

Website Performance & Digital Growth Strategy

<https://sephra.odoo.com/>

SEO Strategy – “Optimizing for Search Visibility”

○ ○ ○ ○

Search Engine Optimization X

Need help to optimize? → [Fill with AI](#)

Title ?

Sephra: Natural Skincare & Homemade Beauty Products

Description ?

Sephra: Shop natural skincare, handcrafted with pure homemade ingredients. Achieve a radiant glow with our luxury cleansers, serums, masks & moisturizers

Preview ?

 Sephra
<https://sephra.odoo.com> › ... › Register

Sephra: Natural Skincare & Homemad...

Sephra: Shop natural skincare, handcrafted with pure homemade ingredients. Achieve a radiant glow with our luxury cleansers, serums, masks & moisturizers

Custom Url ?

/event/ by-sephra -1/register

Cover Image



Save Cancel

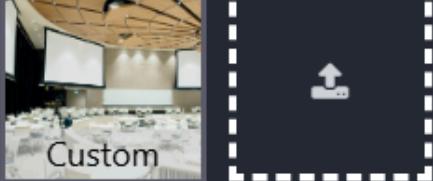
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SEO Strategy – “Optimizing for Search Visibility”

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Search Engine Optimization X

Keywords

Add your keyword Add Generate keywords

Images Optimization

✓ No warning on images

 Mark as decorative ? iCal ✓

 Mark as decorative ? Outlook ✓

 Mark as decorative ? Google Agenda ✓

Save Cancel

ooo

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ooo

Search Engine Optimization



Keywords

H1 H2 T D C Content ideas based on Google searches

natural skincare

✓ ✓

products namyaa routine brands brands in india at home
namyaa uses in hindi ingredients glow



homemade skincare

routine remedies products for glowing skin for dry skin for oily skin
routine for oily skin for acne recipes



plant-based skincare

plant based skincare brands plant based skincare products
plant based skincare ingredients plant based skincare benefits
plant based skincare uk plant based skincare for men
plant based skincare meaning plant based skincare brands in india
plant based skincare routine



Save **Cancel**

Search Engine Optimization

how to remove tan naturally

at home from face and permanently for dry skin from hands
for kids for oily skin at home for face from body



toxin-free skincare

toxin free skincare toxin free skincare brands toxin free skincare uk
toxin free skincare products toxic free skincare brands uk
toxic free skincare for kids chemical free skincare
chemical free skincare brands chemical free skincare uk
chemical free skincare brands in india



eco-friendly skincare products

eco friendly beauty products eco friendly hair products
eco friendly cosmetic products eco friendly hair products uk
eco friendly face products eco friendly beauty products uk
eco friendly beauty products wholesale eco friendly hair products packaging
eco friendly hair products australia



Save **Cancel**

Published

Search Engine Optimization

sun protection sensitive skin

sun cream sensitive skin kids sunscreen for sensitive skin
sun cream sensitive skin face sunblock for sensitive skin sun care sensitive skin
sunscreen cream sensitive skin eucerin

cruelty-free skincare India

cruelty free skincare india cruelty free indian skincare brands
cruelty free cosmetics india best cruelty free skincare brands in india
vegan and cruelty free skincare brands in india
cruelty free skincare brands in india which skincare products are cruelty free
is nivea cruelty-free in india

