SEO Analysis



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.



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

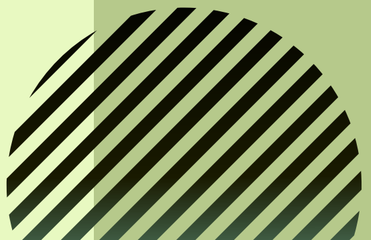
Search intent refers to the reason behind a user's query. Understanding this helps tailor content to meet user needs, whether informational, navigational, or transactional. Aligning content with specific intents increases relevancy and content engagement.

Kriti Sanon brand Products

Skincare at Affordable price

Skincare products online

Cruelty free skincare

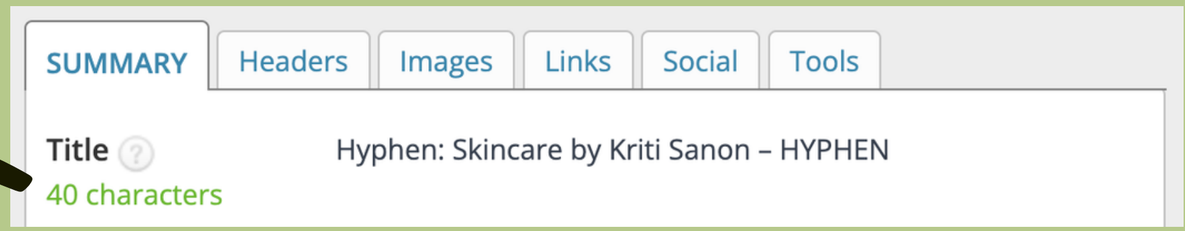


KEYWORD DIFFICULTY & SEARCH VOLUME

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

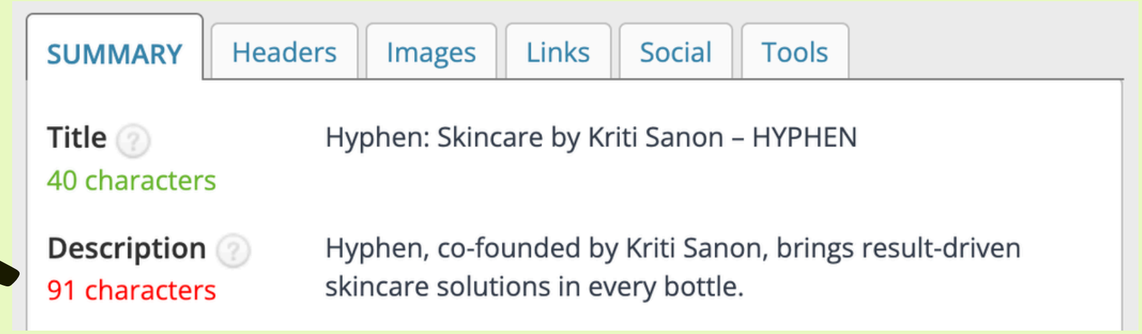
Title Tag Optimization is the process of crafting and refining the title tag of a web page to accurately summarize its content, improve search engine rankings, and entice users to click through.



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.



