

# CoolSculpting Marketing Services

## Calista Laser Co-Op Q3-Q4 2022

### Total Marketing Expenses

#### (07/1/2022 - 12/15/2022)

**Total Google Ads: \$ 3,899.71**  
**Total Meta Ads: \$ 1,002.03**  
**Total Marketing Service Fees: \$18,000.00**  
**Total CoolSculpting Marketing Cost: \$22,901.74**

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns

Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview | Campaigns | Recommendations | Insights | Campaigns | Auction insights | Ad groups | Ads & assets | Landing pages | Keywords | Audiences | Settings | Change history | Suggested | Experiments | Devices | Show more

Campaigns | Custom | Jul 1 - Dec 15, 2022 | Show last 30 days

Clear filters | Save | Close

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting	\$52.55/day	Paused All ads limited by policy	542	5.49%	\$3,899.71
Total: Filtered campaigns			542	5.49%	\$3,899.71
Total: Account	\$140.46/day		3,803	7.62%	\$20,384.49

Reporting is not real-time. Time zone for all dates and times: (GMT-06:00) Central Time. [Learn more](#)  
Some inventory may be provided through third party intermediaries.  
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Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | coolsculpting

Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview | Paused | Type: Search | Budget: \$52.55/day | More details

Ads | Custom | Jul 1 - Dec 15, 2022 | Show last 30 days

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			542	5.49%	\$3,899.71
[Keyword: Calista Laser]   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +10 more calistalaser.com/coolsculpting/colleyville Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	155	8.37%	\$1,451.04
Calista Laser   Fat Reduction in Colleyville   Non-Surgical Fat Reduction +11 more calistalaser.com/coolsculpting/colleyville Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven F... View assets details	x. Expanded Reach Test	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	234	4.09%	\$1,280.93
Calista Laser   Fat Reduction in Colleyville   Non-Surgical Fat Reduction +11 more calistalaser.com/coolsculpting/colleyville Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today. Best Prices. FDA-Cleared. Clinically Proven F... View assets details	3. lipo	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	88	5.97%	\$493.11
[Keyword: Calista Laser]   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +10 more calistalaser.com/coolsculpting/colleyville Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	1. coolsculpting - price	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	35	12.50%	\$367.44
[Keyword: Calista Laser]   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +10 more calistalaser.com/coolsculpting/colleyville Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details	2. body sculpting	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	27	5.78%	\$258.33
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	2	3.70%	\$45.74
[Dynamically generated headline] [Dynamically generated display URL]		Not eligible			

Get the Google Ads mobile app

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | coolsculpting

Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview | Paused | Type: Search | Budget: \$52.55/day | More details

Ads | Custom | Jul 1 - Dec 15, 2022 | Show last 30 days

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			542	5.49%	\$3,899.71
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick... View assets details		Paused			
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	2	3.70%	\$45.74
[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	1	11.11%	\$3.12
CoolSculpting® Fat Reduction   CoolSculpting in Colleyville   Biggest CoolSculpting® Promo +5 more calistalaser.mysculpt.net Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	0. coolsculpting - general	Removed Campaign paused	0	-	\$0.00
CoolSculpting® Fat Reduction   Feb Only 50% off 8+ Cycles   Hurry Offer Ends In (+COUNTDOWN("2021/02/28 00:00:00";en-US;31)) www.calistalaser.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Disapproved (One website per ad group +2 more), Campaign paused	0	-	\$0.00
Best CoolSculpting Deal Ever   Limited Time Offer   Feb 2021   Hurry Offer Ends In (+COUNTDOWN("2021/02/28 00:00:00";en-US;31)) www.calistalaser.com Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Disapproved (One website per ad group +2 more), Campaign paused	0	-	\$0.00
CoolSculpting® in Colleyville   Feb Only 50% off 8+ Cycles   Hurry Offer Ends In (+COUNTDOWN("2021/02/28 00:00:00";en-US;31)) www.calistalaser.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Disapproved (One website per ad group +2 more), Campaign paused	0	-	\$0.00
CoolSculpting® Fat Reduction   Limited Time Offer   Feb 2021   Hurry Offer Ends In (+COUNTDOWN("2021/02/28 00:00:00";en-US;31)) www.calistalaser.com Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Disapproved (One website per ad group +2 more), Campaign paused	0	-	\$0.00

Get the Google Ads mobile app

Google Ads | Chris Zelig > Calista Laser 970-709-7898 | All campaigns > search | coolsculpting

Search | Reports | Tools and settings | Refresh | Help | Notifications | 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview | Paused | Type: Search | Budget: \$52.55/day | More details

