



Page Content Models

When it comes to website content, you have a lot of options. We don't expect you to know exactly what you want or what will work best for you. That's our area of expertise.

We will help you weigh considerations such as budget, business goals, brand messaging, and priorities to determine which page model works for each of your different procedures and topics. We'll advise you when your existing content is good enough, and when it's time for an upgrade — and how big that upgrade should be.

To help you envision your options, we've created a style gallery of the different categories of webpages available to our partners. Scroll through to better understand what we can do for your content. Your Etna consultant can help walk you through the options and our pricing structure.

- 1 Original
- 2 Functional
- 3 Redeploy
- 4 Optimize
- 5 Short
- 6 Standard
- 7 Deluxe I
- 8 Deluxe II

1 Original

This is your unedited, original page content before it has been updated to match the new site design.

2 Functional

We do no copywriting, but may provide varying levels of design, development, and engineering services.

3 Redeploy

We republish existing content without editing or optimizing. We clean up the source code and style the content with 2 standard graphical features to match the new design.

4 Optimize

We proof, lightly edit, and optimize your existing content with keywords, calls to action, and enhanced formatting. We publish in the style of your new design, with 2 standard graphical features.

5 Short

We author up to 250 words of original, optimized content and style the page with 2 templated graphical features which are standard across the site.

6 Standard

We author up to 500 words of original, optimized content and style the page with 2 repeated graphical features to match other pages on the site.

7 Deluxe I

We create a more sophisticated page consisting of 800-1200 words of original, optimized content with a unique brand edge. Content will feature the same standard graphical elements as other pages on the site, and up to 4 additional custom visual elements that drive engagement and support the page narrative.

8 Deluxe II

Our writers, designers, and developers collaborate to create a compelling content experience featuring 800-1200 words of original copy and supporting graphical elements in a custom layout. (Does not include custom illustration or animation.)

1 Original

This is a fairly representative example of a page we might find on an existing website of a client who comes to us for a redesign. It is sometimes several years old, and may have undergone iterative changes over the years, resulting in a lack of cohesiveness in the content and design.

- Original
- Functional
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- Deluxe II

John Smith, M.D.

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Dr. Smith

Contact Us

Rhinoplasty in San Francisco

San Francisco Bay Area rhinoplasty patients from Hayward, Oakland, Concord and Walnut Creek trust Dr. Smith for their rhinoplasty surgery. Whether you suffer from dissatisfaction with the appearance of your nose or from breathing problems, Dr. Smith can help. He is respected in the field as a rhinoplasty specialist, and has written numerous articles and textbook chapters about this procedure. He offers both cosmetic and functional rhinoplasty, and many of his patients opt to have him fix both the look and the function of their nose.

About Rhinoplasty

Rhinoplasty is a procedure that reshapes the nose to help it harmonize better with the other features of your face. Our rhinoplasty surgeon serving the San Francisco Bay Area often sees people who often are unhappy with a prominent hump, a wide bridge, a bulbous or pinched tip, wide-set nostrils, or other undesirable cosmetic concerns. Sometimes people have cosmetic or breathing problems as a result of an injury or congenitally.

Rhinoplasty candidates must be at least 14-15 years old and have realistic expectations for their results.

Rhinoplasty Surgery

Rhinoplasty is performed at our San Francisco surgery center, convenient to Daly City, Burlingame, Menlo Park and Atherton. The procedure is typically offered on an outpatient basis and takes about three to four hours to complete using conscious sedation or general anesthesia. Dr. Smith can perform rhinoplasty in one of two ways:

Open Rhinoplasty – this approach involves making an incision along the strip of tissue between the nostrils (columnella).

Closed Rhinoplasty – a closed rhinoplasty is where Dr. Smith makes all of the incisions inside the nostrils.

If you have a closed rhinoplasty, there will be no visible scarring. If you have an open rhinoplasty, the scars will be virtually undetectable because they are very small and fade over time. Dr. Smith reshapes the cartilage and bone of the nose to meet your goals. In order to protect the nose and maintain the new shape, your nose will be splinted, but not packed

Rhinoplasty Recovery

Patients who undergo rhinoplasty (nose job) typically go home the same day of the procedure. You should expect some swelling and discomfort after rhinoplasty but Dr. Smith will prescribe you pain medicine to help with that.

The splint will be removed 5-7 days after your rhinoplasty in San Francisco. Patients should be able to resume everyday activities after about a week to ten days. But vigorous activity should be avoided and the nose protected from injury and sun exposure for at least three weeks after the procedure. Most of the results from rhinoplasty can be seen soon after surgery, but it can take up to a year for swelling to go away and the nose to take on it's final shape.

Learn More

If you would like to learn more about getting nose surgery from Dr. Smith, call our office at (800) 123-4567 to schedule your appointment.

Surgical

>Breast Augmentation

>Breast reduction

>Breast Lift

>Brow Lift

>Facelift

>Liposuction

>Mommy Makeover

>Otoplasty

>Rhinoplasty

>Tummy Tuck

Photo Gallery>>

Dr. Smith>>

1234 Anystreet Dr.
San Francisco, CA, 94104
800-123-4567

Dr. John Smith

 is a board-certified otolaryngologist and plastic surgeon serving San Francisco, Daly City, Oakland, Hayward, Concord and other Bay Area communities. He specializes in

rhinoplasty

eyelid surgery

breast augmentation

liposuction

 and

nonsurgical services

 including

BOTOX

 injections.

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1 Styling & design effects are dated.

