

How Online-Ready is your Practice?

Plugging into the transformational effects of the internet

Website

What websites did you use as examples?

We used michaeljohnsonod.com and brighteyestampa.com as examples through the discussion.

Can I promote frame brands I carry in my office on my website?

Some brands allow third party use of their brand assets. Check with your frame representative to understand the opportunities for promoting the licensed brands you carry on your website and what assets (pictures and logos) are available to support you.

Publishing content: if I wanted to re-post information found on a magazine or a website, what do I need to do?

We recommend seeking the author's permission to repost.

I have an eWebExtra website. How can I embed Facebook and Twitter, as well as YouTube videos?

Call your eWebExtra representative at 877.448.0707 to find out if your current platform is compatible. They'll be able to help you embed social media in your website.

What is the name of the widget that automatically updates your website?

Each social media network has their own widgets. You can find them under the Developer Tools and work with your website host to integrate them into your homepage.

Search Engine Optimization

What is the difference between tag and keyword?

They are similar concepts, but used in different ways. A keyword is used in webpage content and code to tell search engines what your page is about and help with indexing. A tag is a way to classify blog posts and other listings that are tag-friendly so that people can classify and easily find them.

For Yelp, do you recommend a FREE listing or do you pay for a sponsored listing?

It depends on your strategy. It's similar debate of whether or not you use sponsored links on search engines or try to get your site up in rankings naturally. We recommend starting with listing your business on Yelp and promoting it to your patients.

Email Marketing

How do I handle opt-outs?

Most email services will handle the opt-out for you and will automatically remove those addresses for future mailings.

If you're not using an email service, set up a process to remove the email from your distribution list.

What happens if my email gets reported as spam?

You, as a sender, are being blocked by the receiver. This is also handled directly by most email services, removing the email address from future mailings.

Social Media Questions for Dr. Nate Bonilla-Warford

How do you deal with negative feedback?

Dr Nate: "This is very hard. Ideally, you'd publically thank them for the feedback in a positive, non-defensive way and offer to correct the problem. Then, you'd privately contact them and try to correct the problem. Often, they will appreciate it and change the feedback."

For Facebook, do we set up as a (Business) Page or a (Personal) Profile?

Dr. Nate: "I'd setup the practice as a Page, but create a Profile for myself as an OD."

Dr. Nate, do you monitor social media yourself or does your staff?

Dr Nate: "Your staff can do most of it, but doctors need to monitor it, since you're ultimately responsible for the quality and accuracy of the content. The time needed varies, and it can be up to 15 minutes a day."

Where do you get the content for your social media and blog posts?

Dr. Nate: "I get ideas from patients, daily practice activities, and all the media I read."

I feel that email, newsletters, blogging and social media creates more work for the practice. Is it worth it?

Dr. Nate: "It is more work, but it can also be very effective. If you feel that your practice has no more room to grow, then it may not be for you. If you are looking to grow, then social media is one way to do it."

How do you determine how much to spend on social media and analytics?

Dr. Nate: "Take a look at your current marketing spend. Then look at your patient base. As you take another step online, see if there are current expenses that could be reduced by using social media. As you do more, you'll gain a better sense of the return on investment."

Resources

eWebExtra

Put Eyefinity's full Web-based technology to work for your practice with eWeb *Extra*, a tailored solution that allows you to modernize your office and communicate with existing and potential patients through a customized Web site. Our hosted solution includes user-friendly (no HTML required), professional templates tailored to eyecare practices, with your own Web site address, five e-mail addresses, and optional appointment scheduling.

To learn more about eWebExtra, call Eyefinity Customer Care at **877.448.0707** or [sign up online](#).

Eyewear Promotions

[EyewearPromotions.com](#) is a new consumer-facing web site that gives private practice the tools to compete with retail. It starts with a heavy advertising campaign utilizing Google and Yahoo sponsored search that drives consumers to the web site, which offers them great deals on designer frames, sunwear, premium lenses, contacts, and more.

To learn more about EyewearPromotions and to sign up, call Eyefinity Customer Care at **877.448.0707**.

Email Marketing

WebSystem2 is an easy-to-use patient communication system. To learn more visit [websystem2.com](#) or call 530-672-2892