

# Debra Cortese Designs.....

**Marketing, Design & Production for print, digital and social media.**

phone: 845.684.4206

eMail: [debra@debracortese.com](mailto:debra@debracortese.com)

PO Box 205, Narrowsburg, NY 12764

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**May 7, 2014**

## **Proposal for Nguyen Plastic Surgery**

to create a new website and social media pages for the purpose of attracting new clients by increasing traffic to the website; building search rankings; and establishing a reputation/brand for Nguyen Plastic Surgery as the best cosmetic surgery provider in the Long Island area.

1. Design, build, and implement a new wordpress website for responsive viewing on web, smart phones and digital devices that includes:

- an interactive blog format - this will be your social media control center

- all social media info and shared content will be posted from the blog and then shared

- to selected social media platforms (initially: Facebook, Twitter, Pinterest, Google+)

- all of the relevant information from the current website edited & modified to complement the new design and format - as determined by a review of all content and signed approval from clients specifying content to be used

- new content - based on review of comparison sites and marketing goals\*

- video, photo galleries, digital downloads

- professional associations, credentials, awards, URLs

- offices, locations, maps, info/images

- testimonials, before/after sections

- search, archives, page and menu directories

- keyword and tags for site and individual post categories (required for Search Engine Optimization)

- google analytics - register and embed dedicated site code

- optimized spam filters and security plugins

- sidebar widget options (for products, affiliate services)

- webmail accounts

- web statistics

continued next page...

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## Nguyen Plastic Surgery Proposal - page 2:

site maintenance - check and implement software & security updates

provide info for all logins & registrations and updates to clients via email

optimize images for quality and loading speeds, include keywords & url ids plus © when required

ALSO includes:

design/setup of FACEBOOK, TWITTER and PINTEREST accounts to engage top social media platforms.

Copy editing and site design/graphics

BASIC TRAINING - how to effectively use your website and blog to build SEO rankings and engagement on social media platforms (Facebook, Twitter, Pinterest, LinkedIn)

## COSTS:

Web design/build cost: \$ 6000. (estimated 150 hours @ 40./hr)

set up new hosting account - IMH - \$ 96.00 year cost

secure additional domain names - \$ 15.00 year per domain name

\*marketing goals to be determined with clients

Estimated time to design, build, and completely implement new website project: 2-3 months.

Timeline is dependent upon client reviews/approvals and submission of required content and images.

Initial site can be live within first month. Adding & editing content, video and integrating social media tools and platforms will be an ongoing process.

Current site maps for Nguyen Plastic Surgery, Epstein and Brunner are next for content comparison.

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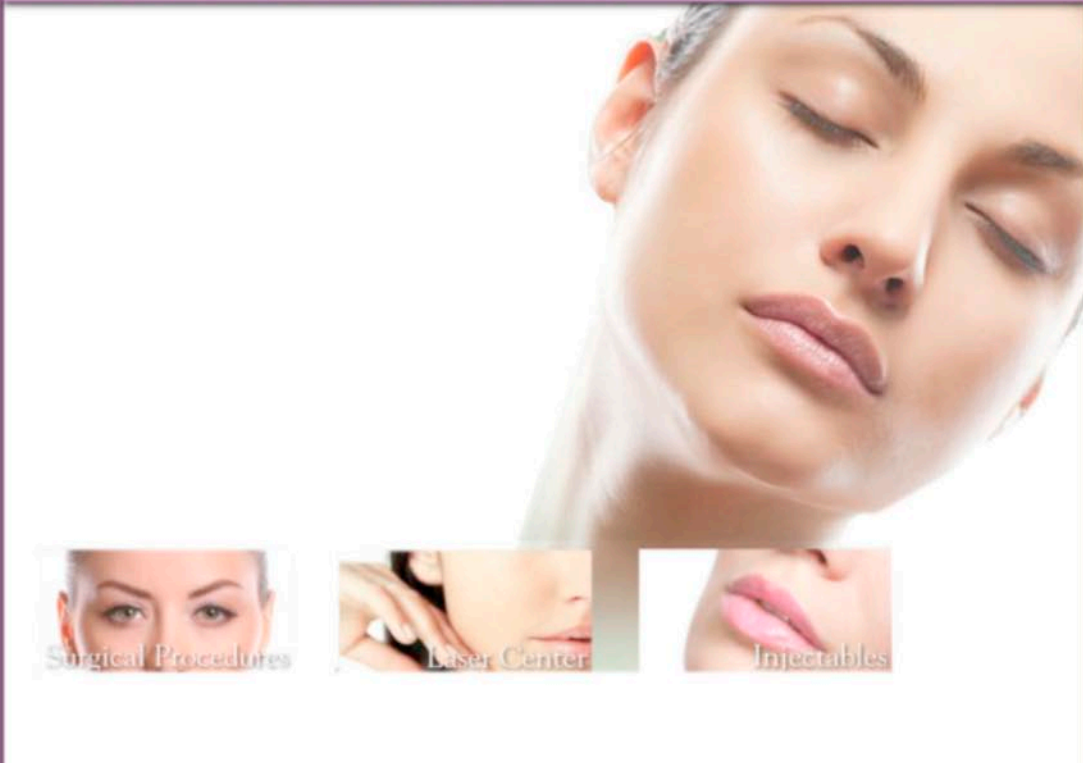
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## Nguyen Plastic Surgery

