
Kathy DeGlandon

— Digital Marketing Portfolio —

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Introduction

Hi,

Thank you for checking out my portfolio. These may be my most recent works, but I've been writing pretty much since I could string sentences together. Whether I'm talking to someone or writing, I love telling stories. Ask my mom and sister. They'll say, "Yep, that's Kathy."

I started out my career as an English and technology teacher. I was the guide-on-the-side to 3rd -11th grade students, and during that time, I learned as much as I taught. As writers, children are fearless when trying something new. So, we learned together, and I honed my technology, writing, grammar, revising, and editing skills with them.

When my teaching journey ended, I embarked on my second career. Marketing combines the two things I'm passionate about, writing and technology. At first, we were called SEOs, then an inbound marketers, and now I'm a content/SEO/inbound marketer. The name may have changed, but the purpose is still the same. Write content that speaks to the reader so they will convert.

I have worked for agencies and companies: local, national, and international. Each day, I learn something new about marketing. I'm a voracious reader and consume content like people eat a good meal -- so much so, that my husband calls me his "wisdom tree." And, that's what keeps me going every day, learning. My biggest "I-get-to" is I get to wake up every morning to learn something new about digital marketing.

As a lifelong learner and teacher, I know that learning does not happen alone. It takes a community to grow and learn together. That's why I started my own [blog](#). I want to help other copywriters improve their copy through basic grammar. And, my plan is to create a space where copywriters can hone their craft and I can learn from them, as well.

Thank you for taking the time to read these samples. if you have any questions, please feel free to email me.

Enjoy,

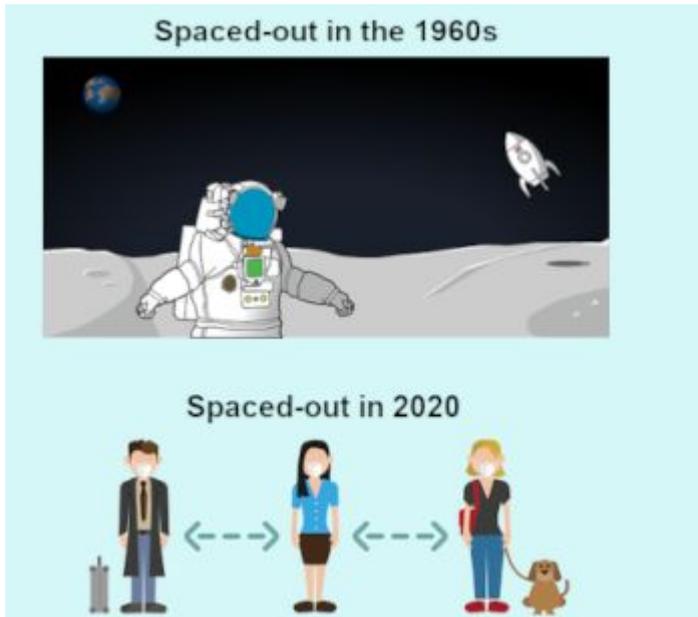
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Social Media

Social Media Memes



Social Media Management

Essential Sky

<https://www.facebook.com/theessentialsky/>

<https://www.linkedin.com/company/essential-sky>

Crown Oilfield Instrumentation YouTube Channel
maintained from 2014-2020

<https://www.youtube.com/user/DrillingInstruments>

Crown Oilfield Instrumentation Facebook Page maintained
from 2014-2020

<https://www.facebook.com/CrownOilfieldInstrumentation>

Cypress Funeral Home & Crematory
maintained from 2019-2020

<https://www.facebook.com/cypressfuneralhome>

Personal LinkedIn Profile

<https://www.linkedin.com/in/kathylatiolaisdeglandon/>

Company Blog Posts

Hey! What Did You Say? Or, Why You Should Wear Hearing Protection at Work.

You probably take your hearing for granted. In fact, most people do, until they start having difficulty understanding everyday conversations with friends and family. As we age, it's natural to lose some hearing. But, you can lose more than necessary -- if you don't protect your hearing at work.

We all know that personal protective equipment is a requirement, and many people try to figure out ways to get around wearing it (or don't wear it). But, protecting your hearing from workplace noise is essential. You don't know your hurting your ears and losing your hearing until it's too late. Often people just think it's a temporary buzzing noise after a loud concert, a muffled sound after listening to machines all day, or having someone repeat something again during a conversation. Unfortunately, hearing loss is gradual and irreversible, and protecting yourself from workplace noise is very easy.

What Is Workplace Noise?

If you work in the oilfield, then more than likely, you are exposed to workplace noise. Whether you're in a machine shop, out in the yard, or on a rig, you'll hear the usual banging, clanging, buzzing and whirring of machinery. The louder and longer a worker is exposed to noise levels of 85 decibels or higher, then more likely s/he will experience hearing loss -- unless s/he wears hearing protection.

In fact, one in four workers in North America will be exposed to workplace noise levels that can damage hearing with prolonged exposure. Just to give you an example of normal noises, any sound, such as a bird chirping or any other quiet outdoor sounds, is 30-40 decibels. Normal office sounds range between 40-50 decibels. Casual conversation is 50-60 decibels, and machinery such as electric motors, garbage disposals and city traffic are at 70-90 decibels. A lawn mower's noise is 100-120 decibels, and jet engine is 140+ decibels. So, to sum up, some workers are experiencing a day's worth of listening to a garbage disposal. I'm not sure about you, but when I flip that garbage disposal switch, I can't wait to shut it off. So, why would you expose yourself to a day's worth of listening to a garbage disposal, when it would be just as easy to use proper hearing protection?

What Is Hearing Protection?

Hearing protection is a device that will protect your ears from sound and will decrease the intensity of sound that reaches the eardrum. Workplace hearing protection comes in two forms: earmuffs and earplugs.

Earmuffs fit over your whole ear and form a seal of protection around your entire ear. They are attached with a strap or band. Earmuffs should fit snugly but not too tightly, and in some cases, may not be worn over long hair or glasses/eye protection.

Ear Plugs are inserted into the ear in the ear canal and come in a variety of shapes and sizes to fit most ears. This kind of protection snugly fits in the entire circumference of the ear canal, and they are usually made of a soft kind of foam that can be rolled and that will expand when inserted into the ear canal. Be sure that they are clean and undamaged to properly protect your hearing.

Ultimately, the choice is yours, whether you use earmuffs or earplugs; however, good protection depends on the device's seal. Even the smallest sound leak causes damage. All protectors can loosen over time with chewing, talking etc., and you need to adjust them throughout the day to best protect you from workplace noise.

How Should Ear Protection Fit?

When your hearing protection fits properly, it will reduce noise and protect your ears. Each protection device has a Noise Reduction Rating (NRR) on its packaging, determining the effectiveness of hearing protection devices. All protectors must be tested and approved by American National Standards (ANSI) in accordance with OSHA, and all hearing protection is required to meet the ANSI S3.1901974 testing of NRR levels. Generally, the higher the NRR number the greater the noise reduction.

Often, people will ask if they can wear both kinds of protection at the same time. And, yes, you can wear both earplugs and earmuffs at the same time. If you do wear them together, then knowing the level of protection is easy. Just add five more decibels to the highest NRR protection level. So, if the earplugs you wear are 26dB earplugs and the earmuffs you wear with them are 30 dB, then the total noise reduction rating is 35 (NRR35). In the end, you want to make sure you wear your hearing protection continuously at work. Failure to do so will decrease the overall effectiveness of your hearing protection.

How Do I Know If Workplace Noise Is Dangerous?

Most people will get used to the noise at work and will think they don't need hearing protection. So, since we don't walk around with devices that detect harmful decibel levels, how do you know if the workplace noise you hear is dangerous?

