



# EYECAREPRO'S SOLUTIONS

EyeCarePro helps Optometric Practices grow by attracting new patients and building on relationships with existing patients. Solutions begin with a powerful, attractive and effective online presence and continue with social media, search engine optimization, traditional offline marketing and sales growth initiatives.

# Our Core Products Explained



▶ **ODSite – Websites for optometrists.**

Websites designed to attract new patients and keep existing ones coming back. ODSite provides peace of mind with simple and efficient set up, easy-to-use online tools and a great Customer Support team. Practices get an attractive, professional, sophisticated website at a fraction of the cost of designing and hosting a website independently.

\$59.95/month

▶ **Custom Design:** Whether matching existing print material, the need to focus on a specific business goal, or a clear vision for your site, you'll love the results.

\$75/hour

▶ **Website Facelift:** Does your site need a little TLC? Whether it's a slide show, content changes or help with your logo we are here to help. This includes

\$300 package



▶ **ODMobile – Be where your patients are.**

ODMobile provides an easy and affordable way to give patients and visitors instant access to your online content from whatever device they choose. Quick and easy to setup, ODMobile is a great way to get your Practice in front of more people.

FREE with ODLingo or ODLite Service  
\$18.95/month with ODSite



▶ **ODLite – Add the power of web marketing to your online presence.**

When it comes to web marketing it's hard to know where to invest. ODLite provides a great return on investment by combining Search Engine Optimization (including Local Search Management) with Social Media. Practices can nurture new and existing patient relationships through regular marketing campaigns that ensure strong performance in the search engines along with the development of a vibrant social network.

\$349.95/month



▶ **ODLingo – Your web strategy is in good hands.**

ODLingo provides Practices with full-fledged integrated marketing campaigns. Optometrists can focus on their Practice confident that their dedicated Web Manager is implementing a powerful combination of online and offline marketing. ODLingo includes Search Engine Optimization, Local Search Management and Social Media in addition to a variety of traditional strategic Practice building initiatives designed to attract new patients and retain existing ones.

\$550/month



▶ **ODProfit – Higher profits are within your reach.**

Go from mediocre sales to a top performer. Small improvements in how a Practice sells can have a huge effect on the bottom line for both the Practice and suppliers. Easy to incorporate into any Practice, ODProfit provides customized, hands-on training along with weekly support from a dedicated ODProfit Manager. Expect results in just 8 to 12 weeks!

Success-based fee structure