

# McCord Web Services LLC

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## *Opal Level Blog Writing Examples*

We have listed below several sample blog posts to illustrate the amount of content and quality of writing that you will receive with Opal Level blogs. Typically posts will be 265 to about 290 words in length.

### Example One

#### *What Is the Difference Between Breast Augmentation and a Breast Lift?*

Wouldn't it be wonderful if your breasts stayed firm and perky forever? Of course it would; but that's not nature's way. Time and gravity are not kind to a woman's breasts. As we age, our skin becomes less elastic, less able to keep its taut, youthful shape.

If you've ever been pregnant or breastfed a baby, the change in breast firmness and elevation once you stop nursing can be dramatic. Breast tissue that has been over-stretched by pregnancy and nursing never snaps back to its tight original form.

Cleveland cosmetic surgery can restore what nature has taken away. A breast augmentation, often in combination with a breast lift, can elevate your breasts and restore youthful firmness. You'll feel more attractive, your clothes will fit better, and your silhouette will go from old and tired to Va-Va-Va-VOOM!

Where breast sag becomes unpleasantly noticeable, many women make the mistake of thinking breast augmentation will solve all their problems. But in some cases, without a breast lift breast augmentation may simply lead to bigger problems down the road. Breast augmentation uses implants to fill and round the breast area so that skin is taut. A breast lift adjusts the muscles that support the breasts, elevating the breasts so that they are carried higher on the body.

Discussing your appearance goals with a board-certified Cleveland cosmetic surgeon is the first step to getting your breasts back in shape. Trust your surgeon to recommend the procedure or combination of procedures that will attain your appearance goals.

### Example Two

#### *How to Choose a Healthy Orchid*

When you select an orchid either for your home or to give as a gift, you should always inspect the plant to make sure it is healthy before you purchase it. Healthy orchids provide beautiful, long-lasting displays and are most likely to bloom again.

Follow these tips for selecting a healthy orchid that will bring you weeks, possible months, of pleasure:

1. Inspect the leaves of the orchid plant first. Phalaenopsis orchids have large, green leaves. In a healthy plant, leaves will exhibit a rich olive green color and have a robust, fleshy appearance. The orchid plant's leaves should be completely free of any mars, tears or spots. Black spots on an orchid leaf are signs of a fungal infection or virus and indicate an unhealthy plant.

2. Inspect the roots of the plant. Just Add Ice Orchids are double potted. The orchid is planted in a clear plastic growing pot that can be lifted out of the exterior decorative pot to allow inspection of the plant's roots. Some stores may prefer that you ask a sales associate to lift the orchid so that you can examine its roots. Healthy orchid roots should be firm and green. A foul smell or brown and rotting roots indicate overwatering which is the primary cause of Phalaenopsis orchid failure.
3. Choose an orchid plant that has both open blossoms and a few unopened buds. The buds will ensure a longer blooming period and the open flowers will allow you enjoy your Just Add Ice Orchid's breathtaking display immediately.

#### Example Three

### *Are Foggers on the Way Out?*

The New York State Department of Environmental Conservation announced in October that they were going to reclassify Total Release Foggers, a.k.a. bug bombs. The new classification would have bug bombs become a "restricted use" product. If bugs bombs were to be reclassified, than the general public would no longer be able to obtain them for personal use.

New studies have shown that bug bombs are posing health risks and acute illnesses from pesticide exposure in people who have used them. Many of the medical issues that people have encountered are due to the fact that too many bug bombs were administered at one time or proper ventilation procedures were not followed after the bug bombs were used. Some health problems have also been noted in buildings where shared venting systems were in place, as the chemicals were transported through the air.

Although bug bombs may work well for some insects, bug bombs are not a good way to treat for bed bug infestations. They are known to make bed bugs scatter and spread infestations into adjoining rooms. When you live in a multi-unit building and use a bug bomb, bed bugs will quickly spread and become a problem for your neighbor.

The Department of Environmental Conservation is currently reversing themselves on this issue. They have received requests from some groups asking that bug bombs not be removed from the hands of consumers. You have to wonder how many more people need to become sick or injured before they will take notice.

#### Example Five

### *COPD Foundation Suggests Alternative Screening Method*

The COPD Foundation recently unveiled a possible alternative screening method for Chronic Obstructive Pulmonary Disease (COPD). During a joint 2008 conference conducted by the COPD Foundation and National Heart Lung and Blood Institute, a three-stage screening process was established to identify and diagnose COPD more effectively.

Recommended was the use of:

1. A questionnaire-based screening test,
2. A pocket spirometry assessment measuring peak air flow, and
3. A diagnostic spirometry.

Once diagnosed with COPD, a patient may feel that they are too “ill” to be active and must change their lifestyle. In reality, with the new early screening methods, many patients may be diagnosed at an early stage and be able to reap the benefit from portable oxygen therapy before they even experience disabling symptoms of their disease. Additionally, oxygen therapy for the newly diagnosed may allow those with COPD to stay active much longer.

Although the diagnosis of COPD *may* require a change in how you are living life today, it does not mean that you have to stop visiting family, going to grandchildren’s events, or even stop traveling. It only means you need a little bit of extra help to breathe easier. The advances made in portable oxygen technology allow those with COPD to stay active with backpack-style lightweight oxygen tanks, easy to roll tank caddies, and easy to use oxygen concentrators. Don’t let your early diagnosis control you, control the situation with the technology that allows you to do what you want and do what you love with just a bit of help from Invacare.

### **Example Six**

#### **Five Rules for Your Upcoming Holiday Open House or Event**

The holiday season is a chance to [boost the camaraderie](#) in your company by socializing outside of the workplace. Even if you hold your Holiday or New Year’s party in the office, the atmosphere is more lighthearted and cheerful than businesslike.

While [holiday parties](#) are a chance for employees to have fun, they are still company functions by definition. Maintaining an appropriate balance can be tricky, but the task is easier when you do some careful planning. These tips will help you set the tone for an entertaining event.

1. Alcohol is always a hot-button topic for parties. If you're hosting the event in-house, supply only enough for each person to have one to two drinks. If the party is held at an outside venue, purchase only two drinks per person. Be sure to have a variety of non-alcoholic beverages as well.
2. Have the food catered. Pot luck is fine for casual occasions during the year, but holiday events or open houses shouldn't involve more work for your employees.
3. Plan some games and activities to give your guests opportunities to mingle. Have prizes on hand such as movie tickets or restaurant gift cards.
4. Your employees will take their cues from you. Act pleasant and gracious and they will follow suit.
5. Unfortunately, most workplaces include a troublemaker or two. Keep an eye on anyone who might cross the line and step in quickly but quietly if necessary.

Enjoy your upcoming parties secure in the knowledge that our [friendly, well-trained live operators](#) are handling your phone calls during any time of the day or night. Visit our website to learn more about our comprehensive call center services.

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