Blog Optimization Execution Standards - Dr. Rajarshi Mitra

Purpose: Master reference document for all blog post optimizations
Version: 1.1
Last Updated: February 20, 2026
Status: LOCKED - Use these standards for every optimization going forward

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VERSION HISTORY & CHANGELOG

Version 1.1 (January 20, 2026):

- ✅ Added comprehensive "VISUAL STYLING STANDARDS" section with exact color codes
- ✅ Updated Quick Answer Box HTML to match live implementation (blue theme)
- ✅ Updated Medical Review Badge HTML to match live implementation (gray theme)
- ✅ Updated Bottom Section to 4-box structure (Medical Disclaimer + About Author + Privacy + References)
- ✅ Verified all credentials show 2000+ surgeries (not 1000+)
- ✅ All visual patterns now match actual live site implementation
- 📋 Source: VISUAL_STYLING_DISCREPANCY_REPORT.md findings

Patch (February 20, 2026):

- 🔧 Updated podcast embed: Google Podcasts → YouTube Music (service discontinued)
- 🔧 Refined schema validation rule: Allow warnings that don't affect rich result eligibility
- 🔧 Clarified insurance language: More accurate representation of UAE insurance coverage

Version 1.0 (January 12, 2026):

- Initial standards document based on first successful optimization
- Established core content structure and E-E-A-T requirements

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CRITICAL FACTS - ALWAYS USE THESE

Dr. Rajarshi Mitra's Credentials & Details

Full Title:

> Dr. Rajarshi Mitra, FACS
> Specialist Laparoscopic Surgeon & Proctologist

Credentials:

- MBBS, MS (Surgery)
- FACS (Fellow of the American College of Surgeons)
- FIAGES, FICS
- Dip. Lap (France)

Experience & Statistics:

- **20+ years of experience** in laparoscopic surgery
- **2000+ successful gallbladder surgeries performed** (NOT 1000+)
- Practice location: NMC Specialty Hospital, Abu Dhabi, UAE

Contact Information:

- Phone/WhatsApp: +971-50-954-2791
- Email: surgeon@drrajarshimitra.com
- Website: https://drrajarshimitra.com/

Consultation Hours:

- **Monday - Saturday**: Available for consultations
- **Sunday**: CLOSED
- Note: Accommodate prayer times and cultural considerations
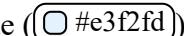
Hospital Location:
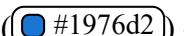
> NMC Specialty Hospital
> Department of Surgery
> Zayed The First Street – Zone 1
> Abu Dhabi, United Arab Emirates

VISUAL STYLING STANDARDS (CRITICAL - DO NOT MODIFY)
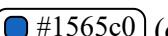
⚠️ **IMPORTANT**: These exact colors and structures must be used consistently across ALL 80+ posts for brand cohesion, user familiarity, and professional appearance. Do NOT deviate from these specifications.

Quick Answer Box Styling

Background: Light blue (⬜ #e3f2fd)
Border: 4px solid blue (🔵 #1976d2) on left side only
Border Radius: 4px
Heading Color: (🔵 #1565c0) (darker blue)

Text Color: #333 (dark gray)

Padding: 25px

Margin: 30px 0

Why These Colors: Blue conveys trust, medical professionalism, and calm authority. Users will learn to look for the blue Quick Answer box at the top of every post.

Medically Reviewed By Box Styling

Background: Light gray (⬜ #f5f5f5)

Border: 1px solid (⬜ #e0e0e0) (all sides)

Border Radius: 4px

Layout: Multi-line format with full credentials

Text Color: #666 for credentials, black for headers

Padding: 20px

Margin: 25px 0

Why These Colors: Neutral gray conveys objectivity, professionalism, and medical authority without competing with content.

Bottom Section - Four Yellow/Tan Boxes

Background: Yellow/tan (⬜ #fffbf0)

Border: 4px solid orange (🟧 #ffa000) on left side only

Border Radius: 4px

Padding: 20px

Margin: 30px 0

Required Four Boxes (in this order):

1. **Medical Disclaimer** - Educational purposes, seek qualified provider

2. **About the Author** - Dr. Mitra's credentials, experience, location

3. **Your Privacy** - Confidentiality statement, privacy policy link

4. **Medical References** - Clinical literature and experience basis

Why These Colors: Yellow/tan with orange border creates visual consistency for important notices and disclaimers, signaling "information you should read" without being alarming.

Color Psychology Summary

- **Blue (Quick Answer)**: Trust, expertise, medical authority

- **Gray (Medical Review)**: Neutrality, professionalism, credibility

- **Yellow (Bottom Boxes)**: Important information, notices, transparency

Consistency Impact: Using these exact colors helps users:

- Navigate content faster (recognize patterns)

- Trust the content more (professional consistency)

- Engage better (familiar visual hierarchy)

CONTENT STRUCTURE STANDARDS

Mandatory Content Elements (In This Order)

1. Quick Answer Box (ALWAYS FIRST)

Requirements:

- 80-150 words

- Direct answer to target keyword query

- Accessible language (Flesch Reading Ease >60)

- Ends with "Continue reading for detailed information"

