

Google It:

Reaching CeraVe's Male Skincare Searchers

Allison Thelen



Update CeraVe's SEO Keyword Strategy

You've expanded CeraVe's SEO keyword strategy—now it's time to share your work.

Please do the following:

1. Make sure your spreadsheet is complete and clearly labeled.
2. Change the sharing settings to “Anyone with the link can view.”
3. Paste your spreadsheet link in the box below so it's easy to access.

 *No need for screenshots. Just drop your link right here on this slide.*

https://docs.google.com/spreadsheets/d/189q-qKldtV6c5TqR3O2mu8GNtUYrr7_4/edit?usp=sharing&oid=112298145789750813295&rtpof=true&sd=true

Write 3 Blog Posts to Help Carlos Find CeraVe

Over the next 3 slides, you'll submit blog content designed to educate and guide Carlos. Use your keyword list, persona insights, and CeraVe's *Skin Smarts* tone to inform your writing.

What to Do:

1. Use ChatGPT or Claude to brainstorm 3 blog titles and write 3 posts (500–700 words each).
2. Focus on topics Carlos might search (e.g., dry skin, ingredients, choosing the right cleanser, etc.).
3. Include 3–5 keywords from your SEO list in each post (especially informational and commercial).
4. Take a screenshot of each full blog and paste it into the following 3 slides.

Blog Post 1: Solve a Skincare Problem

💡 Use the title as inspiration, or choose a different topic that better fits Carlos's needs and your keyword strategy.

SKINCARE TIPS & ADVICE

How to Treat Dry Skin on Your Face (Especially for Men with Flaky Skin)

If you're dealing with dry or flaky skin on your face, you're not alone—and you're not doing anything wrong. Men's skincare can feel overwhelming, but the good news is: you don't need a complicated 10-step routine to get real results. With the right approach and the right products, you can fix dry skin fast—and prevent it from coming back. Here's how to treat dry skin on your face with a simple, **science-backed routine** you can actually stick to.



WHY IS YOUR SKIN FLAKY IN THE FIRST PLACE?

Flaky skin usually means your skin barrier is damaged or not getting enough hydration. Harsh cleansers, skipping moisturizer, or even cold weather can strip your skin of the oils it needs to stay smooth and healthy. If you notice tightness, redness, or peeling after washing your face, your cleanser might be too strong—or you're missing a key step.

START WITH A GENTLE CLEANSER

If you're Googling "best face wash for men with dry skin," start by checking the ingredients. Foaming cleansers or ones with alcohol can be too harsh for dry or sensitive skin. Instead, look for a **fragrance-free skincare** option that contains **ceramides**, **hyaluronic acid**, or **glycerin**—ingredients that help restore your skin barrier.

Try this: **CeraVe Hydrating Cleanser** is developed with dermatologists and is designed specifically for dry skin. It cleans without stripping, which is exactly what flaky skin needs.

DON'T SKIP MOISTURIZER—EVEN IF YOU'RE OILY

It might sound counterintuitive, but **moisturizing is essential** for dry skin—even if your face feels greasy by the end of the day. A lightweight, non-comedogenic moisturizer will help lock in hydration without clogging pores. Look for products that say "non-greasy" and absorb quickly, so you can apply and go without feeling like you're wearing a mask. Moisturizing twice a day—morning and night—can dramatically reduce flakiness.

ROUTINE MATTERS MORE THAN FANCY PRODUCTS

A lot of men fall into the trap of buying whatever's trending or highly rated, only to be left with dry patches and confusion. If you've searched for "men's skin care routine 30s" or "skincare routine for dry skin," know this: consistency beats complexity.

A good routine only needs three basic steps:

- **Cleanse** (morning & night)
- **Moisturize** (right after cleansing)
- **Apply sunscreen** (in the morning)

Stick to this for at least 2–3 weeks to give your skin time to adjust. You'll see the best results when you avoid switching products too often.

STILL WONDERING WHICH BRAND TO TRUST?

If you've ever asked "do dermatologists recommend CeraVe or Cetaphil?"—you're not alone. Both brands are known for their gentle formulas, but CeraVe is often favored for its inclusion of ceramides, which help rebuild the skin barrier naturally. That's one reason dermatologists recommend it again and again.