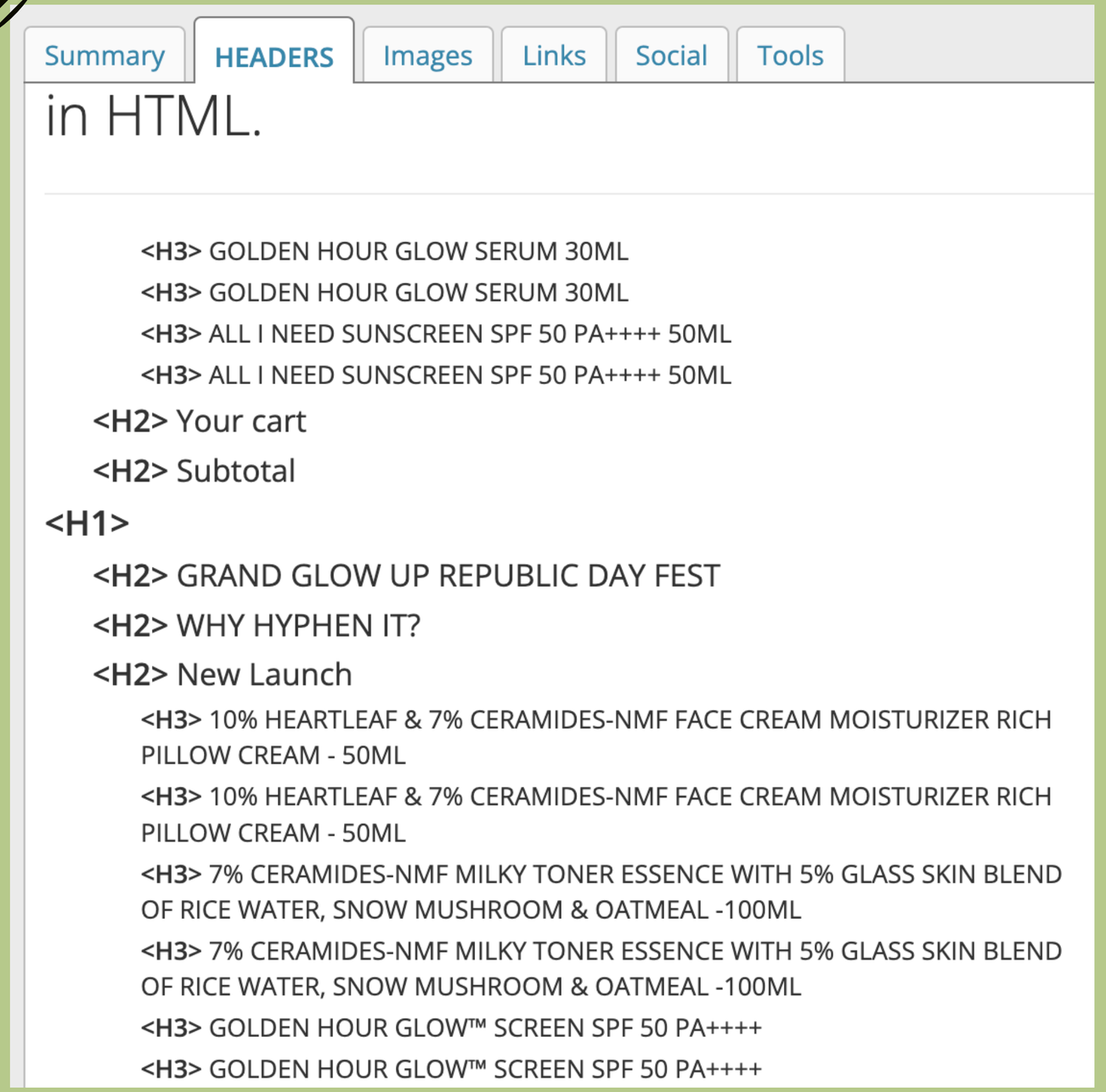
Find your perfect skincare match with Let's Hyphen.
Our products cater to all skin types, promoting healthy, balanced skin with natural, effective solutions.(157)

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



HEADER TAG *stratergy*

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.