- Uses EXACT styling from Visual Styling Standards section above

HTML Template:

```html
html

<div style="background: #e3f2fd; border-left: 4px solid #1976d2; padding: 25px; margin: 30px 0; border-radius: 4px;">
  <h2 style="margin-top: 0; color: #1565c0; font-size: 1.5em;">Quick Answer: [Topic Question]</h2>
  <p style="font-size: 1.1em; line-height: 1.7; margin-bottom: 0; color: #333;">
    [80-150 word direct answer that addresses the exact query. Written in accessible language that someone without medical tra
  </p>
  <p style="font-style: italic; margin-top: 15px; margin-bottom: 0; font-size: 1em; color: #555;">
    Continue reading for detailed information from Dr. Rajarshi Mitra, FACS, who has performed over 2000 successful gallbla
  </p>
</div>
```

2. Medical Review Badge

Requirements:

- Full credentials displayed

- Multi-line format (not single line)

- Current date

- 2000+ surgeries mentioned

- Uses EXACT styling from Visual Styling Standards section above

HTML Template:

```html
html

<div style="background: #f5f5f5; padding: 20px; margin: 25px 0; border-radius: 4px; border: 1px solid #e0e0e0;">
  <p style="margin: 0 0 5px 0; font-size: 15px;"><strong>Medically Reviewed By:</strong> Dr. Rajarshi Mitra, FACS</p>
  <p style="margin: 0; font-size: 14px; font-style: italic; color: #666;">
    Specialist Laparoscopic Surgeon & Proctologist | Fellow of the American College of Surgeons | 20+ Years Experience | 200
  </p>
  <p style="margin: 5px 0 0 0; font-size: 13px;"><strong>Last Reviewed:</strong> January 20, 2026</p>
</div>
```

3. YouTube Video Embed (Option A Placement) Place immediately after Medical Review Badge:

```html
html

<!-- YouTube Video Embed -->
<div style="margin: 30px 0; text-align: center;">
  <h3 style="margin-bottom: 15px;">Watch: [Video Title Here]</h3>
  <div style="position: relative; padding-bottom: 56.25%; height: 0; overflow: hidden; max-width: 100%; background: #000;">
    <iframe
      style="position: absolute; top: 0; left: 0; width: 100%; height: 100%;"
      src="https://www.youtube.com/embed/YOUR_VIDEO_ID"
      title="[SEO-optimized title]"
      frameborder="0"
      allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture"
      allowfullscreen>
    </iframe>
  </div>
  <p style="margin-top: 10px; font-size: 0.9em; color: #666;"><em>[Brief video description]</em></p>
</div>
```

4. Podcast Embed (Option A Placement) Place immediately after YouTube video (20-30px spacing):

```html
html
```

```html
<!-- Spacer -->
<div style="height: 20px;"></div>

<!-- Podcast Embed -->
<div style="margin: 30px 0; padding: 25px; background: #f8f9fa; border-left: 4px solid #0277bd; border-radius: 8px;">
  <h3 style="margin-top: 0; color: #0277bd;">🎧 Prefer Audio? Listen to the Podcast Episode</h3>
  <p style="margin: 15px 0;">Listen on-the-go while driving, exercising, or during your daily commute.</p>

  <!-- Podcast Player Embed Code Goes Here -->
  [PODCAST_EMBED_PLACEHOLDER]

  <p style="margin-top: 15px; font-size: 0.9em;">
    <strong>Available on:</strong>
    <a href="[SPOTIFY_LINK]" target="_blank">Spotify</a> |
    <a href="[APPLE_LINK]" target="_blank">Apple Podcasts</a> |
    <a href="[YOUTUBE_MUSIC_LINK]" target="_blank">YouTube Music</a>
  </p>
</div>
```

5. Introduction with E-E-A-T First-person surgeon perspective starting with:

Hello, I'm Dr. Rajarshi Mitra, a specialist laparoscopic surgeon practicing in Abu Dhabi for over 20 years. As a Fellow of the American College of Surgeons (FACS), I've performed over 2000 gallbladder surgeries and helped countless patients...

6. Emergency Alert Box (MANDATORY for Tier 1 Posts) For emergency/urgent care posts only:

```html
html

<div class="emergency-alert" style="border: 3px solid #d32f2f; background: #ffebee; padding: 25px; margin: 30px 0; border-
  <h3 style="color: #d32f2f; margin-top: 0;">⚠️ When to Seek Emergency Care in Abu Dhabi</h3>
  <p><strong>Call 998 immediately if you experience any of these symptoms:</strong></p>
  <ul style="margin: 15px 0; line-height: 1.8;">
    [Emergency symptoms listed]
  </ul>
  <p style="background: #fff; padding: 15px; border-radius: 4px; margin-top: 15px;">
    <strong>🚨 UAE Emergency Number: 998</strong><br>
    For non-emergency gallbladder consultation: <a href="tel:+971509542791" style="color: #d32f2f; font-weight: bold;">+97
  </p>
  <p><em>Don't wait if you have these symptoms - gallbladder emergencies can become life-threatening within hours.</em>
</div>
```

7. Main Content Body

- Comprehensive, well-structured sections
- H2 and H3 headings optimized for keywords

- Natural, accessible language
- Abu Dhabi/UAE context woven naturally throughout
- First-person surgeon perspective maintained

8. FAQ Section (10 FAQs Minimum)

- Schema-ready format
- 50-100 words per answer
- Conversational question phrasing
- Based on "People Also Ask" from Google SERP

9. Mid-Content CTA Strategic placement after main symptoms/diagnosis section (See CTA Standards section below)

10. Final CTA Block Comprehensive contact block with multiple options (See CTA Standards section below)

11. Bottom Section - FOUR Yellow/Tan Boxes (MANDATORY)

⚠️ **CRITICAL**: All four boxes must be included in EVERY post, in this exact order, using the exact styling from Visual Styling Standards section.

