Etna Interactive Photo Gallery Management System

Using the Etna Interactive photo gallery management system, you will be able to add before and after cases to your website, increase search engine optimization by entering keyword-rich descriptions and meta data, view reports on the popularity of cases in your gallery. We're always here to help, so if you have questions or would rather have us handle your photo gallery additions for you, just let us know.

To access the photo gallery management system:

URL: www.yourwebsite.com/CORE
User Name: your email address
Password: provided over the phone

PHOTOS

In this section you can add, search for and edit photos to your gallery, make sure all cases are fully optimized to gain the biggest SEO benefit and keep tabs on how people are using your gallery and which cases are your most popular.

Add a Case
For consistency, remember to take your photos from the same distance, or crop them, with the same area of the body showing for each procedure. Avoid creating a situation where the before is panned out and the after is zoomed in, for example.

Your images need to be .jpg files that are at least 72 dpi in size and should not have any special characters in their file names. The system will scale the images you upload to a consistent width. By cropping all of your case images to the same height, you can ensure that the before and after images will display as the same size.

Using the "Browse" button, select the matching before and after photos from your computer. The caption will default to say "Before" or "After" but if you would like to customize the photo caption you can do that on this screen as well (for example, "After" could be changed to "After 3 months"). When you have selected the correct photos hit the blue "Save" button on the bottom of the screen. After a few seconds to several minutes of upload and image processing time, you will be brought to the case summary page.

Photos
If you have more than one view for the case (it's often helpful to display front, side and/or back views), click the orange "Add More Pictures" button then repeat the last few steps. The first pair of photos uploaded will display first on the search results page, so remember to display the same view first within a category. When multiple views have been successfully uploaded, you can use the blue up and down buttons to the left of the photos (under the "Move" title in the brown bar) to adjust the display order.

If you would like to delete a view or change one of the photos in a view, click the delete or edit link to the right of the photo (under the "Make Changes" title in the brown bar) to make your adjustments.

Profile

This section allows you to include important details about each case you upload. The system will automatically assign each case a number and an upload date.

Internal Lookup

Use this field to enter your own internal chart number or other patient code for your own reference. It will not display on the Web site. Feel free to leave this field blank if you don't need it. PLEASE NOTE: Do not enter patient names or other patient identifiable health information into this field.

Status

You may want to mark newly added cases as Inactive until the doctor has an opportunity to review them. Cases will not display on the front end unless they are set to Active status. This is a required field.

Feature

Check the "Feature" box if this is a case you're particularly proud of and you want the case to display as one of the first in its category each time the gallery is viewed.

Display Title

This is the title under the photos on the case details page. If nothing is typed it uses "Optimized for category" Case.

Description

In this section, provide as much detail as you can about the case. It should read like a story that your Web visitors can relate to. Do your best to include your SEO keywords and links to other pages within your site. (Our copywriting team can write these descriptions for you if you'd like.)

We recommend you write lengthy case descriptions (at least 200 characters) directly into the field provided and *NOT* cut and paste from another document as formatting code can be transferred from another program causing formatting issues in the photo gallery system.

Provider

Choose the surgeon for this case. This is a required field.
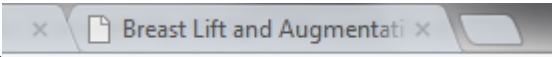
Show In

Select all categories this case is associated with by checking the boxes. This is a required field.

Optimize For

While you can select multiple procedures for a case, each case must have a primary procedure you would like it to be optimized for with the search engines (for example, if you preformed a breast lift and a tummy tuck during a mommy makeover and the tummy tuck had a more dramatic result or was a particularly complicated case, you would most likely want to choose that as the "Optimize For" category. This is a required field.

Page TITLE

This is a required field that will automatically fill with an optimized page title for the page. Here is an

example: .

In addition this page title is displayed in Google search results. Here is an example:

Breast Lift and Augmentation Boston - Cosmetic Surgery in Boston
www.cosmeticsurgeonboston.com/.../breast-lift-and-implants/Case-14...
This patient in her forties from Cape Cod came to my **Boston** plastic surgery office to discuss aesthetic **breast** rejuvenation. She is post partum and also has lost ...

META Description
The META description in most cases is included in search engine results. Here is an example:

Breast Lift and Augmentation Boston - Cosmetic Surgery in Boston
www.cosmeticsurgeonboston.com/.../breast-lift-and-implants/Case-14...
This patient in her forties from Cape Cod came to my **Boston** plastic surgery office to discuss aesthetic **breast** rejuvenation. She is post partum and also has lost ...