Here are some common signs that you need to wear hearing protection at work:

- If you have to shout or speak very loudly in order for your co-workers to understand you, then it is highly likely that high decibel noise is present.
- If the noise at work is intermittent and is above 85 decibels, you are being exposed to too much workplace noise.
- If your ears ring, chirp or hiss at the end of a long day of work, then you have been exposed to too much workplace noise.
- When you leave work and music or conversations sound muffled to you, but then it clears up the next day, then the noise at work is more than likely affecting your hearing.

What's Too Much Workplace Noise?

According to OSHA, noise exposure should be limited based on the sound level and the time of exposure. The rule of thumb is, if noise exposure is at 85 decibels or higher then you need hearing protection. The chart below describes when you need hearing protection.

OSHA's Noise Exposure	
Duration in hours per day	Decibel (dBA) sound level
8	90
6	92
4	95
3	97
2	100
1.5	102
1	105
0.5	110
<.25	115

The OSHA action level will depend on the decibel level and how long you are exposed to this noise. For example, if you work in a shop that has a consistent noise level of 102 decibels for 1.5 hours, then you need hearing protection. Because loud noises can come and go, there is an amount of exposure time that requires protection. Also, noise exposure is cumulative. Not only should you take into account workplace noise, but you should also factor in the amount of noise you are exposed to after work as well.

Why You Should Wear Hearing Protection

You may not like wearing hearing protection. And, you've probably tried to trick people into thinking that you're wearing this personal protective equipment (PPE), but you are only hurting yourself in the long run. The longer you're exposed to loud noise the more damaging it can be. Excessive, loud noise affects your concentration, and studies have shown that loud noise will distract you when you are trying to perform a difficult task. If your job requires high levels of concentration and is dangerous, then you are exposing yourself to unnecessary workplace hazards.

Generally, loud noise are bad for us. Noise can create ringing in your ears, called tinnitus, which is very distracting in itself. In some people, loud noises cause anxiety and irritability, increased pulse rate and blood pressure, increase stress, and/or an increase in stomach acid. Not only that, long-term exposure to excessive noise disrupts your sleep. If these symptoms are prolonged, then they can have a negative effect on your overall health.

Being exposed to loud, workplace noise can permanently affect your hearing. Because hearing loss is gradual and often goes unnoticed until it is too late, it is important to wear your hearing protection, even if you think you don't need it. You can avoid permanent hearing loss if you wear the right hearing protection for the noise in your workplace.

Resources

Occupational Safety and Health Administration – *Occupational Noise Exposure* - <https://www.osha.gov/SLTC/noisehearingconservation/>

International Association of Drilling Contractors- *Hearing Conservation* - <http://www.iadc.org/safety-meeting-topics/hearing-conservation/>

American Academy of Otolaryngology-Head and Neck Surgery – *Noise and Hearing Protection* - <https://www.entnet.org//content/noise-and-hearing-protection>

Safety Toolbox Topics – *Wearing Earplugs Properly* - <http://safetytoolboxtopics.com/comments-on-toolbox-topics/503-wearing-earplugs-properly.html#330>

Safety Toolbox Topics – *Proper Fit of Hearing Protection – NRR* - <http://safetytoolboxtopics.com/Hearing-Conservation/proper-fit-of-hearing-protection-nrr.html>

Safety Toolbox Topics – *Hearing Safety* -- <http://safetytoolboxtopics.com/comments-on-toolbox-topics/255-hearing-safety.html#50>

The Texas Department of Insurance - *Noise and Hearing Protection Worksheet* - <https://www.tdi.texas.gov/pubs/videoresource/fsnoise.pdf>

Creative Safety Supply – *ANSI S3.19 – Noise Reduction* - <https://www.creativesafetysupply.com/articles/ansis319-noise-reduction/>

Why You Need to Wear Steel Toe Shoes at Work

Are you wearing your protective footwear the right way? Do you know why you need to wear steel toe boots at work? This blog covers the reasons you need to wear steel toes shoes, how to get the right fit, and how to maintain your steel toe shoes so they protect your feet in the workplace.

I know a guy, and you may know a guy like him too. We'll call him "Fred". Fred works for a company that requires personal protective equipment (PPE). Fred's company follows the OSHA guidelines and makes sure that all employees wear protective equipment for eyes, face, head and extremities, which include Fred's feet. At orientation, the company rep. told Fred he had to wear PPE at all times while in the yard, and that meant Fred had to wear steel toe boots at work. Unfortunately, Fred, didn't have steel toe boots when he started this job; he had shoes that *looked like* steel toe shoes.

You see, Fred decided to save money and buy boots that looked like they had a reinforced toe, but they didn't. So when Fred dropped a 2 pound hammer on his foot. Instead of telling someone at the front office he was hurt, he worked through the pain. Had Fred been wearing boots with the reinforced, protective toe he was required to wear, his toes would have been safe. Don't be like Fred, read on to learn how to protect your feet by wearing protective footwear.

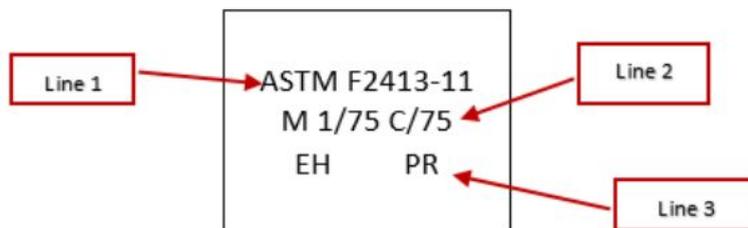
What Are the Requirements to Wear Steel Toe Boots at Work?

(skip these next two sections if you want to skip the technical stuff ;-)

According to OSHA Personal Protective Equipment Subpart I 29 CFR 1910.132, when an employee is working in an area where there is danger of the following: rolling objects, falling objects, objects that can pierce the sole of foot protection, and/or electrical hazards from static-discharge, or electrical shock, the worker must wear protective footwear. The worker should maintain his protective footwear in a sanitary and reliable condition to protect the foot during regular workplace operations. When handling heavy material, which could be dropped or where items may fall or roll onto the worker's foot, the worker needs safety shoes with compression protection. The American Society for Testing and Materials (ASTM) sets the minimum standard and testing procedures for all safety footwear with ASTM Standard F2413.

What is ASTM Standard F2413?

If footwear is impact and compression resistant, then it is in compliance with F2413 Standard Specification for Performance Requirements for Protective Safety Top cap Footwear. Additional compliance testing can be for conductive protection, electric shock protection, metatarsal protection, static dissipative protection, and puncture protection. All footwear that meets the ASTM requirements are marked (either by being stamped, stitched, with pressure sensitive label) on the outside or inside of the gusset, shaft, quarter lining or tongue. The mark is distinguished by a 4 line code surrounded by a rectangular border. Additionally, the toe cap must be marked with the manufacturer's logo, trademark, or name, and the identification number and cap size should be clearly marked in a visible area. The four lines each designate a specific area of compliance as follows:



Line 1 – This line will have the ASTM F2413-XX designation with the year of the standard in the place of the Xs shown.

Line 2 – Line two will determine if the footwear is for Male (M) or for female (F) and what impact (I/75) and compression (C/75) resistance it complies with. The “I” stands for impact resistance and the 75 signifies that the shoe is resistant to 75 foot-pounds of force. The “C” stands for compression resistance, and the number 75, in this case, correlates to 2500 pounds of compression. These numbers mean that the footwear has been designed to withstand this compressive load before the toe-cap will start to crack or crush. Also on this line, if applicable, is the metatarsal designation (Mt) and the number 75 which denotes 75 foot-pounds of pressure. Metatarsal bones are the long bones on the top of a person's foot.