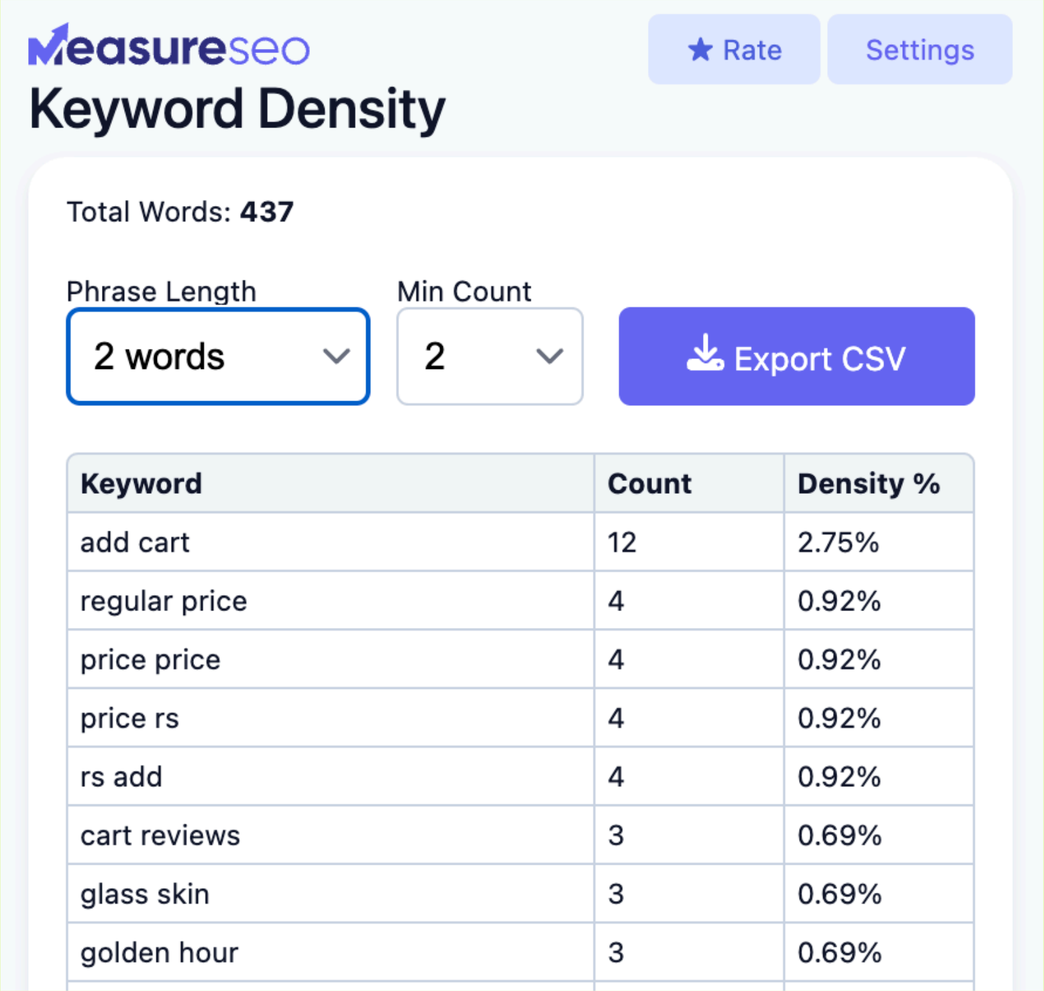
H3 **Hyphen lip balm**

this will help the consumer to directly jump on the product

Content OPTIMIZATION

- Image Optimization





- 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.

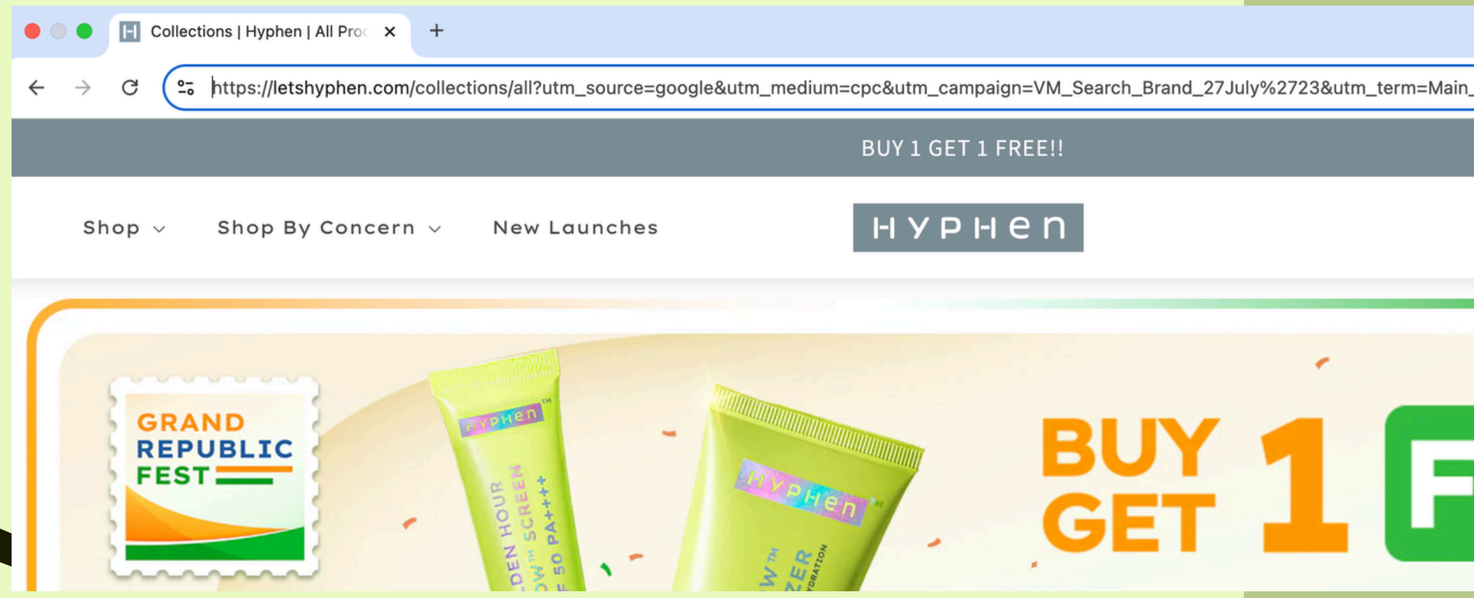
HOW IMPORTANT IS A CLEANSER IN SKINCARE?

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.

Url

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
11

Backlinks
260
77% dofollow

Linking websites
150
83% dofollow

DR	Referring page	Anchor and target URL
33	Hyphen Barrier Care Cream Review - Dry Skin Variant - The Pink Velvet Blog https://www.thepinkvelvetblog.com/hyphen-barrier-care-cream-review-dry-skin	Available at Nykaa and Hyphen website . 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

