

Project | CeraVe SEO Research

Brand Overview: As the global brand team behind CeraVe, our mission is to make dermatologist-developed skincare accessible to all. "CeraVe for All" reflects our promise to every skin type, age, and lifestyle. Our formulas are barrier-restoring, clinically backed, and easy to understand—no fluff, just real results.

Campaign Objective: We know that for many men, skincare starts with a Google search. This campaign is about showing up at that exact moment with helpful, search-optimized content. By creating blog posts that match Carlos's questions and concerns, we can build trust, drive discovery, and connect him to CeraVe solutions in a way that feels natural and credible.

Target Audience: We're targeting [Carlos – The Practical Skincare Researcher \(click for persona details\)](#), a 36-year-old Latino man who uses Google to solve skincare problems like dryness or product confusion. Carlos represents a high-intent, underserved audience segment that prefers functional, science-backed solutions. He's not active on Instagram or TikTok, so SEO and YouTube are essential to reaching him.

Blog Content Focus: Carlos turns to search engines to educate himself, compare options, and find simple routines. Search-optimized blog content gives us the opportunity to answer his questions, introduce helpful solutions, and earn his trust early in his skincare journey.

Project Tasks

1. Research & Prep

If we're going to meet Carlos where he searches, we need to speak his language—and that starts with the right keywords. Start by getting familiar with CeraVe's brand voice and the [Skin Smarts blog](#). Research how CeraVe speaks to men, and get to know Carlos, the target persona (linked [here](#)). Analyze his pain points, search habits, and priorities—your keyword strategy and blog content should speak directly to him.

2. Keyword Research

Review the keyword list below and expand it by **adding at least 10 new keywords**. Aim for high-intent keywords Carlos is likely searching. Use tools like Google Trends and Semrush to analyze the best keywords and uncover additional ideas. You may use the methods suggested by Rita in videos, as well as AI tools (e.g. ChatGPT, Claude).



Try this prompt

*Act as an SEO strategist. I'm writing blog content for CeraVe to help **[INSERT CUSTOMER PERSONA DETAILS]** with dry skin who searches Google for skincare advice. Suggest 10 informational or commercial-intent keywords he might use. Include a mix of problem-solving, comparison-based, and product-related terms with good search potential.*

Notes:

- The first 10 keyword ideas are provided. You'll add 10+ more keyword ideas.
- Fill in the table's columns for all 20+ keywords
- TREND should be researched on Google trends
- VOLUME, KD, and INTENT should be researched on Semrush

(Fill out the table and add keywords below 📌)

	KEYWORD BRAINSTORM (10 provided, you need to add 10+)	TREND	VOLUME	DIFFICULTY (KD)	INTENT
1	how to start a skincare routine for men	Flat ▾	1.9k	36	C, I
2	best skincare products for men 2024	Flat ▾	880	48	C
3	is cerave good for men	Flat ▾	140	26	C
4	face wash steps for beginners	Flat ▾	40	37	I
5	cerave vs cetaphil cleanser	Down ▾	880	23	C
6	how to treat dry skin without moisturizer	Flat ▾	720	76	I
7	best drugstore skincare routine for men	Up ▾	170	31	C
8	what causes flaky skin on face	Flat ▾	4.4k	64	I
9	fragrance free skincare for sensitive skin	Flat ▾	170	12	C
10	how to pick the right cleanser	Up ▾	320	25	C
11	Dermatologist recommended drugstore skincare	Up ▾	30	30	C, I
12	Gentle face wash for combination skin	Flat ▾	260	27	C, I
13	Cerave acne control cleanser review	Flat ▾	480	55	C
14	Is cerave shampoo good	Flat ▾	170	31	I
15	How to moisturize skin	Flat ▾	260	72	I
16	Affordable skincare routine for 30s	Up ▾	30	35	I
17	Affordable skincare for sensitive skin	Up ▾	40	26	C
18	Best teen skincare	Flat ▾	140	19	C
19	Cerave skincare routine in order	Flat ▾	50	35	N

	KEYWORD BRAINSTORM (10 provided, you need to add 10+)	TREND	VOLUME	DIFFICULTY (KD)	INTENT
20	Cerave review	Flat ▾	210	39	C
		No Data ▾			
		No Data ▾			

3. Create Keyword-Rich Blog Content

Based on your analysis you filled out in the table above, select the most useful keywords and incorporate them into your content as you **create three blog posts** (each 500-700 words) designed to inform, guide, and build trust with Carlos.