Line 3 and 4 – These lines are used to denote additional features of protection for specific types of hazard such as electrical hazards, static electricity build up, and punctures.

It should be noted that any changes to the footwear with any aftermarket items, such as insoles, strap- on foot guards, etc., could result in making the ASTM standard invalid. If an employer can show, however, that the added safety features meet or exceed the requirement, then an employee can use them.

Seven Ps of Wearing Steel Toe Boots at Work

1. **Protects You from Falling & Flying Objects** - you never know when something is going to hit your feet. Because a steel or composite toe covering can withstand up to 75 pounds of falling pressure from up to 3 yards, your shoes protect your feet from just about anything flying or falling at work.
2. **Protect You from Punctures or Cutting Hazards** – stepping on a protruding object can puncture or cut the sole of your shoe, and dropping something sharp can cut your foot, too. Keep your feet safe from punctures by wearing protective footwear with this designation.
3. **Protect You from Electrical Hazards** – steel toe boots rated for electrical hazards will prevent a severe shock and will prevent the buildup of static. If you work in an area where there is standing water or where static can build up, then you want to make sure you have safety boots rated for electrical hazards.
4. **Prevent You from Slipping, Tripping or Falling** – because it grips the ground, a good, lugged sole on will keep you from slipping, tripping and possibly falling. Falls are the most common on-the-job injury. Having the right safety shoes will decrease the likelihood that you become part of this statistic.
5. **Prevent You from Getting Fatigued** – Comfortable and supportive work boots will make your feet happy and make for a better workday. Wearing a pair of comfortable, well-fitting protective boots will reduce fatigue, keep you safe, and keep you comfortable your entire workday.
6. **Protect You from Extreme Weather** – whether it's cold or hot, a sturdy, comfortable pair of workbooks can keep you protected from the most extreme temperatures. Not only that, with proper waterproofing, they will keep your feet dry, too.
7. **Probably Mandatory** – If your workplace requires that you wear PPE as defined by OSHA and the US Department of Labor, then you should be wearing your PPE. You could be sent home for non-compliance or even lose your job. So, don't be like Fred, and wear your PPE.

Although it may be a pain, your PPE is your best friend in the workplace. Safety boots protect your feet from work hazards and keep you comfortable during a long day's work. And, after all, don't you deserve to be protected?

How to Find the Perfect Protective Steel Toe Boot Fit

Now you know why you need protective footwear, how do you pick the right one? A good work boot has an upper made of natural materials or a breathable man-made fabric. The lining is breathable, smooth and seam-free. The end-cap is padded in such a way as to keep you from feeling the protection housed there. The heel fits snugly enough to keep your heel in place but wide enough to stabilize your foot. The sole is flexible, yet strong and absorbs shocks and cushions the foot when walking on hard surfaces. The sole material is slip resistant, and the fastenings are sturdy and built to last.

Contrary to popular belief, shoes are not supposed to be “broken in”. They should be comfortable and fit you in the length, width and depth at the first try. When you’re trying on your new footwear, remember the following:

- Everyone has one foot bigger than the other. Fit your largest foot.
- Stand up and walk around during fitting. You’ll be in your work boots all day. Walk around to determine how they feel both walking and standing.
- Make sure that the shoe fits the heel and the ball of your foot, not one or the other. No one likes blisters because a shoe doesn’t fit properly.
- Try on both shoes. You’ll be able to fit your larger foot, and check both shoes for defects in workmanship.
- Measure the heel against your work pants. Too short and you may trip over on your own pant legs.

How to Care for Your Steel Toe Boots at Work

Always follow the footwear’s cleaning instructions. Use waterproofing spray as needed and wipe away dirt and dust each day. Each week, check footwear for signs of cracks, tears, or harsh wear. To prolong the lifespan of your shoes, buy a second pair and trade them out as needed.

Remember Fred? The guy in the story? Well, had Fred taken the time to buy a pair of protective footwear and wear steel toe boots at work, he would not have gotten hurt when he carelessly dropped that two pound hammer on his foot. Don’t be Fred. Keep your feet safe. They are the only pair you have, and you deserve wearing a comfortable, safe pair of steel toe boots at work to protect them.

Resources

<https://www.grainger.com/content/qt-protective-footwear-standards-252>

https://www.osha.gov/pls/oshaweb/owadisp.show_document?p_table=standards&p_id=9777

<http://www.safeshoes.com/safety-shoe-news/astm-f2413/>

<https://www.grainger.com/content/qt-protective-footwear-standards-252>

<https://www.ishn.com/articles/102642-footwear-standards-define-performance-criteria>

Requirements of ASTM F2413-11(2011)

<http://workingperson.me/2011/10/24/effective-fit-and-selection-of-safety-footwear/>

<https://www.realsafety.org/2014/10/safety-shoes-8-ways-they-protect-you/>

<https://feetstrap.com/steel-toes/>

<https://www.tuc.org.uk/sites/default/files/footwear.pdf>

<https://www.realsafety.org/2014/10/safety-shoes-8-ways-they-protect-you/>

How to Wear a Hardhat

ARE YOU WEARING YOUR HARD HAT THE RIGHT WAY?

A hard hat may be a pain to wear for many of you, but we have to wear them in hazardous workplace environments. Yes, you may think it's too hot to wear or that it's a nuisance because it feels like it's about to fall off, but it's necessary. After all, righands wear them, toolpushers wear them, technicians wear them, and if you're anywhere that you can receive a workplace head injury, you have to wear one. But are you taking care of this vital piece of equipment, and do you wear yours correctly? Read on to find out.

WHAT IS A HARD HAT AND HOW IS IT CONSTRUCTED?

A hard hat is a helmet-like hat that protects a worker's head from workplace hazards. It is a piece of personal protective equipment and, on average, weight 14 ounces. A hard hat consists of two parts; the outer shell and the harness. The outer shell can be made of a variety of materials, usually some form of non-conductive thermoplastic, like polyethylene or polycarbonate. The second part, the harness, is made of strips of nylon webbing that are woven and molded bands of HDPE, vinyl, or nylon. This material with a strap suspension/harness is adjustable for a custom fit.

Hard hats are categorized in two types: I and II. A type I hat is made to protect the top of the head from any falling objects. A type II hat protects the wearer from any blows and objects, the back of the head as well as side and top. Hard hats are then further divided into classes, E, G, and C, with these classifications defining how well the hat will resist electrical shock.

HOW TO TAKE CARE OF YOUR HARD HAT

Regular inspection is vital to keeping your hard hat working for you to keep you safe.

First Time Inspection Before you use your hard hat for the first time, make sure that you have the proper type and class for your job. Be sure to assemble your hard hat as per the manufacturer's specifications. Once you have your hat assembled, adjust the harness for a proper fit, ensuring that it is snug but not too tight. Your hat should be tight enough to stay on your head without slipping, binding or irritating your skin.

Regular Inspection Each time you use your hard hat, you will need to inspect it. Look for any cracks in the outer covering. Any cracks, gouges or flaking can be problematic. Any deterioration, such as cracks or chalking, can cause the hat to break when hit, banged, or knocked. Look at the harness straps to ensure that they're not frayed and that the hat fits snugly but not too tightly on the head. All points of the suspension should be properly fitted into the slots that suspend it from the outer covering.

Cleaning and Maintenance Using a mild soap and some warm water is the best way to keep your hard hat clean. Using harsher or more abrasive cleaners could mar the surface, which can weaken the shell or harness. Always store your hard hat away from contaminants that can damage it and always protect it from dirt and debris. Direct sunlight and excessive heat can harm the outer shell and cause the harness to deteriorate over time.