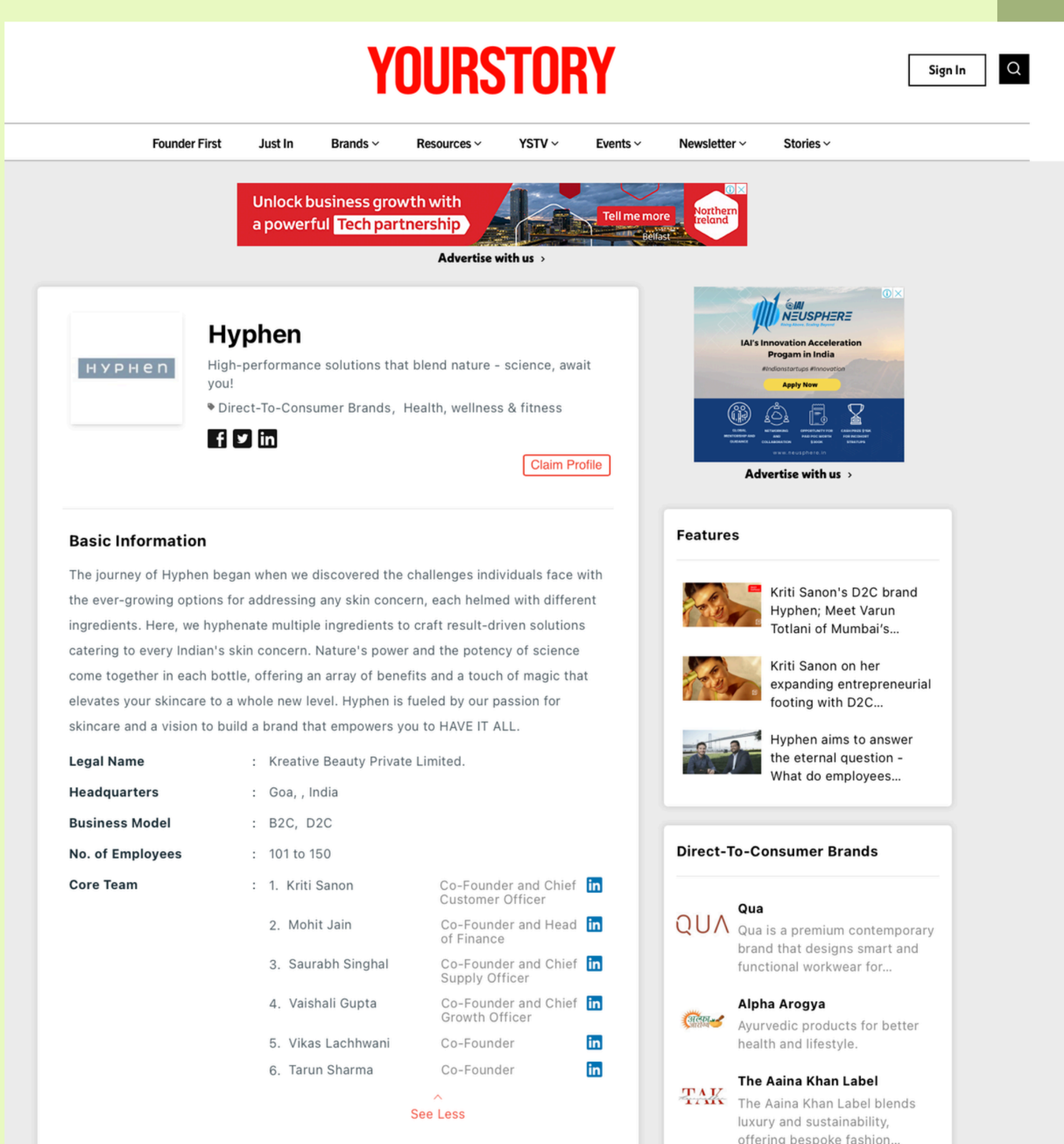
Hyphen Barrier Care Cream – Not For Sensitive Skin (Review)

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.

