

# Rhinoplasty Knowledge Base — Video System Design

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8 West Clinic | Working Document *March 2026*

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## The Core Problem This Document Solves

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You have a large library of videos — short-form reels, educational clips, patient documentaries, technique explainers — and the question is: **where does each video live on the website, and how does it get displayed?**

This document answers that in plain terms, without jargon.

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## Part 1: The Three Types of Video You Have

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Before deciding where anything goes, it helps to name the three distinct types of video in the 8 West library:

Type	Description	Examples
<b>Educational /  explainer</b>	Dr. Buonassisi explaining a topic to camera. Usually 3–15 minutes. Horizontal (16:9).	“Hump Reduction Explained”, “What to Expect Week 1 of Recovery”
<b>Short-form /  Reel</b>	Quick clips, often 30–90 seconds. Vertical (9:16). Originally made for Instagram or TikTok.	Before/after reveals, quick tips, behind-the-scenes
<b>Patient  Documentary</b>	Multi-part series following a real patient through their rhinoplasty journey. Usually 5–20 minutes per episode. Horizontal.	Lily’s 4-part series, Ola’s 6-part series, Lindsay’s story

Each type behaves differently on the website. The mistake to avoid is treating them all the same way.

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## Part 2: The Two Places a Video Can Live

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Every video on the site is either:

**A. Embedded inside a topic page** — the video is one piece of content on a page that is primarily about a topic (e.g. Recovery, Techniques, Candidacy). The page has a URL, written content, and the video sits within it.

**B. The primary content of its own page** — the video is the main reason the page exists. The page has a URL, a title, and the video is the centrepiece. There may be supporting text around it, but the video is what the visitor came for.

That is the only real choice. There is no third option.

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## Part 3: Decision Rule — Which Option for Each Video?

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Ask one question: “**Would someone search Google specifically for this video’s topic, and would finding this video be the primary thing they were looking for?**”

### When a video gets its own page (Option B)

A video earns its own page when it is a **patient documentary or a substantial educational piece** that people will specifically seek out by name or topic. The page exists to surface that video and give it context.

The clearest examples from your library:

- Lily’s rhinoplasty documentary (4 parts) → each episode gets its own page, or all four live on a single “Lily’s Story” page
- Ola’s 6-part series → same treatment
- A 12-minute explainer on “What Happens During Rhinoplasty Surgery” → its own page, because someone searching that exact question wants to watch that video

## When a video is embedded in a topic page (Option A)

Everything else. Specifically:

- Any reel or short-form clip → always embedded, never its own page
- A 3-minute tip video on “how to sleep after rhinoplasty” → embedded on the Recovery topic page
- A technique clip showing preservation rhinoplasty → embedded on the Techniques page
- A before/after reveal reel → embedded on the Gallery page or a case page

The test is simple: if you would feel embarrassed sending someone a direct link to a page that contains only a 45-second reel and two sentences of text, it should not be its own page.

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## Part 4: The Player — What It Looks Like on the Page

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This is where the confusion often comes from. The player is not a page — it is a **component** that sits inside a page. You need one player design that handles both video formats.

