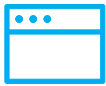


TOP 5 BEST PRACTICES FOR PRACTICE WEBSITE AND EMAIL ADDRESSES

Your online presence should be one of your most important tools. Use these tips to ensure your practice website and email addresses are professional and polished for deeper engagement with patients throughout the year.



1. WEBSITE BEST PRACTICES – Your website should include:

- Integrated Online Appointment Scheduling
- Integrated Online Patient Forms
- Electronic (Mobile) Patient Notifications



2. WEBSITE DOMAIN (URL) BEST PRACTICES – Your domain should:

- Include an SSL Certificate (ask your website hosting service)
- Be easy to remember (e.g. familyeyecarehouston.com)
- Use keywords (e.g. optometry, eyes, eye care)



3. EMAIL ADDRESSES BEST PRACTICES – Your practice email accounts should:

- Include your domain name
- Give you administrator access (to reset passwords, add and delete users)
- Be accessible anywhere



4. SEARCH ENGINE OPTIMIZATION (SEO) BEST PRACTICES –

This is an important step to:

- Impress Google (achieve higher rankings in search results)
- Ensure accuracy and consistency
- Influence patients to schedule an appointment or call your practice



5. REMEMBER, A GOOD STRATEGY IS TO:

- Make a website to-do list
- Attack one thing at a time
- Learn what you can, and consider working with a professional for help with SEO

For more information about eWebExtra™ through Eyefinity®, contact **877.448.0707**

To learn more about what My Marketing Team has to offer, contact us at mymarketingteam@vspglobal.com