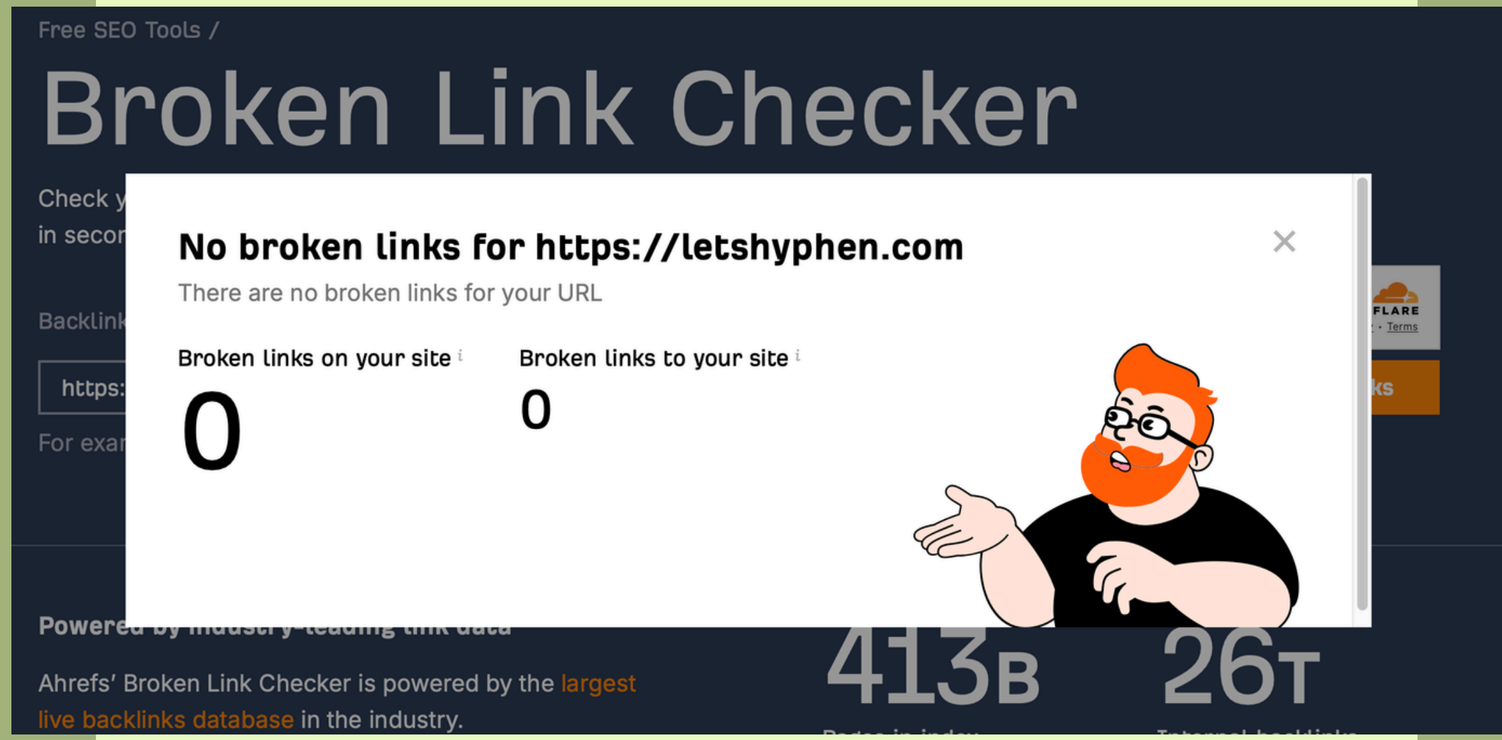


Guest Posting BACKLINKS



Broken LINKS

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



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.

