

QUICK TIPS

Creating a Patient-Friendly Website



EASY TO READ

Keep your website copy concise and avoid wordiness anywhere you can.



CLEAN AND SIMPLE

Tidy up any clutter on your website so it is easy to navigate and pleasing to the eye.



CALLS TO ACTION

Make sure any calls to action (i.e., appointment scheduling, contact, hours, etc.) are clear and easy to find.



SOCIAL MEDIA

Include your social media icon links on the right-hand side of your page.



MEET THE TEAM

Add a personal touch to your website and include short bios and photos of your ODs and staff.



PROMOTIONS

Don't forget to include an up-to-date section for any current specials or frame offerings.



PATIENT REVIEWS

Consider adding a section on your website for patients to leave reviews and post pictures in their frames.



E-COMMERCE

Adding an e-commerce page to your website helps save your patients time and effort if they are unable to visit your office.



CONTACT

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