2 Poor choice in colors, fonts, and photos.

3 Awkwardly optimized H1 title.

4 "Stuffed" with regional keywords/references.

5 Change in point of view.

6 Too much obvious optimization.

7 Spelling & grammatical errors.

8 Too many regional targets.

9 Doctor photo is poor quality.

10 No button or text link to directly request a consultation.

11 Call to action is too low on the page and missing text link call to action.

12 Business name, address and phone number are incorrectly optimized.

13 Regional footer contains unnecessary links.

14 Social media links are poorly integrated into site design.

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2

Functional

Some pages on a website serve a function, such as lead capture or helping guide users to other resources. These pages require no copywriting, but will need varying degrees of design, development, and engineering.

- Original
- Functional
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- Deluxe II

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- ABOUT
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- NEWS & MEDIA
- CONTACT



PROCEDURES

Procedures



Breast Procedures

- Breast Augmentation
- Breast Augmentation Revision
- Breast Lift
- Breast Reduction
- Breast Reconstruction
- Male Breast Reduction



Body Procedures

- Mommy Makeover
- Tummy Tuck
- Liposuction
- CoolSculpting®
- After Weight Loss Surgery
- Thigh Lift
- Arm Lift



Face Procedures

- Face & Neck Lift
- Eyelid Lift
- Brow Lift
- Rhinoplasty
- Otoplasty
- Facial Implants
- Lip Augmentation

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-  Pin
- 
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San Francisco, CA 94104

DRIVING DIRECTIONS

Contact Us

Fields marked with * are required.

<input type="text" value="First Name*"/>	<input type="text" value="Last Name*"/>
<input type="text" value="Email*"/>	<input type="text" value="Phone"/>
<input type="text" value="ZIP Code*"/>	<input type="text" value="Procedure of Interest*"/>
<input type="text" value="How can we help you?"/>	<input type="text" value="Enter security code*"/> 0376
<input type="checkbox"/> I accept the Terms of Use*	
<input type="checkbox"/> Email me news and special offers	
<input type="button" value="SUBMIT"/>	

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 Medical Website Design & Marketing by Etna Interactive



3 Redeploy

Sometimes budget or preference dictates that we redeploy existing site pages when we undertake a site redesign. This involves no copywriting, and limited design and development. We clean up the source code and incorporate 2 standard graphical features to match the new design.

Original
Functional
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MODEL

RHINOPLASTY

Site design is updated to promote brand consistency;
1 enhance color, font and photo choices; and improve site layout and formatting.

Rhinoplasty in San Francisco

San Francisco Bay Area rhinoplasty patients from Hayward, Oakland, Concord and Walnut Creek trust Dr. Smith for their rhinoplasty surgeries. Whether you suffer from dissatisfaction with the appearance of your nose or from breathing problems, Dr. Smith can help. He is respected in the field as a rhinoplasty specialist, and has written numerous articles and textbook chapters about this procedure. He offers both cosmetic and functional rhinoplasty, and many of his patients opt to have him fix both the look and the function of their noses.

About Rhinoplasty

Rhinoplasty is a procedure that reshapes the nose to help it harmonize better with the other features of your face. Our rhinoplasty surgeon serving the San Francisco Bay Area often sees people who are unhappy with a prominent hump, a wide bridge, a bulbous or pinched tip, wide-set nostrils, or other **undesirable** cosmetic concerns. Sometimes people have cosmetic or breathing problems as a result of an injury or congenitally. Rhinoplasty candidates must be at least 14 to 15 years old and have realistic expectations for their results.

REQUEST A CONSULTATION

Face Procedures

Facelift & Neck Lift

Eyelid Lift

Brow Lift

Rhinoplasty

Otoplasty

Facial Implants

Lip Augmentation

2 Site navigation is reorganized (if applicable) to improve user experience.



BEFORE AFTER

Rhinoplasty Before & After Photos

VIEW PHOTO GALLERY

Rhinoplasty Surgery

Rhinoplasty is performed at our San Francisco surgery center, convenient to Daly City, Burlingame, Menlo Park and Atherton. The procedure is typically offered on an outpatient basis and takes about 3 to 4 hours to complete using conscious sedation or general anesthesia. Dr. Smith can perform rhinoplasty in one of two ways:

Open Rhinoplasty – this approach involves making an incision along the strip of tissue between the nostrils (**columella**).

Closed Rhinoplasty – a closed rhinoplasty is where Dr. Smith makes all of the incisions inside the nostrils.

If you have a closed rhinoplasty, there will be no visible scarring. If you have an open rhinoplasty, the scars will be virtually undetectable because they are very small and fade over time. Dr. Smith reshapes the cartilage and bone of the nose to meet your goals. In order to protect the nose and maintain the new shape, your nose will be splinted, but not packed.

Rhinoplasty Recovery

Patients who undergo rhinoplasty (nose job) typically go home the same day of the procedure. You should expect some swelling and discomfort after rhinoplasty but Dr. Smith will prescribe you pain medicine to help with that.

The splint will be removed 5 to 7 days after your rhinoplasty in San Francisco. Patients should be able to resume everyday activities after about a week to 10 days. But vigorous activity should be avoided and the nose protected from injury and sun exposure for at least 3 weeks after the procedure. Most of the results from rhinoplasty can be seen soon after surgery, but it can take up to a year for swelling to go away and the nose to take on its final shape.

