

SEIZE THE OPPORTUNITY

AN AFFORDABLE SOCIAL & SEO PROGRAM



ODLite. You're on your way to building a powerful online presence for your Practice.

When it comes to marketing your Practice it's hard to know where to focus your time and energy. ODLite is the perfect solution to begin promoting your Practice online: an enhanced Website, expert Search Engine Optimization (SEO) and Local Search Management (LSM) combined with captivating Social Media initiatives.

For just \$349.95/month ODLite will:

- ▶ Establish local market visibility.
- ▶ Drive more patients to your door.
- ▶ Attract and engage more patients and prospects on your website.
- ▶ Start building your social media presence.
- ▶ Keep you informed with monthly results-driven reports.

"We have gained almost 200 fans on Facebook and are ranked at the top on Google searches for eye doctors in our area!"

~ **Dr. Bradley R. Meltzer**

Eye Vision Associates,
Lake Ronkonkoma, NY

ODLite Explained.



► Free 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.

► 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. Keep patients informed and your staff productive with many new automated features. As an added bonus you'll get a stand-alone mobile website for your Practice designed to work seamlessly with your main website.

► Search Engine Optimization

A website that is easy to find will attract more patients. With two months of focus every quarter on Search Engine Optimization and Local Search Management you'll soon see the power of great rankings. We'll help get your site top rankings in the organic section of Google, Yahoo!, Bing! and Google's Local Search results.

► Social Media Management

Social media is a great patient acquisition and retention tool. Every third month we'll implement a social media campaign using Facebook, Twitter or Google+. This, combined with ongoing Facebook posts each month will keep patients connected and build stronger relationships between them and your Practice.