Ads | Custom | Jul 1 - Dec 15, 2022 | Show last 30 days

Ad status: All | Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace			542	5.49%	\$3,899.71
[Dynamically generated headline] [Dynamically generated display URL] Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 50% on 8+ Treatments of CoolSculpting	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	x. dynamic	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
Calista Laser   CoolSculpting in (LOCATION)(City)   Freeze Away Body Fat +10 more calistalaser.com/coolsculpting/colleyville Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX. Expert, Safe Fat Loss With Quick Results. Minim... View assets details	x. non-service medspa	Not eligible Policy (Restricted medical content +1 more), Campaign paused	0	0.00%	\$0.00
Total: Ads in your current workspace			542	5.49%	\$3,899.71
Total: Campaign			542	5.49%	\$3,899.71

Show rows: 500 | 1 - 398 of 398

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Google Ads | Chris Zelig | Calista Laser 970-709-7898 | All campaigns | search | coolsculpting

Overview: Paused, Type: Search, Budget: \$52.55/day

### Assets

Table view: Associations

Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolsculpting	Campaign	Eligible	Advertiser	4	60	6.67%	\$3.76	\$15.05
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	321	4,830	6.65%	\$7.97	\$2,559.79
5 Star Reviews See Why Calista #1 In Colleyville Read Real Client Reviews	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	284	4,562	6.23%	\$7.90	\$2,244.87
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Colleyville, TX.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	229	4,132	5.54%	\$8.15	\$1,866.34
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	144	3,487	4.13%	\$6.90	\$993.63
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	234	3,187	7.34%	\$8.09	\$1,893.53

Google Ads | Chris Zelig | Calista Laser 970-709-7898 | All campaigns | search | coolsculpting

Overview: Paused, Type: Search, Budget: \$52.55/day

### Assets

Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Callout									
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	234	3,187	7.34%	\$8.09	\$1,893.53
Book A Free Consultation Quickly and Conveniently Book Your Free Consultation Online Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	116	2,859	4.06%	\$8.14	\$944.18
Promotion									
Up to 50% Off	search   coolsculpting	Campaign	Eligible	Advertiser	64	820	7.80%	\$8.52	\$545.14
FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	63	780	8.08%	\$8.98	\$565.66
Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	56	741	7.56%	\$7.23	\$404.66
Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	57	658	8.66%	\$7.94	\$452.79
Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	43	648	6.64%	\$8.15	\$350.58
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	48	646	7.43%	\$8.10	\$388.96
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Promotion									
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	239	4,510	5.30%	\$7.46	\$1,783.55
Winter Sale - 50% off 8+ Treatments	search   coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00

Google Ads | Chris Zelig | Calista Laser 970-709-7898 | All campaigns | search | coolsculpting

Overview: Paused, Type: Search, Budget: \$52.55/day

### Assets

Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Call									
(817) 488-3838	Account	Account	Eligible	Advertiser	26	798	3.26%	\$8.91	\$231.77
Total: Sitelinks									
					325	4,863	6.68%	\$8.00	\$2,600.59
Total: Callouts									
					136	1,983	6.86%	\$8.35	\$1,136.26
Total: Structured snippets									
					4	60	6.67%	\$3.76	\$15.05
Total: Calls									
					26	798	3.26%	\$8.91	\$231.77
Total: Promotions									
					239	4,510	5.30%	\$7.46	\$1,783.55

Show rows: 500 | 1 - 21 of 21

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Overview: Paused, Type: Search, Budget: \$52.55/day

### Responsive search ad

Ad strength: Excellent

Your ads are all set! They'll have a higher chance of performing well.

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Impr.
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	1,807
CoolSculpting in (LOCATION/City)	Approved (limited)	Headline	None	1,759
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,661
50% Off 8+ Treatments	Approved (limited)	Headline	None	573
(Keyword Calista Laser)	Approved (limited)	Headline	None	460
Freeze Away Body Fat	Approved (limited)	Headline	None	311
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	302
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	75
CoolSculpting Near Me	Approved (limited)	Headline	None	63
Affordable & Quick Treatments	Approved (limited)	Headline	None	59

Google Ads | Chris Zelig | Calista Laser 970-709-7898 | All campaigns | search | coolsculpting

Overview: Paused, Type: Search, Budget: \$52.55/day

### Responsive search ad

Ad strength: Excellent

Your ads are all set! They'll have a higher chance of performing well.

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Impr.
Affordable & Quick Treatments	Approved (limited)	Headline	None	59
Top Provider in Colleyville TX.	Approved (limited)	Headline	None	56
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colleyville, TX.	Approved (limited)	Description	None	24
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved (limited)	Description	None	20
Schedule a Free Consultation	Approved (limited)	Headline	None	19
Freeze Your Fat Away Today	Approved (limited)	Headline	None	11
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	8
Fat Reduction Treatment	Approved (limited)	Headline	None	6
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	-	Description	None	0
Save 50% On 8+ Treatments	-	Headline	None	0
Top Provider in Colleyville	-	Headline	None	0

Google Ads | Calista Laser | All campaigns | search | coolsculpting

Overview | Paused | Type: Search | Budget: \$52.55/day | More details

Recommendations | Insights | Responsive search ad | Leave feedback

Assets | Combinations

Your ads are all set! They'll have a higher chance of performing well.

