

# Relax.

## Your web strategy is in good hands.



## ODLingo. It's what you've been waiting for.

There is a lot happening on the Internet. Your Practice needs a cohesive way to manage its online opportunities. A strong web presence will attract new patients and retain existing ones. ODLingo gives you the freedom to focus on your Practice by adding a dedicated Web Manager to your team. One point of contact. One monthly fee.

For just \$550/month ODLingo provides your Practice with:

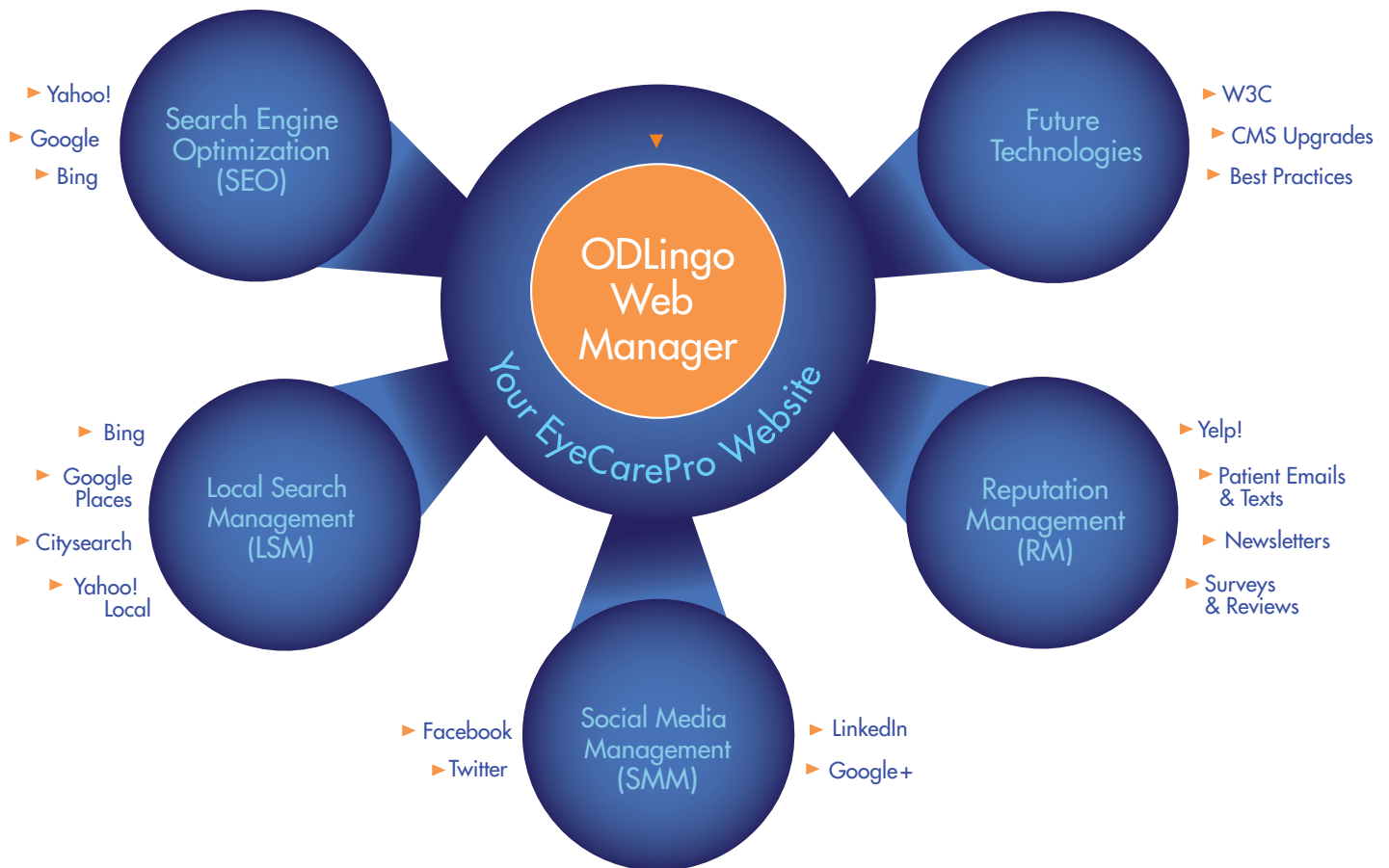
- ▶ A designated Web Manager who is proactive, reliable, helpful and informed.
- ▶ A website, Search Engine Optimization, Local Search Management, Social Media and Reputation Management.

- ▶ A behind-the-scenes team of Internet experts working to grow your Practice online.
- ▶ The freedom to focus on your Practice confident that your web strategy is being handled.

Call 516-532-5311 today to set up ODLingo for your Practice and meet your new Web Manager.

# ODLingo Explained

Be confident that your online reputation and web strategy are in good hands. ODLingo is designed to supply the Internet services you need when you need them. Each month your ODLingo Web Manager will ensure the EyeCarePro team is working together on key areas of your web presence including:



## ▶ Website Design

An attractive and functional website is the foundation of your online presence. With an EyeCarePro website you'll make a great first impression and keep patients coming back for more.

## ▶ Search Engine Optimization

A website that is easy to find attracts more patients. We'll help get your site top rankings in the organic section of major search engines including Google, Yahoo! and Bing.

## ▶ Local Search Management

Capture patients in your area. Top ranking (Letter "A" on the Google Places map) is the most visible place your Practice can appear. We'll get you there.

## ▶ Social Media Management

Social media is a great patient retention tool. We'll use Facebook, Twitter and Google+ to keep patients connected with your Practice and its doctors.

## ▶ Reputation Management

Nurture your relationship with patients through surveys, reviews, newsletters, emails and texts. We'll help you choose and implement a patient communication tool or better capitalize on the one you have.

## ▶ Future Technologies

The Internet is constantly evolving. We'll stay on top of emerging technologies so your Practice can adapt quickly and efficiently.