THE BOTTOM LINE

Dry skin doesn't need a complicated solution. With the right cleanser, a reliable moisturizer, and a routine you can follow without stress, your skin will look clearer, feel smoother, and be less irritated. You don't need to guess. Just start with simple, proven products—like CeraVe—and give your skin what it actually needs.

Blog Post 2: Keep Carlos Curious

SKINCARE TIPS & ADVICE

Do Dermatologists Recommend CeraVe or Cetaphil? Here's What to Know Before You Buy

If you've ever found yourself in the skincare aisle wondering whether to pick up CeraVe or Cetaphil, you're not alone. It's one of the most common questions people ask when starting a skincare routine—especially men who want something simple, effective, and backed by real science. We're breaking down what makes these two brands so popular, and why **dermatologists recommend CeraVe or Cetaphil** depending on your skin's needs. If you're curious and looking for a no-fluff explanation, this is for you.



WHAT'S THE DIFFERENCE BETWEEN CERAVE AND CETAPHIL?

Both CeraVe and Cetaphil are dermatologist-developed brands known for their gentle, [fragrance-free skincare](#). They've built trust by offering products designed for sensitive skin, and both are widely available in drugstores and online.

Here's where they differ:

- **CeraVe** includes **ceramides**, which help restore your skin's natural barrier. It's especially great if you deal with **dry, flaky skin** or irritation from over-washing.
- **Cetaphil** focuses on calming, non-irritating formulas. It's known for being extra mild and works well for those with ultra-sensitive or reactive skin.

The short version? CeraVe supports **moisture retention** and **skin barrier repair**, while Cetaphil focuses on **soothing** and **non-irritation**.

SO, WHICH ONE'S BETTER FOR DRY SKIN ON THE FACE?

If you've Googled "how to treat dry skin on face" or "dry skin causes," CeraVe is often the top recommendation—for good reason. Its formulas contain not just **ceramides**, but also **hyaluronic acid** and **glycerin**, which help pull moisture into the skin and keep it there.

For someone who wants to **fix dry skin without the guesswork**, CeraVe offers clear benefits:

- Strengthens the skin barrier
- Long-lasting hydration
- **Non-comedogenic** (won't clog pores)
- **Fragrance-free** and easy to layer into any routine

That's why many dermatologists turn to CeraVe when treating patients with dry, sensitive, or flaky skin.

A DERMATOLOGIST-RECOMMENDED ROUTINE TO TRY

If you're building a basic routine and want something that works without overcomplicating things, start with these two CeraVe essentials:

1. **Hydrating Facial Cleanser** – Gently removes dirt and oil without stripping your skin.
2. **Moisturizing Cream or AM/PM Facial Moisturizer** – Helps restore and maintain your moisture barrier all day long.

Use the cleanser morning and night, followed by a moisturizer. It's really that simple—and with consistent use, most people start to notice improvements in hydration and flakiness within just a couple of weeks.

STILL CURIOUS? HERE'S WHAT TO LOOK FOR IN A PRODUCT

If you're standing in the aisle trying to make a decision, flip the bottle and look for these keywords on the label:

- **Ceramides** (essential for skin barrier health)
- **Hyaluronic acid** (draws in moisture)
- **Fragrance-free**
- **Non-comedogenic**

When you see all of those on a CeraVe label, it's a sign you're choosing something both dermatologist-approved and formulated for real results.

CERAVE OR CETAPHIL?

Both are safe, effective options—but if you're dealing with dry skin and want a solution that helps long-term, **CeraVe's moisture-boosting formulas may offer a clear edge**. The best part? You don't have to spend a fortune or guess what works. Start simple, stay consistent, and stick to what science (and dermatologists) recommend. Whether you're looking for the **best face wash for men with dry skin** or just trying to decode ingredient labels, CeraVe keeps things clear, effective, and easy to use. No hype—just healthy, hydrated skin.

Blog Post 3: Guide Him Toward a Simple Routine

SKINCARE TIPS & ADVICE

A Simple Skincare Routine for Men in Their 30s (That Actually Fixes Dry Skin)

If you've hit your 30s and suddenly noticed flaky patches, irritation, or tightness after washing your face, you're not alone. Skin naturally changes with age—often becoming drier and more sensitive—but many men never update their routine to keep up. The good news? You don't need a complicated 10-step regimen to get clear, healthy skin. You just need a **simple skincare routine for dry skin** that works—and that you'll actually stick to. Here's how to **treat dry skin on your face** with just a few dermatologist-recommended products.