Ad strength: Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Asset status: All | Add filter

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Impr.
Freeze Your Fat Away Today	Approved (limited)	Headline	None	11
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	8
Fat Reduction Treatment	Approved (limited)	Headline	None	6
Dont Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	-	Description	None	0
Save 50% On 8+ Treatments	-	Headline	None	0
Top Provider in Colleyville	-	Headline	None	0
Book Now for Up to 50% Off	-	Headline	None	0

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Campaigns | Calista (3992198689415) | Updated just now

Terms update coming in January | We're updating the Self-Serve Ad Terms on January 3, 2023

Search: Campaign name contains cool

View Setup | Columns: Custom | Breakdown | Reports

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	Coolsculpting - Conversions	Off	Highest volume	\$33.00 Daily	7-day click or ...	31 Website Leads	27,804	45,157	\$32.32 Per Lead	\$1,002.03	Ongoing
<input type="checkbox"/>	Coolsculpting - Conversions - Copy	Off	Highest volume	\$33.00 Daily	7-day click or ...	Website Lead	-	-	Per Lead	\$0.00	Ongoing
<input type="checkbox"/>	Post: "6 months after third coolsculpting treat...	▲ Ad set error(s)	Highest volume	\$10.00 Lifetime	7-day click	Post Engagement	-	-	Per Post Engagem...	\$0.00	May 26, 2022
<input type="checkbox"/>	Post: "Get ready for summer with CoolSculpti...	▲ Ad set error(s)	Highest volume	\$10.00 Lifetime	7-day click	Post Engagement	-	-	Per Post Engagem...	\$0.00	May 24, 2022
<input type="checkbox"/>	Post: "CoolSculpting   freezing off stubborn f...	▲ Ad set error(s)	Highest volume	\$10.00 Lifetime	7-day click	Messaging Convers...	-	-	Per Messaging Con...	\$0.00	May 15, 2022
<input type="checkbox"/>	Post: "It's the last day to get two free Coolscu...	▲ Ad set error(s)	Highest volume	\$88.00 Lifetime	28-day click o...	Post Engagement	-	-	Per Post Engagem...	\$0.00	Dec 20, 2022
<input type="checkbox"/>	Event: Holiday CoolSculpting Event	▲ Ad set error(s)	Using ad set bi...	Using ad set b...	28-day click o...	Event Response	-	-	Per Event Response	\$0.00	Nov 9, 2022
<input type="checkbox"/>	Event: CoolSculpting Open House	▲ Ad set error(s)	Using ad set bi...	Using ad set b...	28-day click o...	Event Response	-	-	Per Event Response	\$0.00	Nov 29, 2022
<input type="checkbox"/>	Post: "coolsculpting...available at Calista Skin...	▲ Ad set error(s)	Using ad set bi...	Using ad set b...	28-day click o...	10-Second Video Vi...	-	-	Per 10-Second Vide...	\$0.00	Oct 11, 2022
Results from 9 campaigns						Multiple attrib...	27,804 People	45,157 Total	Multiple conversions	\$1,002.03 Total Spent	

Ads | Calista (3992198689415) | Updated just now

Terms update coming in January | We're updating the Self-Serve Ad Terms on January 3, 2023

Search: Campaign name contains cool

1 selected | Ad sets for 1 Campaign | Ads for 1 Campaign


Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	2021-03 - CS - UGC - Sitting	Jul 7, 2021, 11:2... 329 days ago	7-day click or ...	31 Website Leads	27,804	45,157	\$32.32 Per Lead	-	-	-	\$1,002.03
<input type="checkbox"/>	2021-03 - CS - UGC - Standing	Jul 7, 2021, 11:2... 329 days ago	7-day click or ...	Website Lead	-	-	Per Lead	-	-	-	-
Results from 2 ads				31 Website Leads	27,804 People	45,157 Total	\$32.32 Per Lead	-	-	-	\$1,002.03 Total Spent

View preview

Calista Skin & Laser Center

CoolSculpting freezes away stubborn fat. No surgery. Little to no downtime. Lasting results.

CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.



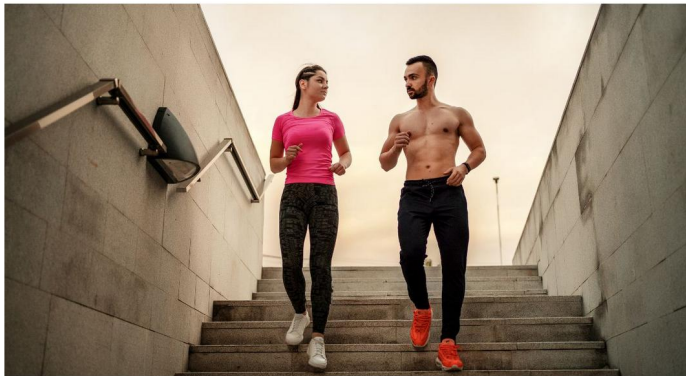
calistalaser.com

50% OFF 8+ Treatments | Learn more

Elizabeth ... 52 comments 33 shares

Like Comment Share

Full Size Preview



SCHEDULE A CONSULTATION

Please fill out the form below or call us at 817-488-3838

Name

Email

Phone Number

SCHEDULE TODAY

By submitting this form you agree to be contacted via phone, text, and/or email.



