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Your Website Probably Sucks

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Like most optical businesses, you probably have a website. It was probably built years ago by someone you haven't chatted with in just as long. While your website lounged about online, the world changed around it. Your competitors have moved ahead with new sites. New competitors that didn't even exist when you last updated your website have now taken market share from you and continue to erode your market share, whether you are in a city of one thousand or ten million. There are 3 ½ billion people online around the world. Over 80% of the population of the US and Canada have an internet connection. Your website is your online brochure, your practice concierge, serving your prospective and current patients and customers 24 hours a day, 7 days a

week, 365 days a year. Does your website live up to the look, the feel, the experience of your practice or is it some cheap distant facsimile of what you never were, are not today and certainly will not be tomorrow? In this class, we will explore modern optical websites. We will discuss what every ECP website should have and shouldn't. We will discuss SEO (Search Engine Optimization). We will talk about the mobile revolution and why your website must be mobile friendly. We will learn how to get people to visit your website and how your website should convert a browser into a patient and consumer.

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