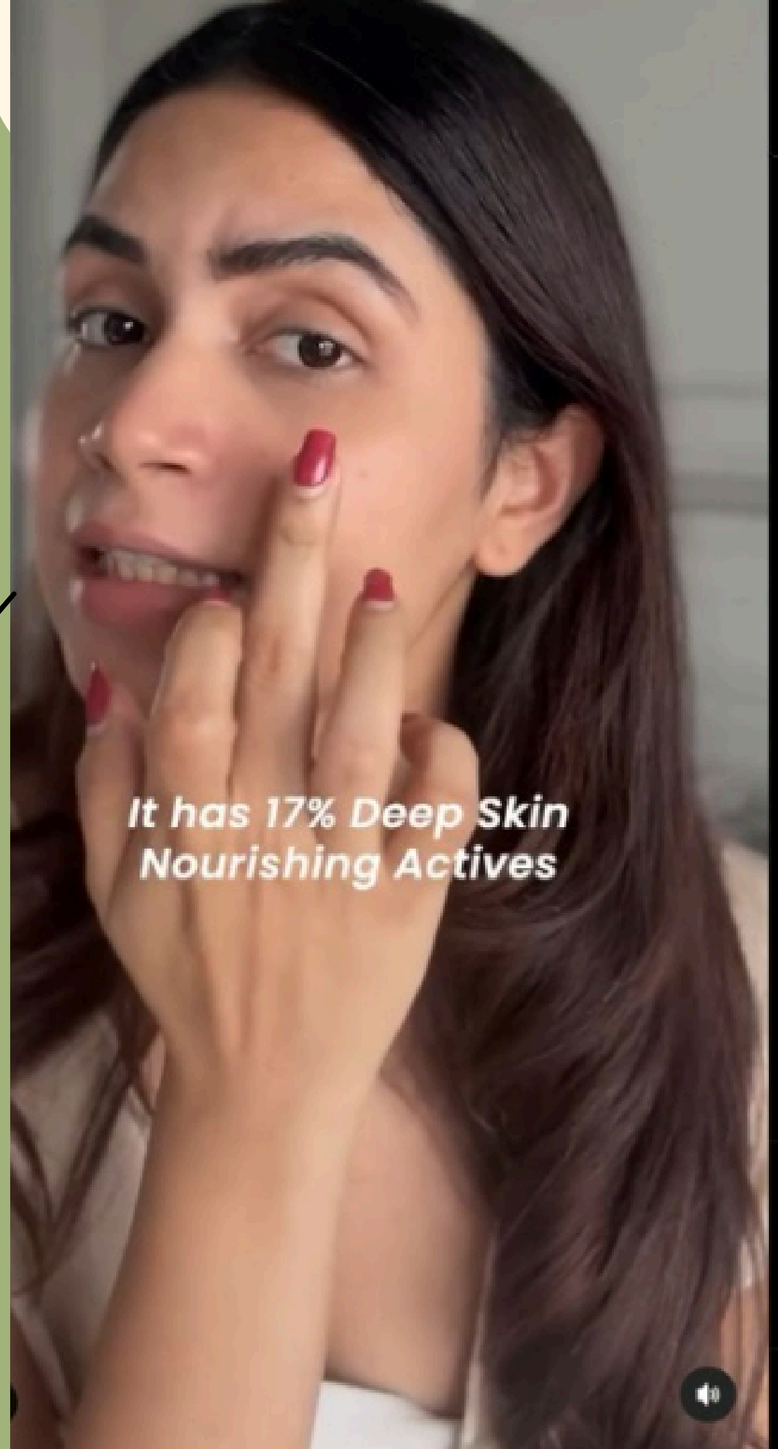
3. Free Resources for Teams

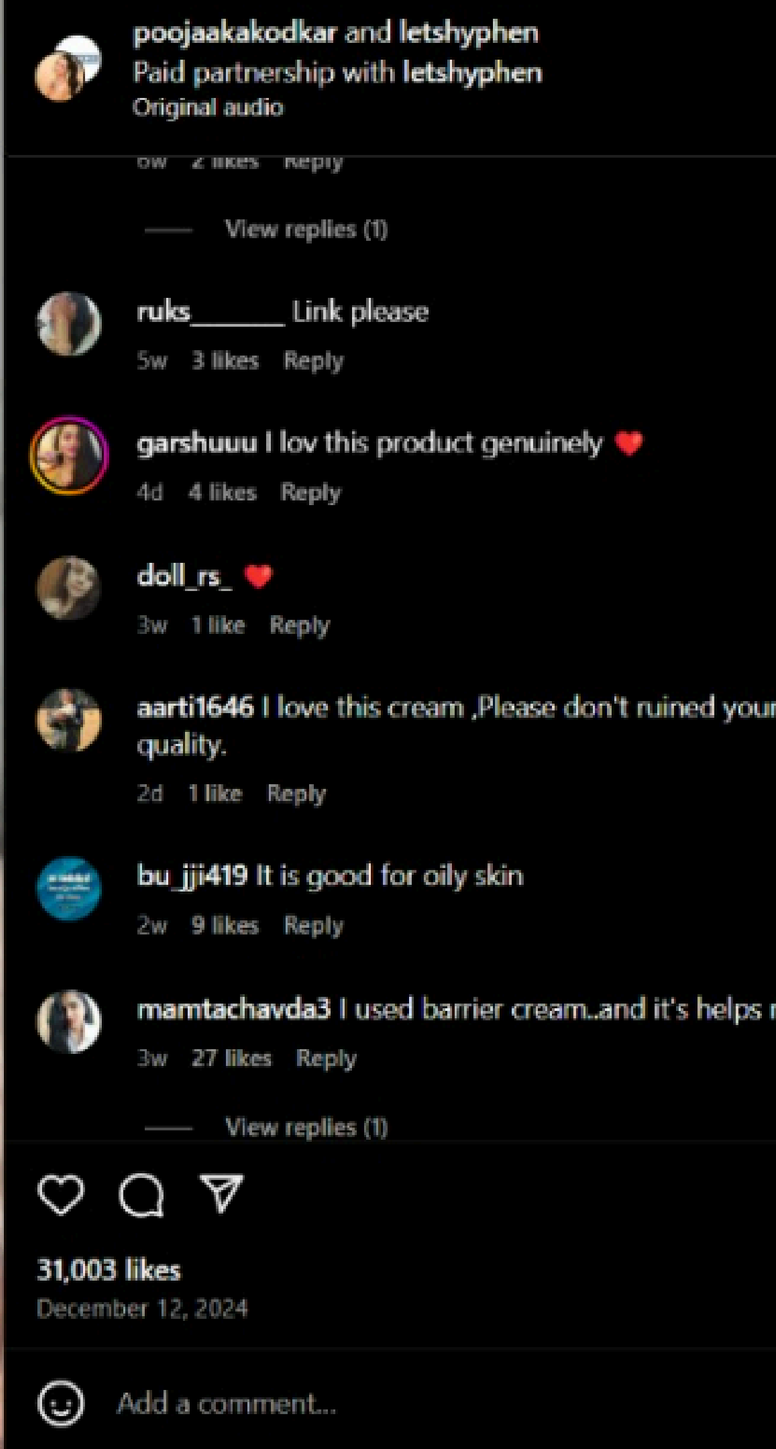
Remote Work Policy Template: Customizable template to set expectations for remote and hybrid teams.