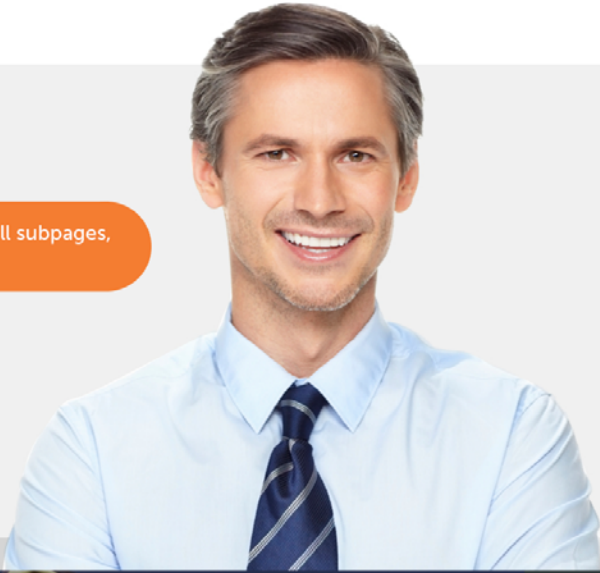
Learn More

If you would like to learn more about getting nose surgery from Dr. Smith, call our office at (800) 123-4567 to schedule your appointment.



5 Convenient social sharing function added to all pages.

BACK TO TOP



John Smith, M.D.

Both patients and physicians trust Dr. Smith as an authority on facial plastic surgery. His outstanding credentials and experience serve as a foundation for superior patient care and excellent results.

MEET DR. SMITH

REQUEST A CONSULTATION

6 Standard feature block for all subpages, promoting the doctor(s).

Our Office Location
1234 Anystreet Dr.
San Francisco, CA 94104

DRIVING DIRECTIONS

Contact Us

7 New site design allows for all pages to have a convenient, on-page contact form.

Fields marked with * are required.

First Name*

Last Name*

Email*

Phone

ZIP Code*

Procedure of Interest*

How can we help you?

Enter security code*

p37G

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4 Optimize

Optimized pages utilize existing content, which is proofed and lightly edited, and search engine optimized for newly researched keywords. Calls to action are added or made more prominent, internal links may be added, and the pages get 2 templated graphical features to match the new design.

- Original
- Functional
- Redeploy
- Optimize
- Short
- Standard
- Deluxe I
- Deluxe II

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John Smith, M.D.
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- ABOUT
- PROCEDURES
- MED SPA
- PHOTO GALLERY
- NEWS & MEDIA
- CONTACT



RHINOPLASTY

1 Keywords front-loaded and in the H1 title.

Nose Surgery (Rhinoplasty)

2 Call to action moved from bottom of the page to above the fold, and text links added to request a consultation and call the office.

3 Bulleted list added for scannability.

4 A pull quote may be taken from the copy and styled to break up the page content and add visual interest.

6 Standard feature block for all subpages, showcasing specific photo gallery case (if available).

7 Point of view is now consistent.

8 Standard feature block for all subpages, promoting the doctor(s).

At his practice in San Francisco, Dr. Smith specializes in rhinoplasty to correct aesthetic concerns as well as breathing problems. He is respected in the field as a rhinoplasty authority, and has written numerous articles and textbook chapters about this procedure. In many cases, a patient will opt to have him fix both the look and the function of their nose.

San Francisco Bay Area rhinoplasty patients travel from cities including Hayward, Oakland, Concord, and Walnut Creek for rhinoplasty surgery with Dr. Smith. If you'd like to see for yourself why he's known as a rhinoplasty specialist, [request a consultation](#) online, or call our office at (800) 123-4567 to schedule your appointment.

About Rhinoplasty

Rhinoplasty is a procedure that reshapes the nose to bring it into harmony with the other features of your face. Dr. Smith often sees people who are unhappy with undesirable cosmetic concerns including:

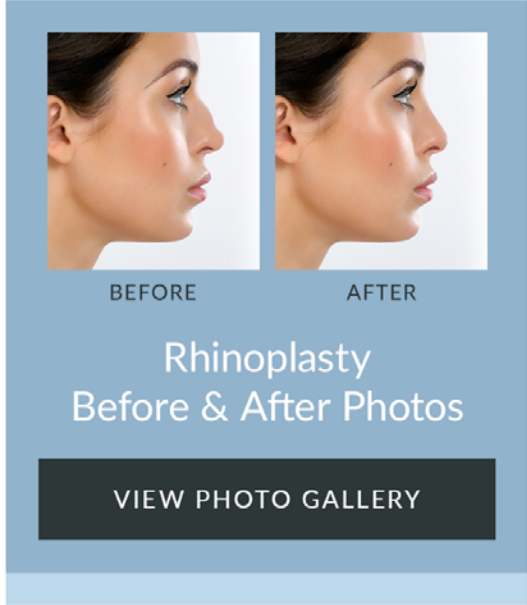
- A prominent hump
- A wide bridge
- A bulbous or pinched tip
- Wide-set nostrils

Sometimes people have cosmetic or breathing problems that they were born with, or that resulted from injury.

Rhinoplasty candidates must be at least 14 to 15 years old and have realistic expectations for their results.



If you have a closed rhinoplasty, there will be no visible scarring. If you have an open rhinoplasty, the scars will be almost undetectable because they are discreetly placed and fade over time.



Rhinoplasty Surgery

Rhinoplasty is performed at our convenient [on-site surgery center](#). The procedure is typically offered on an outpatient basis and takes about 3 to 4 hours to complete using conscious sedation or general anesthesia. Dr. Smith can perform rhinoplasty in 1 of 2 ways:

Open Rhinoplasty – this approach involves making an incision along the strip of tissue between the nostrils (columella).

