

OFFICIAL CREDENTIALS FORMAT - UPDATED FEBRUARY 22, 2026

Date: February 4, 2026

Last Updated: February 22, 2026

Updated By: Claude

Requested By: Dr. Rajarshi Mitra

v2 Changes: Added FICS credential, removed "board-certified" from Format 2, added "Specialist" title prefix, clarified surgery count usage (5000+ total vs 2000+ gallbladder), aligned all formats with BLOG_OPTIMIZATION_EXECUTION_STANDARDS_v1_1.md, corrected clinic hours to variable schedule.

CURRENT OFFICIAL CREDENTIALS

Full Professional Credentials:

Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap
Specialist Laparoscopic Surgeon & Proctologist

Formatting Rules:

-  "Dr Rajarshi Mitra" (NO period after "Dr")
 -  Comma after name, then all credentials
 -  MS, FACS, FIAGES, FICS, Dip.Lap (all degrees/certifications)
 -  "Specialist Laparoscopic Surgeon & Proctologist" (specialty description)
 -  No phone numbers in credential blocks
 -  No surgery counts in credential blocks
-

PHONE NUMBER USAGE RULES

When Phone Number Appears: ALWAYS include this warning in RED:

 Not for Emergency Conditions
For medical emergencies, call 998 (UAE Ambulance)

Example Contact Block:

Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap
Specialist Laparoscopic Surgeon & Proctologist
Abu Dhabi, United Arab Emirates
www.drrajarshimitra.com

 Not for Emergency Conditions
For medical emergencies, call 998 (UAE Ambulance)

STANDARD CREDENTIAL FORMATS

Format 1: Header/Footer (Lead Magnets, PDFs)

Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap
Specialist Laparoscopic Surgeon & Proctologist
www.drrajarshimitra.com

Format 2: Inline Text (Blog Posts)

Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap, is a
Specialist Laparoscopic Surgeon & Proctologist practicing in Abu Dhabi, UAE.

Format 3: About Section (Hub Pages)

Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap
Specialist Laparoscopic Surgeon & Proctologist
Abu Dhabi, United Arab Emirates
[Brief bio paragraph]
www.drrajarshimitra.com

Format 4: Contact Section

Dr Rajarshi Mitra's Clinic
Specialist Laparoscopic Surgeon & Proctologist
Abu Dhabi, UAE

 +971 50 954 2791
 Not for Emergency Conditions - Call 998 for emergencies

CLINIC CONTACT

+971 50 954 2791

 Not for Emergency Conditions

For medical emergencies, call 998 (UAE Ambulance)

CLINIC HOURS (Variable Schedule)

Day	Hours
Monday	9:00 AM – 5:00 PM
Tuesday	9:00 AM – 5:00 PM
Wednesday	12:00 PM – 8:30 PM
Thursday	12:00 PM – 8:30 PM
Friday	9:00 AM – 5:00 PM
Saturday	9:00 AM – 1:30 PM
Sunday	CLOSED

Short format for CTAs/footers:

Mon/Tue/Fri: 9AM-5PM | Wed/Thu: 12PM-8:30PM | Sat: 9AM-1:30PM | Sun: CLOSED

Schema Markup (OpeningHoursSpecification):

json

```

"openingHoursSpecification": [
{
  "@type": "OpeningHoursSpecification",
  "dayOfWeek": ["Monday", "Tuesday", "Friday"],
  "opens": "09:00",
  "closes": "17:00"
},
{
  "@type": "OpeningHoursSpecification",
  "dayOfWeek": ["Wednesday", "Thursday"],
  "opens": "12:00",
  "closes": "20:30"
},
{
  "@type": "OpeningHoursSpecification",
  "dayOfWeek": "Saturday",
  "opens": "09:00",
  "closes": "13:30"
}
]

```

CREDENTIAL COMPONENTS EXPLAINED

Credential	Meaning
MS	Master of Surgery - Postgraduate surgical degree
FACS	Fellow of the American College of Surgeons - Prestigious international surgical fellowship
FIAGES	Fellow of the Indian Association of Gastrointestinal Endo Surgeons - Specialist certification
FICS	Fellow of the International College of Surgeons - International surgical certification
Dip.Lap	Diploma in Laparoscopic Surgery - Advanced training certification
Specialist Laparoscopic Surgeon & Proctologist	Primary specialty areas of practice

WHAT NOT TO INCLUDE IN CREDENTIAL BLOCKS

Do NOT include:

- Phone numbers (use dedicated contact sections instead)
 - Surgery counts (2000+, 5000+, etc.) — use separately if needed
 - Years of experience (20+ years) — use separately if needed
 - "Board-Certified" (term is US-specific and incorrect for UAE practice; FACS credential speaks for itself)
 - Full address (just city/country)
-

WHERE SURGERY COUNTS CAN APPEAR

IMPORTANT DISTINCTION:

- **Total surgeries** (all procedure types): **5,000+**
- **Gallbladder-specific surgeries**: **2,000+**

Usage Rules:

- For **gallbladder blog posts**: Always use "2,000+ gallbladder surgeries"
- For **general bio/about sections**: Can mention "5,000+ total surgeries including 2,000+ gallbladder procedures"

Surgery counts can appear in:

1. About/Bio sections (narrative context):

With 5,000+ successful surgeries over 20+ years of practice,
including 2,000+ specialized gallbladder procedures...

2. Stats boxes (separate from credentials):

EXPERIENCE

20+ Years Practice

5,000+ Surgeries

2,000+ Gallbladder Procedures

3. E-E-A-T signals (separate line):

Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap
Specialist Laparoscopic Surgeon & Proctologist

Experience: 20+ years | 5,000+ successful surgeries

But NEVER in the main credential line itself.

EMERGENCY CONTACT PROTOCOL

All Lead Magnets MUST Include:

UAE Emergency Services:

-  Ambulance: **998**
-  Police: **999**
-  Civil Defence: **997**

Clinic Contact (with warning):

 Dr Rajarshi Mitra's Clinic: +971 50 954 2791

 Not for Emergency Conditions - Call 998 for emergencies

Hours:

Day	Hours
Mon/Tue/Fri	9:00 AM – 5:00 PM
Wed/Thu	12:00 PM – 8:30 PM
Saturday	9:00 AM – 1:30 PM
Sunday	CLOSED

 www.drrajarshimitra.com

TYPOGRAPHY STANDARDS

Font Choices:

- **Headers:** Merriweather
- **Body Text:** Georgia

- Both are serif fonts for professional medical documents

Color Coding:

- **Credentials/Headers:** Deep Blue ( #1E3A8A)
 - **Emergency Warnings:** Red ( #DC2626)
 - **Clinic Info:** Secondary Blue ( #3B82F6)
 - **Body Text:** Black ( #000000)
-

UPDATED PROJECT FILES

Files Updated with New Credentials:

1.  RAMADAN_LEAD_MAGNETS_CORRECTED_v2.md
2.  CREDENTIALS_OFFICIAL_FORMAT.md (this file)

Files to Update When Creating Content:

- Lead Magnet #1 (Pre-Ramadan Checklist)
 - Lead Magnet #2 (Meal Planner)
 - Lead Magnet #3 (Symptom Flowchart)
 - Hub Page sections
 - Blog post author bios
 - Email signatures
-

VERIFICATION CHECKLIST

When creating any new content, verify:

- Credentials formatted as: "Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap"
- Specialty: "Specialist Laparoscopic Surgeon & Proctologist"
- Location: "Abu Dhabi, United Arab Emirates"
- Website: "www.drrajarshimitra.com"
- NO phone numbers in credential blocks
- Phone numbers ONLY in contact sections WITH emergency warning
- Emergency warning: "⚠️ Not for Emergency Conditions - Call 998 for emergencies"
- Headers in Merriweather font
- Body text in Georgia font
- NO "board-certified" anywhere (use FACS credential instead)
- Surgery counts only in bio/stats sections, never in credential line

- Clinic hours use VARIABLE schedule (NOT "9AM-8PM")
 - Schema uses day-by-day OpeningHoursSpecification (3 groups)
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SUMMARY

Official Format (Memorize This):

Dr Rajarshi Mitra, MS, FACS, FIAGES, FICS, Dip.Lap
Specialist Laparoscopic Surgeon & Proctologist
Abu Dhabi, United Arab Emirates
www.drrajarshimitra.com

Contact Section (When Phone Number Needed):

 +971 50 954 2791
 Not for Emergency Conditions - Call 998 for emergencies
Mon/Tue/Fri: 9AM-5PM | Wed/Thu: 12PM-8:30PM | Sat: 9AM-1:30PM | Sun: CLOSED

Emergency Protocol:

 Medical Emergency: 998
 Clinic Consultation: +971 50 954 2791 (Not for emergencies)

All future content MUST follow this format. These are the official credentials effective February 22, 2026 (v2).