Box 1: Medical Disclaimer

```html
<div style="background: #fffbf0; border-left: 4px solid #ffa000; padding: 20px; margin: 30px 0; border-radius: 4px;">
  <p style="margin: 0 0 10px 0; font-size: 15px;">
    <strong>Medical Disclaimer:</strong> This comprehensive guide is intended for educational and informational purposes o
  </p>
</div>
```

Box 2: About the Author

```html
<div style="background: #fffbf0; border-left: 4px solid #ffa000; padding: 20px; margin: 30px 0; border-radius: 4px;">
  <p style="margin: 0 0 10px 0; font-size: 15px;">
    <strong>About the Author:</strong> Dr. Rajarshi Mitra, FACS, is a Specialist Laparoscopic Surgeon & Proctologist with o
  </p>
</div>
```

Box 3: Your Privacy

```html
```

```
<div style="background: #fffbf0; border-left: 4px solid #ffa000; padding: 20px; margin: 30px 0; border-radius: 4px;">
  <p style="margin: 0 0 10px 0; font-size: 15px;">
    <strong>Your Privacy:</strong> Your health information is kept strictly confidential and secure in accordance with UAE he
  </p>
</div>
```

Box 4: Medical References

```
html

<div style="background: #fffbf0; border-left: 4px solid #ffa000; padding: 20px; margin: 30px 0; border-radius: 4px;">
  <p style="margin: 0 0 10px 0; font-size: 15px;">
    <strong>Medical References:</strong> The information in this article is based on current medical literature, clinical practic
  </p>
</div>
```

Why Four Boxes?

- **Medical Disclaimer**: Legal protection, transparency about educational nature

- **About the Author**: E-E-A-T signal, builds trust and credibility

- **Your Privacy**: Addresses patient concerns, compliance with regulations

- **Medical References**: Scientific basis, demonstrates evidence-based approach

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CTA (CALL-TO-ACTION) STANDARDS

⚠️ CRITICAL: Use WordPress CTA System v1

All blog posts MUST use the class-based CTA system documented in
WordPress_CTA_System_v1__Astra_Pro___Beaver_Builder___PostX_.md. This system solves Astra/Beaver Builder
CSS override issues and ensures consistent button rendering across all browsers and devices.

Reference Document: /mnt/project/WordPress_CTA_System_v1__Astra_Pro___Beaver_Builder___PostX_.md

CTA Placement Strategy

All Posts (Tier 1-4):

- **Mid-content CTA**: After main symptom/diagnosis section

- **Final CTA**: At end of post (before bottom four yellow boxes)

- **Both CTAs use same button classes** - only copy changes

Required Button Classes

✅ **ALWAYS use these exact classes:**

Call/Phone Button:

```html
<a class="dr-btn dr-btn--call" href="tel:+971509542791">
  Call +971-50-954-2791
</a>
```

Schedule/Consultation Button:

```html
<a class="dr-btn dr-btn--outline" href="https://drrajarshimitra.com/consult-with-dr-mitra/" target="_blank" rel="noopener">
  Schedule Online Consultation →
</a>
```

❌ **NEVER add inline styles to buttons:**

- No `padding: ... !important`
- No `font-size: ...`
- No `display: inline-block`
- No `white-space: nowrap`

All button styling is controlled by global CSS in WordPress Customizer.

Complete Final CTA Block Template

Use this structure for EVERY post. Choose Template A (condition-specific) or Template B (universal) for the heading/intro text:

```html