When Is It Time to Replace My Hard Hat?

Depending on how and when you use it will determine when to replace your hat. Most manufacturers have specific recommendations detailing when you will need to replace your hard hat, and often the manufacture date is molded into the outer shell. The average lifetime for a hard hat is 2 to 5 years, depending on use and manufacturer's recommended guidelines. Ultimately, if your hat shows wear or if it's taken a blow, then it is best to replace it.

HOW TO WEAR (AND NOT TO WEAR) A HARD HAT

Wearing a hard had can save your life, but if you wear it improperly, you could be doing more harm than good. Below is a list of dos and don'ts to follow to properly wear your hard hat.

- Always adjust the harness suspension to maintain the proper clearance between your head and hat. There should be approximately 1 to 1 1/4 inches clearance from your head.
- Do not alter the shell or suspension, specifically do not drill holes in outer shell.
- Don't wear your hard hat backwards unless the manufacturer states that you can.
- Only use the manufacturer's recommended harness made specifically for a given shell.
- Do not wear anything, such as a sock cap or ball cap, under your hard hat.
- Avoid putting anything under your hard hat, except your head. Using it as an extra pocket, will only result in injury.
- Putting stickers on your hat is fine, but keep stickers to a minimum. Hats are often reflective, and stickers can reduce this necessary safety feature.
- Always remember to replace your hard hat if it has been dropped or forcibly struck.
- If a hard hat has been dropped more than 8-to-10 feet or has been struck forcibly, it should be replaced immediately.

A hard hat is a necessary part of your personal protection equipment. It helps to protect your head from bumps and knocks. And, it will keep you safe around low-hanging equipment and from falling objects. Wearing your hat may be a pain to many of you, but it will keep your most important asset, your brain, safe. So, the next time you're gearing up for work, don't forget to inspect your hat and then protect your head.

Resources

<http://www.themedsupplyguide.com/hard-hats/hard-hats-made/>

<https://www.northernsafety.com/news/Article/800571093/different-types-of-hard-hats>

<http://www.madehow.com/Volume-6/Hard-Hat.html>

<http://www.iadc.org/safety-meeting-topics/to-wear-or-not-to-wear-a-hard-hat/>

<https://www.firesprinkler.org/wp-content/uploads/2014/10/hardhats.pdf>

<http://safetytoolboxtopics.com/PPE/hard-hat-101.html>

https://www.agc-ca.org/uploadedFiles/Member_Services/Safety-Health/Safety_Bulletins/sb08-6.pdf

<http://www.envirosafetyproducts.com/resources/how-to-wear-hard-hats.html>

Tong Line Pull or Tong Torque Gauge -- Which One's Right for You?

Tong Line Pull Gauges and Tong Torque Gauges both tell the operator the amount of torque being applied to oilfield tongs; however, they perform this necessary task differently. Although they both measure the force applied to the pipe in make up and break out situations, how they measure this force is what makes these two gauges different. Knowing which tong gauge will work best for your application and employees is all-important in selecting a tong gauge.

The biggest difference between these two gauges is how and what they measure. A tong line pull gauge measures true force (force/pounds), so what you see on the gauge is exactly what's being applied to the pipe. Basically, it's the what-you-see-is-what-you-get gauge. A tong torque gauge, on the other hand, measures the force that is being applied to the load cell and reads this force in foot/pounds. A more detailed explanation of both gauges follows.

Tong Line Pull Gauges

A tong line pull gauge is universal. As long as the tong is a manual tong, a tong line pull gauge will fit on any hydraulic tong system. No matter what the tong's handle length, a tong line pull gauge will measure force/pounds. The advantage to these gauges is that because they are universal, they can be used on any manual tong system. For example, you have two tongs, one with a 48 inch handle, and one with a 36 inch handle. You can use a tong line pull gauge with each tong, either the 48 inch handle or 36 inch handle, and measure the force pounds being applied to the drill pipe. Having this gauge on hand can be very useful when you have to move from different manual tong systems with different handle lengths. These systems, consisting of gauge, hose, and load cell, are great for the driller who wants to measure force/pounds on a variety of manual tongs.

When using these gauges, the driller will want to convert force/pounds to foot/pounds. In order to do so, he will need these variables:

Force/Pounds of Maximum Torque Required

Handle Length of Tong in Feet

The simple formula below is all he needs to convert force/pounds to foot/pounds:

Tong Line Pull Reading x Handle Length in Feet = Max Torque in Foot/Pounds

Handle lengths are measured from the center of the tong to the end of the handle. If this measurement is in inches, it will need to be converted to feet in order to find max torque.

Tong Handle Length in Inches ÷ 12 = Handle Length in Feet

Once you have the max torque needed and the handle length in feet, you can complete the formula. The example below shows the formula in action. If you want to measure the maximum torque of 18,000 foot/pounds and you have a handle length of 34 inches, the calculations will look like this:

Tong Handle Length in Inches ÷ 12 = Handle Length in Feet

34 Inches/12 = 2.83

Max Torque/ Handle Length in Feet = Tong Line Pull

18,000/2.83 = 6360.42

Tong Line Pull Reading x Handle Length in Feet = Max Torque in Foot/Pounds

6360.42 x 2.83 = 18,000 Foot/Pounds

In this instance, when trying to determine foot/pounds and the reading he needs on the gauge, the driller will need to multiply 2.83 by the reading on the gauge (in this instance 6360.42) to make sure he's reaching the torque required. Alternately, the drilling can use the maximum torque required, divide it by the handle length to determine what the optimal reading will be.

Tong Torque Gauges

Tong torque gauges can be used on manual tongs or power tongs, but the handle length must never change because these gauges are not universal. A tong torque gauge is calibrated to a specific tong handle length and thus reads in foot/pounds instead of force/pounds. The advantage to the gauge readings being foot/pounds is that the driller does not have to convert the gauge measurement in order to know the foot pounds being imposed on the drill string. By doing the math beforehand, the driller will avoid any miscalculations that could cause possible twistoffs. The calculations are completed when the system is calibrated, taking the worry out of the driller's hands and making the measurement of torque easier in the field. These systems, consisting of gauge, hose, and load cell, are great for the driller who wants to measure foot pounds without calculations in the field.

Determining Which Gauge Is Right for Your Application

When selecting a tong gauge, answer the following questions to determine which gauge is best:

- Will you use this gauge for more than one handle length?
- Will you want the gauge to measure force/pounds or foot/pounds?
- Will you be using a manual or power tong?
- Will the driller want to perform calculations in the field?

Whether you want a tong line pull or tong torque gauge, our knowledgeable sales team can help you determine which gauge system is right for you.

Industry Articles

Google E-A-T

What Google E-A-T Means and Why Your Local Business Needs It

Not all online web presences are equal. A great online business presence gets found and drives sales. A bad online presence, well, is just bad for business. So what makes your web presence great? How can a great online presence drive sales? And, most importantly, how do you know you have a strong online presence? That's where Google's E-A-T guidelines come in. It's not enough to know the guidelines; however, you have to understand why Google created them in the first place.

Why did Google Create the E-A-T Guidelines?

Prior to any search engines, you had to know what URL you were looking for in order to find online content. When Google first launched, the company's goal was to provide an easy-to-use interface to find online information. Initially, search result pages were a list of websites that closely matched the search query. Google needed a way to organize these pages, and the list format was a logical choice. Soon, people started noticing that a correlation existed between ranking closer to the number one spot and website traffic. It didn't take long for people to also figure out that a strong correlation existed between search engine generated website traffic and making money. More ways to make money meant more scammers.