Focus on topics Carlos might search (e.g., dry skin, ingredients, choosing the right cleanser, etc.). Include 3–5 keywords from your keyword ideas table in each post (especially informational and commercial keywords).

You are encouraged to use AI tools like ChatGPT or Claude to create high-quality content quickly, but remember, AI is just a starting point, not your final draft. Adjust the suggested prompt below for each blog post you write, and be sure to edit the output!



**Try this
prompt**

*Act as an SEO content writer for CeraVe. I'm writing a blog post (500–700 words) to help **[INSERT CUSTOMER PERSONA DETAILS]**.*

*Use a helpful, no-fluff tone that feels like CeraVe's Skin Smarts blog. Here are the SEO keywords I want you to include: **[INSERT YOUR CHOSEN 3–5 KEYWORDS HERE]**. Use them naturally throughout the post. Suggest a strong, search-optimized blog title that aligns with these keywords and Carlos's concerns.*

(Paste your blog posts content below 📌)

Blog Post 1:

How to Start a Skincare Routine for Men 30+ (That Actually Works)

If you've ever looked in the mirror and thought, *"My skin feels dry and dull—where do I even start?"* you're not alone. Many men in their 30s want healthier skin but don't have time for complicated routines or luxury products. The good news? Building an effective, affordable skincare routine for men doesn't have to be confusing.

1. Keep It Simple: The Three-Step Foundation

When it comes to **how to start a skincare routine for men**, the key is consistency over complexity. Start with three essentials:

- **Cleanser:** Use a gentle, hydrating face wash morning and night to remove dirt and oil. A formula with ceramides helps repair your skin barrier while cleansing.
- **Moisturizer:** Even if you have oily skin, moisturizing is non-negotiable. Look for lightweight, non-comedogenic products that lock in hydration without feeling greasy.
- **Sunscreen:** Daily SPF is the most effective way to prevent early aging and sun damage. Choose a broad-spectrum SPF 30 or higher.

2. Choose Affordable, Dermatologist Recommended Products

You don't need to spend a fortune for great results. **Affordable skincare for sensitive skin** can be just as effective as high-end brands—especially when backed by dermatologists. **CeraVe products are developed with dermatologists** and formulated with ingredients like ceramides and hyaluronic acid to strengthen your skin barrier and lock in moisture.

3. Understand Your Skin Type

Men often assume their skin is “tougher,” but dryness, sensitivity, and irritation are common. If your skin feels tight or flaky, opt for fragrance-free products designed for sensitive skin. Avoid harsh scrubs or alcohol-based toners—they can make dryness worse.

4. Keep It Consistent

Your skin won't transform overnight. Stick with your skincare routine for at least four to six weeks before judging results. Over time, you'll notice smoother texture, fewer dry patches, and healthier-looking skin.

5. Bonus Step: Upgrade Over Time

Once you've mastered the basics, consider adding a serum with ingredients like niacinamide (to even tone) or retinol (for fine lines). But remember—start simple, stay consistent, and build from there.

Bottom line: Great skin doesn't come from guessing. With the right dermatologist-developed products and a simple routine, your skin can look clear, healthy, and strong—without the guesswork.

Blog Post 2:

Best Teen Skincare Tips: How to Pick the Right Cleanser and Build an Affordable Routine

Why Skincare Matters Early

If you're a parent, you've probably noticed your teen's skin changing as quickly as their schedule. Between school stress, sports, and hormones, it's easy for their skin to feel oily one week and dry the next. Helping your teen start a simple, consistent skincare routine can make a big difference—not just for their skin, but for their confidence too.

The key? Stick to the best teen skincare essentials: gentle cleansing, lightweight hydration, and sun protection. And yes—it's possible to do it all with affordable skincare for sensitive skin that's easy to find at your local drugstore.

Step 1: How to Pick the Right Cleanser

When learning how to pick the right cleanser, it's tempting to reach for something that promises to “clear acne fast.” But harsh scrubs and strong ingredients can actually make irritation worse—especially for sensitive or combination skin.

