



News from the American Optometric Association

AOA adds EyeCarePro.net to Member Advantage program

The AOA's most recent addition to its Member Advantage Program is EyeCarePro.net. Eyecarepro.net is the optometric industry's leading provider of Web marketing solutions for individual practitioners.

EyeCarePro.net's services range from Web site design and maintenance services to proactive marketing through Search Engine Optimization (SEO), Social Media Optimization (SMO) and Pay-Per-Click Campaign Management.

"EyeCarePro.net's Web services are in line with the AOA's vision for helping optometric practices embrace the Web," said Ron Hopping, O.D., MPH, AOA vice president.

Optometrists can generate more revenue for their practices by letting a dedicated firm like Eyecarepro.net build a strong Web presence for them and focusing on patient management.

The tools and services offered by Eyecarepro.net can be used by any practice regardless of budget or technical skill.

According to Daniel Rostenne, founder of Eyecarepro.net, "Our company is built to serve practices that want to have great, patient generating Web sites that are easy to maintain."

During the past 12 years, EyeCarePro.net has helped almost 1,000 practices manage their Web sites.

The ECPro Website Builder system allows optometrists to create a practice Web site in about 30 minutes with the help of EyeCarePro.net's dedicated support team.

Practitioners can work with EyeCarePro.net to create a custom Web site design, include more than 100 pages of pre-written content, and take advantage of a wide selection of patient communication tools that link to EyeCarePro.net's technology partners.

"I love my new site because it's very complete with very little work, and is extremely easy to update." said Tommy Lim, O.D., of Berryessa Optometry in San Jose, Calif. "It's professional-looking, and EyeCarePro has helped push my site to the top of the search engines for valuable patient-generating keywords."

Eyecarepro.net provides unlimited, free customer support 24/7 for all of its clients and has been having great success with its Search Engine Optimization and Social Media Optimization Services.

EyeCarePro.net is committed to the AOA by providing ongoing support to AOA members and building the online optometric community.

For more information and a free trial, visit www.eyecarepro.net or call 866-886-4442.