NOTES FOR SAM – **Premier Vein Institute 2/6 Blog**

* Always refer to page on website when talking specifics (Example- first paragraph of blog said something about treating large/small varicose veins, but the page doesn’t talk about large/small and does not specify vein type – actually, it says this therapy is used for saphenous veins, so I would tailor the blog to talk about saphenous veins and not mention large/small – I would actually change the title to be “Eliminate Your Unwanted Veins with Endovenous Laser Therapy”. We are allowed to change titles if the titled that was created does not really apply.
* In 1st paragraph, I would add the words “vein stripping” before the word “surgery” to make it sound extra daunting (to make endovenous laser therapy seem even more appealing).
* Again, in 2nd paragraph, I would make more general about problematic veins instead of focusing on varicose veins, since the page doesn’t mention varicose veins.
* In the 3rd paragraph, I would remove the words “of the veins”.
* I would remove the entire 4th paragraph, since this is not what endovenous laser therapy does, and the page doesn’t mention small/large veins.
* I would start the 5th paragraph with “Saphenous veins” instead of “Large veins”, to keep consistent with what is on the page.
* Do not mention the word “incision” unless it is stated on the page (and even then, I like to avoid it as much as possible) – 5th paragraph.
* Also in 5th paragraph, I wouldn’t use the word “doctor” because we don’t know for sure if the actual doctor is performing the procedure.
* Also in 5th paragraph, I would remove the word “probe”, since it’s not mentioned on the page. I would change these few sentences to say something like, “This is what endovenous laser therapy does. During the procedure, laser energy is applied directly to the walls of the vessel. In the end, the vein is safely destroyed.”
* Hyphenate the words minimally-invasive in 6th paragraph.
* Again, in 6th paragraph, I would change “larger veins” to just say “problematic veins” to make more general.
* 6th paragraph – change “requires” to “require”.
* 6th paragraph – change “endovenous therapy” to “endovenous laser therapy”.
* I removed the subtitle because it was the only one and didn’t think it was necessary.
* I would reword the 7th paragraph and take out the word “varicose” and change to “unwanted”. Also, since I removed one of the paragraphs above, we may need to add more wording to reach the 400 word count. The last paragraph is a good place to add fluff to meet word count. I would change to something like, “Are you sick and tired of unwanted veins? Make an appointment at Premier Vein Institute in Tampa, Riverview, or Lakeland to learn about your treatment options. Endovenous laser therapy may be just what you need to eliminate your veins and enjoy a better quality of life. This is a simple, safe and reliable way to get rid of problematic veins. During a consultation at one of our locations, our team can help you determine if this treatment is right for you. Contact us today to schedule a consultation to learn more!”

**Dermatology Consultants of South Florida 2/6 Blog**

* Make the word “with” lowercase in the title.
* I would remove the first paragraph entirely – does not seem necessary to me, and the 2nd paragraph would be a good place to start the blog.
* In the 3rd paragraph, put a comma after “long time”.
* Remove the word “stupid” in 3rd paragraph as not to offend any readers.
* Also in 3rd paragraph, chance the word “can” to “could”.
* I would remove the 4th and 5th paragraphs entirely and go straight into the 6th paragraph about laser tattoo removal. It is good to set the stage for the reader, but this blog goes on and on before introducing laser tattoo removal, so I would get to the point here.
* I would remove the word “ghosted” from this paragraph.
* I would add to the end of the 6th paragraph something like, “With that being said, many patients are able to achieve complete tattoo removal. It all depends on the unique situation.”
* In 7th paragraph, hyphenate the words “one-time”.
* Also in 7th paragraph, instead of saying “spaced months apart”, I would say “spaced a set amount of time apart”, since the page does not specify months.
* Also in 7th paragraph, instead of saying “heat”, say something like “a specialized process”, since the page does not mentioned the word heat.
* I would remove the last sentence from the 7th paragraph.
* In beginning of 8th paragraph, change “tattoo laser removal” to “laser tattoo removal” – looks like the words got mixed up here.
* In the 8th paragraph, I would remove everything after the words “that being said” and just write something like, “That being said, results vary from patient to patient, since each individual and situation is unique.”
* I would remove the subtitle above the last paragraph because it is the only one and it’s repetitive/unnecessary.
* I would reword the first sentence of the last paragraph to say something like, “For more information about laser tattoo removal and how it can benefit you, make an appointment at Dermatology Consultants of South Florida in Coral Springs or Sunrise.”
* Also, in the next sentence, I would change the word “slowly” to gradually” and reword slightly to something like, “We would be happy to help you gradually get rid of your unwanted tattoo.” Then, since we removed some paragraphs, add some fluff. Good things to add are:
* “During a consultation at our office, our team of professionals can address whatever questions or concerns you may have as they determine if you are a candidate for laser tattoo removal. This safe and effective treatment may be just what you need to say goodbye to your ink for good.”
* “Dermatology Consultants of South Florida is located in Coral Springs and Sunrise and happily serves clients in the following areas: Fort Lauderdale, Sunrise, Pompano Beach, Boca Raton, Coral Springs, Parkland and Tamarac, FL.”
* Then, at the end of the blog, I always start the last sentence with “contact us today” to create urgency. So, end with something like, “Contact us today to schedule a consultation to learn more about laser tattoo removal!”

**Canada Vein Clinics 2/6 Blog**

* In 1st paragraph, add the word “intake” after “salt”.
* Instead of saying “did massage”, I would say, “tried massage”.
* Instead of saying “They will only get worse over time”, I would say, “These leg veins will only get worse over time”, since “leg veins” is one of the key words, so this should be mentioned in the first paragraph.
* In the last sentence of the 2nd paragraph, change “you varicose veins” to “your varicose veins”.
* I would reword the 2nd sentence in the 3rd paragraph to say, “This is an outpatient procedure that is performed in the comfort of our office.”
* I would reword the 3rd / 4th / 5th sentences in the 3rd paragraph to say, “Once your varicose vein has been targeted, a special solution will be injected into it. The solution will cause the vein to collapse and seal off.”
* In last paragraph, change “our doctor” to “our team at Canada Vein Clinics”.
* Then I would reword the rest to say something like, “If you’d like to learn more about sclerotherapy, we invite you to schedule a consultation at one of our locations in Toronto, Richmond Hill, Vaughn, Ottawa, Kanata, Orleans, Kawartha Lakes, Halifax, Dartmouth or Moncton. Once you say goodbye to those troublesome leg veins, it can give you a major boost in confidence. You won't need to hide your legs anymore. Contact us today to set up an appointment!”