STEP 1: SWITCH TO A GENTLE, MOISTURIZING CLEANSER

Still using that harsh bar soap or all-in-one body wash on your face? That could be what's drying you out. In your 30s, your skin's ability to retain moisture slows down, so it's time to level up with a cleanser made for facial skin.

Look for something that's:

- [Fragrance-free](#)
- [Non-foaming](#)
- Packed with [ceramides](#) and [hyaluronic acid](#) for hydration

Try: [CeraVe Hydrating Facial Cleanser](#) — It gently removes dirt and oil without stripping away your skin's protective barrier. It's ideal for daily use, even if your skin is sensitive or flaky.

STEP 2: MOISTURIZE AFTER EVERY WASH (MORNING + NIGHT)

If you're skipping moisturizer because you're worried it'll make your face greasy—don't. Dry, tight, or irritated skin is a sign your moisture barrier is damaged, and that means you need hydration more than ever. Use a **lightweight, non-comedogenic moisturizer** that won't clog pores or leave a shiny finish.

Apply it right after cleansing while your skin is still damp to lock in hydration.

Try: [CeraVe Moisturizing Cream](#) or [CeraVe PM Facial Moisturizing Lotion](#) for nighttime use. Both are designed for dry or sensitive skin and are easy to fit into a no-fuss routine.

STEP 3: ADD SUNSCREEN IN THE MORNING

Even if you're not outside all day, UV rays can still damage your skin through windows or during short errands. Sun damage makes dry skin worse—and speeds up signs of aging. Choose a **broad-spectrum SPF 30** or higher that's formulated for sensitive skin.

Try: [CeraVe AM Facial Moisturizing Lotion with SPF 30](#) — It hydrates and protects in one step, so you don't need a separate sunscreen.

WHY THIS WORKS (AND WHY IT'S EASY TO STICK TO)

If you've searched "men's skin care routine 30s" or "how to treat dry skin on face", you've probably come across long lists of products or trends that don't feel realistic. The truth is, you only need 3 consistent steps to see real results:

1. **Cleanse** — Morning and night
2. **Moisturize** — After each wash
3. **Protect** — With SPF in the morning

That's it. Just by sticking to these basics, you'll strengthen your skin's natural barrier, reduce flakiness, and prevent irritation over time.

BONUS: WHAT TO AVOID IF YOU HAVE DRY SKIN

Knowing what not to use is just as important. Skip products that include:

- [Fragrance or alcohol](#)
- [Scrubs or exfoliants](#) (unless recommended by a dermatologist)
- [Tingling or "cooling" cleansers](#), which can dry your skin further

Keep your routine focused on hydration and barrier support—no gimmicks, no guesswork.

KEEP IT SIMPLE, SEE RESULTS

Skincare doesn't have to be confusing. If you're in your 30s and dealing with dry skin, all it takes is a basic, consistent routine to see real improvements. Cleanse gently, moisturize daily, and protect with SPF—and you're set. Start with a few dermatologist-recommended products like CeraVe, stay consistent for a few weeks, and you'll notice clearer, more comfortable skin—without overthinking it.

LinkedIn Post - Submission

Just wrapped up CeraVe's SEO strategy and whew 🤔—keyword research isn't always easy! The biggest challenge? 👉 Spotting trends when some keywords had little to no data. I used SEMrush and Google Trends to dig deeper, then turned to ChatGPT to brainstorm fresh ideas and map them to Carlos (our skincare-seeking king 👑🧴).

This project helped me:

- ✓ Sharpen my SEO + audience targeting skills
- ✓ Think beyond keywords and into real search intent
- ✓ Work with real tools, real data, and a real brand

Learned a ton—and had fun doing it 💻💡

#SEOstrategy #KeywordResearch #SEMrush #GoogleTrends #ChatGPT #ContentMarketing #CeraVe
#SkincareSEO #AudienceFirst #DrySkinDiaries 📈📊🌟

[I would attach links and photos as well!]