STONY BROOK • PORT JEFFERSON • HUNTINGTON • NEW YORK

[HOME](#) [ABOUT](#) [PROCEDURES](#) [TESTIMONIALS](#) [LOCATIONS](#) [CONTACT](#)



samples- new site design & current design

### Nguyen Plastic Surgery P.C.

**Thuy T. Nguyen, M.D., F.A.C.S.**

Board Certified Plastic, Reconstructive, Breast, & Hand Surgeon

2500 Nesconset Highway, Suite 4A  
Stony Brook Medical Park  
Stony Brook, NY 11790  
Phone: 631-689-6500

[Home](#) [Our Practice](#) [About Us](#) [Procedures](#) [Breast](#) [Body](#) [Disclaimer](#) [Testimonials](#) [Getting Started](#) [Contact Us](#)

Home

[Join Our E-mail List](#)

Who hasn't looked in the mirror every so often and wondered how it would feel to look years younger?

**Let Us Make It Happen For You Today!**

First & Last Name\*

There's essentially no end to what you can do to give yourself the figure you've been wanting. What have you got to lose? Simply take the first step and have an initial consultation with a plastic surgeon about procedures that would potentially work for you. You might be surprised at how little you can spend to look the way you've been dreaming of for years.

Unfortunately some plastic surgeries carry with them a certain level of stigma about the invasiveness of the procedures and

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Current site maps for Nguyen Plastic Surgery,  
Epstein and Brunner are provided for content comparison:

**Nguyen Plastic Surgery sitemap:** [www.nguyenplasticsurgery.com](http://www.nguyenplasticsurgery.com)

- Home
- Our Practice
- About Us
- Procedures
  - Facelifts
  - Botox Treatments
  - Eyelid lifts (blepharoplasty)
  - Nose/nasal surgery (rhinoplasty)
  - Ear surgery (otoplasty)
  - Forehead / brow lift
  - Laser Cosmetic Surgery
  - Skin Care Lasers
  - Collagen Injections
  - Facial hair reduction
  - Skin Resurfacing
  - Hair Restoration
  - Tattoo Removal
  - Facial liposuction
  - Low Level Laser Acupoint Therapy for Pain Mangement
  - Acupoint Therapy for Pain Management
- Breast
  - Breast augmentation
  - Breast lift
  - Breast reduction (reduction mammoplasty)
  - Male breast reduction
  - Breast reconstruction
  - Congenital Breast Problems
- Body
  - Liposuction
  - Ultrasonic Liposuctions
  - Tumescent liposuction
  - Laser-Assisted Liposuction (LAL)
  - Tummy tucks (abdominoplasty)
- Disclaimer (suggest 'Terms' )
- Testimonials
- Getting Started
  - Consultations
  - Considerations
  - Frequent Asked Questions
- Contact Us

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**[www.brunnermd.com](http://www.brunnermd.com)** Sitemap