**BODY CONTOURING | NON-INVASIVE WAYS TO REDUCE FAT + TIGHTEN SKIN**

Body contouring refers to a cosmetic procedure that uses a surgical or non-surgical method to reshape or improve the body. Both men and women select body contouring treatments to reduce excess fat and tighten the skin.

**SURGICAL BODY CONTOURING**

The most popular form of surgical body contouring is liposuction. Other surgical body contouring methods include a facelift or tummy tuck, which lifts sagging skin and removes excess skin from the body. Surgical body contouring methods are effective, many people elect to receive them. However, due to their invasive nature, many people are starting to seek the help of less invasive methods.

**NON-INVASIVE BODY CONTOURING AT CALISTA LASER**

The body contouring industry is constantly evolving with new, innovative treatments. One of the most popular, non-invasive body contouring treatments is CoolSculpting. It provides healthy adults with the perfect non-surgical alternative to liposuction for reducing stubborn bulges of fat.

Another method of body contouring is the VelaShape III. Treatments contour, shape, and slim the body reducing the circumference in as few as four treatment sessions.

Learn more about CoolSculpting and VelaShape III to discover which method of body contouring is suitable for your aesthetic concerns and physique.

**COOLSCULPTING NON-INVASIVE BODY CONTOURING**

There are many non-invasive fat reduction treatments. Most of them use thermal energy like lasers of RF energy to melt fat away. CoolSculpting revolutionizes itself as the first and only FDA-cleared fat reduction method using Cryolipolysis or controlled cooling technology to "freeze" fat. CoolSculpting is the most popular non-invasive body treatment in the world. It exposes subcutaneous fat cells to freezing temperatures without damaging the overlying skin. Scientific studies even prove that one cooling session reduces stubborn fat by 25%!

CoolSculpting is ideal for healthy adults struggling with resistant pockets of fat in areas like the stomach, thighs, back, arms, or even the submental region. The results look natural. Best of all, they are long-lasting. Once the cooling of CoolSculpting "freezes" the fat cells, they naturally die and process out of the body as waste. Once they are gone, those dead fat cells never return.

[Learn more about CoolSculpting before and after >>](#)

**BODY CONTOURING WITH VELASHAPE III**

VelaShape III contours, shapes, and slims the body without downtime or discomfort. This body contouring treatment is the first of its kind using elos with vacuum and tissue manipulation to reduce the volume and appearance of fat tissues.

The unique elos combination of light and bi-polar radio frequency (RF) energies and negative pressure deploy targeted heat to adipose tissue. Bi-polar RF, infrared light, tissue mobilization, and suction all work together to reduce the appearance of cellulite and facilitate new collagen deposition.

**BODY CONTOURING NEAR ME**

Calista Laser is the premier provider of the top-rated non-invasive body contouring treatments in Colleyville, Texas. We are conveniently located in Colleyville, Calista Laser offers both non-invasive fat reduction using CoolSculpting and VelaShape III. The best way to determine which method of body contouring is right for you is by scheduling a free consultation with the professionals of Calista Laser. Call us at 817-488-3838 to schedule your visit now and learn how we can help you achieve the body of your dreams.

SCHEDULE A CONSULTATION

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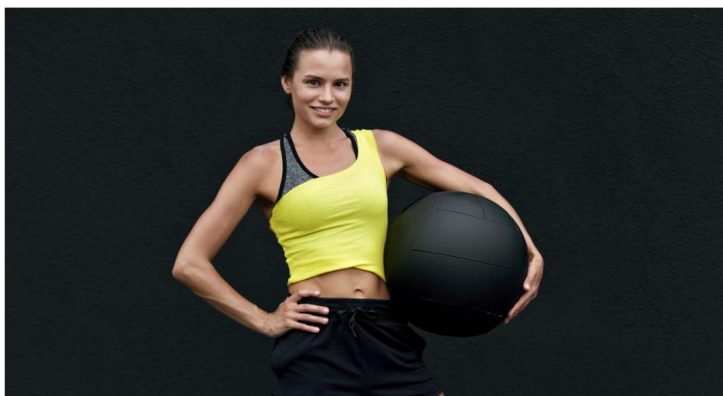
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Sources:

<sup>1</sup> Cryolipolysis For Noninvasive Body Contouring



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HOW LONG DOES COOLSCULPTING LAST | IS COOLSCULPTING PERMANENT?