Remove a keyword first

Add

Images Optimization

✓ No warning on images

Search Engine Optimization

homemade ingredients serum

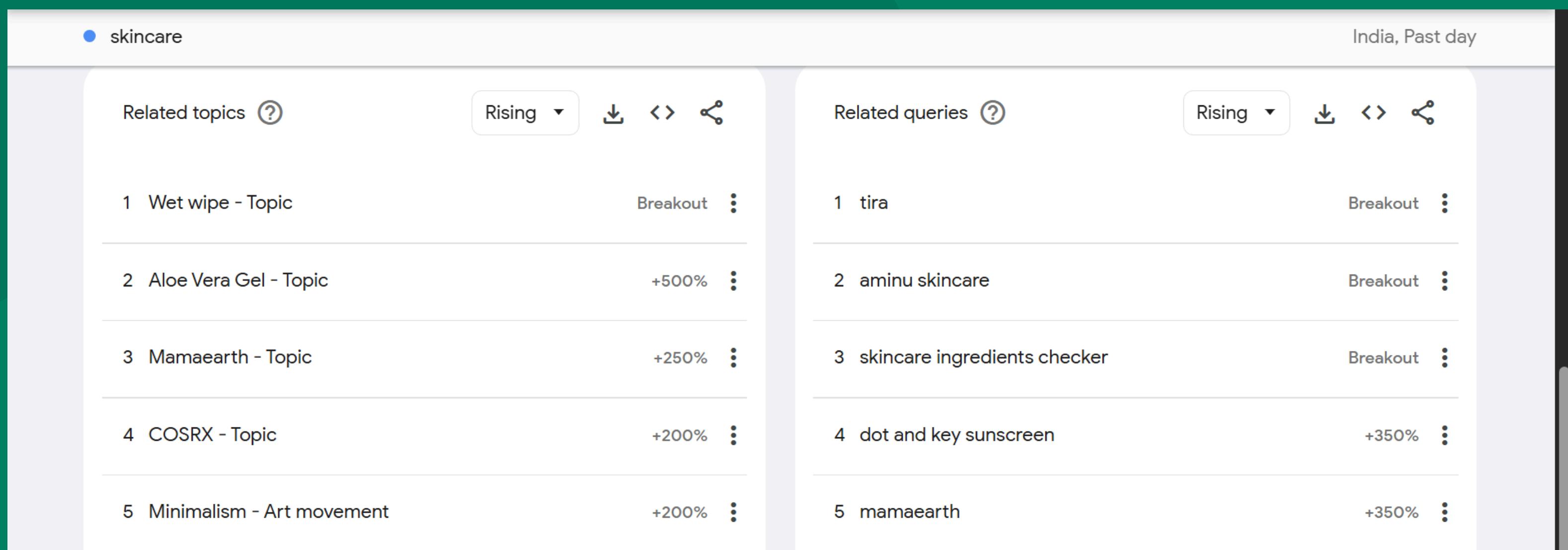
get rid of blackheads natural

sun protection sensitive skin

homemade serum ingredients homemade serum recipes
homemade lash serum ingredients homemade hair serum ingredients
homemade face serum ingredients homemade vitamin c serum ingredients
homemade hair growth serum ingredients natural face serum ingredients
how to make serum at home how to make natural serum at home
get rid of blackheads naturally remedies get rid of acne naturally
get rid of acne naturally overnight get rid of comedones naturally
get rid of acne naturally reddit get rid of acne naturally and permanently
how to get rid of blackheads naturally at home
how to get rid of blackheads naturally on nose
can you get rid of blackheads naturally
sun cream sensitive skin sun cream sensitive skin prickly heat
sun cream sensitive skin kids sunscreen for sensitive skin

Save Cancel

Google Trends



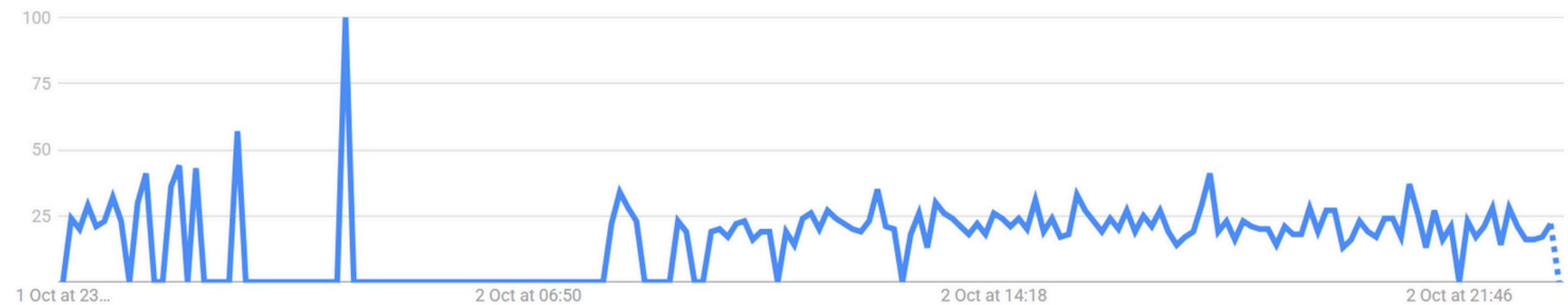
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Interest by sub-region ?