So, as the scammers zigged, Google zagged to create a system that was resistant to being gamed, tricked or worked contrary to its overarching mission. To date, Google still updates its algorithm using research teams to discover how people search for information. The result is the [Search Quality Evaluator Guidelines](#), where the E-A-T guidelines are an integral part to website page quality and beneficial purpose.

Beneficial Purpose and YMYL

Ultimately, Google wants to know what makes a web page beneficial to searchers so that it can serve up useful content. And, a web page is said to be beneficial, according to the Search Quality Evaluators Guidelines, if it has a strong page quality score and sets out to engage the user in some way, based on the user's needs. A web page can do one or more of the following:

- Share topic information,
- Share personal/social information,
- Share media,
- Express and opinion of view,
- Entertain,
- Sell goods and/or services,
- Engage users with questions and supply answers, and/or
- Share files.

If the intent of the page is one of the above and is well-written, then the website can have a strong quality score. If the web page is YMYL (the term coined by Google as "Your Money or Your Life" content), Google will rate these pages more closely than others. Because YMYL content can affect someone's happiness, health, safety, or financial stability, Google rates it strongly to keep the reader safe. If proven to be false, inaccurate, and/or deceptive, Google can give it a very low page quality score. In general, YMYL authors should be authorities in their fields and do no harm in providing useful information. The list of potential YMYL content is as follows:

- News/Current Events,
- Civics, Government, Law,
- Finance,
- Shopping,
- Health & Safety, and/or
- Groups of People.

Therefore, unless you are an expert in one of these fields, it is strongly recommended that you do not use this content on your website. Now that you understand what page quality and beneficial purpose are and how they relates to search, how can Google E-A-T help you drive website traffic and increase sales? Next, you'll learn what and how Google E-A-T guidelines can work for you.

What Is Google E-A-T?

The acronym stands for

- Expertise,
- Authority, and
- Trustworthiness.

Why are these three characteristics so important in driving sales? It all starts with Google's mission statement: "to organize the world's information and make it universally accessible and useful". For a business, the most important parts of that statement are the two words "accessible" and "useful". In order to be found online and to drive sales, your website needs to be accessible and useful to your online visitors. It should engage the user, provide useful product information and most importantly be beneficial to the user. So, how do you follow the E-A-T guidelines? Read on to learn some ways to improve your E-A-T score.

What Does Expertise, Authority and Trustworthiness Have to Do with Your Web Presence?

In a word everything! Here's how each of these characteristics plays a part in improving your web presence and driving sales.

Expertise

How are you and brand expert?

If you're like most small to medium business owners, you eat, drink, and sleep your business. You know everything it takes to run your business, how your products work, why they work so well, and why your customers buy your product. So, over the years you've become an expert at what you sell. And, since you're an expert, you know your customers will ask the same product questions or have the same kinds of pain points. Soon you'll see that you have lots of content you're an expert about!

First of all, your website needs to be fleshed out with useful content. Product pages need to describe your product, your “About Us” page needs to describe your brand and people in detail, and your “Contact Us” page needs to geographically orient your business in your area. Not only that, if you write well-written blog posts, you can drive sales by addressing customers’ pain points and how your products solve those problems.

For example, the owner of Playful Pups Dog Groomer knows it’s going to be flea and tick season with summer coming. How does she know? Each year sales for flea prevention services spike as the weather gets warmer. So, how does she use this expertise to her advantage? By writing a well-researched, keyword-focused blog post about flea prevention, linking it to her flea prevention services, and sharing that post in social media circles, the Playful Pups owner establishes her knowledge about this topic. The next time someone searches for flea prevention services in her area that blog post could rank for a sales-driving keyword. With one click, Playful Pups gets a chance to sell flea prevention services!

So, how do you share your expertise? Consider the following questions.

1. What does your product offer that will solve a customer’s problem?
2. How does your product differ from that of your competitors?
3. What are some common pain points that you’ve help solve for your customers?
4. How can you describe your product so that a customer will know they are getting a good product?
5. Do you understand the searcher’s intent when they are searching for your product?
6. How can understanding intent help to develop enticing content.
7. Do you have pages with low E-A-T value? Can they updated or should they be removed?
8. Are your “About Us” and “Contact Us” pages completely filled out with useful business information?

These questions are not exhaustive, but if you know your customers, then it’s even more important to know how they search. By understanding who they are, what they’re looking for, and how they find it, will help you to provide good, strong content on your website that will drive sales.

Authority

How are you a brand authority?

Dictionary.com defines the word authority as “an accepted source of information”. Again, because you eat, sleep and breathe your product as a small business owner, you’re an authority about your brand.

Authority can be established in several ways. First brand recognition plays a vital role in establishing authority, and consistent branding across all platforms, helps to establish your authority. All contact information, images, descriptions, logos and even taglines, should be unified and cohesive across all platforms: your website, directories, and social media. Second, a well-written “About Us” page will also provide important details needed to establish your brand and authority. Third, if you’re the author, then how does a searcher know that? Blogs have bi-lines and author boxes that will help to establish you as an authority.

Finally, no brand is a true authority without getting a link back from others in the industry. When your brand earns a link from a trusted source, then Google see this trust signal. Referring back to our Playful Pups example, the owner has spent time making sure her website has rich content, answering her customers’ questions and describing her goods and services. All social media channels, directories, and business organization websites have been claimed and branded consistently. And, because the owner is a member of the National Dog Grooming Association, Playful Pup’s website has a link back from this prestigious organization, a strong trust signal.

How do you improve your Authority? Evaluate your web presence for the following:

1. Do you have well-focused content that is keyword-rich and geared towards users?
2. Have you branded all social media, directories, business organization website, and your website consistently?
3. Do you have a well-written “About Us” page that explains who you are?
4. Do you have author bios, bi-lines on blog content?
5. Do you have links back to your site from industry leaders, organization websites that are authorities in your industry?

Again, this list is not exhaustive, but it is a good place to start when establishing your brand’s authority.

Trustworthiness

How is your brand trustworthy?

Every day, you earn your customers’ trust. And, of the three, trustworthiness is the one part of this acronym that requires the most love and attention. It’s not enough to have good content on your website that’s easily found and shows your authority in your field. The trustworthiness portion comes from reviews and interactions with your customers online. It’s great when you get a good review, but it’s not enough to read it. You have to thank the person for writing it.

And, if you've had a bad review, going the extra mile to satisfy an unhappy customer will show others that you are willing to fix all problems. Additionally, having a website with good, specific product descriptions is a great way to drive sales. But, if a customer cannot find your contact information, then how do they know you are a local, trusted company. Finally, your website should show trust signals in the form of a secure domain (HTTPS), trust badges, privacy policy, and return/refund policy. All of these show that you are a local, trusted business who is not hiding any information in small, fine print.

To see if your web presence is trustworthy, ask yourself these questions:

1. Does my website have clear contact details?
2. Is my website associated with a physical location?
3. Does my website have a "Terms and Conditions" page that is easily accessible in the footer of the website or navigation?
4. Is the data on my website secure (HTTPS) and a privacy policy that easily accessible?
5. Is my refund/return/exchange policy clearly defined and easily accessible?
6. Are all products described comprehensively?
7. Does your website have testimonials on my website from happy customers?
8. Does someone in your company regularly read reviews and respond to both positive and negative ones? Do you have a policy for turning negative reviews into positive results?

After reading the above information, it is my hope that you will have a general understanding of the Google E-A-T Guidelines. Please note, Google's guidelines are constantly changing because search is as individual as we all are. What works today may not work tomorrow, but by following the Google E-A-T guidelines, you can improve your brand's web presence.