```

```html
<!-- FINAL CTA BLOCK -->
<div class="dr-cta" style="background: linear-gradient(135deg, #0d47a1 0%, #1565c0 100%); color: white; padding: 50px 3(
  <div style="max-width: 800px; margin: 0 auto; text-align: center;">

    <!-- Template A (Condition-Specific) - Choose this OR Template B below: -->
    <h2 style="color: white; margin-top: 0; font-size: 2em; margin-bottom: 20px;">
      Ready to Address Your {CONDITION} Symptoms?
    </h2>
    <p style="color: #fff !important; font-size: 1.2em; line-height: 1.7; margin: 25px 0;">
      {SHORT_BENEFIT} Get a specialist surgical evaluation in Abu Dhabi and a clear plan for what to do next.
    </p>

    <!-- OR Template B (Universal) - Use for broad/mixed symptom posts: -->
    <h2 style="color: white; margin-top: 0; font-size: 2em; margin-bottom: 20px;">
      Need a Clear Diagnosis & Treatment Plan?
    </h2>
    <p style="color: #fff !important; font-size: 1.2em; line-height: 1.7; margin: 25px 0;">
      If your symptoms are persistent, worsening, or affecting daily life, get an expert surgical evaluation in Abu Dhabi. I'll help
    </p>

    <!-- Why Choose Dr. Mitra Section (SAME FOR ALL POSTS) -->
    <div style="background: rgba(255,255,255,0.1); padding: 30px; border-radius: 10px; margin: 30px 0;">
      <h3 style="color: white; margin-top: 0; font-size: 1.4em;">Why Choose Dr. Rajarshi Mitra?</h3>
      <ul style="color: #fff !important; text-align: left; font-size: 1.1em; line-height: 1.8; margin: 20px 0; list-style-position: ins
        <li>✓ <strong>FACS Credentials</strong> – Fellow of American College of Surgeons</li>
        <li>✓ <strong>20+ Years Experience</strong> – Extensive expertise in laparoscopic surgery</li>
        <li>✓ <strong>2000+ Successful Surgeries</strong> – Proven track record in gallbladder procedures</li>
        <li>✓ <strong>Minimally Invasive Approach</strong> – Faster recovery, less pain, minimal scarring</li>
        <li>✓ <strong>Same-Day Consultations</strong> – Often available for urgent concerns</li>
        <li>✓ <strong>Most Major UAE Insurers</strong> – Coverage depends on your specific plan; our team can confirm elig
      </ul>
    </div>

    <!-- Contact Section (SAME FOR ALL POSTS) -->
    <div style="margin: 40px 0;">
      <h3 style="color: white; margin-bottom: 25px; font-size: 1.5em;">Speak to Dr. Mitra Today</h3>

      <div style="margin: 25px 0;">
        <a class="dr-btn dr-btn--call" href="tel:+971509542791">
          Call +971-50-954-2791
        </a>
      </div>

      <p style="color: #fff !important; font-size: 1.1em; margin: 20px 0; font-weight: 500;">
        WhatsApp Available | Quick Response Guaranteed
      </p>
```

```html
    <p style="margin-top: 30px;">
      <a class="dr-btn dr-btn--outline" href="https://drrajarshimitra.com/consult-with-dr-mitra/" target="_blank" rel="noopen
        Schedule Online Consultation →
      </a>
    </p>


    <p style="color: #fff !important; margin-top: 25px; font-size: 1em;">
      Monday-Saturday Consultations | NMC Specialty Hospital, Abu Dhabi<br>
      Email: <a style="color: #ffeb3b; text-decoration: underline;" href="mailto:surgeon@drrajarshimitra.com">surgeon@drr
    </p>
  </div>


 </div>
</div>
```

CTA Copy Guidelines

Template A Variables (Condition-Specific):

- {CONDITION} → "Gallbladder Disease", "Hernia", "Hemorrhoids", "Anal Fistula", etc.
- {SHORT_BENEFIT} → Choose most appropriate:
    - "If your pain is recurring or worsening, don't wait for complications."
    - "If you're experiencing bleeding, swelling, or persistent discomfort, early treatment is safer and easier."
    - "If symptoms are affecting work, sleep, or meals, it's time for a proper diagnosis."

Template B (Universal):

- Use for broad/mixed symptom posts or general information articles
- No variables to fill - use as-is

Mid-Content CTA

Place strategically after main symptom/diagnosis section. Use simpler version:

```html
html
```

```html
<div class="dr-cta" style="background: linear-gradient(135deg, #0d47a1 0%, #1565c0 100%); color: white; padding: 40px 30
  <h3 style="color: white; margin-top: 0; font-size: 1.6em; margin-bottom: 15px;">
    Have Questions About Your Symptoms?
  </h3>
  <p style="color: #fff !important; font-size: 1.1em; margin: 20px 0;">
    Get expert care from a specialist surgeon with 20+ years experience.
  </p>

  <div style="margin: 30px 0;">
    <a class="dr-btn dr-btn--call" href="tel:+971509542791">
      Call +971-50-954-2791
    </a>
  </div>

  <p style="font-size: 1.1em; margin: 20px 0;"><strong>Dr. Rajarshi Mitra, FACS</strong><br>
  Specialist Laparoscopic Surgeon | 20+ Years Experience | 2000+ Successful Surgeries</p>

  <p style="margin: 20px 0; font-size: 1em;">
    WhatsApp Available • Same-Day Appointments<br>
    We work with most major UAE insurers — coverage depends on your specific plan. Our team can confirm your eligibility.
    Monday-Saturday Consultations | NMC Specialty Hospital, Abu Dhabi
  </p>

  <p style="margin-top: 25px;">
    <a class="dr-btn dr-btn--outline" href="https://drrajarshimitra.com/consult-with-dr-mitra/" target="_blank" rel="noopener"
      Or Schedule Online Consultation →
    </a>
  </p>
</div>
```

INTERNAL LINKING POLICY

❌ DO NOT Include Internal Links in HTML

Rule: Do NOT add any internal blog post links in the optimized HTML content.

Why: We use LinkBoss.io for automated internal linking management.