Sub-region ▼ Download Share

1	Mizoram	100	
2	Nagaland	74	
3	Manipur	54	
4	Meghalaya	34	
5	Delhi	29	

Contact



← → ⌂ ⌂ https://trends.google.co.in/trends/explore?q=skincare&date=now%201-d&geo=IN&hl=en-IN ⌂ Error :

studentzone-ngasc... Gmail YouTube Maps "Bhare Naina" With... social media + SOR... New Tab All Bookmarks

Google Trends Home Explore Trending now Sign in

skincare Search term + Compare

India Past day All categories Web Search

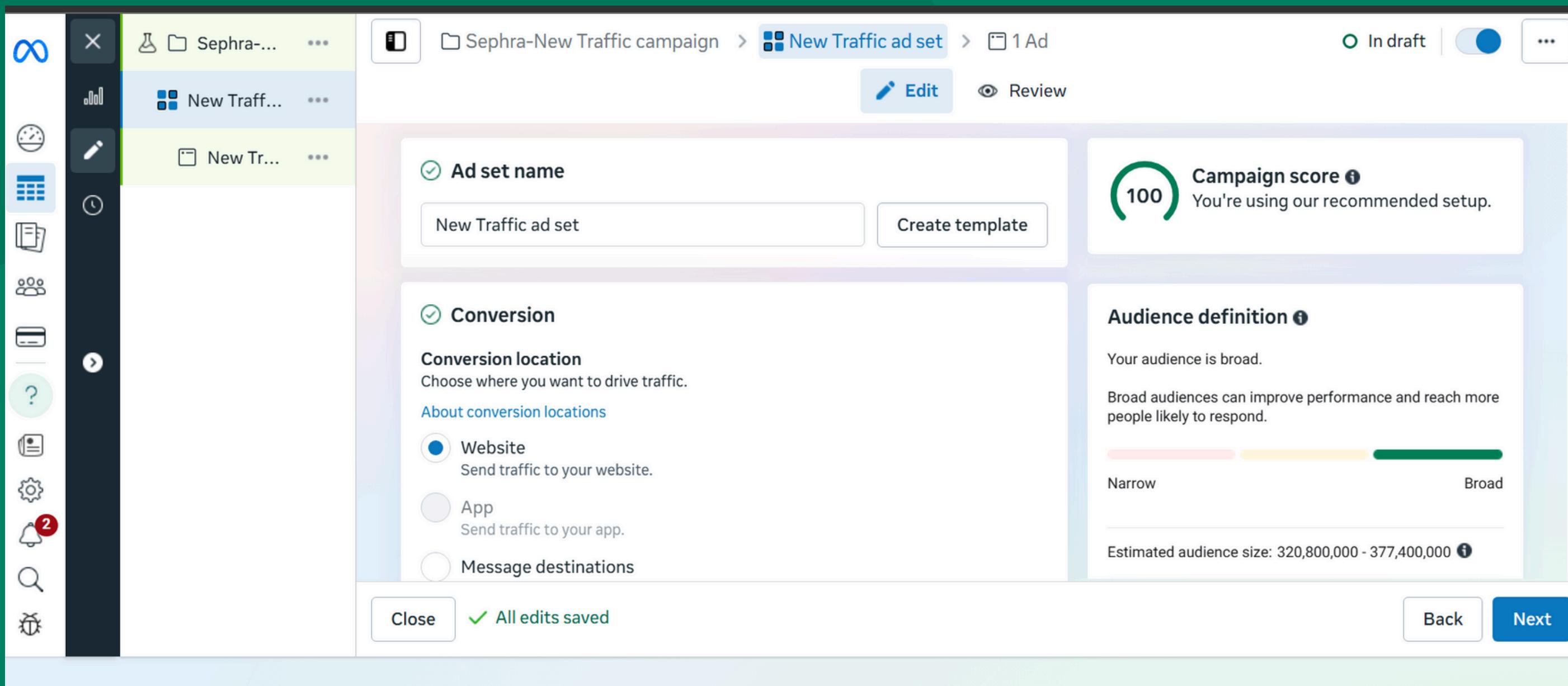
Interest over time ?

