**CRYSTAL CLEAR DIGITAL MARKETING**

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Welcome to the Blog Team! We’re very excited that you’re joining us on this awesome journey. The cosmetic marketing field can be quite a labyrinth. What you’ll find below is a guide to help navigate your way to greatness!

* Put the ® symbol after the services requiring it, such as BOTOX®, XEOMIN®, Radiesse®, Restylane®, Latisse®, Kybella®, Juvederm®, ThermiVa®, ThermiSmooth® and Ultherapy®. Put the ™ symbol after procedures like SmartLipo™.
* When it comes to neuromodulators, such as BOTOX®, avoid using terms like “paralyze” and “neurotoxin.”
* Anytime you see sentences like “contact your surgeon” or “ask your dentist,” change ‘your’ to ‘our.’ This creates incentive for potential patients to contact the practice. (Tongue twister, baby!)
* Avoid stating the length of time of the treatment/procedure. Some procedures can take an hour or more, and this could scare off potential patients. The exceptions to this rule are quick procedures/“lunchtime procedures” (i.e., BOTOX®). You can say that the length of time varies, for example.
* When writing the call to action, add in the location of the practice.
* Avoid writing the terms “painless” and “no pain.” Substitute them with “discomfort” or “no discomfort” if you feel you need to add it in. It’s ok to mention if something may have some discomfort, such as recovering from an invasive surgery.
* When it comes to cosmetic services, avoid offensive terms like “cottage cheese legs,” “hairy like a gorilla,” and “unattractive.”
* Avoid extreme exaggerations like “this procedure has been performed over 800,000 times.”
* On the Client Blogging sheet, if you see a bolded word in the title, that’s the keyword to focus on for SEO optimization. Make sure that word(s) is in the blog at least a few times.
* Make sure to read all of the notes for each practice in the SEO Location/Notes section on the Client Blogging sheet, as well as the additional notes in some of the Client/Package Type sections (indicated by the small, black triangle in the upper right corner) and incorporate them into the blog.
* If a blog has specific details on how a surgery is performed, make it more general. Not all doctors do things the same way.

Remember, many of our contracted writers are trying to meet the word count or exceed it, so they ~~may~~ WILL add in a lot of unnecessary words (i.e., “in order to” instead of just “to”). And if you can’t verify a service on the website, just ask one of us! ☺ There’s a good chance the practice no longer offers the service, so it’s always safer to ask than to just assume.