What TO Include (Links that ARE okay):

- ✅ External authoritative sources (NIDDK, CDC, medical journals)
- ✅ Conversion links (appointment booking, contact forms)
- ✅ Privacy policy link
- ✅ Surgeon profile/about page

What NOT to Include:

- ❌ Links to other blog posts on drrajarshimitra.com
- ❌ Links to related articles in the same topic cluster
- ❌ "Read more about..." links to internal content

For Reference/Documentation Only: Still provide the internal linking map in PART 4 of deliverables, but note that these are for LinkBoss configuration, not for manual HTML insertion.

IMAGE STANDARDS

Featured Image Requirements

Image Specifications:

- **Aspect Ratio**: 16:9 (horizontal)
- **Minimum Resolution**: 1920x1080px
- **Format**: JPEG (optimized for web)
- **File Naming**: [keyword]-specialist-surgeon-abu-dhabi.jpg
- **Alt Text**: Descriptive with keywords

Text Overlay - ALWAYS Include in Nano Banana Pro Prompt:

Standard Featured Image Text Template:

Top text (smaller font): "Expert Medical Guide by Dr. Rajarshi Mitra, FACS"

Main headline (large, bold): "[Topic]: [Benefit/Focus]"

Subheadline (medium): "Complete Guide for Abu Dhabi Patients"

Bottom badge (white background box): "20+ Years Experience | 2000+ Surgeries"

Example:

Top: "Expert Medical Guide by Dr. Rajarshi Mitra, FACS"

Main: "Gallbladder Symptoms: Recognition & Treatment"

Sub: "Complete Guide for Abu Dhabi Patients"

Bottom: "20+ Years Experience | 2000+ Surgeries"

Design Specs for Text:

- Font: Bold, sans-serif (Montserrat Bold or similar)
- Main headline: Large, high contrast (white on blue/teal background)
- Professional medical imagery with subtle anatomical illustrations

- Clean, modern design that conveys expertise and trust

Supporting Images (4 Required)

Image Types Needed:

1. **Anatomical diagram** - Illustrating gallbladder location or condition
2. **Symptom visualization** - Showing common symptom areas or presentations
3. **Treatment/procedure illustration** - Explaining surgical approach or recovery
4. **Patient care context** - Consultation, recovery, or lifestyle guidance

For Each Supporting Image:

- **Alt Text**: Descriptive, keyword-rich (80-125 characters)
- **File Name**: Keyword-based naming convention
- **Placement**: Strategic throughout content at relevant sections
- **Caption**: Optional explanatory text below image

SCHEMA MARKUP STANDARDS

Required Schema Types

Every Post Must Include:

1. **MedicalWebPage** Schema (Primary):

```json

```

```json
{
  "@context": "https://schema.org",
  "@type": "MedicalWebPage",
  "name": "[Post Title]",
  "description": "[Meta Description]",
  "url": "[Post URL]",
  "medicalAudience": {
    "@type": "Patient"
  },
  "author": {
    "@type": "Physician",
    "name": "Dr. Rajarshi Mitra",
    "honorificSuffix": "FACS",
    "jobTitle": "Specialist Laparoscopic Surgeon & Proctologist",
    "worksFor": {
      "@type": "MedicalOrganization",
      "name": "NMC Specialty Hospital"
    }
  },
  "datePublished": "[ISO Date]",
  "dateModified": "[ISO Date]",
  "reviewedBy": {
    "@type": "Physician",
    "name": "Dr. Rajarshi Mitra",
    "honorificSuffix": "FACS"
  }
}
```

2. **BreadcrumbList** Schema:

```
json
```

```json
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": "https://drrajarshimitra.com/"
    },
    {
      "@type": "ListItem",
      "position": 2,
      "name": "[Category]",
      "item": "[Category URL]"
    },
    {
      "@type": "ListItem",
      "position": 3,
      "name": "[Post Title]",
      "item": "[Post URL]"
    }
  ]
}
```

3. **FAQPage** Schema (if 10+ FAQs):

```json
json

{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "[Question text]",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[Answer text]"
      }
    }
  ]
}
```

Context-Appropriate Additional Schema:

4. **MedicalCondition** Schema (for symptom/disease posts):

```json
{
  "@context": "https://schema.org",
  "@type": "MedicalCondition",
  "name": "[Condition Name]",
  "associatedAnatomy": {
    "@type": "AnatomicalStructure",
    "name": "Gallbladder"
  },
  "signOrSymptom": [
    "[Symptom 1]",
    "[Symptom 2]"
  ]
}
```

5. **MedicalProcedure** Schema (for procedure/surgery posts):

```json
{
  "@context": "https://schema.org",
  "@type": "MedicalProcedure",
  "name": "[Procedure Name]",
  "procedureType": "SurgicalProcedure",
  "bodyLocation": {
    "@type": "AnatomicalStructure",
    "name": "Gallbladder"
  }
}
```

Schema Validation Requirements

MANDATORY - Zero tolerance for errors:

- ✅ Validate using Google Rich Results Test
- ✅ Validate using Schema.org Validator
- ✅ Must achieve 0 errors; resolve warnings that affect rich result eligibility
- ✅ Test on live URL after publishing

Common Schema Mistakes to Avoid:

- ❌ Missing required fields

- ❌ Invalid date formats (use ISO 8601)
- ❌ Incorrect schema type for content
- ❌ Duplicate schema markup from RankMath + custom
- ❌ Missing closing brackets or commas

SEO METADATA STANDARDS

Meta Title Requirements

Format: [Primary Keyword] | [Benefit/Location] | Dr. Rajarshi Mitra

Specifications:

- **Length**: 55-60 characters (including spaces)
- **Include**: Primary keyword + location (Abu Dhabi) OR benefit
- **End with**: Surgeon name for brand recognition

Examples:

Gallbladder Symptoms in Women | Expert Guide Abu Dhabi

Laparoscopic Cholecystectomy | Specialist Surgeon UAE

Gallbladder Stones Treatment | Dr. Rajarshi Mitra FACS

What NOT to do:

- ❌ Exceed 60 characters (gets truncated)
- ❌ Keyword stuffing ("gallbladder surgery gallbladder treatment")
- ❌ Using "board-certified" (incorrect for UAE)
- ❌ All caps or excessive punctuation

Meta Description Requirements

Format: [Hook/Problem] [Solution/Benefit] [Credentials] [Call-to-action]

Specifications:

- **Length**: 150-160 characters (including spaces)
- **Include**: Primary keyword naturally woven in
- **Must have**: Credentials (FACS, 20+ years) + location (Abu Dhabi)
- **End with**: Clear CTA or value proposition

Examples:

> Experiencing gallbladder symptoms? Learn about diagnosis & treatment options from Dr. Rajarshi Mitra, FACS, with 20+ years experience in Abu Dhabi. Call +971-50-954-2791.
>
> Comprehensive guide to gallbladder disease by specialist laparoscopic surgeon. Symptoms, diagnosis, & minimally invasive treatment in Abu Dhabi. 2000+ surgeries performed.

What NOT to do:

- ❌ Exceed 160 characters
- ❌ Generic descriptions ("Click here to learn more")
- ❌ Missing location or credentials
- ❌ No clear benefit or CTA

URL Slug Standards

Format: [primary-keyword]-[secondary-keyword]-[location-if-relevant]

Specifications:

- **Length**: Ideally under 60 characters
- **Use**: Lowercase, hyphens (not underscores)
- **Include**: Primary and secondary keywords
- **Avoid**: Stop words (a, the, of, in) unless necessary

Examples:

> ✅ gallbladder-symptoms-women-abu-dhabi
> ✅ laparoscopic-cholecystectomy-recovery
> ✅ gallbladder-stones-treatment-options

What NOT to do:

> ❌ gallbladder-symptoms-in-women-a-complete-guide (too long, stop words)
> ❌ gb_symptoms (underscores, abbreviations)
> ❌ GallbladderSymptoms (no separators)

TIER-SPECIFIC OPTIMIZATION STRATEGIES

Tier 1: Emergency/Commercial Intent Posts

Examples: "Gallbladder attack", "Acute cholecystitis", "Emergency symptoms"

Special Requirements:

- ✅ Emergency Alert Box (MANDATORY)
- ✅ UAE emergency number (998) prominently displayed
- ✅ Urgent language in CTAs ("Call now", "Don't wait")
- ✅ Clear escalation pathways (when to call vs. when to go to ER)
- ✅ Same-day consultation messaging

CTA Strategy: High urgency, direct response

- "🚨 Call Now: +971-50-954-2791"
- "Emergency Consultation Available Today"
- Use action-oriented language throughout

Tier 2: High-Traffic Informational Posts

Examples: "Gallbladder symptoms", "What causes gallstones", "Recovery after surgery"

Special Requirements:

- ✅ Comprehensive coverage (2000-3000+ words)
- ✅ 15-20 FAQs based on Google SERP
- ✅ Multiple supporting images and diagrams
- ✅ Lifestyle and prevention advice
- ✅ Abu Dhabi-specific context woven naturally

CTA Strategy: Educational → consultative

- Lead with value, then offer consultation
- Emphasis on expertise and experience
- "Questions about your situation? Schedule a consultation"

Tier 3: Prevention & Lifestyle Posts

Examples: "Gallbladder-friendly diet", "How to prevent gallstones", "Foods to avoid"

Special Requirements:

- ✅ Practical, actionable advice
- ✅ Cultural sensitivity (Ramadan, regional diet)
- ✅ First-person insights from Dr. Mitra
- ✅ Related condition connections

CTA Strategy: Softer, educational approach

- "Need personalized dietary advice? Consult with Dr. Mitra"

- Focus on prevention and long-term health

Tier 4: Cultural & Context Posts

Examples: "Gallbladder health during Ramadan", "Fasting with gallstones"

Special Requirements:

- ✅ High cultural sensitivity and religious respect
- ✅ Practical guidance for cultural practices
- ✅ Regional considerations
- ✅ Community health perspective

CTA Strategy: Supportive and respectful

- "For personalized guidance during Ramadan..."
- Emphasis on understanding individual situations

FAQ SECTION STANDARDS

Requirements

Minimum FAQs per Post:

- Tier 1-2: 10-15 FAQs
- Tier 3-4: 8-10 FAQs

FAQ Sources:

- Google "People Also Ask" results
- Bing related searches
- Patient questions from consultations
- Long-tail keyword variations

FAQ Format:

```html

```

```html
<div class="faq-section" style="margin: 50px 0;">
  <h2>Frequently Asked Questions About [Topic]</h2>

  <div class="faq-item" style="margin: 25px 0; padding: 20px; background: #f9f9f9; border-left: 3px solid #1976d2; border-r
    <h3 style="color: #1565c0; font-size: 1.2em; margin-top: 0;">[Question phrased naturally as patients would ask]</h3>
      <p>[50-100 word direct, accessible answer. Include relevant keywords naturally. Provide clear, helpful information withou
  </div>

  <!-- Repeat for all FAQs -->
</div>
```

FAQ Answer Guidelines:

- ✅ Direct answers (50-100 words)
- ✅ Accessible language (Flesch >60)
- ✅ Natural keyword inclusion
- ✅ Practical, helpful information
- ✅ Links to emergency care if relevant
- ❌ Overly technical medical terminology
- ❌ Evasive non-answers
- ❌ Guaranteed outcomes or promises

OPTIMIZATION DELIVERABLES

Every optimization must provide these six parts:

PART 1: Complete Optimized HTML Post

- ✅ Quick Answer box with correct blue styling
- ✅ Medical Review Badge with correct gray styling
- ✅ YouTube video embed placeholder
- ✅ Podcast embed placeholder
- ✅ Full optimized content
- ✅ FAQ section with schema markup
- ✅ CTAs (mid-content + final) using WordPress class system
- ✅ Four yellow/tan bottom boxes (Disclaimer, Author, Privacy, References)
- ❌ NO internal blog post links (LinkBoss handles this)

PART 2: Complete Schema Markup (JSON-LD)

- ✅ MedicalWebPage schema
- ✅ FAQPage schema
- ✅ BreadcrumbList schema
- ✅ Context-appropriate schema (MedicalCondition or MedicalProcedure)
- ✅ All in single, valid JSON-LD script block
- ✅ Ready to paste into RankMath Custom Schema

PART 3: SEO Meta Data

- ✅ Meta title (55-60 chars)
- ✅ Meta description (150-160 chars)
- ✅ Focus keyphrase
- ✅ URL slug (if needs updating)

PART 4: Internal Linking Map (For LinkBoss Reference)

- ✅ 15-20 recommended internal links
- ✅ Anchor text suggestions
- ✅ Target URLs
- ✅ Linking rationale
- Note: "These are for LinkBoss.io configuration only - NOT for manual HTML insertion"

PART 5: Image Recommendations with Prompts

- ✅ Featured image: Full Nano Banana Pro prompt with text overlay specs
- ✅ Supporting image 1: Full prompt with alt text
- ✅ Supporting image 2: Full prompt with alt text
- ✅ Supporting image 3: Full prompt with alt text
- ✅ Supporting image 4: Full prompt with alt text
- ✅ All prompts include exact specifications (aspect ratio, style, text overlays)

PART 6: Optimization Summary

- ✅ Changes made (structural, SEO, E-E-A-T, conversion)
- ✅ Expected impact (rankings, CTR, AI citation potential, conversions)
- ✅ Flagged items for medical review (if any)
- ✅ Implementation checklist

WORKFLOW REFERENCE

Pre-Optimization Data Gathering

Required Data Points:

1. ✅ GSC data (last 90 days): position, impressions, clicks, CTR, top queries
2. ⚠️ Perplexity research (OPTIONAL for Tier 2-4 only; SKIP for Tier 1)
3. ✅ Manual SERP check: AI Overview status, Featured Snippet, Local Pack
4. ✅ Current post URL and content
5. ✅ Target keyword + 2-3 secondary keywords
6. ✅ Tier classification (1, 2, 3, or 4)

Post-Optimization Validation

Checklist Before Publishing:

- ☐ Schema validated (0 errors; resolve warnings that affect rich result eligibility)
- ☐ Meta title & description set in RankMath
- ☐ Featured image uploaded with text overlay
- ☐ Supporting images uploaded with alt text
- ☐ YouTube video embedded (if available)
- ☐ Podcast embedded (if available)
- ☐ Phone numbers are clickable (tel: links)
- ☐ All external links open in new tab
- ☐ Four yellow boxes present at bottom
- ☐ Mobile preview checked
- ☐ Desktop preview checked
- ☐ No broken links
- ☐ "Last reviewed" date is current
- ☐ Author set to Dr. Rajarshi Mitra
- ☐ Visual styling matches standards (blue Quick Answer, gray Medical Review, yellow bottom boxes)

Post-Publication Actions

Immediately After Publishing:

1. ✅ Submit URL to Google Search Console for indexing
2. ✅ Test schema validation on live URL
3. ✅ Check mobile responsiveness
4. ✅ Verify clickable CTAs work
5. ✅ Configure LinkBoss internal linking (if not already automated)

Within 7 Days:

- Monitor GSC for indexing status
- Check for any crawl errors
- Verify schema detection in GSC

Within 30 Days:

- Track position changes
- Monitor CTR improvements
- Check AI Overview citation status
- Review phone call attribution (if tracking)