100
75

This site uses cookies from Google to deliver and enhance the quality of its services and to analyse traffic. [Learn more](#) [OK, got it](#)

The screenshot shows the Google Trends interface. The search term 'skincare' is selected. The interface includes a 'Compare' button, location and time filters (India, Past day, All categories, Web Search), and a chart titled 'Interest over time'. The chart displays a single data series with a sharp vertical spike reaching the maximum value of 100 at the end of the visible timeline. A legend indicates that blue represents the selected search term. A cookie consent banner at the bottom states: 'This site uses cookies from Google to deliver and enhance the quality of its services and to analyse traffic.' with links to 'Learn more' and 'OK, got it'.

Ad Campaign Roadmap – “Steps to Run Ads Campaign in Feb”



o o o o

Sephra... New Traff... New Tr... Sephra-New Traffic Campaign New Traffic ad set In draft ...

Ad set name

Name your ad sets consistently by creating a template based on your naming convention. Ad set names will update automatically to match your current ad set settings.

Template

Country Age Gender Interest

Field separator Item separator

Preview

country_age_All_interest

Cancel Save

Campaign score ⓘ You're using our recommended setup.

Audience definition ⓘ Audience is broad. Audiences can improve performance and reach more likely to respond.

Broad

ad audience size: 320,800,000 - 377,400,000 ⓘ

Close All results saved

Create Page

A Page is required to run ads. Create one to help people find and interact with your brand, business or organisation. [Learn more](#)

Page name

Use the name of your brand or business, or a name that explains what your Page is about. [Learn more](#)

0/75

Category

Search and select a category that describes what type of organisation or topic your Page represents. You can add up to three. [Learn more](#)

Profile picture ⓘ

Use a logo or image that helps people identify your Page in search results.

By clicking [Upload](#), you agree to our [Privacy Policy](#) and [Terms and Conditions](#).

Cancel Create Page

Advanced preview

You can review how your ad will appear on different placements as well as how it might be adapted with Advantage+ creative. We will show variations of your ad based on what we predict will help improve performance the most.

Placements Advantage+ creative

⚠ 22 All Feeds, In-stream ads for reels Stories and Reels, Search results, Apps and sites Right column, Search results Share ▾

Your ad won't deliver to 22 placements

- 1. Ads on Facebook Reels
- 2. Facebook Marketplace
- 3. Facebook right column
- 4. Instagram search results
- 5. Threads feed
- 6. Audience Network rewarded videos
- 7. Facebook Feed
- 8. Instagram Explore home

Coordinate with different people to improve performance and prevent creative fatigue. [Learn more](#)

Create Page
A Page is required to run ads. Create one to help people find and interact with your brand, business or organisation. [Learn more](#)

Page name
Use the name of your brand or business, or a name that explains what your Page is about. [Learn more](#)
 0/75

Category
Search and select a category that describes what type of organisation or topic your Page represents. You can add up to three. [Learn more](#)

Profile picture
Use a logo or image that helps people identify your Page in search results.

[Cancel](#) [Create Page](#)

Ads Manager

← Get started with Ads Manager

Business details Payment method Campaign setup

What is your industry?
We'll use your industry to suggest a campaign goal that's relevant to your business. You can update this information in Ad account settings at any time.

E-commerce

[Back](#) [Next](#)

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Thank You For Attention

o o o o