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## Digital Strategies

### Revamp Your Site, Recharge Your Business

A frequently updated, user-friendly web site is the first step to nabbing new patients. Here, two ODs, describe they refreshed their business by overhauling their sites.

Wilma Barnes, OD  
 Vision Corner  
 Houston, Texas  
[www.visioncorner.com](http://www.visioncorner.com)

**The Issue:** The site was receiving hits, but patients weren't spending enough time viewing our pages. We averaged only one page per hit, and less than 45 seconds per view.

**The Fix:** We added a video featuring patient testimonial, made the heading more visible, and also increased the visibility of our phone number. Also, the old site's black background was replaced with a background featuring blue and white colors with a black border, so the color scheme would seem more up-to-date.

**The Benefit:** We went from one page view to an average of three, and greater than 45 seconds per view. We were able to eliminate our other forms of marketing, such as the Yellow Pages.



Murray Hurlbert, OD  
 Maple Ridge Eye Care  
 Pitt Meadows, Maple Ridge and Mission, British Columbia  
[www.mapleridgeeyecare.ca](http://www.mapleridgeeyecare.ca)

**The Issue:** The appearance of our web site was generic and boring.

**The Fix:** The revamping provided a sleek, custom platform that represents the attention to detail we strive for in all aspects of our practice. That is the biggest improvement. As before, patients can still provide feedback in an online form and also still request appointments online. The difference is now we are set up for future accommodation of online contact lenses ordering from our portal. Another improvement is that graphics can now be inserted to promote our quarterly sales promotions.

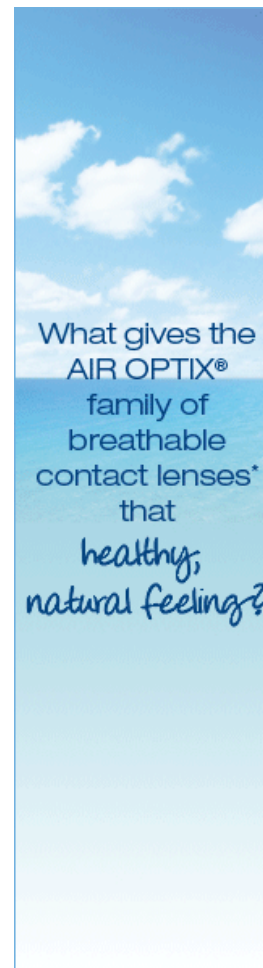
**The Benefit:** We haven't reduced our advertising

budget due to the deregulation of the dispensing of contact lenses and glasses here in British Columbia. We are maintaining our advertising to retain market share from Internet providers that do not require prescription verification for the dispensing of either contact lenses or glasses. That said, the web site advertising with Daniel Rostenne and eyecarepro.net is at least twice as cost effective on a per patient-basis than either newsprint or mail outs.

### Other ROB Stories on Digital Strategies

- [Build a Digital Strategy for Practice Growth](#)
- [How Effective Is Your Web Site?](#)
- [Use Digital Solutions to Add New Patients](#)
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## Search



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[Creative Frame Displays in Las Vegas](#)

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Patient Experience

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By Manuel Solis, Transitions

Optical

Book Review

[I Live in the Future & Here's How It Works](#)

by Nick Bilton

Review by Roger Mummert

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