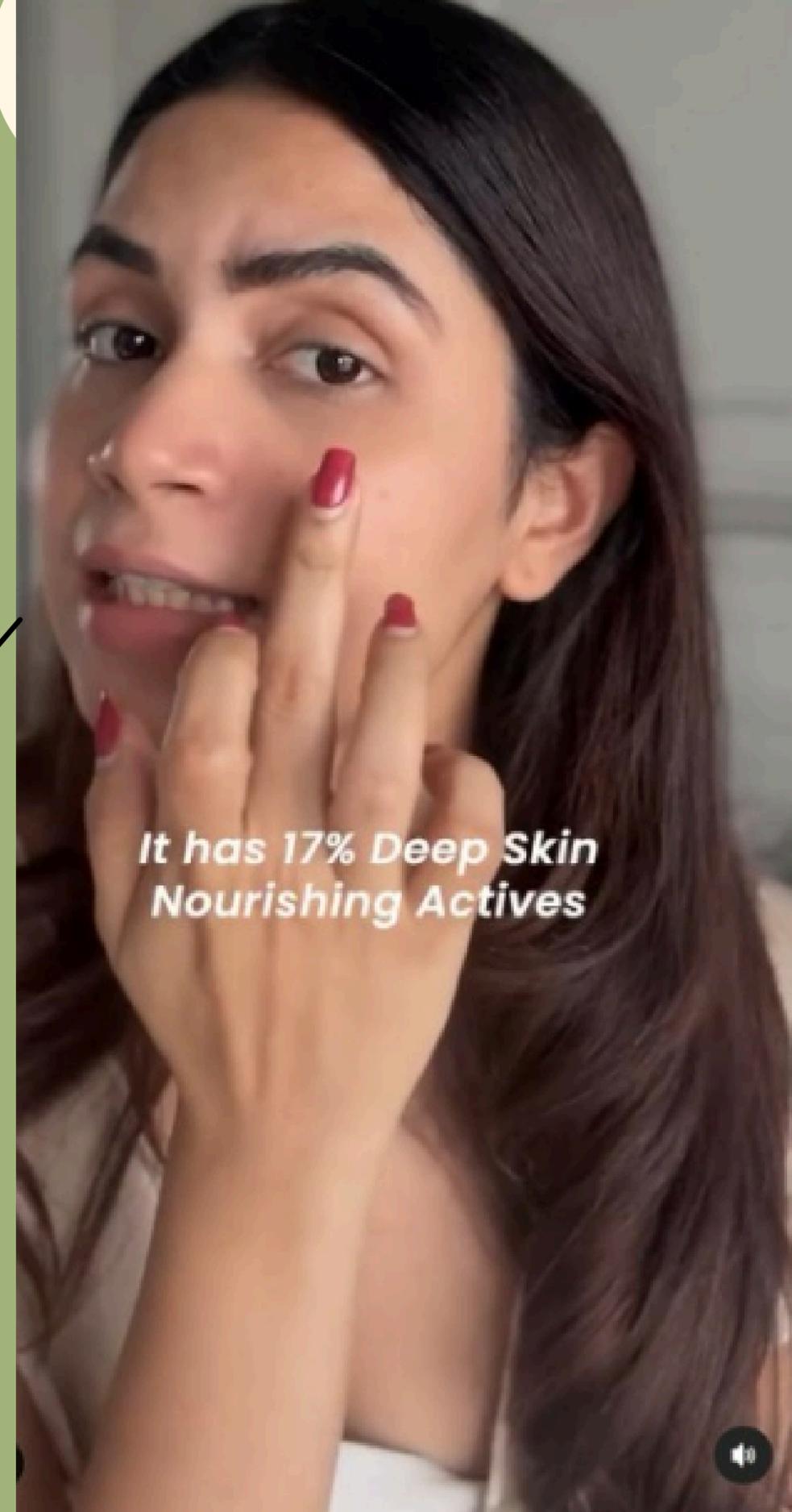
3. Free Resources for Teams

Remote Work Policy Template: Customizable template to set expectations for remote and hybrid teams.

Weekly Check-In Template: Keep teams aligned and productive with structured updates.

Digital PR strategies

Digital PR involves placing your business in front of your target audience through online media outlets, blogs, influencers, and social platforms. This helps ensure your brand is visible in places your customers frequent.