Before committing to a cosmetic body contouring treatment like CoolSculpting, most people want to know how long does CoolSculpting last? Considering CoolSculpting prices require an investment for some people, it is easy to understand why so many consumers want to know more about the longevity of the results.

Read on to learn more about CoolSculpting, how it works, and how long you can expect your fat reduction to last.

HOW DOES COOLSCULPTING WORK?

Before addressing how long-lasting the CoolSculpting results are, it helps to know how the actual treatment works. Unlike regular weight loss treatments that shrink fat cells (preserving their ability to expand again if the person gains the weight back), CoolSculpting "freezes" or destroys the fat cell entirely.

Learn more about how CoolSculpting works >>

DO FAT CELLS GROW BACK AFTER COOLSCULPTING?

Once humans reach adulthood, the body stops creating fat cells. If you gain weight, the body stores fat in the already existing cells, which expand to accommodate the additional fat. With fat reduction treatments, like CoolSculpting or Liposuction, fat cells are removed from the body to reduce excessive fat and create a slimmer physique.

See impressive CoolSculpting before and after transformations>>

HOW LONG DOES COOLSCULPTING LAST?

Clinical studies determine how long CoolSculpting results last. The Journal of Cosmetic Dermatology published a longitudinal study. This study follows the results of CoolSculpting patients receiving a single fat freezing treatment to their left flank (love handle) 9 years earlier.

So how long does CoolSculpting last? Science shows that fat freezing results can last indefinitely.

HOW TO MAINTAIN YOUR COOLSCULPTING RESULTS

CoolSculpting provides long-term fat reduction. While fat cells do not grow back after cooling sessions, existing fat cells in the area(s) may still expand if you gain a lot of weight after the procedure.

GET STARTED WITH LONG-TERM FAT REDUCTION

How long does CoolSculpting last? Find out for yourself by experiencing this revolutionary fat-freezing treatment. Contact Calista Laser today to schedule a consultation and learn more.

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DOES COOLSCULPTING LAST? | COOLSCULPTING IN COLLEYVILLE, TEXAS

Before people fully commit or invest in a cosmetic body contouring treatment, they want to know, "Does CoolSculpting last?" Money is a significant consideration when deciding on a treatment—understandably so. No one wants to invest a large amount of money into reducing fat cells only to find out the treatment is not effective. Read on to learn more about fat freezing and how this treatment provides outstanding, long-term fat reduction when administered at Calista Laser in Colleyville, Texas.

UNDERSTANDING COOLSCULPTING

Before we answer, "Does CoolSculpting last," it helps first to address the technology behind this incredible treatment. CoolSculpting uses Cryolipolysis, an advanced cooling technology, to reduce stubborn fat cells. Unlike weight loss treatments that only shrink cells (preserving their ability to expand with weight gain), CoolSculpting destroys the fat cell completely. Cooling sessions "freeze the fat cell to death" so it can never return, grow back, or re-expand.

See CoolSculpting before and after >>

COOLSCULPTING PROVIDES RELIABLE FAT REDUCTION

Once we reach adulthood, our bodies no longer create fat cells. If you gain weight, the body stores the fat in already existing cells. Those cells expand to accommodate additional fat or shrink after weight loss. With a fat reduction treatment like CoolSculpting, CoolSculpting Elite, or even Liposuction, the fat cells are entirely removed from the body. Since our bodies no longer create fat cells after a certain point in adulthood, those cells are gone for good. After CoolSculpting treatments kill the fat cells, they process out of the body as waste. CoolSculpting provides reliable fat reduction and results that are long-lasting.

Related Article: CoolSculpting cost >>

HOW LONG DOES COOLSCULPTING LAST?

Many clinical trials and studies prove CoolSculpting is safe, reliable, and provides long-term fat reduction. In specific research following CoolSculpting patients, researchers found that, "Local reductions in fat have significant longevity in these subjects and suggest that results from Cryolipolysis may be very long-lasting."

Does CoolSculpting last? Studies show fat freezing results can last indefinitely

HOW TO MAINTAIN COOLSCULPTING RESULTS

As established, fat cells do not grow back after a cooling session. However, existing fat cells in the treatment area may still expand if the patient gains weight. To continue enjoying long-term fat reduction and prolong your contoured physique, it is recommended that you follow a healthy diet and exercise routine.

COOLSCULPTING NEAR ME

Now that you know the answer to your question, "Does CoolSculpting last," it is time to schedule a consultation. Discover everything you need to know about the #1 non-invasive fat reduction method using cooling technology by contacting Calista Laser today. We are proud to be the leading provider of fat freezing in Colleyville, Texas. Call us at 817.488.3838 or reach out to us online to learn more.