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Meta descriptions should be more than one sentence and describe the content of the page. Making the description compelling is a recommended practice so people might be more apt to click on the link in search engine results. (Example: Dr. XYX, is a plastic surgeon in ABCville who performed a breast lift and tummy tuck during a mommy makeover on a 35-year-old woman. Read details and view the photo results of her surgery here).

META Keywords
This field allows you to enter the exact keyword phrases that will help increase your local site rankings. These can be found on your monthly stats worksheet or the keyword list provided by your Account Executive. Include the keyword phrases that apply to the case (Example: ADCville plastic surgery, Mommy Makeover in ABCville, Breast lift in ABCville, ABCville Tummy Tuck).

We recommend only including 3 -5 keywords in this field. Having too many keywords in this field may be viewed as "keyword stuffing" by the search engines and can be a negative mark against your site.

Keywords should match content on the page.

Extras
These are extra demographics (you can add to the list displayed here on the photo settings screen described later in this document). When values are added to these fields they will show up in a list on the case details page.

When you are finished, click the orange Save Case button on the bottom left corner of the page to save all case information.

Search Cases
By entering a keyword and/or category, the system will find matching cases. The system will search the following fields: case number, lookup, description, title, and meta description. From the search results page, you can either edit the case or preview the case in your front end gallery.

There is also an advanced search that allows you to search by: Optimized for, Provider, and Status

Optimize your Gallery

This section shows you the cases that are not fully optimized for the search engines. This section will alert you to the following:

1.   Insufficient length of META descriptions

2.   Missing META data.

Clicking the case title link in the second column will take you directly to the case summary page so you can complete your updates. If you have optimized your case correctly, it will no longer appear on the Optimize Your Gallery page.

Settings

In this section you can add photo categories, providers and photo settings.

Photo Categories

In this section, you create and manage the category listings for your photo gallery. These should match the front end organization of the procedures on your Web site. You can change the order of your categories by clicking on the orange arrows in the far right column to move them up or down within their parent category. You can also delete categories by selecting the check box to the left of the category name and clicking the orange "Delete Checked" box at the bottom of the page.

To add a category, click on the orange "Add Category" button on the top left side of the page.

Name

Enter the name of the category into the first field. This field is required.

Parent Category

Each category that you set up for photos needs to have a parent category. For example, the Tummy Tuck category might be listed under the Body Contouring parent category. If you are setting up a new parent category, do not select a parent category from the menu in this field.

While setting up a category, you may also check the box to display an Adult Content Notice if photos within the category will show nudity.

Status

You may want to mark newly added categories as "inactive" until you have uploaded cases to avoid having incomplete pages on your website. This is a required field. Click the orange "Save" button at the bottom of the screen to save your changes.

Providers

This section allows you to edit or add a new provider to attribute cases too. To edit a current provider click on their name. To add a new provider, click the orange "Add A Provider" button.

Name

Enter the name of the provider into the first field. This field is required.

Profile URL

This is only used for multiple surgeon practices. A value in this field triggers a feature block on the case details page which links to doctor profile who is associated with the case.

Photo

This is only used for multiple surgeon practices. A value in this field adds this photo to the feature block described above.

Status

The status must be set to active for a new provider to be available for selection. This is a required field.

Click the orange "Save" button at the bottom of the screen to save your changes.

Photo Settings

This section allows you to change some of the automatic settings for your gallery cases.

Photo Ordering:

Changing the order of the photos in your gallery (randomizing) keeps it fresh for return visitors. The gallery offers several options for randomizing your photos.

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- Random – Each night *every case in the gallery* will be randomized

- Featured randomized – non-featured randomized: Featured cases will appear before non-featured cases. Featured cases will be randomized amongst themselves. Non featured cases will be randomized amongst themselves.

- Featured first – alternating by doctor: Featured cases will appear before non-featured cases. Featured cases will alternate by doctor. Non featured cases will alternate by doctor.

- Featured first – Oldest Case to the newest case: Featured cases will appear before non-featured cases. Featured cases will display from oldest case to newest case. Non featured cases will display from oldest case to newest case.

- Featured first – newest case to the oldest case: Featured cases will appear before non-featured cases. Featured cases will display from newest case to oldest case. Non featured cases will display from newest case to oldest case.

Adult Content Message

We have filled in an adult content message that will be shown to visitors the first time the view cases containing nudity in your gallery if the box is checked in the photo summary. You can customize that message here.

Select Default Provider

Each case must be attributed to a provider. When adding a new case the Default Provider will be automatically selected. You can override the Default Provider by selecting a different provider.

Click the orange "Save" button at the bottom of the screen to save your changes.