

## Online LASIK Marketing Techniques



It's fair to assume most people who wear glasses and/or contacts have wondered, at one time or another, how it feels like having 20/20 vision. To be able to throw away their glasses or contacts. Will it be easy for them to find your LASIK Practice when it comes time for them to get on the internet to look for a LASIK Surgeon nearby? That's where having the best LASIK Marketing plan is of enormous value.

Whether your practice is new to the internet or you've had a web presence since the internet began, there are a variety of online LASIK marketing strategies that help you meet up with people who are longing to be glasses and contacts free.

### 1. Get Your Name In Web Listings

There are dozens of internet directories that web users access when searching for services near where they live. The most used directories for online LASIK marketing include:

Google Places

Yahoo Local

Bing

Yelp

Citysearch

Healthgrades

All these listings can be used for free and dramatically improve the probability of potential patients being able to find your website and contact information. If you are already listed, claim the listing and fill out each option you can. If it isn't already there, add it! It's particularly important that you maintain continuity of information throughout each and every one of the listing websites when working on Local Search Marketing.

## 2. Start A Blog!

A key advancement in online LASIK marketing in recent history is using blogging. Anyone can begin and keep up a blog -- it's simple and free. The most popular blogging platform, WordPress, can be incorporated into an existing website or used on its own.

Blogs are an avenue to offer prospective LASIK patients what they are looking for most from the web -- expert information. Blogging is an opportunity to get these people excited about your practice, draw traffic to your website and gain ground in Google searches.

## 3) Establish A Review Program

When potential patients start to search for an eye surgery specialist in their area, one big factor in choosing often times is reviews from previous patients on the internet.

If you're not aware of what reviews you've gotten on the web, you should find out. Lots of people are more likely to get online to make a complaint about bad service, rather than boast about excellent service, so now's the time to begin prompting current and former patients to get out there and share their positive stories! Offer incentives for those who comment -- consider entering them into a drawing or giving out special coupons, for example.

## 4) Get Involved In Social Media Websites

Social media sites are more than just places where teens connect; they have become a crucial device for growing and promoting services. Any lucrative online LASIK marketing strategy ought to embrace becoming part of the most trafficked social media sites, such as Facebook, LinkedIn and Twitter.

Those sites can achieve numerous things for eye surgery specialists.

Make it simple for patients to share positive feedback.

Get your name spread to more people through friends or followers. Reach a vast number of people to share information like promos, coupons, etc. promptly and easily.

## 5) Diversify Your Marketing Strategy

Most important of anything you do on the web is this -- don't put all your eggs in one basket.

All of the previously mentioned applications are great for helping people find providers for the services they need, but these strategies will show the greatest value when used together. These strategies should blend for an overall online LASIK marketing strategy for the greatest return on your investment.

## Company Description

Moon and Owl is a full-service marketing agency in Fort Worth, TX serving clients across the US. Web Design | SEO | Digital Marketing | Copywriting | SEM | Social Media Marketing | Print | Graphic Design

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Google Folder: [https://drive.google.com/drive/folders/1eVXjKmoDTfhI9v\\_F7UHGHMHuEo5Mk9CJ?usp=drive\\_open](https://drive.google.com/drive/folders/1eVXjKmoDTfhI9v_F7UHGHMHuEo5Mk9CJ?usp=drive_open)

## Recommended Resources

<https://mgyb.co/s/EcQCS>

<https://mgyb.co/s/hzICz>

<https://mgyb.co/s/eXOav>

<https://mgyb.co/s/LNoik>

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