Closed Rhinoplasty – during a closed rhinoplasty, Dr. Smith makes all of the incisions inside the nostrils.

Removed overzealous SEO and added an internal link for a better user experience and increased time on site.

If you have a closed rhinoplasty, there will be no visible scarring. If you have an open rhinoplasty, the scars will be almost undetectable because they are discreetly placed and fade over time. Dr. Smith reshapes the cartilage and bone of the nose to meet your goals. In order to protect the nose and maintain the new shape, your nose will be splinted, but not packed.

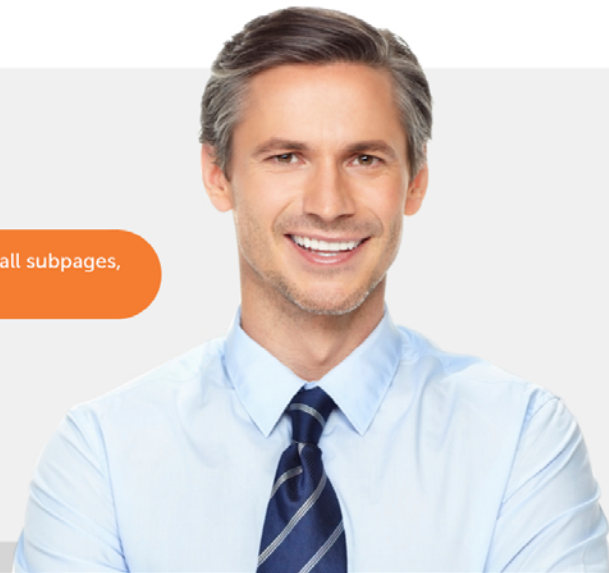
Rhinoplasty Recovery

Rhinoplasty is an outpatient procedure, meaning you will go home the same day. You should expect some swelling and discomfort after rhinoplasty but Dr. Smith will prescribe pain medicine to help with that.

The splint will be removed 5 to 7 days after your nose surgery. You should be able to resume everyday activities after about a week to 10 days, but vigorous activity should be avoided and the nose protected from injury and sun exposure for at least 3 weeks after the procedure. Most of the results from rhinoplasty can be seen soon after surgery, but it can take up to a year for swelling to go away and the nose to take on its final shape.



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John Smith, M.D.

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MEET DR. SMITH

REQUEST A CONSULTATION



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San Francisco, CA 94104

DRIVING DIRECTIONS

Contact Us

Fields marked with * are required.

First Name*

Last Name*

Email*

Phone

ZIP Code*

Procedure of Interest*

How can we help you?

Enter security code*

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9 Removed links from regional positioning text.



5

Short

Certain topics or procedures do not warrant long content (or the expense). For these ancillary pages, our writers can draft a short page (up to 250 words) of original, optimized copy that gets the job done. The page is styled to match the rest of the site, with up to 2 templated graphical features.

- Original
- Functional
- Redeploy
- Optimize
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- Standard
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- Deluxe II

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RHINOPLASTY

1 Keywords front-loaded and in the H1 title.

2 Not a priority procedure.

3 Adequate information about the topic to provide a good user experience.

Nose Surgery (Rhinoplasty)

At his practice in San Francisco, Dr. John Smith refers patients interested in nose surgery (rhinoplasty) to a trusted colleague who focuses on this procedure. Nose surgery is a highly specialized procedure best performed by an experienced rhinoplasty surgeon.

Dr. Smith is happy to discuss all of your cosmetic options with you. [Request a consultation online](#), or call his office at (800) 123-4567 to schedule your appointment.

Rhinoplasty in a Nutshell

Even subtle changes to your nose can make a significant difference in how others perceive you, and how you feel about yourself. Rhinoplasty can change the size and shape of the nose, revise the nostrils, or adjust the area between your nose and your upper lip. A rhinoplasty surgeon can correct issues including:

- A dorsal hump
- Overprojected, underprojected, pinched or bulbous tip
- A nose that is too long, wide, or crooked
- Wide or flared nostrils
- Congenital deformities or breathing issues

Rhinoplasty incisions can be made inside the nostrils—called a closed rhinoplasty—or across the strip of skin in between the nostrils—called an open rhinoplasty. Through these incisions, Dr. Smith sculpts the bone and cartilage that form the internal framework of the nose.

 Share

 +1

 Tweet

 Pin





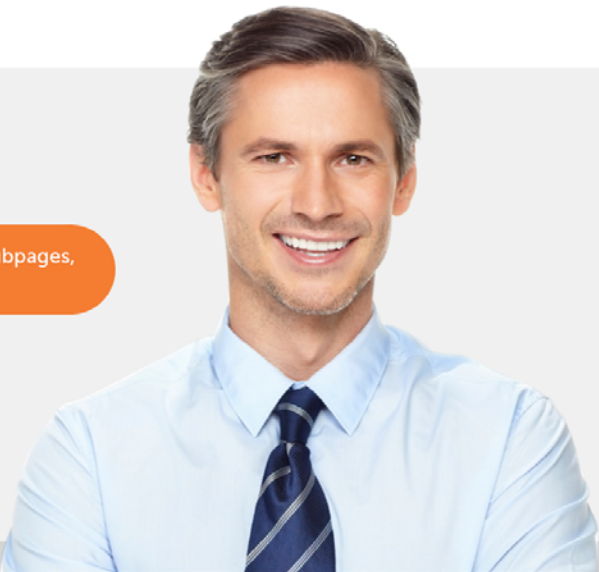
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REQUEST A CONSULTATION

Face Procedures

- Facelift & Neck Lift
- Eyelid Lift
- Brow Lift
- Rhinoplasty
- Otoplasty
- Facial Implants
- Lip Augmentation

4 Standard feature block for all subpages, promoting the doctor(s).



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MEET DR. SMITH

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Procedure of Interest*

How can we help you?