Resources

<https://about.google/intl/en/>

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf> <https://www.dictionary.com/browse/authority?s=t>

<https://moz.com/blog/google-e-a-t><https://torquemag.io/2019/02/google-e-a-t-algorithm-update/><https://www.semrush.com/blog/eat-and-ymyl-new-google-search-guidelines-acronyms-of-quality-content/><https://www.searchenginejournal.com/improve-google-eat-score/270711/>

NAP+W Consistency and Why You Need It for Your Local Business

What is NAP+W?

For a local business, NAP+W is that business's Name, Address, Phone Number and Web Address. NAP+W is essential for businesses looking to generate local sales leads online. For example, let's say you own a dog grooming business called "Playful Pups Dog Groomer". A potential customer is in the neighborhood and searches for "dog groomer near me". Because "Playful Pups" has its Address online, the searcher sees Playful Pups on the map and heads straight to your store front. Or, let's say one of your loyal customers was raving to a friend about how her dog Max loves Playful Pups groomers. When this potential new customer looks up your Name "Playful Pups" and includes "dog groomer" in the search, you'll pop right up to the top of the local dog groomer listings. With one click they can call you or visit your website, as long as your Phone Number and Web Address are correct. Just think what would happen if you had an old phone number showed up or if they couldn't make web appointments! You could miss out on that new customer -- all because your NAP+W was incorrect. So as you can see, in order to generate new business online, you'll want a consistent name, address, phone number and web address available online. But, how do you make sure your NAP+W is correct? Read on...

What is NAP+W Consistency?

The purpose of a local search engine is to provide the most accurate information about local businesses to searchers, and consistency is a key trust signal. In our previous example, when someone searched for "Playful Pups" or "dog groomer near me", the search engine showed Playful Pups dog groomers because the NAP+W was trusted. How was it trusted? The content, meaning name, address, phone number and web address, were consistent. To ensure the most accurate search results, a search engine looks for NAP+W consistency across all platforms in all citations. Citations can be local directory listings, social media listings, chamber of commerce mentions, and business association listings, and any website that provides NAP+W listings to its users. Search engines see consistency as a trusted source because in the case of Playful Pups, someone took the time to make sure that the NAP+W was the same wherever it was found on the internet. Now, that sounds like a lot of work, but it is not as difficult as it sounds. It's all in how the information is disseminated on the web.

How Is Local Search Data Collected and Checked?

In order to understand how to make a business's NAP+W consistent, you have to know a little bit about how all of this information is compiled. Local search starts with data compiling companies called primary data aggregators. A primary data aggregator's purpose is to collect and regularly update business data. These companies, Factual, Infogroup, and Neustar Localeze, sell this data to search engines, key sites and directories. Search engines, like Apple, Google, and Bing, buy aggregator data and compile their own data and then share it on their own platforms and with key sites and directories. Key sites, like Facebook and Yelp, and geo and vertical directories (think Yahoo Local and YellowPages) share business information from the aggregators and search engines. All business information collected (NAP+W) is passed back and forth among aggregators, search engines, key sites, and directories to ensure that everything is consistent.

How Do I Make Sure My Business Has a Consistent NAP+W?

Claiming all business listing is essential to having control over your business's NAP+W and making sure it is consistent. There are three ways to do this: hire a local marketing agency that specializes in search, pay an online search agency, or to do it yourself. No matter which way you choose to claim your listings, consistency is the key. If you're an existing business and you have never claimed any listings or check with data aggregators, you may want to consider hiring someone to clean up your listings. Duplicate listings and inconsistent listings may have been generated over the years, and hiring someone to assist you with data cleanup can save you a lot of time. No matter what direction you take, I suggest using the United States Postal Service zip code lookup that can be found [here](#). When you enter your business's address in the lookup, it will give you the preferred address for your business's location. By starting here, you'll have the exact address that you can share with the aggregators, search engines, key sites, and directories. If you've decided to check your listings yourself, you'll want to check it against the data aggregators. Here are the links to follow to check your listings:

[Factual](#)

[InfoGroup Express Update](#)

[Neustar Localeze](#)

Each of these sites will have a different way for you to claim and check your listing. Follow their guidelines to make sure that all is entered correctly. Once your information is consistent in the data aggregators, it will then be passed to the search engines, key sites and directories. This takes time, and moving on to claiming and verifying your search engine listings is the next step. Filling out a consistent listing on search engines can generate a good many sales calls and is worth doing well. Again, you'll need to log into these sites and claim your listing as per their guidelines. Depending on your industry, you may be able to verify your listing with a phone call or with a post card. So, if you can verify by phone, then be sure to have the phone handy when you're filling out your listing and hitting the "verify now" button. Once you have your search engine listings claimed and verified, you'll be able to move on to the key sites and directories. To find these key sites and directories, do a quick search for local business directories, and you'll get a complete list. With the ever changing landscape of local search, it's best to search for these at the time you'll be working on claiming your listings. Some local directories are paid some are free, and you can decide if you want to pay for their services as you claim your free listing.

So, there you have it. Now that you understand the importance of having a consistent NAP+W, I hope you will take the time to claim and verify your listings. In doing so, you'll help searchers find you online and increase sales leads.

Further reading:

[The U.S. Local Search Ecosystem](#)

[Moz U.S. Search Local Ecosystem](#)

[What is the Local Search Ecosystem?](#)

Product Landing Page Content and PPC Ads

SafeScreen

For the SafeScreen product roll out, I was tasked with creating landing pages and ad content to introduce this new product to the market. Below are three use cases: medical, corporate, and education.

Medical

Simplify Your Patient Check-in Process with SafeScreen Thermal Non-contact Scanner.

Thermal imaging scanners are quicker, less-intrusive, and easier to use than handheld thermometers.

Checking in patients now is more difficult than before because of COVID-19. Yet, if you don't take the necessary precautions, you risk infecting your patients and staff. And, you could be spreading an infectious disease, like COVID-19.

Everyone is trying to follow the guidelines. But, with patients arriving at your office without masks, it's difficult for you and your staff. Your patients are not ready for your staff to take their temperatures and ask them a bunch of health questions. Next thing you know you have a waiting room full of frustrated patients. They came to you to get better. But, before they see you, your staff is examining them. That's irritating.

SafeScreen will simplify your check-in screening. Here's why:

- Non-intrusive, non-contact thermal scanner,
- Small compact device scans in 2-3 seconds,
- Customizable, including face mask detection, and
- Easy-to-install, complete system, no special training required.

SafeScreen is your all-in-one solution to ensure a safer patient check-in. SafeScreen temperature screening system protects you, your staff, and your patients.

Contact us today to see how the SafeScreen can simplify your patient check-in process.

SafeScreen Medical Google Ads

[Simplify Patient Check-in | Thermal No Contact Thermometer | Works with Face Wear](#)

SafeScreen thermal imaging scanner detects fever with .54 degree F accuracy in 2 seconds. Hygienic, non-contact, fully automated all-in-one kiosk. HIPAA compliant FDA Approved.

[Fast Body Thermal Temp Scanner| for Use in Medical Facilities | Non-contact, Fully-Automated](#)

Make patient check in process contactless w/ rapid temperature screening & mask detector. Detects fever within .54 degree F in 2 seconds up to 3 feet away. HIPAA compliant.

[Temperature Screening Kiosk | Makes Patient Check In Easy | Non-contact, Fully-Automated](#)

Thermal imaging scanner detects fever in 2 seconds with facial and mask detection. Automated solution to make patient check in easy & fast. Less intrusive than hand scanner.

SafeScreen

Education

Reduce Parents' Fears with the Most Efficient, No-Touch Fever Scanner

Start your day off quickly and safely with a SafeScreen thermal imaging scanner.

