

# Provider SEO Blog Outline

## Provider Information

The following services need to be written for (Please fill out):

Practice Name: ORAL & MAXILLOFACIAL SURGERY ASSOCIATES OF NEVADA  
Doctor Name (if different than practice): Mark Glyman, MD, DDS, FACS; Eric Swanson, MD, DMD, FACS  
Doctor Gender: Male  
# of doctors in the practice: Two  
Specialty: Maxillofacial and oral surgery  
Website: <https://www.facialsurgery.org/blog>  
Location: Summerlin and the East Side of Las Vegas  
Publishing Month: January 2021  
References:

<https://www.cancer.gov/types/head-and-neck/head-neck-fact-sheet>

<https://www.cancer.net/cancer-types/head-and-neck-cancer/symptoms-and-signs>

[https://docs.google.com/document/d/1ModAhFfMYZVeIKmbGcZV2HzI315d\\_GVAyQXOntwcGYg/edit#heading=h.u24e3en17g9m](https://docs.google.com/document/d/1ModAhFfMYZVeIKmbGcZV2HzI315d_GVAyQXOntwcGYg/edit#heading=h.u24e3en17g9m)

Blog Assignment Info

**Please reference the following guidelines and include the following information related to your blog copy:**

[SEO Blog Editorial Guidelines](#)

[Conversational Tone Guide](#)

[PatientPop Style Guideline](#)

[How to Write a Promo](#)

[Guide: How to Complete A Blog Post in Asana](#)

[Cynosure Blog Guidelines](#)

[Stem Cell Therapy Regulations for AMI Clients](#)

[Nevro Client Partners: Content Guidelines](#)

[CloudTMS Client Partner: Content Guidelines](#)

[Boston Scientific- Men's Health Partner: Content Guidelines](#)

[Freelancer Blog Checklist](#)

---

**WRITERS: BEFORE YOU BEGIN THE BLOG, DOUBLE-CHECK THAT THE TITLE YOU COPIED OVER IS FOR 2021 NOT 2020!!**

**2021 Title:**

Warning Signs of Head and Neck Cancer

**Promo:**

Early treatment of any cancer offers the most successful results. Learn the early warning signs of head and neck cancer and the role our experts play in treating this challenging but increasingly treatable disease.

**Blog:**

Cancer is an insidious disease that can affect any cell in your body, including your head and neck's many tissue structures. Fortunately, advances in treatment and early diagnosis have a real impact on helping individuals overcome the challenges of cancer.

The [expert surgeons](#) at [Oral & Maxillofacial Surgery Associates of Nevada](#), in Summerlin and the Eastside area of Las Vegas, Nevada, are highly skilled at accurately diagnosing and providing effective surgical treatment for cancers related to the head and neck.

Our team is also passionate about providing helpful information regarding things you can do to protect your health, such as recognizing the early warning signs of conditions like head and neck cancer.

## Head and neck cancer types

Your head and neck contain numerous complex structures, including the:

- Oral cavity, which includes your dentition, gums, inner cheeks, hard/soft palates
- Pharynx (throat)
- Larynx (voice box)
- Nasal/sinus passages
- Salivary glands
- Structures of the jaw

Any of these areas can develop cancerous lesions and tumors. However, the most common head and neck cancer by far is [squamous cell carcinoma](#).

Squamous cell cancer invades the moist mucosal membranes lining your inner cheeks/lips, oral cavity, nose/sinuses, and throat. Cancers affecting the tonsils, thyroid gland, and salivary glands are also classified as head and neck cancers but are much rarer than squamous cell cancers.

## What are the symptoms of head and neck cancer?

Unfortunately, many early warning signs of head and neck cancer are subtle and hidden from casual observation if they develop within your nasal passages, throat, etc. There are symptoms you can watch for, however, which include:

- Swelling or a sore that does not heal, most common symptom
- Red or white patch inside the mouth
- Lump or mass in the head/neck area that may or may not be painful
- Unexplained and persistent sore throat or ear pain that's often more notable with swallowing
- Hoarseness or other change in voice
- Persistent nasal congestion
- Blood-tinged nasal discharge or oddly colored drainage
- Jaw pain that may or may not occur with chewing or swallowing

Many of these symptoms are also related to chronic sinusitis, reactive lymph nodes, or other benign (noncancerous) conditions.

However, if you develop any concerning signs symptoms, please check in with your specialist since early diagnosis and treatment often results in a positive outcome for head and neck cancers.

## Can I prevent head and neck cancer?

Science hasn't yet developed a vaccine or other regimen that is guaranteed to prevent head and neck cancer. One preventive measure you can take, however, is to schedule routine dental exams. You may associate these exams with tooth and gum health, but a vital part of your exam includes checking for signs and symptoms of head and neck cancer.

Depending on your age, health history, etc., your provider may recommend routine exams every 6-12 months, more frequently if you're at risk of developing cancer.

Factors that can increase your risk of developing head and neck cancer include:

- Tobacco use, including smoking cigarettes/cigars/pipes, chewing tobacco, and using snuff
- Frequent alcohol use increases your risk of cancer in the mouth and throat
- Prolonged sun exposure, which is linked to lip and skin cancer
- Personal diagnosis and exposure to human papillomavirus (HPV)
- History of Epstein-Barr virus (EBV), also known as mononucleosis or mono
- Poor oral hygiene and dental care

Note that tobacco and alcohol use create the most significant risk, and using both together significantly increases your chance of developing head and neck cancer.

For further information about head and neck cancer and how we can help, [schedule a visit](#) today at Oral & Maxillofacial Surgery Associates of Nevada.