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RELAX
YOUR WEB STRATEGY
IS IN GOOD HANDS



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ODLingo. Increase Traffic & Revenue with Optometry's
most Successful Web Marketing Program.

ODLingo is a combination of online and traditional marketing designed to attract new patients while helping retain existing ones. EyeCarePro provides you with a Web Manager who is dedicated to delivering powerful, measurable results to your Practice.

For just \$550/month ODLingo will:

- ▶ Drive continuous traffic to your website.
- ▶ Noticeably increase new patient appointments.
- ▶ Improve patient loyalty & dialogue.
- ▶ Keep you informed with monthly reviews of results & ROI with your EyeCarePro Web Manager.

“This year, we have again had a double digit increase in new patients. To date, we have had just under 950 new patients seen this calendar year. Our two top referral sources continue to be patient referrals, and, EyecarePro’s SEO expertise which has helped us achieve top placement on search engines without having to pay for that privilege.”

~ Dr. Stephen Cohen, Doctor My Eyes, Scottsdale, AZ

ODLingo Explained



▶ 1. Website Design + Mobile Website

A state-of-the-art website designed with your brand and business goals combined with the most advanced technologies and Optometry's best practices. Your new website will keep customers engaged, informed and coming back with images and updated content each month. Schedule more appointments, increase staff productivity and build your online presence.

▶ 2. Strategic Marketing Focus

These proven marketing plans highlight your Practice's areas of expertise. Whether it's a fantastic optical, cutting edge equipment, Ortho-K, contact lenses or a focus on pediatrics, these multi-month plans capitalize on what sets your Practice apart.

▶ 3. Search Engine Optimization (SEO)

Capture new patients with top rankings in the organic section of major search engines, local search management and an improved Google Places Map position.

▶ 4. Integrated On & Offline Campaigns

Every month we combine SEO and social media efforts in a powerful integrated marketing campaign designed to promote key topics like eye disease awareness, back-to-school, holidays, trunk shows and many more. Campaigns include news articles, office posters, email blasts, Facebook posts, Goggle+ page updates and covers and interstitial popup graphics.

▶ 5. Social Media Management

We'll keep your patients coming back using Facebook, Twitter and Google+ to help them stay connected with your Practice and its doctors.

▶ 6. Call Tracking

See in real time how many calls are generated from your site, who is calling, the location of the calls, and if the phone call generated a new patient.