Right now the pandemic numbers are discouraging. You must decide the best way to reopen your school. If you're planning on bringing children back on campus, the CDC recommends a fever scanning device. Handheld, contact thermometers seem like the most affordable option. But, scanning each teacher, student and staff member will waste learning time. So, do you buy handheld contact thermometers for all your teachers for classroom use? That's expensive and a waste of valuable class time.

SafeScreen saves learning time and money. Here's how:

- Sets up -- no special technical skills needed,
- Scans in 2-3 seconds, and
- Detects temperatures that are higher than optimal ($\pm 0.5^{\circ}\text{F}$).

Placing SafeScreen at your school's gets students in their seats reading to learn. No contact scanning means no time wasted.

Ready to get your day started quickly and safely in the fall? Give us a call and see how our SafeScreen will save you valuable learning time.

SafeScreen Education Google Ads

[Protect Teachers & Students | Fast Thermal Screening Kiosk | Detect Fever in 2 seconds](#)

Start this fall quickly & safely with thermal screening kiosk. Detects fever in 2 seconds. Protect faculty, staff and students. First line of defense in keeping schools safe.

[Quick Fever Scanning Kiosk | Protects Your School This Fall | Detects Temperature w/in 3 ft.](#)

Get the school year started safely with thermal screening. Detects fever in 2 seconds. Quick, simple to use. Keep teachers, staff & students safe & safe with thermal screening.

[Fever Scan Kiosk for Schools | Protect Teachers & Students | Quick Easy Thermal Detection](#)

Start the school year with quick, no contact fever scanner. Detect fever within 2 seconds. Protect faculty, staff & students with quick, automated SafeScreen fever scanning kiosk.

SafeScreen

Corporate

Fast and Accurate, SafeScreen Is Your Business's First Line of Defense against COVID-19.

Keeping your employees healthy is easier with safe, non-contact temperature screening.

Now that you've reopened, keeping your employees healthy and productive is a job in itself. It's no easy task, but you need to follow federal, state and local guidelines.

You've taken steps to reduce face-to-face communication. Everyone is practicing social distancing in your offices. You've discussed proper hand washing, coughing and sneezing etiquette. You've even supplied hand sanitizer and tissues. You told everyone who's displaying symptoms, such as a fever, that they should stay home.

So, how can you do scan everyone first thing in the morning without wasting valuable time? The SafeScreen, a thermal imaging scanner, provides temperature readings in 2-3 seconds. Simple to set up near your business's entrance, SafeScreen tells you if someone has a fever. SafeScreen is customizable. And, the plug-and-go set up will have you scanning temperatures in no time.

Ready to get started with SafeScreen. Reach out, and we'll set up a solution that's right for you and your employees.

SafeScreen Corporate Google Ads

[Keep Your Work Place Safe | Rapid Temperature Screening | Non-Contact Thermometers](#)

Keep employees safe with easy to use thermal fever scanner at your business's entrance. Screening system measures accuracy within 0.5° F in as little as 2 min w/in 3 ft. distance.

[Fever Scanner for Business | Temperature Screen at Entrance | Simple to Keep Employees Safe](#)

Thermal scanner detects fever 3 feet away. Facial recognition & mask detection available. Automated, quick, easy to set up system senses body temperature, keep your employees safe.

[Touchless Temperature Scan | Temperature Self-Check Kiosk | Keep Your Employees Safe](#)

Automated, easy to set up thermal screening kiosk can be set up at your business entrance. Detect fever and keep your employees safe. Facial recognition & mask detection available.

Ebook

The Ultimate Guide to Workplace Temperature Screening

Clear and Unbiased Facts about Fever Scanning (without All the Hype)

Introduction

The 2003 SARS outbreak proved that a disease can spread globally in as little as 24 hours. Very quickly, the world's transportation administrators realized that no quick, effective screening process existed to test for infection. People still must travel, but how can they do so without carrying infectious diseases with them?

Fever is one of the most noticeable signs of infection. So, airport and train terminal transportation officials turned to temperature screening to reduce the spread of contagious diseases. Today, fever detection is a key component in screening for infectious disease for the travel industry. Now, it is paramount for businesses to implement daily temperature screening so that they, too, can reduce the spread of infectious diseases, like COVID-19.

Non-contact Temperature Screening

Using non-contact temperature screening provides a quicker and safer means of measuring temperatures than traditional thermometers. Traditional detection methods require at least three minutes of contact with the mucosal layer or skin. Screening with traditional thermometers also requires the administrator to break the social distancing barrier to do so.

Infrared temperature scanning, on the other hand, offers a non-contact, quick method for temperature screening that keeps the administrator safe from pathogens. Infectious diseases will continue to spread as people work, travel, and interact with infected people. However, monitoring workers with temperature screening can reduce the spread of infectious diseases.

How Is Temperature Screening Effective in Slowing the Spread of Infectious Diseases in Businesses?

During flu season, epidemics, or pandemics like COVID-19, a business needs temperature screening to support phased or normal operations. The US government has empowered business owners to design their own plans to minimize workplace disruptions. Therefore, each business owner can create his/her own mitigation strategy that provides the safest work environment possible. Additionally, OSHA recommends prompt identification and isolation of workers who show symptoms. Temperature screening, when part of the daily triage process, is an effective way to reduce the spread of infectious diseases.

Why Do You Need Temperature Screening?

As a business owner, protecting your work community's health is paramount. When all are working at peak capacity, your business can thrive. Unfortunately, sick employees will report to work or return to work when they are still infectious. Often, many employees fear negative consequences for not reporting to work after illness. Others will feel that they are letting you and the company down for not being at work. Whatever their reasons are, sick employees will infect others if they are not screened prior to entering the workplace.

No contact temperature screening is effective in keeping your workforce safe. The available scientific literature supports the use of thermal imaging systems and non-contact infrared thermometers to detect elevated temperatures. Since COVID-19 is highly communicable, it can be spread by people who are not even aware they have the disease. Healthy hygiene practices, face coverings and physical distancing are now universal precautions. When used with temperature and health checks, businesses will reduce the risk of exposing their workers to infected coworkers.

How is Temperature Screening Performed Effectively?

As a business owner, you should follow [CDC](#) and [White House](#) guidelines for daily temperature and health checks. In-person health checks, along with temperature screening, should be conducted safely and respectfully while following social distancing guidelines.

Why Businesses Need Non-Contact, Infrared Temperature Scanning

What is Infrared Temperature Scanning?

Non-contact temperature measuring devices use infrared technology to detect a person's temperature. Two types of infrared temperature scanners exist: touchless, thermal temperature scanners and non-contact infrared thermometers (NCITs), often called temperature guns.

Temperature scanners detect a person's surface skin temperature from several data points and aggregate the data to provide one temperature reading. A temperature scanner can detect fever up to 3 feet away in as little as 2 seconds. A [scientific study](#) comparing the efficacy between infrared thermal detection systems and oral thermometers found that temperature scanners are as reliable as oral thermometers in measuring elevated body temperatures. This study further showed that temperature scanners were a better predictor of a fever than self-reporting.

Temperature guns use a smaller location point, typically the ear or forehead, to measure temperature. To be effective, temperature guns require an operator to place the gun within six inches of the body to take a measurement. To provide an exact reading, the gun should be perpendicular to the measurement area and the person must remain still.

Note: *Although both temperature scanners and guns are a quick way to take a temperature, neither should be used as a sole determiner if an infectious disease is present. Only diagnosis can determine if an infectious disease, such as COVID-19, is present.*

What Are the Advantages of Temperature Scanners?

