Good morning,

I’m assigning you \_\_\_\_\_\_\_. You can find their URL here:

You’re writing this blog as if you’re the practice, so use “our” or “we.” Avoid using the words, “incision” or “pain.” Don’t mention disqualifications or a list of reasons that could prevent the patient from being interested in the treatment/service/procedure. Avoid mentioning pricing, or whether the procedure is expensive or inexpensive. Also, include the practice name/name of the doctor throughout the blog when appropriate. Have a positive tone and focus more on the benefits. For BOTOX/XEOMIN/Dysport blogs, avoid words like neurotoxin, deaden, paralyze. For invasive surgery blogs, avoid mentions of pain and incisions (instead of incision, say “remove excess skin and fat”; you can mention recovery, but do not devote multiple paragraphs to it.

TRADEMARKS

Make sure to trademark procedures/treatments that need it. (An example includes BOTOX®.)

HYPERLINKS

Include three hyperlinks from the website. You will need to hyperlink:

- the name of the treatment/keyword once

- the practice/provider name once (you may need to find the link from the About Us page or a similarly titled page)

- the call to action once (examples of call to action include “contact us today” or “schedule your consultation today.” You may need to find the link from the Contact Us page or a similarly titled page.)

When copying the hyperlink, only copy the forward slash and everything after. Here is what I mean:

Example URL: http://plasticsurgeryinbatonrouge.com/liposuction/

Example of what to hyperlink: /liposuction/

FINAL PARAGRAPH

In the final paragraph (which should have a call to action), mention the practice and/or provider’s name and the location of the practice. I’ve included two examples below:

Example 1: If you have had enough of bulges and loose abdominal muscles, abdominoplasty can transform your body. Set up a consultation at the office of Joseph A. Russo, MD to discuss abdominoplasty and how it can help you. The office of Joseph A. Russo, MD is located in Newton, but we also serve clients in the Boston and New England areas. Contact us today to schedule an appointment to learn more about abdominoplasty!

Example 2: At RG Plastic Surgery and Rejuvenation Spa, we mainly use fillers like Juvederm® and Restylane® for safe and effective non-surgical lip augmentation. During a consultation at our office in Nashville, you can get all the facts about this treatment and how it may work for you. Contact us today to schedule an appointment to learn more!

HANEMANN PLASTIC SURGERY

Good morning,

I’m assigning you Hanemann Plastic Surgery. You can find their url here: http://plasticsurgeryinbatonrouge.com/

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AYALA ENT

Good morning,

I’m assigning you Ayala ENT & Facial Plastic Surgery. You can find their url here: http://ayalaentfacialplasticsurgery.com/

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COLEN MD PLASTIC SURGERY

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