COMMON PITFALLS TO AVOID

Content Quality

- ❌ Keyword stuffing or unnatural Abu Dhabi mentions
- ❌ Copying competitor content (even paraphrased)
- ❌ Publishing without medical review
- ❌ Over-promising results or guarantees
- ❌ Using "board-certified" (incorrect for Dr. Mitra)
- ❌ Saying "HIPAA-protected" (US-specific, not UAE)

Technical

- ❌ Forgetting to validate schema (must be 0 errors)
- ❌ Not removing duplicate "Article" schema from RankMath
- ❌ Adding internal blog links manually (LinkBoss handles this)
- ❌ Using wrong credentials (always 2000+ surgeries, not 1000+)
- ❌ Wrong consultation days (Monday-Saturday, NOT Sunday)
- ❌ Non-clickable phone numbers (always use tel: links)

Visual/Styling

- ❌ Wrong colors for Quick Answer box (must be blue ⬜ #e3f2fd)
- ❌ Wrong colors for Medical Review badge (must be gray ⬜ #f5f5f5)
- ❌ Wrong colors for bottom boxes (must be yellow/tan ⬜ #fffbf0)
- ❌ Missing any of the four bottom boxes

- ❌ Using inline button styles instead of WordPress classes
- ❌ Inconsistent visual patterns between posts

Conversion

- ❌ Too many competing CTAs (stick to 2-3 clear paths)
- ❌ Generic CTAs ("Contact us" instead of specific action)
- ❌ Ignoring mobile experience (50%+ of traffic)
- ❌ Weak urgency on Tier 1 posts (emergency content needs "Call now")
- ❌ Missing trust signals (experience, credentials, success rate)

Compliance

- ❌ Missing medical disclaimer
- ❌ Unclear emergency guidance
- ❌ Patient-identifying information in examples
- ❌ Violating UAE healthcare privacy regulations

CHAT CONTINUITY PROTOCOL

Starting Each New Optimization Chat

Reference this document:

> "I'm optimizing a gallbladder post. Please reference BLOG_OPTIMIZATION_EXECUTION_STANDARDS.md in project files for all standards, credentials, and formats."

Provide these details:

1. Post title
2. Target keyword
3. Tier classification (1, 2, 3, or 4)
4. GSC data (if published)
5. Current post URL (if updating existing)
6. Any specific requirements for this post

Ending Each Optimization Chat

Progress tracking:

- Note which post was optimized

- Flag any issues or questions for Dr. Mitra
- Note if medical review is needed
- Document any deviations from standards (and why)

VERSION CONTROL

This Document:

- **Version**: 1.1
- **Created**: January 12, 2026 (v1.0)
- **Updated**: January 20, 2026 (v1.1)
- **Based on**: Actual live site implementation + first successful optimizations
- **Status**: LOCKED for consistency

Updates: If standards need to change, create new version with date and changelog.

Do NOT modify these standards mid-project - consistency across all 80+ posts is critical for:

- Brand voice coherence
- SEO pattern recognition by Google
- User experience consistency
- Conversion optimization testing validity

QUICK REFERENCE CHECKLIST

Every Post Must Have:

- ✅ Quick Answer section (blue background ⬜ #e3f2fd, first element)
- ✅ Medical Review Badge (gray background ⬜ #f5f5f5, with current date)
- ✅ YouTube video embed placeholder
- ✅ Podcast embed placeholder
- ✅ E-E-A-T signals (20+ years, 2000+ surgeries, FACS)
- ✅ Emergency alert box (Tier 1 only, red border)
- ✅ 10+ FAQs with schema
- ✅ Mid-content CTA (WordPress class system)
- ✅ Final CTA block (WordPress class system)
- ✅ Four yellow/tan bottom boxes (all four required)
- ✅ Complete schema markup (validated, 0 errors)

- ✅ Optimized meta title & description
- ✅ Featured image with text overlay
- ✅ 4 supporting images
- ✅ Abu Dhabi/UAE local context
- ✅ Cultural sensitivity (Ramadan if relevant)
- ✅ Clickable phone numbers (tel: links)
- ❌ NO internal blog post links (LinkBoss handles)

Every Post Must NOT Have:

- ❌ Internal links to other blog posts
- ❌ "HIPAA-protected" language
- ❌ "Board-certified" claims
- ❌ "1000+ surgeries" (use 2000+)
- ❌ Sunday consultation hours (closed)
- ❌ Patient-identifying information
- ❌ Guaranteed medical outcomes
- ❌ Unvalidated schema markup
- ❌ Generic featured images without text
- ❌ Missing emergency guidance (Tier 1)
- ❌ Wrong visual styling colors
- ❌ Inline button styles (use WordPress classes)
- ❌ Missing any of the four bottom boxes

END OF STANDARDS DOCUMENT v1.1

For Questions or Clarifications:

- Reference this document at the start of each optimization chat
- Flag any ambiguities immediately
- Document any necessary deviations with rationale
- Keep this document updated if standards evolve

Remember: Consistency is key. These standards ensure every optimized post maintains the same high quality, brand voice, visual identity, and conversion effectiveness across the entire 80+ post optimization project.

Visual Consistency = Brand Recognition = User Trust = Better Engagement = Higher Conversions