Here's what to look for in a teen-friendly cleanser:

- **Gentle, non-stripping formulas:** Avoid anything labeled as “deep-cleaning” or containing alcohol, which can dry out skin and trigger more oil production.
- **Dermatologist-developed ingredients:** Cleansers with ceramides help maintain the skin barrier, while hyaluronic acid keeps skin hydrated.
- **Fragrance-free options:** Teens' skin can be reactive, so choosing fragrance-free is always a safe bet.

For example, a gentle foaming or hydrating cleanser works well for most skin types—especially when used twice a day, morning and night.

Step 2: Moisturize Without the Grease

Even teens with oily skin need moisture. Without it, their skin may produce even more oil to compensate. A lightweight, non-comedogenic moisturizer keeps pores clear and hydration levels balanced.

Look for one that absorbs quickly and contains ceramides and niacinamide—ingredients known to soothe and protect sensitive skin. And if your teen spends time outdoors (or walks to school), consider a moisturizer with SPF 30 or higher for daily protection.

Step 3: Spot-Treat

Breakouts happen—it's part of being a teen. But instead of harsh spot treatments or toothpaste “hacks,” choose products designed for acne-prone skin. Look for benzoyl peroxide or salicylic acid in low concentrations, and pair them with hydrating ingredients to avoid dryness or flaking.

The best teen skincare approach isn't about drying out blemishes; it's about keeping the skin barrier strong so breakouts heal faster and future ones are less likely.

Step 4: Build an Affordable Routine That Works

You don't need a complicated 10-step routine—or expensive products—to see results. The most effective routines focus on consistency.

Here's a simple, affordable routine for sensitive skin:

1. Cleanse: Morning and night with a gentle foaming or hydrating cleanser.
2. Moisturize: After every wash to lock in hydration.
3. Protect: Use sunscreen daily, even on cloudy days.

Each step supports the skin barrier—your skin's natural defense against dryness, irritation, and breakouts. Dermatologist-developed brands like CeraVe offer affordable skincare for sensitive skin that's gentle enough for teens and effective enough for long-term use.

Step 5: Keep It Consistent

Teens don't need perfection; they need a habit. Encourage your teen to give products a few weeks to work before switching things up. Consistency helps regulate oil, calm redness, and reduce breakouts over time.

And remind them: taking care of their skin isn't about vanity—it's about health. Learning good habits now means stronger, more resilient skin for years to come.

The Takeaway

Starting a skincare routine doesn't have to be overwhelming. The best teen skincare focuses on gentle cleansing, hydration, and sun protection—all without harsh ingredients or big price tags.

By teaching your teen how to pick the right cleanser and use affordable skincare for sensitive skin, you're helping them build confidence and healthy habits that last. Because the best routines aren't the most expensive—they're the ones that work every day.

Blog Post 3:

Simple Face Wash Steps for Beginners: How to Pick the Right Cleanser and Moisturize Your Skin Like a Pro

Skincare Doesn't Have to Be Complicated

If you've ever stood in front of a shelf full of cleansers wondering where to start, you're not alone. Many men and skincare beginners feel unsure about which products they actually need—or how to use them correctly. The truth is, a good routine doesn't have to take more than a few minutes or cost a fortune.

Let's break down the basics: [face wash steps for beginners](#), [how to pick the right cleanser](#), and [how to moisturize skin](#) for a healthy, comfortable complexion every day.

Step 1: Know Your Skin Type

Before you buy anything, it helps to understand what your skin actually needs.

- **Dry skin:** Feels tight or flaky after washing.
- **Oily skin:** Looks shiny and may break out easily.
- **Combination skin:** Dry in some areas, oily in others.
- **Sensitive skin:** Reacts to fragrances or harsh ingredients.

Knowing your skin type makes it easier to choose products that work *with* your skin—not against it.

Step 2: How to Pick the Right Cleanser

Choosing the right cleanser is the foundation of any routine. A good cleanser removes dirt, oil, and sweat without leaving your skin dry or irritated.