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SOURCES:

- Allergan Receives FDA Clearance For the CoolSculpting® Treatment To Improve Appearance Of Lax Tissue In The Double Chin
Cryolipolysis and Skin Tightening





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COOLSCULPTING CELEBRITIES | FAT FREEZING IN COLLEYVILLE, TEXAS

CoolSculpting is the #1 non-invasive treatment capable of reducing stubborn fat using cooling technology. Millions of treatments are done worldwide daily, and celebrities make up many of those people. Read on to learn more about CoolSculpting and the CoolSculpting celebrities that are vocal about their love and support of this revolutionary body contouring treatment.

[Related Article: What is CoolSculpting?](#)

COOLSCULPTING CELEBRITIES | COOLSCULPTING REVIEW FROM JENNIFER ANISTON

The point of CoolSculpting is not to cure obesity. Instead, CoolSculpting reduces isolated pockets of fat in healthy and active adults. The same is true for famous A-list celebrity and Friend's actress Jennifer Aniston. Aniston states she "loves lasers and non-invasive treatments." Thanks to CoolSculpting, she could remove stubborn fat without the pain of surgery. The best thing is there is no significant downtime, which is crucial for someone like Aniston, who is always in front of a camera.

COOLSCULPTING CELEBRITIES | COOLSCULPTING REVIEW FROM SARAH MICHELLE GELLAR



Sarah Michelle Gellar is now an Ambassador for CoolSculpting and is very vocal in her love for the popular fat reduction treatment. Gellar found herself struggling with pockets of fat that never improved with dieting and exercise. In an interview with Daily Mail, Gellar says, "I realized all the exercise in the world can't dissolve those pockets of fat." When asked about her experience with cooling sessions, Gellar says, "I was able to target those specific areas with an incredible result and with only an hour of my time."

COOLSCULPTING CELEBRITIES | COOLSCULPTING REVIEW FROM MOLLY SIMS

Sport's Illustrated Model, Molly Sims, is another advocate for non-invasive body contouring. Her review of the treatment lists the advantages of CoolSculpting saying, "it really works." Sims states she was able to be healthy and work out as usual, just with better results. Other CoolSculpting reviews from Molly Sims mention "there was no downtime. It's perfect for busy moms! I had a wonderful experience, and I plan on doing it again."

[See impressive CoolSculpting before and after results.](#)

WHY COOLSCULPTING IS SO POPULAR FOR CELEBRITIES

CoolSculpting is the perfect nonsurgical alternative for liposuction because it doesn't involve surgery, anesthesia, complicated recovery, or a significant amount of downtime. CoolSculpting is known as the perfect "lunch lipo" experience. This is due to its short treatment times, minimal downtime, and lack of surgical drawbacks. Most people can schedule their cooling sessions with a reputable CoolSculpting provider and then return to their busy day. This is very important for celebrities who are always on the go and in the spotlight.

COOLSCULPTING NEAR ME

Whether you're a celebrity or not, you can benefit from CoolSculpting. Learn how this revolutionary body contouring treatment targets and attacks stubborn fat cells without the need for surgery or recovery. Calista Laser is proud to be the leading provider of celebrity fav, CoolSculpting. We are pleased to serve Colleyville, Texas, and the surrounding areas. Call us at [817-488-3838](tel:817-488-3838) to schedule your consultation and learn how CoolSculpting can enhance and improve your physique without surgery.

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SOURCES:

<sup>1</sup> [Cryolipolysis For Noninvasive Body Contouring](#)

<sup>2</sup> [Safety, Tolerance, And Patient Satisfaction With Noninvasive Cryolipolysis](#)

<sup>3</sup> [Long-term efficacy follow-up on two cryolipolysis case studies: 6 and 9 years post-treatment](#)





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HOW TO GET RID OF LOWER BELLY FAT

Fat reduction is one of the most in-demand aesthetic treatments today. Thanks to innovative technology, it can reduce fat all over the body without going under the knife.

When researching different fat reduction solutions, people wonder how to get rid of lower belly fat. The process is relatively easy despite how stubborn the fat cells are in that area.

CAUSES OF LOWER BELLY FAT

There are many reasons why a person gets lower belly fat. The more obvious ones are poor diet and a sedentary lifestyle. These can contribute to fat accumulation in the lower mid-section.

The reality is that you can be the most health-conscious person and still have some lower belly fat. It is just part of life. For example, women have hormones that cause fat to collect in the thighs and hips.

UNDERSTANDING LOWER BELLY FAT

The human body is complex. It consists of various fat cells with unique characteristics and functions. Some burn off easily and naturally, while others are more "stubborn."

See CoolSculpting before and afters >>

Fat can be hard to eliminate if you solely rely on food and exercise. But with the proper body contouring treatment, you can get your dream body in no time.

Learn more about CoolSculpting >>

WHERE TO GET RID OF LOWER BELLY FAT | COLLEYVILLE, TX

Getting rid of lower belly fat may seem simple now that you know the basics. But where do you get it done? Finding a trustworthy provider to help you can be intimidating.

Call our facility at 817-488-3838 to schedule a free consultation today! Learn more about the different fat reduction solutions available and determine which is best for you.