Technical
SEO AUDIT

Site Speed OPTIMIZATION

Desktop

Diagnose performance issues

Performance: 77, Accessibility: 85, Best Practices: 56, SEO: 92

Mobile | Desktop

77 Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100

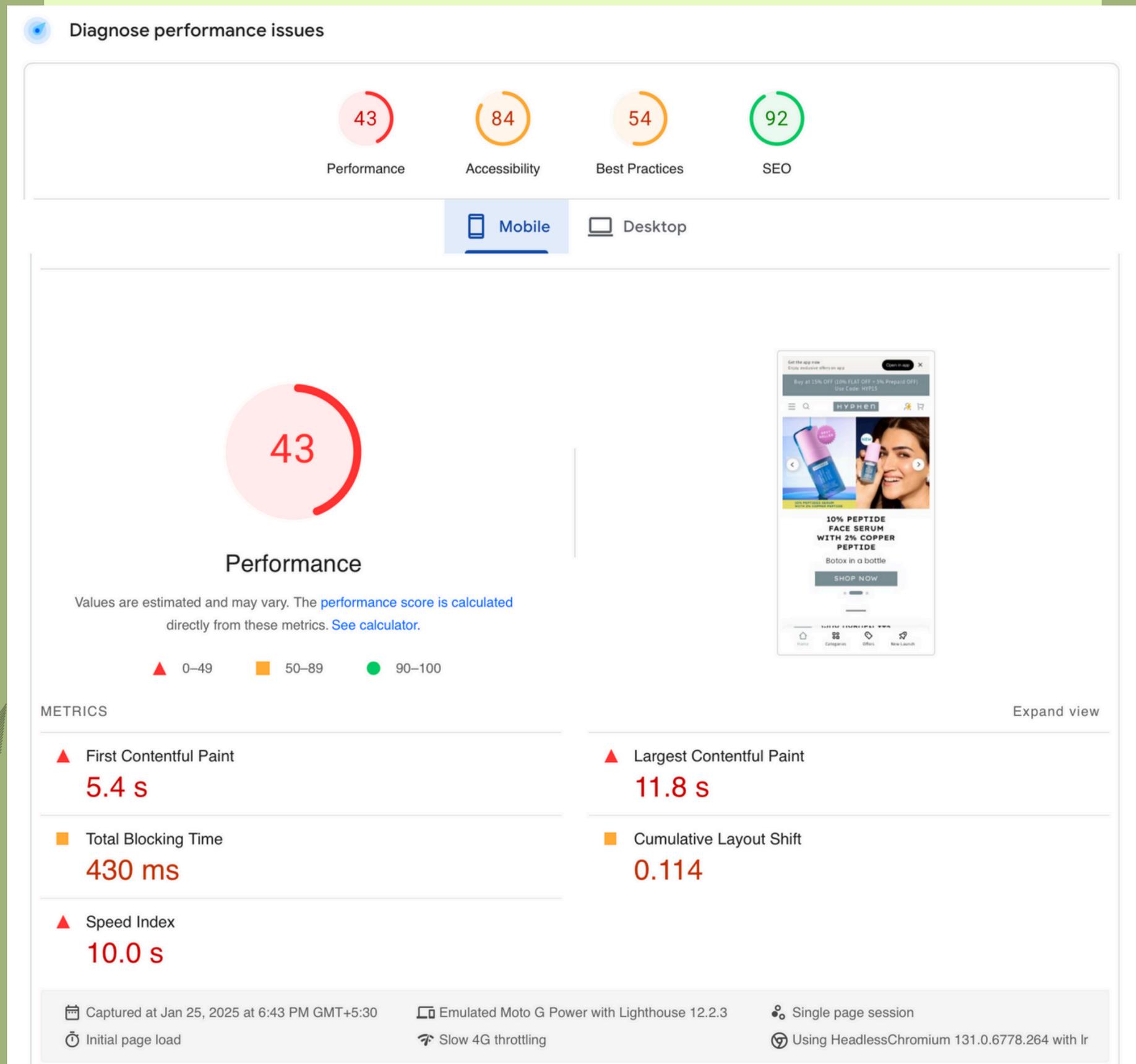
METRICS Expand view

● First Contentful Paint 0.9 s	■ Largest Contentful Paint 2.3 s
■ Total Blocking Time 200 ms	● Cumulative Layout Shift 0.024
■ Speed Index 2.2 s	

Captured at Jan 25, 2025 at 6:43 PM GMT+5:30 Emulated Desktop with Lighthouse 12.2.3 Single page session
Initial page load Custom throttling Using HeadlessChromium 131.0.6778.264 with Ir

Site Speed OPTIMIZATION

Mobile



Structured data implementation

The screenshot shows a web browser at the URL `letshyphen.com`. The page features a promotional banner with the text "Buy at 15% OFF (10% FLAT OFF + 5%)" and a navigation menu with "Shop", "Shop By Concern", and "New Launches". The main content area displays a woman holding a green product bottle, with the word "GLOW" in red text and the phrase "Clear, Bright & C" below it. A "SHOP NOW" button is visible at the bottom. A structured data tool overlay is positioned on the right side of the page, showing a list of headers and their corresponding HTML tags.