When learning how to pick the right cleanser, here's what to keep in mind:

- **Look for gentle, non-stripping formulas.** Avoid cleansers that foam excessively or leave your face feeling “squeaky clean.” That tight feeling means your skin barrier might be drying out.
- **Stick to fragrance-free, dermatologist-developed products.** These reduce the risk of irritation—especially if you have sensitive or dry skin.

- **Check for ceramides and hyaluronic acid.** These ingredients help restore your skin's natural barrier and lock in moisture.

If you're new to skincare, start with a simple, hydrating cleanser you can use morning and night.

Step 3: Face Wash Steps for Beginners

Washing your face might seem simple—but a few small tweaks can make a big difference in how your skin feels.

Here's how to do it right:

1. **Wet your face with lukewarm water.** Avoid hot water—it can strip natural oils.
2. **Apply a dime-sized amount of cleanser to your fingertips.** Gently massage in circular motions for about 30 seconds.
3. **Rinse thoroughly** to remove all traces of cleanser and dirt.
4. **Pat (don't rub) your skin dry** with a clean towel.

Doing this twice daily—once in the morning and once at night—helps prevent buildup, irritation, and breakouts.

If your skin feels tight after cleansing, that's a sign your cleanser may be too harsh or you need to focus more on hydration.

Step 4: How to Moisturize Skin the Right Way

A common mistake beginners make is skipping moisturizer—especially if their skin feels oily. But even oily or acne-prone skin needs hydration to stay balanced.

Here's how to moisturize skin effectively:

- **Apply moisturizer while your skin is slightly damp.** This helps lock in water and keep your skin hydrated longer.
- **Choose the right texture for your skin type.** Creams are best for dry skin, while lotions or gels are lighter options for oily or combination skin.
- **Look for barrier-strengthening ingredients.** Ceramides, niacinamide, and hyaluronic acid help maintain moisture and protect against dryness.

A good moisturizer should absorb quickly and make your skin feel smooth—not greasy. Use it every morning and night after cleansing.

Step 5: Keep It Consistent

The best skincare routine is one you'll actually follow. Stick to your cleanser and moisturizer for at least a few weeks before deciding if they're working. Over time, you'll notice smoother, clearer, and healthier-looking skin.

And remember: skincare isn't about having a dozen products. It's about finding what works and using it consistently.

The Takeaway

Starting a skincare routine doesn't have to be confusing. With the right face wash steps for beginners, knowing how to pick the right cleanser, and understanding how to moisturize skin, you can build a routine that fits your lifestyle—and your skin's needs.

A few minutes a day, the right dermatologist-developed products, and a little consistency can make all the difference. Simple, effective, and backed by science—that's skincare done right.

4. Reflect and Prepare

Write up a 3-5 sentence answer to the following interview question:

"How would you approach writing blog content differently now that Google is using AI overviews at the top of search results?"

Aim for your answer to demonstrate your adaptability, understanding of how AI is impacting the SEO industry, and flexible mindset. If you need a refresher, return to the HQ page about AI and SEO, or read this recommended [Wordstream article](#).

(Paste or write your answer below 📌)

With the use of AI in Google searches, including key words in blog content is more important than ever. AI pulls the information it uses to answer our questions from existing data on the internet, meaning the more content that supports your product, the more likely it is to come up as a suggested search result within Google AI or even just on the first page of results. Being mindful of this may allow companies to better boost online support for their product.

5. LevelUp on LinkedIn (Optional, 10pt Extra Credit)

Draft a short LinkedIn post about what you've learned while working on CeraVe's SEO strategy. Think about how this project has deepened your understanding of SEO, keyword research, or audience targeting. You could also mention how you approached optimizing a product page for a real-world brand and customer persona, any tools (like Semrush, Google Trends, or ChatGPT) you used, or any challenges you overcame when

working on the project. Referencing what you learned about SEO and AI may also help position you as a savvy, adaptable professional ready for a changing landscape.

Consider adding media, such as a screenshot of your keyword list or your blog content to increase engagement and showcase your work. You may use our LinkedIn Assistant GPT for help crafting a strong post.

Actually posting this on LinkedIn is optional, but highly recommended! As you know, recruiters and potential employers love to see posts that showcase your learning, ambition, and experience.

Please paste the text of your LinkedIn post below. Do not paste screenshots!

(Paste or write your LinkedIn post content below 📌)

