

Best Overall Beauty Blog is 9 Lives

The SA Beauty Blog Awards, in association with TanOrganic South Africa, has announced the winners for the inaugural 2015 SA Beauty Blog Awards, which attracted nominations from more than 100 bloggers around the country...

Winners

1. Best Overall Blog - 9 Lives
2. Best Content - 9 Lives
3. Best Web Design -9 Lives
4. Best Fashion Blogger - Gold Creatures
5. Best Cosmetic Blogger- Lipglosskisses
6. Best Male Blogger- Swagcraze
7. Best Social Media- I want that
8. Newcomer of the year - Lipstick lifestyle
9. Readers Choice - Joburg's Darling



The SA Beauty Blogger team determined the shortlist. Each blog was rated according to content (grammar, quality of writing, and creativity), design (look, aesthetics, use of elements on the page), author experience (past articles written, quality of articles and reviews), and social media (the BuzzSumo algorithm was used to calculate a rating including the number of followers, friends, quantity of posts, favourites, and social media shares).

From there, a panel of independent judges, chosen because of their knowledge and expertise in their particular fields, scored each blogger according to specific criteria. The judging panel consisted of South African blogger, actress and TV presenter, Stevie French; entrepreneur and TanOrganic brand creator, Noelle O'Connor; CEO of IAB SA, Josephine Buys; and journalist and PR specialist, Mariska van Rooyen.

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