

Online Marketing; SEO, Social Media, Surveys, Linking, and so much more, oh no!

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So much more than just Facebook or an online contest.

Fully 65 percent of all adult internet users now say they use social networking sites like Facebook or LinkedIn, up from 61 percent one year ago according to [Pew Research](#). Poll results also show that the total number of adults who use the internet has reached an estimated 163 million in the U.S. and one-third of those users are over the age of 50. **(For the first time ever weekly Internet usage of online Canadians has surpassed the number of hours spent watching television and Nearly Four-In-Ten Canadian Adults (37%) Have Visited Online Social Networks And Three-In-Ten (29%) Have A Personal Profile On One and In Canada, teens (13-17) are actually online less adults - 13 hours per week as opposed to 19 hours)** For prospective customers, the Internet has become the unequivocal first step in making social and consumer decisions and now, the audience closely mirrors the demographics of the optometric patient population.

Companies are rapidly addressing the idea that they now have two store fronts—the physical location where customers go to actually get fitted for a product/service and the cyber location where companies are meeting and greeting prospective patients, and dealing with questions, etc. The quality of that welcome, its ability to attract new business, hold their attention and assist them with their decision making process determines the number of prospective customers that move from the cyber store front to become new patients in the physical store front.

You should notice a boost in business most likely if you look at incorporating a suite of online marketing services that combines website design, a SEO search engine optimization plan that gets the site to the top of Google, Yahoo and Bing pages, local search management that optimizes a company's site's visibility in their own geographic market, social media posting and content management and reputation management which helps a company nurture its relationship with patients through surveys, reviews, newsletters, emails and texts.