

SEO & Keyword

*SEO Audit : Kay Beauty employs a mix of traditional and digital advertising to reach its audience. The brand's promotional campaigns often feature Katrina Kaif, leveraging her star power to attract attention.

*Keyword Research: Conducting keyword research for Kay Beauty involves identifying search terms that potential customers use when looking for products or information related to the brand. This process is essential for enhancing search engine optimization (SEO) and improving online visibility.

*On Page Optimization : Optimizing Kay Beauty's website for on-page SEO is crucial to enhance its visibility on search engines and attract more organic traffic.

Keyword Research

KEYWORDS	SEARCH VOLUME	TRAFFIC PERCENTAGE	URL	COST PER CLICK
KAY BEAUTY	40,500	53.46	https://www.kaybeauty.com	1.89\$
KAY BEAUTY	40,500	20.78	https://www.kaybeauty.com	1.45\$
KAY BEAUTY LIPSTICK	20,200	8.14	https://www.kaybeauty.com	1.15\$
KAY BEAUTY WEBSITE	8800	6.05	https://www.kaybeauty.com	1.02\$
KAY BEAUTY KATRINA	2400	1.76	https://www.kaybeauty.com	0.55\$
KAY BEAUTY PRODUCTS	2900	1.27	https://www.kaybeauty.com	0.45\$
KAY BEAUTY KAJAL	5400	1.02	https://www.kaybeauty.com	0.40\$
KAY BEAUTY LIPSTICK	22,200	0.96	https://www.kaybe	0.

Content Idea Generation & Strategy

*Brand Storytelling: *"The Story of Kay Beauty": Share content about the journey of Kay Beauty - from its inception to where it is now. Use Katrina Kaif's personal touch and insight into creating the brand.*

*Product tutorials

*Feature Specific Products: *For example, focus on a popular product like the "Kay Beauty Foundation" and create tutorials on how it suits various skin tones or skin types.*