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6 Standard

When content is nonexistent or insufficient, our clients can choose to have our experienced team create it. Our standard new page features up to 500 words of informative, engaging, well-written, and well-optimized content to satisfy users and search engines. The page is styled with up to 2 templated graphical features to match other pages on the site.

Original
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Deluxe II

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RHINOPLASTY

Nose Surgery (Rhinoplasty)

1 Keywords front-loaded and in the H1 title.

2 Relevant keywords, ultraspecific to search phrases.

At his practice in San Francisco, Dr. Smith specializes in nose surgery (rhinoplasty) for people who want to look better, breathe easier, or both. As the central feature, your nose is integral to the appearance of your entire face. It can enhance your beauty, or it can detract from other attractive features. Dr. Smith understands that even subtle changes to your nose can make a significant difference in how others perceive you, and how you feel about yourself.

If you're considering a nose job, Dr. Smith can help you to understand the procedure and all the possibilities it offers. Request a consultation online, or call his office at (800) 123-4567 to schedule your appointment.

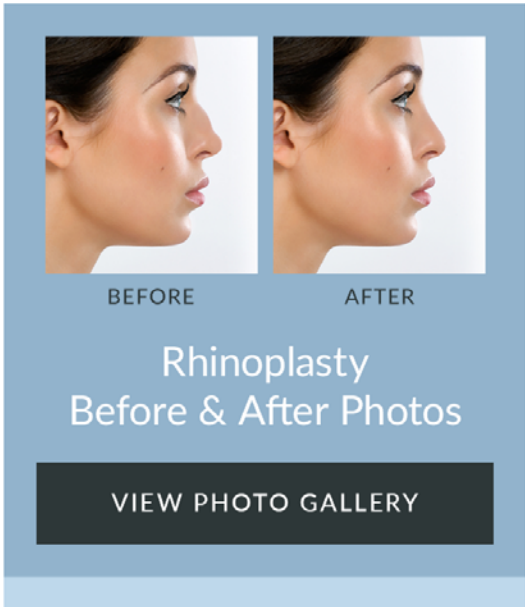
Rhinoplasty in a Nutshell

Rhinoplasty can change the size and shape of the nose, revise the nostrils, or adjust the area between your nose and your upper lip. Dr. Smith routinely corrects issues including:

- A dorsal hump
- A nose that is too long, wide, or crooked
- Congenital deformities or breathing issues
- Overprojected, underprojected, pinched or bulbous tip
- Wide or flared nostrils

Nose surgery offers a person the ability to make a minor correction to their nose, or transform the look of their face by reshaping the nose in a more significant way.

4 Standard feature block for all subpages, showcasing specific photo gallery case (if available).



Answers to Your Questions About Rhinoplasty

In his more than 15 years as a rhinoplasty specialist, Dr. Smith has heard just about every nose surgery question imaginable. To help you to make an informed decision about nose surgery, Dr. Smith has provided many of the answers you're seeking here.

Am I a candidate for rhinoplasty?

Rhinoplasty is performed for adults of all ages, and can be appropriate for many young adults and teenagers. Nose surgery can be performed as either a cosmetic or reconstructive procedure. A significant percentage of Dr. Smith's patients are people who have had unsatisfying results from a prior nose surgery elsewhere and need revision rhinoplasty.

3 Content that answers users' common questions is valued by users and by search engines.

5 Internal links added throughout the copy.

6 A pull quote may be taken from the copy and styled to break up the page content and add visual interest.

Rhinoplasty incisions can be made inside the nostrils—called a closed rhinoplasty—or across the strip of skin in between the nostrils—called an open rhinoplasty.

How is rhinoplasty performed?

Rhinoplasty incisions can be made inside the nostrils—called a closed rhinoplasty—or across the strip of skin in between the nostrils—called an open rhinoplasty. Through the incisions, Dr. Smith is able to sculpt the bone and cartilage that form the internal framework of the nose. He takes a conservative approach, and tailors the reshaping to your desired result.

When the procedure is completed, Dr. Smith places a splint over the nose to support its new shape. Unlike some surgeons, Dr. Smith does not use nasal packing, which greatly improves your comfort after surgery. Most nose surgeries are completed in 1 to 2 hours.

What is recovery from rhinoplasty like?