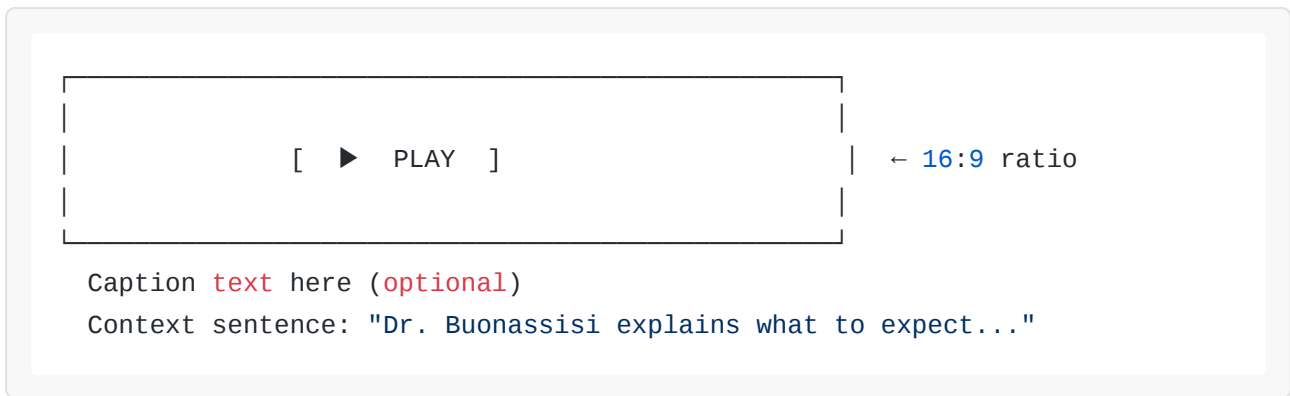
### The Two Formats

Format	Aspect ratio	Used for
Landscape	16:9 (wide)	Educational videos, documentaries, explainers
Portrait	9:16 (tall)	Reels, short-form clips

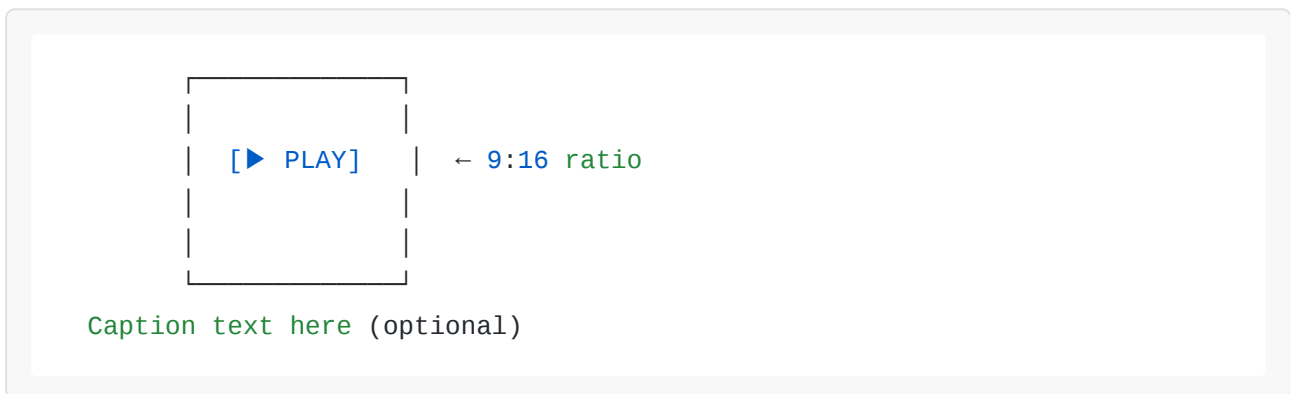
### One Component, Two Modes

In Webflow, this is built as a single “VideoEmbed” component (a Symbol) with two states:

**Landscape mode** renders like this:



**Portrait mode** renders like this:



In Webflow CMS, each video item has a field called `format` set to either `landscape` or `portrait`. The component reads that field and renders the correct aspect ratio automatically. You do not need two separate components or two separate templates.

## What the Player Shows Before the User Clicks

Every video player shows a **thumbnail image** before the user clicks play. This thumbnail comes from Vimeo automatically — you do not need to create it manually. However, you can upload a custom thumbnail in Vimeo if the auto-generated one is not ideal (which is worth doing for your most important videos).

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## Part 5: How Videos Are Organised Inside a Topic Page

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A topic page (e.g. Recovery, Techniques, Candidacy) follows this structure:

## TOPIC PAGE STRUCTURE

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1. Page header

H1 title + intro paragraph (80-120 words)

2. Primary video [LANDSCAPE PLAYER – full width or 2/3 width]

The single most important video on this topic.

Preceded by a one-sentence introduction.

e.g. "In this video, Dr. Buonassisi walks through what to expect during the first week of recovery."

3. Written content

H2 sections covering the topic in depth.

400-800 words total. This is what Google indexes.

4. Supporting video section [PORTRAIT or LANDSCAPE GRID]

Heading: "More on this topic" or "Related videos"

2-4 shorter clips or reels relevant to this topic.

Each has a one-line caption.

Displayed in a 2-column grid (landscape) or

3-column grid (portrait/reels).

5. Inline CTA

Pre-assessment prompt.

6. Related topics

Links to 3-4 adjacent topic pages.

7. FAQ

3-5 questions, schema-marked.

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**Hard ceiling: 6 videos per topic page.** One primary + up to five supporting. Beyond six, the page loses focus. If you have more relevant videos for a topic, they belong in the Knowledge Hub article grid, not all on one page.