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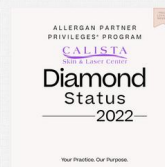
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SOURCES:

Allergan Receives FDA Clearance For the CoolSculpting® Treatment To Improve Appearance Of Lip Tissue in The Double Chin

Cryolipolysis and Skin Tightening





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WHAT MAKES CRYOLIPOLYSIS THE BEST FOR FAT REDUCTION?

Diet and exercise are critical for health and wellness. But if you have stubborn fat anywhere on your body, you may find it challenging to shed it. Cryolipolysis, or fat-freezing, is a non-invasive procedure that destroys fat cells. CoolSculpting is a popular Cryolipolysis treatment.

An experienced technician uses a handheld device to apply controlled cooling. This cooling effect kills fat cells in the treatment area(s). The body eventually processes dead fat cells via the lymphatic system. After leaving the body, these fat cells cannot regrow. This makes Cryolipolysis an incredible, long-lasting fat reduction solution.

Read on to learn how Cryolipolysis works, its potential risks, and side effects, and how you can ensure a positive experience.

WHAT IS CRYOLIPOLYSIS?

Cryolipolysis relies on controlled cooling to break down stubborn fat bulges in areas like the stomach, arms, and legs. This process is groundbreaking because it does not harm the surrounding tissues. The applicator precisely targets the desired area to freeze fat cells. As a result, there is no scarring or downtime involved.

Millions worldwide turn to Cryolipolysis treatments like CoolSculpting to achieve a toned, attractive body without surgery. Instead of losing motivation at the gym because you do not see the fat move, you can focus on getting in a good workout.

Related Article: CoolSculpting before and after results>>>

WHAT ARE THE CRYOLIPOLYSIS BENEFITS?

We know how crushing it is when fat bulges do not seem to go anywhere despite a healthy lifestyle. But the truth is that this is typical. Fat cells in certain areas of the body may be more resistant to a clean diet and active lifestyle. Cryolipolysis helps banish excess fat. Our clients love it for various reasons:

- Non-surgical sessions
• No downtime
• Convenient lunchtime procedure
• Minimal discomfort
• Gives natural-looking results
• Tones and slims the figure
• No anesthesia

WHAT ARE THE SIDE EFFECTS OF CRYOLIPOLYSIS?

CoolSculpting, the most popular form of Cryolipolysis, is FDA-cleared as safe and effective for reducing fat. It works well on the flanks, arms, belly, legs, and other body parts prone to excess fat.

The fat-freezing treatment is suitable for most adults. But some clients experience light side effects after their procedures. Common side effects include soreness, slight discomfort, redness, and numbness. But rest assured – these are normal and disappear within 2-3 days.

Cryolipolysis is a convenient procedure you can schedule during a lunch break on any workday. Since it does not involve surgery or anesthesia, people can resume work right after their sessions.

How much does CoolSculpting cost?>>>

DOES CRYOLIPOLYSIS WORK?\*

If you go into the treatment with reasonable expectations, you will find that Cryolipolysis works. It helps cut fat but is not a weight-loss solution. As a result, you may not see the number on your scale change much. But your body will look slimmer and more toned. Individual results vary.\* Some of our patients notice drastic improvement after just one Cryolipolysis session. Others may need more to enjoy the same results.

CRYOLIPOLYSIS NEAR ME | COLLEYVILLE, TX

Calista Laser is a premier provider of Cryolipolysis fat-freezing treatments in Colleyville, Texas. Patients in the area trust us with their cosmetic treatments because we make them feel comfortable and deliver stunning results. Call 817-488-3838 to book a free consultation. We look forward to learning about your aesthetic goals and helping you meet them.

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Please fill out the form below or call us at 817-488-3838

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SOURCES:

Cryolipolysis and Skin Tightening





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7 THINGS YOU DIDN'T KNOW ABOUT BODY CONTOURING

Do you want to take control of your body and feel more confident? Body contouring may be the perfect option for you. But what is it, exactly? How does it work? Let's explore the ins and outs of this revolutionary cosmetic procedure.

1. IT CAN MINIMIZE CELLULITE

You might already know that body contouring can reduce fat. But did you know that it can minimize cellulite, too? While it does not banish it completely, it can make your skin look smoother.

If cellulite is a significant concern, body contouring alone will not address the problem entirely. Diet and exercise are crucial factors in keeping your body slim and healthy. In addition, multiple body contouring sessions may help you achieve top-notch cellulite reduction results.

2. IT CAN ENHANCE YOUR BODY SHAPE

Body contouring has helped many people get smaller waists, flatter stomachs, and slimmer faces. Sometimes, it is not enough to eat healthily and go to the gym regularly. For many, it is a challenge to achieve an hourglass figure. But, thanks to non-invasive body contouring procedures like CoolSculpting, it is possible to look amazing without incisions or downtime.