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	Accessibility	Best Practices	SEO
77	85	56	92

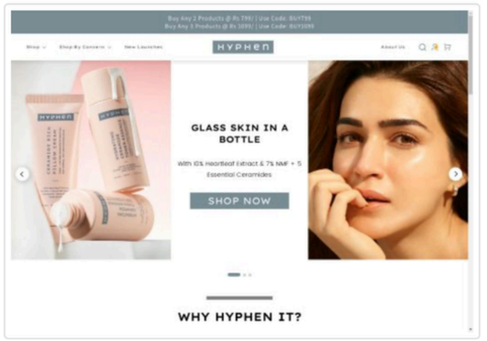
Mobile | Desktop

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 lr

Site Speed

OPTIMIZATION

Mobile

Diagnose performance issues

Performance	Accessibility	Best Practices	SEO
43	84	54	92

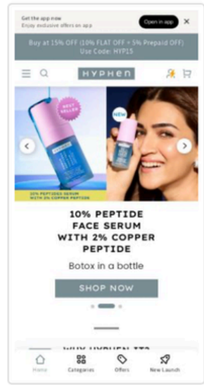
Mobile | Desktop

43

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49 ■ 50–89 ● 90–100



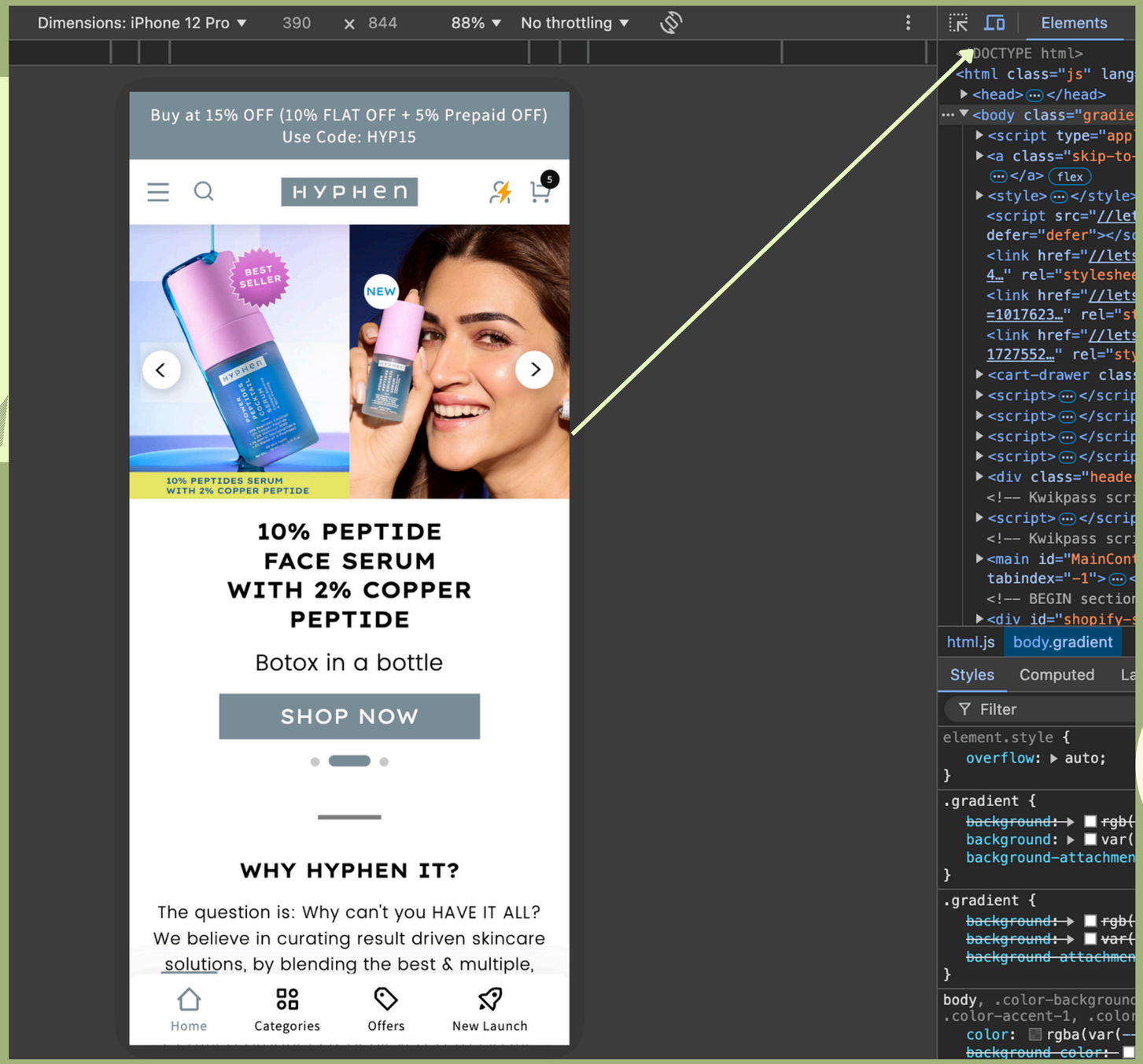
METRICS — Expand view

▲ First Contentful Paint 5.4 s	▲ Largest Contentful Paint 11.8 s
■ Total Blocking Time 430 ms	■ Cumulative Layout Shift 0.114
▲ Speed Index 10.0 s	