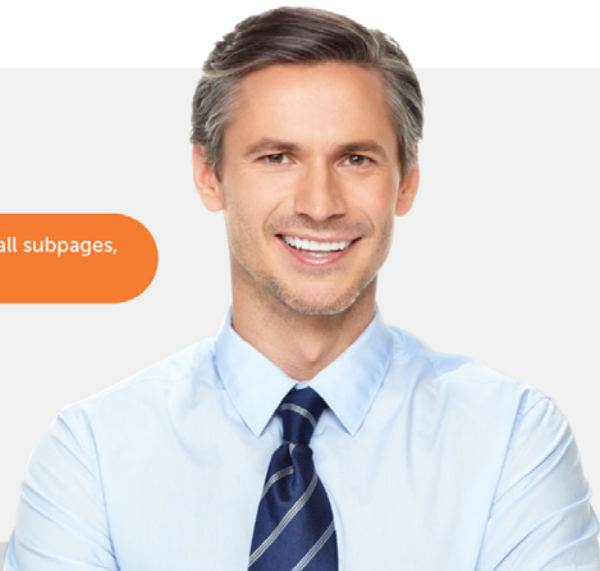
You'll need a friend or loved one to drive you home after surgery and stay with you for at least a few hours. To summarize, here is an approximate timeline for recovery:

- First 24 hours – rest and keep your head elevated
- First 48 hours – swelling, discomfort, headaches, bruising, and nosebleeds are all normal
- 7 to 10 days – splint and stitches removed; significantly improved comfort
- 1 to 2 weeks – most bruising and swelling resolved; return to work
- 3 weeks – exercise and strenuous (non-contact) activities can be cautiously resumed
- 6 to 7 weeks – you may resume wearing glasses
- 6 weeks to 1 year – all swelling resolved and final results visible



BACK TO TOP

7 Standard feature block for all subpages, promoting the doctor(s).



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MEET DR. SMITH

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Email*	Phone
ZIP Code*	Procedure of Interest*
How can we help you?	Enter security code* 0376
<input type="checkbox"/> I accept the Terms of Use*	
<input type="checkbox"/> Email me news and special offers	
SUBMIT	

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7 Deluxe I

This custom page is a more sophisticated page with approximately 800-1200 words of original, optimized content and a unique brand edge. The content features 2 standard graphical features, plus up to 4 custom visual elements that drive engagement and support the page narrative.

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PHOTO GALLERY

NEWS & MEDIA

CONTACT

RHINOPLASTY

Nose Surgery (Rhinoplasty)

1 Keywords front-loaded and in the H1 title.

2 Relevant keywords, ultraspecific to search phrase.

3 Standard photo gallery feature block is updated to a dynamic feature displaying multiple cases (if available).

4 In addition to the 2 standard feature blocks, up to 4 features are custom designed for visual interest and an enhanced display of information.

5 Content that answers users' common questions is valued by users and by search engines.

6 On-page testimonials improve engagement and build trust and credibility.

7 A pull quote may be taken from the copy and styled to break up the page content and add visual interest.

8 Multiple opportunities for users to request a consultation within the content.

9 Standard feature block for all subpages, promoting the doctor(s).

REQUEST A CONSULTATION

Face Procedures

Facelift & Neck Lift

Eyelid Lift

Brow Lift

Rhinoplasty

Otoplasty

Facial Implants

Lip Augmentation

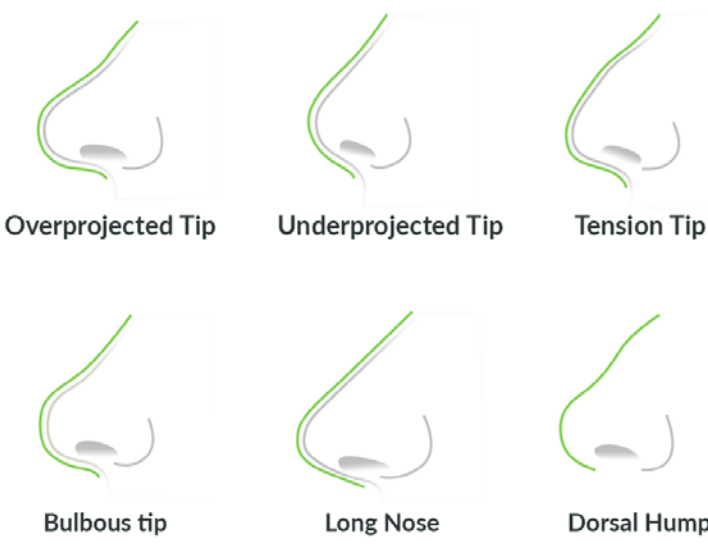
Rhinoplasty, Case 1

The patient underwent cosmetic rhinoplasty to correct a hump seen on the nasal profile. Dr. Smith performed a rhinoplasty to remove her bump, straighten her nose and elevate the tip...

VIEW CASE

Rhinoplasty in a Nutshell

Rhinoplasty can change the size and shape of the nose, revise the nostrils, or adjust the area between your nose and your upper lip. Dr. Smith routinely corrects issues including:



The procedure is also performed to improve breathing, correct congenital deformities, or restore nose appearance and function after injury. Nose surgery offers a person the ability to make a minor correction to their nose, or transform the look of their face by reshaping the nose in a more significant way.

Why Dr. Smith for Your Rhinoplasty?

- Triple board-certified in otolaryngology, plastic surgery, and facial plastic & reconstructive surgery
- Fellowship-trained in aesthetic surgery at the prestigious Manhattan Eye, Ear and Throat Hospital
- Has performed more than 2,500 nose surgeries
- Has published numerous studies and textbook chapters on rhinoplasty
- Past president of the Rhinoplasty Society



Answers to Your Questions About Rhinoplasty

In his more than 15 years as a rhinoplasty specialist, Dr. Smith has heard just about every nose surgery question imaginable. To help you make an informed decision about nose surgery, Dr. Smith has provided many of the answers you're seeking here.

