

Content language

American English

Current domain URL

<https://www.lover.io/>

Topic suggestions

Do orgasms help (menstrual) cramps?

Tone of voice

Neutral.

Addressing the audience

Second Person Singular (you, your)

Intended result

For our reader to be comforted in their struggle, to be educated in regards to the effect a menstrual cycle can have on sex and relationships, and to leave knowing the resources that can assist them to better sex.

Page visitors should:

- > Feel Lover is an expert and credible source on the topic
- > Get a good understanding of what a menstrual cycle is, how it might affect their libido (or partner's libido) and how sex can help with menstrual pain.
- > Understand the most effective ways of addressing this issue
- > Understand that Lover has a course of exercises in the app which have been built by Doctors, and have been shown to be 91% effective in helping women orgasm more easily
- > Be clear this course is pill-free and can be completed from the privacy of their bedroom
- > Understand that the Lover app is also an effective solution for improving their overall sex life and relationship

The tone of voice is completely credible but engaging and without being overly clinical.

Target customer

25- 50 year old female who is struggling with painful periods and intimacy.

Suggested keywords

do orgasms help cramps, menstruation, and sex, sex while on period, discomfort during sex, painful sex, period blood, period sex, painful period, menstruating during sex, bleeding during sex, sexual intimacy, Menstrual cycle, pain during intercourse, sexual arousal, sex therapists, sexual response, sexual stimulation, vibrator, external stimulation, sex toys, toys,

Specific briefing instructions

"Sexual therapist off the clock in a wine bar". Reliable and assured, but comforting that the issue can be resolved.

Additional instructions

Academic references as well as comforting metaphors.

Headings to be optimized around keywords but covering the following areas:

Heading 1: Will orgasms help with cramps?

Intro paragraph: Comforting but officially toned introduction on what cramps are, and how this blog will give them some answers on how to deal with cramps and solutions to discomfort during sex.

Heading 2: How can orgasms help?

Paragraph: explain the science behind orgasms and pain management)

Heading 3: What if I don't want to be penetrated?

Paragraph: explain what outercourse is and how using

- external stimulation,

- sex toys, and

- non-penetrative

sex options are valid and amazing.

Heading 4: What if I'm grossed out or my partner is grossed out?

Paragraph:

- Address how to talk to your partner about these feels

- How it is perfectly ok to feel however you feel about your period

- How menstruation is natural and does not have to be a barrier to pleasure.

Heading 5: Is there a way I can get over my fear of period sex?

Paragraph:

Explain what the lover app is and how it can help you feel more connected to your body so you can be present for pleasure. CTA to download the Lover app

Competitors

<https://www.mayoclinichealthsystem.org/hometown-health/speaking-of-health/when-periods-are-painful>

<https://www.healthline.com/health/womens-health/sex-during-periods>

Good content examples

<https://www.insider.com/does-sex-help-with-cramps#:~:text=Sex%20helps%20with%20menstrual%20cramps.help%20you%20feel%20more%20lubricated.>

<https://www.verywellhealth.com/sex-during-your-period-2721991>

Image:

<https://www.pexels.com/photo/woman-suffering-from-a-stomach-pain-3958567/>

<https://www.pexels.com/photo/woman-curled-up-on-floor-3958576/>

<https://www.pexels.com/photo/close-up-photo-of-woman-touching-her-abdomen-3958579/>