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## Part 6: The Patient Stories Section – Special Case

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Patient documentaries are the exception to the “embed inside topic pages” rule. They are substantial enough to justify their own page, and they serve a specific purpose:

social proof for patients who are close to deciding.

The structure for patient stories is:

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/rhinoplasty/patient-stories      ← Index page listing all stories
/rhinoplasty/patient-stories/lily  ← Individual story page (all 4
episodes)
/rhinoplasty/patient-stories/ola   ← Individual story page (all 6
episodes)
/rhinoplasty/patient-stories/lindsay ← Individual story page
```

Each individual story page contains:

- The video episodes (landscape players, stacked vertically)
- A short written introduction to the patient and their journey
- Key stats (procedure type, result timing)
- A CTA to the pre-assessment

These pages do not need to rank for SEO keywords. Their job is to convert visitors who are already considering surgery. They are linked from the Hub and from the Recovery and Candidacy topic pages.

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## Part 7: The Knowledge Hub — How Videos Surface There

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The Knowledge Hub ( `/rhinoplasty/learn` ) is an index page — it lists all articles and videos in the knowledge base. It is not a place where videos are played. It is a navigation layer.

In the Hub, a video appears as a **card** in the article/content grid. The card shows:

- A thumbnail
- A title
- A duration badge (e.g. “4:30”)
- A category tag (e.g. “Recovery”, “Techniques”)

Clicking the card takes the user to the topic page where that video is embedded — not to a standalone video page (unless it is a patient documentary, which has its own page).

This means the Hub does not need a video player at all. It is a directory, not a player.

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## Part 8: Webflow CMS Structure

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To build this system in Webflow, you need two CMS collections:

### Collection 1: Knowledge Base Content (topic pages + standalone pages)

Field	Type	Notes
title	Plain text	Page H1
slug	Plain text	URL path
page_type	Option	topic or standalone
intro	Rich text	Opening paragraph
body_content	Rich text	Main written content
primary_video	Reference → Videos	The one main video for this page
supporting_videos	Multi-reference → Videos	Up to 5 additional videos
related_pages	Multi-reference → self	Links to adjacent topic pages
faq_items	Multi-reference → FAQ	FAQ schema items

## Collection 2: Videos

Field	Type	Notes
<code>title</code>	Plain text	Video title
<code>vimeo_url</code>	Plain text	Full Vimeo embed URL
<code>format</code>	Option	<code>landscape</code> or <code>portrait</code>
<code>duration</code>	Plain text	e.g. “4:30” — for display in Hub cards
<code>thumbnail</code>	Image	Custom thumbnail (optional — falls back to Vimeo auto)
<code>context</code>	Plain text	<b>Required.</b> One sentence introducing the video.
<code>topics</code>	Multi-reference → Content	Which topic pages this video belongs to
<code>video_type</code>	Option	<code>educational</code> , <code>reel</code> , <code>documentary</code>

The `context` field is mandatory. Every video must have a sentence introducing it before the player renders. This is enforced at the CMS level — the field should be marked required in Webflow.

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## Part 9: Summary — The Decisions in Plain Language

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Question	Answer
Does every video get its own page?	No. Only patient documentaries and major standalone explainers.
Where do reels live?	Embedded inside topic pages, in the supporting video section. Never their own page.
Do we need separate page templates for horizontal and vertical video?	No. One topic page template, one VideoEmbed component with a landscape/portrait toggle.
How many videos per topic page?	Maximum 6. One primary, up to 5 supporting.
What does the Hub show for videos?	Cards with thumbnails and duration badges. Clicking goes to the topic page, not a standalone video page.
What is the one non-negotiable rule?	Every video must have a written <code>context</code> sentence before it. No video drops onto a page without an introduction.

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### What Still Needs a Decision

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Two things require your input before the Webflow build can proceed:

**1. Patient story URL structure.** Do you want individual story pages (`/rhinoplasty/patient-stories/lily`) or a single page that lists all stories with the videos embedded inline? The individual pages are better for SEO and for sharing specific stories. The single page is simpler to build.

**2. Reel display on topic pages.** Do you want reels displayed as portrait (9:16) players inline on topic pages — which takes up significant vertical space — or as thumbnail cards that open a lightbox when clicked? The lightbox approach keeps the page cleaner and is generally better for pages with multiple reels.