Summary HEADERS Images Links Social Tools

- <H1>
- <H2> GLOW FEST
- <H2> GLASS SKIN IN A BOTTLE
- <H2> 10% PEPTIDEFACE SERUMWITH 2% COPPERPEPTIDE
- <H2> GLOW FEST
- <H2> GLASS SKIN IN A BOTTLE
- <H2> WHY HYPHEN IT?
- <H2> New Launch
 - <H3> 10% HEARTLEAF & 7% CERAMIDES-NMF FACE CREAM MOISTURIZER RICH PILLOW CREAM - 50ML
 - <H3> 10% HEARTLEAF & 7% CERAMIDES-NMF FACE CREAM MOISTURIZER RICH PILLOW CREAM - 50ML
 - <H3> 7% CERAMIDES-NMF MILKY TONER ESSENCE WITH 5% GLASS SKIN BLEND OF RICE WATER, SNOW MUSHROOM & OATMEAL -100ML
 - <H3> 7% CERAMIDES-NMF MILKY TONER ESSENCE WITH 5% GLASS SKIN BLEND OF RICE WATER, SNOW MUSHROOM & OATMEAL -100ML
 - <H3> GOLDEN HOUR GLOW™ SCREEN SPF 50 PA++++
 - <H3> GOLDEN HOUR GLOW™ SCREEN SPF 50 PA++++
 - <H3> GOLDEN HOUR GLOW™ MOISTURIZER
 - <H3> GOLDEN HOUR GLOW™ MOISTURIZER
 - <H3> GOLDEN HOUR GLOW™ SCREEN SPF 50 PA++++
 - <H3> VITAMIN INFUSED PEPTIDE LIP BALM - HAZEL (PEACHY NUDE) - 10G
 - <H3> VITAMIN INFUSED LIP BALM - MARSHMALLOW (NATURAL PINK) - 10G
 - <H3> 10% HEARTLEAF & 7% CERAMIDES-NMF FACE CREAM MOISTURIZER RICH PILLOW CREAM - 50MI

XML Sitemaps

Sitemap Details

Sitemap for **letshyphen.com**

Starting URL: <https://letshyphen.com/>

Updated on: January 25, 2025, 13:46, 68 pages

What's next?

 [DOWNLOAD YOUR XML SITEMAP FILE](#)

Upload it into the domain root folder of your website.

Then open [Google Search console](#) and add your sitemap URL.

 [On Page SEO Checker for LETSHYPHEN.COM](#)

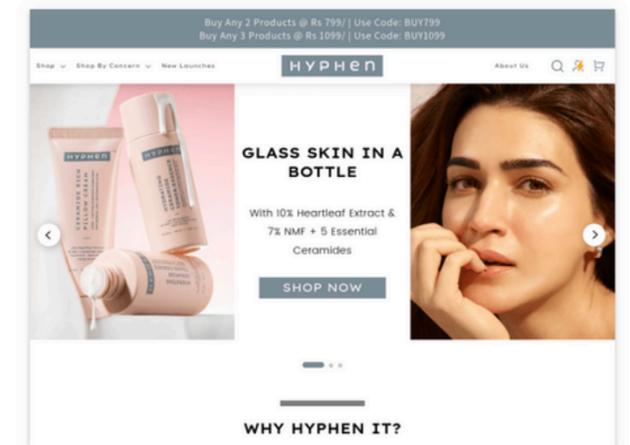
Sitemap Details

Created on: **25 January 2025, 13:46**
Processing ti...: **0:00:26s**
Pages indexed: **68 (crawled: 74)**
Pages size: **35.92Mb**
Broken links: **None**

Sitemap Preview

 [VIEW FULL XML SITEMAP](#)