[A Woman's Touch in Facial Plastic Surgery](#)  
[About Dr. Brunner](#)  
[BELOTERO BALANCE® Injectable Dermal Filler](#)  
[Blepharoplasty](#)  
[Blog](#)  
[Botox Cosmetic® Injections](#)  
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[Facial Treatments](#)  
[Filler Injections & Wrinkle Treatment Overview](#)  
[FotoFacial or IPL Treatments](#)  
[Fraxel Re:pair Laser](#)  
[Juvéderm Voluma® Injectable Filler](#)  
[Juvederm® Injectable Dermal Filler](#)  
[Laser Center](#)  
[Laser Facial](#)  
[Laser Hair Removal](#)  
[Laser Tattoo Removal](#)  
[Locate Our Office](#)  
[MicroLaserPeel®](#)  
[Mini Facelift](#)  
[Neck Lift](#)  
[Otoplasty](#)  
[Our Aesthetician](#)  
[Our Services](#)  
[Non Surgical Procedures](#)  
[Surgical Procedures](#)

- [Perlane® Injectable Filler](#)
- [Photodynamic Therapy](#)
- [Radiesse Volumizing Injectable Filler](#)
- [Restylane® Injectable Filler](#)
- [Rhinoplasty](#)
- [Sculptra® Aesthetic Injections](#)
- [SmartLipo – Face & Neck Contouring](#)
- [Terms of Use](#)
- [Varilite Laser](#)

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<http://www.epsteinplasticsurgery.com/sitemap/>

- How to Select a Plastic Surgeon
- Welcome to Our Office
  - 3 Day Package for Guests Traveling from Out of Town
  - Anesthesia Services What do we offer?
  - Helpful Links To Medical Websites
  - Event Calendar
  - Financing
  - Job Opportunities
  - Patient Forms
  - Technology
    - Vectra® 3D
- Before and After Photo Gallery
- Contact Us
  - Contact Our Surgical Coordinator
  - Map to our office
  - Staff Directory
- Frequently Asked Questions
- Home
- Our Staff
- Procedures
  - Body Procedures
    - Abdominoplasty "Tummy Tuck"
    - 4D-VASER Lipo-abdominoplasty
    - Comprehensive Guide to Abdominoplasty
      - Abdominoplasty As You Heal
      - Abdominoplasty The Different Types
      - Abdominoplasty – The Recovery The Way I Do It Now...
      - Abdominoplasty – The Recovery The Way It is Usually Done...
      - Circumferential Abdominoplasty Belt Lipectomy
      - Standard Abdominoplasty with a "Floated Umbilicus"
      - Standard Abdominoplasty with Umbilical Re-Positioning
      - Extended Abdominoplasty
      - Mini-Abdominoplasty
      - What is an Abdominoplasty?
  - Dr. Epstein's Current Approach to Body Contouring
  - Buttock Augmentation
  - Labiaplasty
  - Liposuction
    - 4D Vaser Liposuction For Men
    - Fat Transfer
    - VASER 4D Lipo / VASER Hi-Def
    - VASER® Lipo
  - VASER Smooth®

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[www.debracortese.com](http://www.debracortese.com)

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## Epstein Plastic Surgery sitemap page 2:

### Breast Procedures

- Augmentation Mammoplasty Breast Augmentation
  - Gummy Bear Breast Implants
  - One-Day Recovery™ vs. Rapid Recovery Breast Augmentation
- Gynecomastia Male Breast Reduction
- Mastopexy Breast Lift
- Reduction Mammoplasty Breast Reduction
- Breast Reconstruction

### Face Procedures

- Blepharoplasty Eyelid Surgery
- Browlift Forehead Lift
- Laser Skin Resurfacing
- Otoplasty Ear Surgery
- Rhinoplasty Nose Surgery
- Rhytidectomy Facelift
- Scar Revision

### Non-Surgical Procedures

- BOTOX® Cosmetic
- Chemical Peels
- Juvéderm® Injectable Gel
- Laser Hair Removal
  - Canfield VISIA® Complexion Analysis
  - Palomar Vectus™ System
  - Palomar Icon™ Aesthetic System
- Laser Skin Rejuvenation
- Laser Wrinkle Reduction
- Radiesse®
- Restylane®
- Sculptra® Aesthetic

### Staff

Terms

Video Gallery

Welcome to our Photo Gallery

What's New BLOG

<https://www.facebook.com/MarkEpsteinMD>

<https://twitter.com/MarkEpsteinMD>

<http://www.youtube.com/user/epsteinplastics/videos>

<http://www.youtube.com/user/epsteinplastics>