

# Search engine optimization & Social media go hand in hand.



## ODLite.

Add the power of web marketing to your online presence.

When it comes to web marketing it's hard to know where to focus your time and energy. Should you aim for top rankings in search engines or connect with patients through social media? In fact, successful SEO depends on successful social media. ODLite is the perfect solution: expert SEO services combined with captivating Social Media initiatives. Blending these two key web marketing services will attract new patients and help retain the ones you already have.

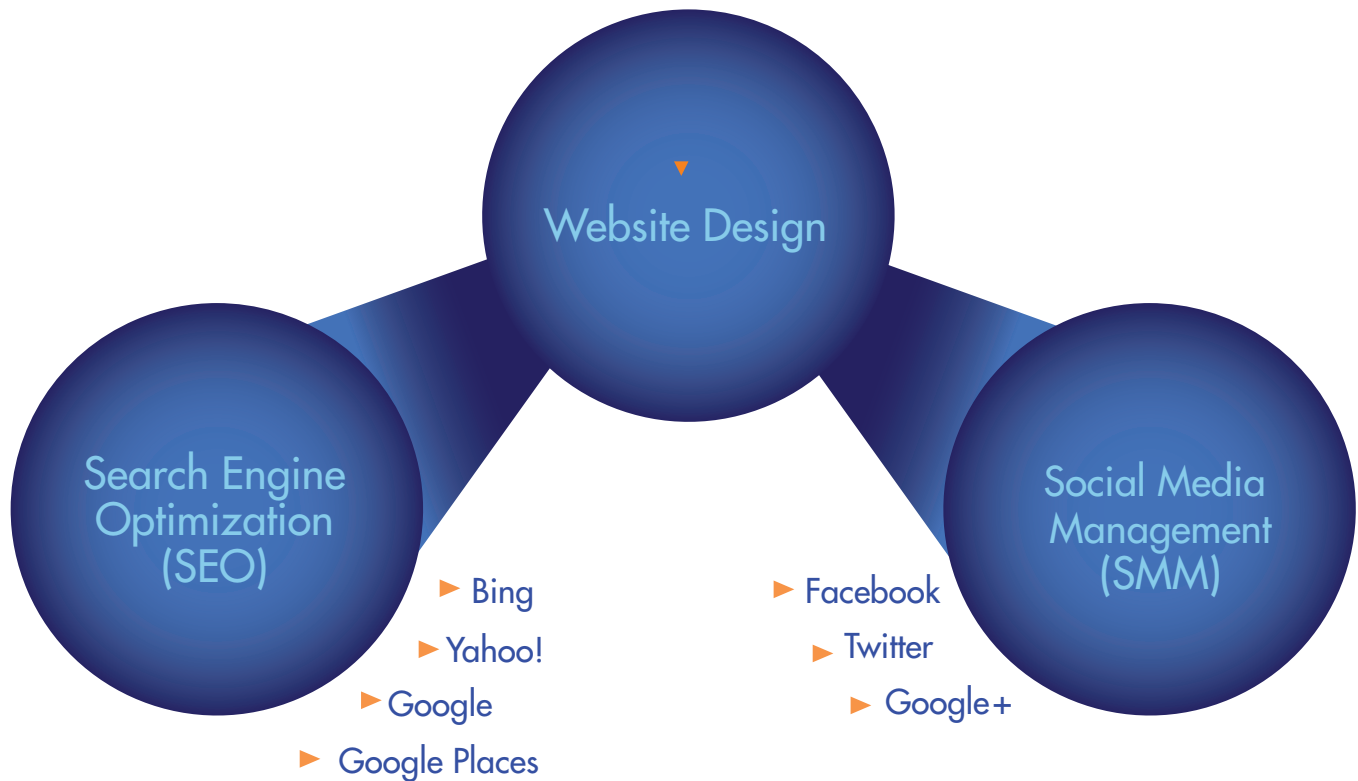
For just \$299/month ODLite provides your Practice with:

- ▶ Search Engine Optimization services for your website.
- ▶ Monthly Facebook postings plus quarterly social media campaigns.
- ▶ A free EyeCarePro website for your Practice.
- ▶ Monthly check in calls and reports.

Call 516-532-5311 today to set up ODLite.

# ODLite Explained.

Balance your Practice's need to nurture patient relationships through social media with the need for strong performance in the search engines. EyeCarePro will ensure a great return on your online marketing investment by focusing on SEO for the first two months of each quarter and Social Media for the third month. We'll keep posting to Facebook and monitoring SEO throughout the quarter to solidify your success in both areas.



## ► Website Design

An attractive and functional website is the foundation of your online presence. ODLite includes an EyeCarePro website. If you have an existing website we'll migrate your content to the EyeCarePro platform and get you up and running in no time.

## ► Search Engine Optimization

A website that is easy to find will attract more patients. With two months of focus on SEO every quarter 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.