3. NOT EVERYONE IS A GOOD CANDIDATE

If you are looking to get a whole new figure, body contouring alone may not deliver the results you need. You must commit to maintaining a healthy lifestyle and controlling eating habits to reap optimal benefits.

Body contouring works best for people who are:

- Generally healthy
In shape
Realistic about expectations
Able to afford the procedure

4. IT IS NON-INVASIVE

People can improve their appearance these days without surgery, anesthesia, or excruciating recoveries. Body sculpting is a non-invasive procedure. For example, CoolSculpting, a popular body shaping method, relies on extreme cold temperatures to kill stubborn fat cells via "fat-freezing." As a result, patients enjoy body-enhancing effects, like a reduction in belly fat, minus unattractive scars and incisions.

5. IT IS NOT A WEIGHT LOSS SOLUTION

While body contouring is not a weight loss procedure, it can help you stay on track with your fitness goals. Use body contouring to shed stubborn fat. Then, go to the gym to focus on challenging workouts and reach your weight loss goals faster.

6. IT IS VIRTUALLY PAINLESS

Body contouring sessions should not hurt if you choose a reputable provider. Cryolipolysis targets and eliminates fat cells without damaging surrounding tissues. At most, some patients may feel a slight discomfort at the beginning as they acclimate to the cooling sensation. Following the procedure, it is typical to experience some mild tenderness. However, this effect is short-lived and disappears in a couple of days.

7. IT DOES NOT REPLACE A HEALTHY LIFESTYLE

Maintaining a healthy lifestyle is paramount if you want to look and feel your best in the long run. In addition to body contouring, nourish your body with nutritious foods and stay active.

7. IT DOES NOT REPLACE A HEALTHY LIFESTYLE

Maintaining a healthy lifestyle is paramount if you want to look and feel your best in the long run. In addition to body contouring, nourish your body with nutritious foods and stay active.

BODY CONTOURING IN COLLEYVILLE, TX

Body contouring is one of the most natural yet effective approaches to enhancing your figure. Unlike cosmetic procedures like liposuction, which require surgery and painful recovery, body contouring is non-invasive. You can resume daily activities after your sessions.

With so many benefits and a lower risk of side effects, it is no wonder body contouring is a high-demand treatment at Calista Laser. Do you want to try this innovative treatment for yourself? Our facility is a top provider of fat-freezing services in Colleyville, Texas. Get in touch with us by calling 817-488-3838. Schedule a free consultation to learn how body contouring can restore confidence and boost self-love.

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SOURCES:

Allergan Receives FDA Clearance For the CoolSculpting® Treatment To Improve Appearance Of Lip Tissue in The Double Chin (Cryolipolysis and Skin Tightening)



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**INVOICE #** 1819

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**DUE DATE** 07/01/2022

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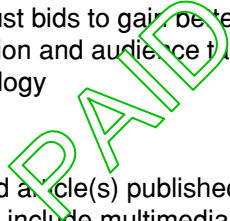
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**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6466949450  
support@medstarmedia.com

# INVOICE

**BILL TO**

Dan Schildgen  
Calista Skin & Laser Center  
6100 Colleyville Blvd. Suite 165  
Colleyville, TX 76034

**INVOICE #** 1963

**DATE** 11/01/2022

**DUE DATE** 11/01/2022

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads for Biote</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul>	1	1,500.00	1,500.00
<b>Content Creation + Search Engine Optimization (SEO) - Monthly</b>	<p>Biote</p> <p>CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.</p> <p>ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.</p> <p>LOCAL SEO: Google Business Profile: Creation, management, and monthly updates to the client's Profile. Listings in online directories. Management of Google Maps listing.</p> <p>DATA MONITORING AND REPORTING: Set-up and management of Google Search Console Data monitoring from various SEO tools to ensure optimal performance Regular SEO reporting to the client</p>	1	1,500.00	1,500.00

PAYMENT  
BALANCE DUE

3,000.00  
**\$0.00**

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# INVOICE

**BILL TO**

Dan Schildgen  
Calista Skin & Laser Center  
6100 Colleyville Blvd. Suite 165  
Colleyville, TX 76034

**INVOICE #** 2002

**DATE** 12/01/2022

**DUE DATE** 12/01/2022

**TERMS** Due on receipt

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads for Biote</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Consult Exit pop technology to increase leads</li></ul>	1	1,500.00	1,500.00
<b>Content Creation + Search Engine Optimization (SEO) - Monthly</b>	<p>Biote</p> <p>CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.</p> <p>ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.</p> <p>LOCAL SEO: Google Business Profile: Creation, management, and monthly updates to the client's Profile. Listings in online directories. Management of Google Maps listing.</p> <p>DATA MONITORING AND REPORTING: Set-up and management of Google Search Console Data monitoring from various SEO tools to ensure optimal performance Regular SEO reporting to the client</p>	1	1,500.00	1,500.00

PAYMENT  
BALANCE DUE

3,000.00  
**\$0.00**