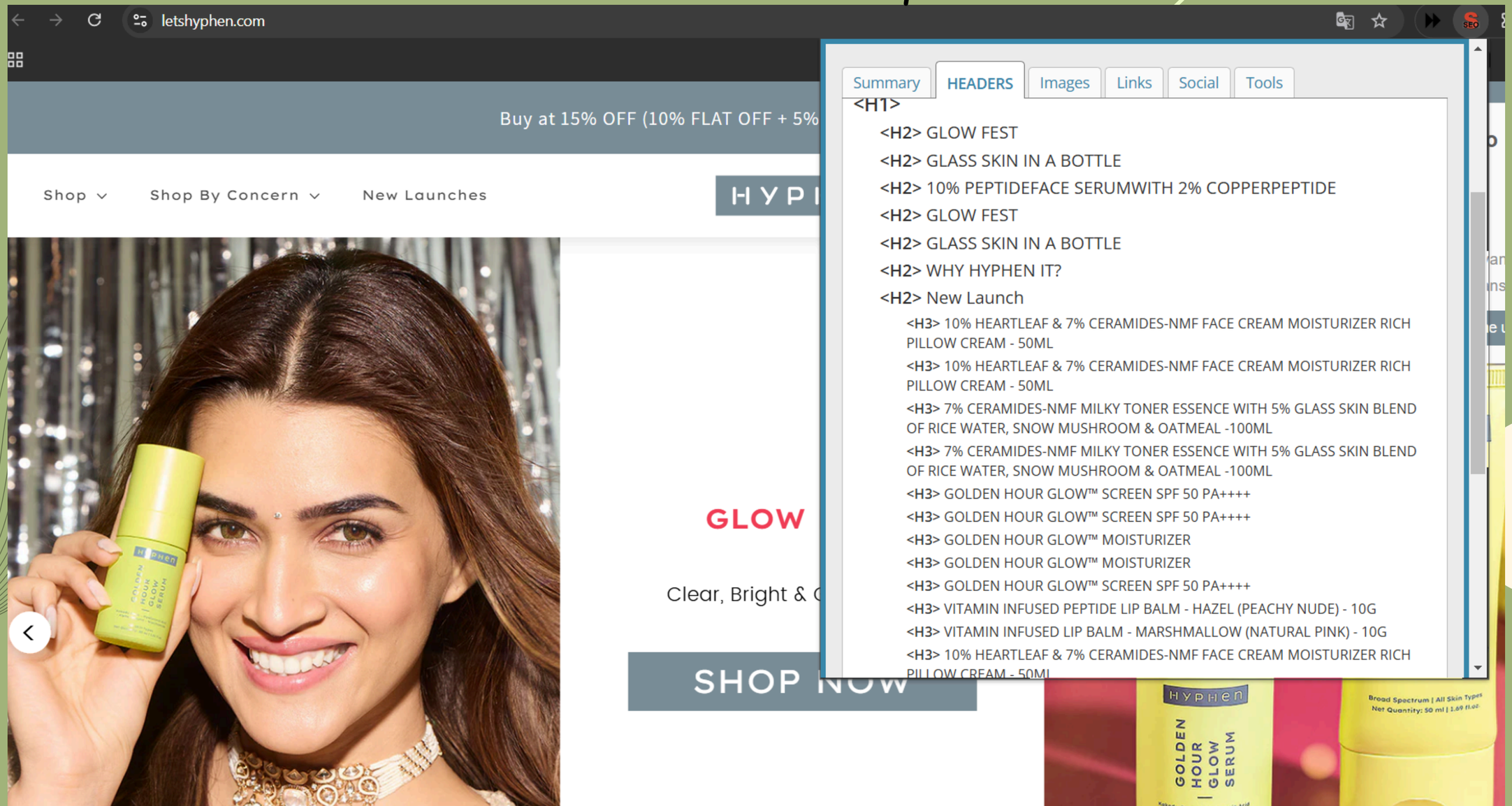
Captured at Jan 25, 2025 at 6:43 PM GMT+5:30 · Emulated Moto G Power with Lighthouse 12.2.3 · Single page session

Initial page load · Slow 4G throttling · Using HeadlessChromium 131.0.6778.264 with lr

Mobile RESPONSIVENESS



Structured data implementation



XML Sitemaps

XML-Sitemaps.com

PRO SITEMAPS | UNLIMITED GENERATOR | ABOUT SITEMAPS | NEWS | FORUM | SEO TOOLS

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.

Sitemap Preview

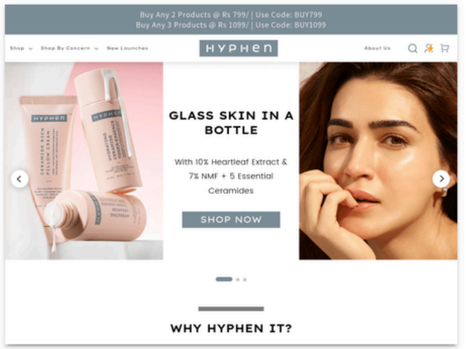
VIEW FULL XML SITEMAP

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

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**



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*