Temperature scanners can be easily set up at a business entrance. Along with health screening questions, temperature scanners get employees to work faster than temperature guns. Temperature scanners scan in 2 seconds up to three feet away, and the operator can monitor from a remote location. When used with health screening questions, temperature scanners provide a private way to check each employee for illness.

Once installed, a temperature scanner works with an existing access control system or as a standalone device. The person performing the temperature checks does not have to be physically close to the person. In fact, s/he can be in a different room.

Temperature guns violate social distancing protocols, and the operator needs added expensive PPE and costly physical barriers to scan each employee. Temperature scanners do not require cleaning between each use; therefore, employees can move quickly through the health check process.

As the employee walks up to the device, the temperature scanner shows if the employee has a temperature within acceptable limits. If not, the scanner emits a discreet alarm.

What Are the Best Practices in Using Temperature Scanners?

Using a temperature scanner with health screening questions can aid in reducing the spread of an infectious disease. When using a temperature scanner, be sure to:

- Follow the manufacturer's installation guidelines,
- Use it in conjunction with a [health questionnaire](#) and secondary temperature check device,
- Place it in a room where environmental factors such as temperature, relative humidity, drafts, direct sunlight, strong lighting and/or radiant heat can affect the device,
- Screen only one person at a time, and
- Confirmed temperature reading with alternative method.

Temperature scanners are an effective way to protect workers and support a healthy workplace.

How to Maintain a Healthy Office

During cold season, epidemics, and pandemics supporting a healthy office environment is critical to keeping your business productive. In addition to regular temperature screening, you can take the below measures to keep your employees safe.

Health Screening Questions

The CDC recommends asking employees daily health screening questions in addition to temperature screening. Below are a sample of basic questions that you can asked daily, either verbally or digitally, whichever is available to you. If you have a website, you can embed the CDC's [Corona Virus Self-Checker](#) referred to above.

1. Do you have any of the following?
 - Fever or chills
 - Cough
 - Shortness of breath or difficulty breathing
 - Fatigue
 - Muscle or body aches
 - Headache
 - New loss of taste or smell
 - Sore throat
 - Congestion or runny nose
 - Nausea or vomiting
 - Diarrhea

Employees who have symptoms of acute respiratory illness are recommended to notify their supervisor and stay home until they are free of fever (100.4° F [38.0° C] or greater using an oral thermometer), have signs of a fever, and any other symptoms for at least 24 hours, without the use of fever-reducing or other symptom-altering medicines (e.g. cough suppressants).

2. Are you ill, or caring for someone who is ill?
3. In the two weeks before you felt sick, did you:
 - Have contact with someone diagnosed with COVID-19?
 - Live in or visit a place where COVID-19 is spreading?

As with all health information, you should avoid asking any questions about past health issues that could fall under HIPAA-protected information.

Recommended Actions to Maintain Healthy Environments

To support productivity during phased and normal business operations, keep the following recommendations in mind.

- Follow the NIOSH [Hierarchy of Controls](#) for protecting workers
- Modify office spaces to promote social distancing between office workers. Clean and disinfect communal office spaces and high touch surfaces regularly.
- Train employees and cleaning staff on all safety protocols.
- Increase ventilation and air circulation in communal office spaces to prevent the spread of airborne contagions.
- Install barriers to reinforce and remind everyone of social distancing.
- Close community spaces (if necessary) or stagger use.
- Limit sharing of community objects (pens, staplers, phones, computers, desks, offices).
- Ask employees to perform temperature and wellness checks prior to entering the office.
- Create a self-reporting communication system for COVID-19 symptoms to fellow employees, community leaders, customers.
- Encourage workers to wear cloth face masks to contain the wearer's respiratory droplets and help protect co-workers.
- Encourage workers to use healthy hygiene practices and social distancing.

Recommended Actions to Maintain Emotionally Healthy Environments

In addition to supporting a healthy work environment, during these challenging times, it is important to remember that workers need to remain emotionally health as well.

- If an employee is showing signs of stress, encourage that employee to take breaks, as needed.
- If workers are working from home, encourage them to reach out to coworkers so that they can keep a sense of camaraderie like an office environment.
- If an employee's family member is sick, be flexible in your leave policy.
- If a family member is ill, allow employees to work from home, if possible.
- If needed, develop a flexible work schedule for alternative days and extra shifts to support productivity and social distancing guidelines.

As an employer, implementing policies that maintain productivity outside normal parameters will help you support your emotional health, as well.

What Should You Do If Someone Reports to Work Sick?

Temperature screening is your first line of defense in making sure that a feverish person does not enter your building. Because employees often feel less sick than they are, an employee may report to work with a fever. Or, a sick employee may report to work because s/he cannot afford to miss work. Remembering these isolation protocol tips will help in keeping your employees productive and safe.

- Follow OSHA [guidelines](#) for hazard identification and assessment.
- Create a space where sick individuals can wait until they are able to leave the office safely.
- Provide a safe way to transport those who are sick back home.
- Notify local health officials that one of your employees has encountered an infected person.
- Isolate the infected person's workspace. Wait 24 hours before cleaning and disinfecting. Use proper EPA-approved List N disinfectants.
- During the 24-hour waiting period, ventilate the area to increase circulation and reduce airborne particulates.
- For the next seven days, you may need added disinfection on high-touch surfaces.
- When cleaning, wear protective equipment.
- Encourage all sick employees to self-quarantine for 14 days.

Resources from the CDC

The CDC offers several tools to aid you in supporting a healthy office including, a [Resuming Business Toolkit](#), and the [Corona Virus Self-Checker](#) tool. The Corona Virus Self-Checker can be embedded into your website so that workers can self-report. Additionally, the CDC offers [print resources](#) you can use as to remind workers about keeping safe during the pandemic. If you need social media resources, the CDC offers a [social media resource](#) kit to reach out to your social community.

Conclusion

During flu season, epidemics, or pandemics like COVID-19, a business needs to protect its workers from spreading infectious diseases. Doing so helps to maintain productivity. If a business implements daily health checks with temperature screenings, routine cleaning and disinfecting, face covering protocols, and social distancing measures, it will reduce the spread of disease in the workplace.

Resources

- Chan, L., et al., [Utility of infrared thermography for screening febrile subjects](#). Hong Kong Medical Journal, 2013. 19(2): p. 109-115.
- CDC -- [Coronavirus Diseases 2019 \(COVID-19\): General Business Frequently Asked Questions](#).
- CDC -- [Interim Guidance for Businesses and Employers Responding to Coronavirus Disease 2019 COVID-19 May 2020](#).
- CDC -- [Implementation of Mitigation Strategies for Communities with Local COVID-19 Transmission](#).
- CDC -- [Coronavirus Disease 2019 \(COVID-19\): Coronavirus Self-Checker](#).
- CDC- [Coronavirus Disease 2019 \(COVID-19\): Resuming Business Toolkit](#).
- CDC -- [Coronavirus Disease 2019 \(COVID-19\): Print Resources](#).
- CDC -- [Coronavirus Disease 2019 \(COVID-19\): Social Media Toolkit](#).
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- Aw J, [The non-contact handheld cutaneous infra-red thermometer for fever screening during the COVID-19 global emergency](#). J Hosp Infect 2020 104(4):451.
- FDA -- [Thermal Imaging Systems Infrared Thermographic Systems/Thermal Imaging Cameras](#).
- FDA -- [Non-contact Infrared Thermometers](#).
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- Morán-Navarro, R., et al., [Validity of skin, oral and tympanic temperatures during exercise in the heat: effects of wind and sweat](#). Annals of biomedical engineering, 2019. 47(1): p. 317-331.
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