1 Am I a candidate for rhinoplasty?

Rhinoplasty is performed for adults of all ages, and can be appropriate for many young adults and teenagers. A teen's nose should be finished growing prior to nose surgery. Ideal candidates would like to improve their look, but aren't in search of the "perfect" nose. Dr. Smith specializes in nose surgery that improves the balance of the features without changing the unique character of your face.

Nose surgery can be performed as either a cosmetic or reconstructive procedure. Cosmetically, many candidates don't like the size or shape of their nose, or feel that the nose is out of proportion with the rest of the face. Reconstructive patients often seek to correct birth defects or improve their ability to breathe. Many of Dr. Smith's patients are people who have had unsatisfying results from a prior nose surgery elsewhere and need [revision rhinoplasty](#). Whatever your reason for wanting to change your nose, rhinoplasty is often a satisfying surgical solution.

"I couldn't have asked for a better surgery experience. Dr. Smith addressed all of my questions and concerns and I am so happy with my results!" —Karen D.

[View all Patient Testimonials](#)

2 What can I expect at my consultation?

During your consultation at our office in San Francisco, you will have Dr. Smith's undivided attention, and plenty of time to discuss your goals and have all of your questions answered. Additionally, you will be offered the chance to review a large selection of nose surgery [before and after photos](#). Hopefully, you will view your consultation as not only your opportunity to learn a great deal more about rhinoplasty, but also about Dr. Smith.

Of course, we'll also want to learn more about you. To this end, you will be asked to share your medical history, as well as any medications or supplements you're currently taking. Most importantly, Dr. Smith will spend time getting to know you and understanding your motivations and expectations for your rhinoplasty.

Dr. Smith will evaluate your nose and discuss surgical options with you based on what you would like your nose to look like after surgery. Often, it is helpful to bring along pictures from magazines or other sources. Dr. Smith also uses state-of-the-art Vectra 3D imaging technology to show you what you might look like after surgery. This is an invaluable tool that helps the two of you come to a shared understanding about your goals.



Vectra® FACE sculptor.

Your surgical options may depend on such factors as:

- Structure of nasal bones and existing shape of cartilage
- Overall facial contour and "fit" of the nose with the face
- Thickness and condition of the skin covering the nose
- Your age and health

Other topics of discussion at your consultation may include details about the specific technique that will be used, risks and recovery, and costs associated with the procedure. When rhinoplasty is performed to correct a breathing problem or for other reconstructive purposes, it may be covered by health insurance. Dr. Smith can provide more detail at the consultation.

3 How is rhinoplasty performed?

Rhinoplasty incisions can be made inside the nostrils—called a closed rhinoplasty—or across the strip of skin in between the nostrils—called an open rhinoplasty. Through the incisions, Dr. Smith is able to sculpt the bone and cartilage that form the internal framework of the nose. He takes a conservative approach, and tailors the reshaping to your desired result.

When the procedure is completed, Dr. Smith places a splint over the nose to support its new shape. Unlike some surgeons, Dr. Smith does not use nasal packing, which greatly improves your comfort after surgery. Most nose surgeries are completed in 1 to 2 hours.

Rhinoplasty incisions can be made inside the nostrils—called a closed rhinoplasty—or across the strip of skin in between the nostrils—called an open rhinoplasty.

4 What are the risks involved?

For Dr. Smith, your satisfaction is the goal, but your safety is the number one concern.

Being completely honest with Dr. Smith about your medical history, family health background, and any medications you might be taking, as well as strictly adhering to the detailed pre- and postoperative instructions provided to you, can minimize risks such as an adverse reaction to anesthesia, infection and bleeding. You'll be asked to quit smoking several weeks prior to surgery, and to avoid certain medications and supplements which can increase bleeding.

As with any surgery, rhinoplasty may involve complications, such as infection, nosebleed, or a need to perform a revision procedure due to uneven healing. Scarring is not generally a problem following this procedure, because incisions are placed either inside the nose where they are not visible or underneath the tip of the nose, where they are almost undetectable.

5 What is recovery from rhinoplasty like?

Before the surgery, make arrangements for a friend or loved one to drive you home the day of your procedure. Ideally, this person will be able to stay with you for at least a day after your procedure to help you with daily activities while you recover. To summarize, here is an approximate timeline for recovery:

- **First 24 hours** – rest and keep your head elevated
- **First 48 hours** – swelling, discomfort, headaches, bruising, and nosebleeds are all normal
- **7 to 10 days** – splint and stitches removed; significantly improved comfort
- **1 to 2 weeks** – most bruising and swelling resolved; return to work
- **3 weeks** – exercise and strenuous (non-contact) activities can be cautiously resumed
- **6 to 7 weeks** – you may resume wearing glasses
- **6 weeks to 1 year** – all swelling resolved and final results visible

Discomfort and swelling are often most pronounced for the first few days after your procedure, though medications prescribed by Dr. Smith will help minimize discomfort. Cold compresses can be used to help reduce bruising and swelling around the nose and eyes.

Slight bleeding often occurs for up to a week after the procedure, and while your nose may feel stuffy, you need to avoid blowing your nose for about a week to ensure tissues heal properly.

6 What is the next step?

If you're convinced you want to undergo rhinoplasty, or if you just want more answers than what you've found here, the next step is to [request a consultation](#) with Dr. Smith. He will make sure that you have all the information you need to proceed confidently with your nose surgery.

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John Smith, M.D.

Both patients and physicians trust Dr. Smith as an authority on facial plastic surgery. His outstanding credentials and experience serve as a foundation for superior patient care and excellent results.