URL	Last Mod	Priority
https://letshyphen.com/	2025-01-25T13:46:27+00:00	1.00
https://letshyphen.com/collections/face-care	2025-01-25T13:46:27+00:00	0.80
https://letshyphen.com/collections/face-serum	2025-01-25T13:46:27+00:00	0.80
https://letshyphen.com/collections/all	2025-01-25T13:46:27+00:00	0.80



XML

Sitemaps

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼<!--
    This is the parent sitemap linking to additional sitemaps for products, collections and pages as shown below
  -->
  ▼<sitemap>
    ▼<loc>
      https://letshyphen.com/sitemap_products_1.xml?from=8244085719356&to=9842066522428
    </loc>
  </sitemap>
  ▼<sitemap>
    ▼<loc>
      https://letshyphen.com/sitemap_pages_1.xml?from=114455150908&to=144155050300
    </loc>
  </sitemap>
  ▼<sitemap>
    ▼<loc>
      https://letshyphen.com/sitemap_collections_1.xml?from=444565750076&to=501432746300
    </loc>
  </sitemap>
  ▼<sitemap>
    <loc>https://letshyphen.com/sitemap_blogs_1.xml</loc>
  </sitemap>
</sitemapindex>
```

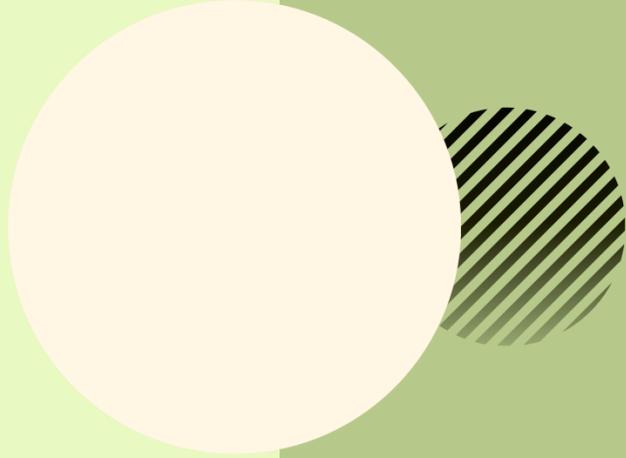
Robot.txt

```
# we use Shopify as our ecommerce platform
User-agent: *
Disallow: /a/downloads/-/*
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
Disallow: /74251600188/checkouts
Disallow: /74251600188/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*sort_by*
Disallow: /*/collections/*sort_by*
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /*/collections/*+*
Disallow: /*/collections/*%2B*
Disallow: /*/collections/*%2b*
Disallow: */collections/*filter*&*filter*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*/blogs/*+*
Disallow: /*/blogs/*%2B*
Disallow: /*/blogs/*%2b*
Disallow: /*?*oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /policies/
Disallow: /*/policies/
Disallow: /*/*?*ls=*&ls=*
Disallow: /*/*?*ls%3D*%3Fls%3D*
Disallow: /*/*?*ls%3d*%3fls%3d*
Disallow: /search
Disallow: /.well-known/shopify/monorail
Disallow: /cdn/wpm/*.js
Disallow: /recommendations/products
Disallow: /*/recommendations/products
Sitemap: https://letshyphen.com/sitemap.xml
```

```
# Google adsbot ignores robots.txt unless specifically named!
User-agent: adsbot-google
Disallow: /checkouts/
Disallow: /checkout
Disallow: /carts
Disallow: /orders
Disallow: /74251600188/checkouts
Disallow: /74251600188/orders
Disallow: /*?*oseid=*

```

```
User-agent: AhrefsBot
Crawl-delay: 10
Disallow: /a/downloads/-/*
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
Disallow: /74251600188/checkouts
Disallow: /74251600188/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*sort_by*
Disallow: /*/collections/*sort_by*
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /*/collections/*+*
Disallow: /*/collections/*%2B*
Disallow: /*/collections/*%2b*
Disallow: */collections/*filter*&*filter*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*/blogs/*+*
Disallow: /*/blogs/*%2B*
Disallow: /*/blogs/*%2b*
Disallow: /*?*oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /policies/
Disallow: /*/policies/
Disallow: /*/*?*ls=*&ls=*
Disallow: /*/*?*ls%3D*%3Fls%3D*
Disallow: /*/*?*ls%3d*%3fls%3d*
Disallow: /search
Disallow: /.well-known/shopify/monorail
Disallow: /cdn/wpm/*.js
Disallow: /recommendations/products
Disallow: /*/recommendations/products
Sitemap: https://letshyphen.com/sitemap.xml
```



THANK

you