MEET DR. SMITH

REQUEST A CONSULTATION

Our Office Location

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San Francisco, CA 94104

DRIVING DIRECTIONS

Contact Us

Fields marked with * are required.

First Name*	Last Name*
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How can we help you?	Enter security code*
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John Smith, M.D.

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San Francisco, CA 94104

(800) 123-4567

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Dr. John Smith is a board-certified otolaryngologist and plastic surgeon serving San Francisco, Daly City, Oakland, Hayward, Concord and other Bay Area communities. He specializes in rhinoplasty, eyelid surgery, breast augmentation, liposuction, and nonsurgical services including BOTOX® injections.

Medical Website Design & Marketing by Etina Interactive



8 Deluxe II

This one-of-a-kind page showcases your brand through the custom work of our writers, designers and developers, who collaborate to create a compelling content experience. It features 800-1200 words of original, optimized content, enhanced by supporting graphical elements in a custom layout.

Original
Functional
Redeploy
Optimize
Short
Standard
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John Smith, M.D.
BOARD-CERTIFIED PLASTIC SURGEON

ABOUT PROCEDURES MED SPA PHOTO GALLERY NEWS & MEDIA CONTACT

RHINOPLASTY

5 Signs You're Ready for Rhinoplasty:

- You won't take photos at certain angles
- You've used makeup to "de-emphasize" your nose
- You've "edited" photos to improve the look of your nose
- People have commented on your nose
- You've Googled "rhinoplasty" or "nose job" photos

1 Addition of an engaging, patient-focused copy element to the page header.

2 Keywords front-loaded and in the H1 title.

Nose Surgery (Rhinoplasty)

At his practice in San Francisco, Dr. Smith specializes in nose surgery (rhinoplasty) for people who want to look better, breathe easier, or both. As the central feature, your nose is integral to the appearance of your entire face. It can enhance your beauty, or it can detract from other attractive features. Dr. Smith understands that even subtle changes to your nose can make a significant difference in how others perceive you, and how you feel about yourself.

The "nose job" is a popular choice made by hundreds of thousands of Americans each year, yet many fine plastic surgeons choose not to perform it due to its complexity. Dr. Smith, however, enjoys the challenges of nose surgery, and has earned a reputation as one of the best rhinoplasty surgeons in the world.

If you're considering a nose job, Dr. Smith can help you to understand the procedure and all the possibilities it offers. Request a consultation online, or call his office at (800) 123-4567 to schedule your appointment.

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5 Page layout varies from other pages to allow for richer content, imagery, and graphics.



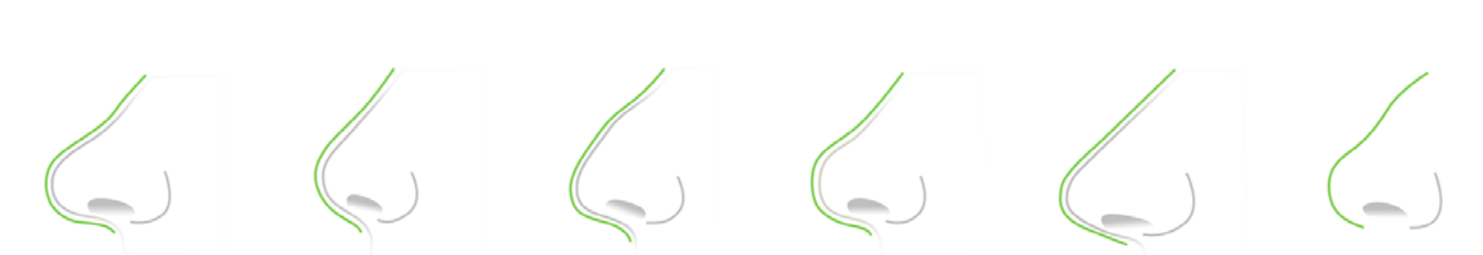
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Discomfort and swelling are often most pronounced for the first few days after your procedure, though medications prescribed by Dr. Smith will help minimize discomfort. Cold compresses can be used to help reduce bruising and swelling around the nose and eyes. For the majority of patients, most bruising and swelling resolve in about 2 weeks.

Slight bleeding often occurs for up to a week after the procedure, and while your nose may feel stuffy, you need to avoid blowing your nose for about a week to ensure tissues heal properly. Bandages, splints, gauze, and stitches all should be removed in about 7 to 10 days.

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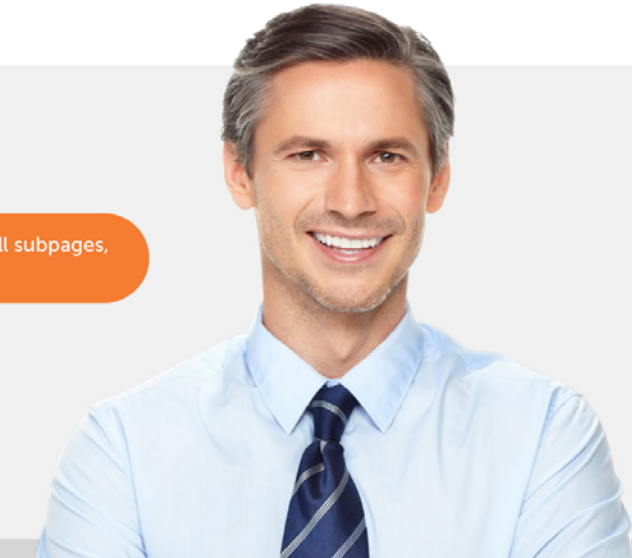
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