PRESENTER/EFFECT INSTRUCTION

Presenter to point and zoom into header section with phone, email, opening hours and book an appointment (Screen Shot 2)

Point to Slider

BACKGROUND

<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/>

Bullet points to appear on the background:

1- book appointments online

2- source of information

3 - ability to keep up to date with practice offers and news

(Wipe clean and start new bullet points)

1- get a feel for the practice

2- see what services the practice offers

3- more likely to be found in search engines

<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/>



SCRIPT

It has never been more important for the practice to have a strong online presence, and if utilised correctly, will have a profound impact on the business. This video will give you an overview of your practice website, why it is important and how you can influence it.

Why is the website important?

For existing patients they can book appointments online, it is a source of information for them and they have the ability to keep up to date with Practice Offers and news.

For New patients they get a feel for the practice before they come, they can see what services the practice offers and also the practice is more likely to be found in search engines

So lets take a look at the homepage…

Key practice information is located in prominent places (presenter to point and zoom into header section with phone, email, opening hours and book an appointment)

At a glance this slider gives the patient all the important information they need, the practice history, the team, glasses collection and how to book an appointment.

<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/>



<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/meet-the-team/>



<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/glasses/>

On the footer are links to all the practices social spaces alongside a testimonial for the practice. Always try to guide your patients and visitors to use the website to access social pages... Why? Because the more unique visits we have to the website, the higher we will appear in search engines!

Come, let's take a look at the team page.

This section is all about YOU

Make this as personal and real as you can, patients will feel like they know you before they even get to the practice! You can also update this as often as you like, keep watching to find out how

These pages detail the services the practice offers, the equipment, the brands you stock and different types of contact lenses. Use every opportunity to educate your patients, drive them to the website to find out what different equipment does.

You will see a number of brands that you might not physically stock, however, one of the benefits of being part of the group is that you are able to source brands that you might not normally stock in your practice.

Scroll to footer and point to social media icons and testimonials.

Background Image flips to meet the team page

(point both hands to the screen when saying “you”)

Scroll down with fingers whilst speaking

point to eyecare services, glasses selection and contact lenses on top menu bar

Click on Glasses on the menu bar which will open this URL and then point to the slider with brand names.

Click Book an appointment at the top of the existing page to open this URL.

Use hand to ear gesture when saying “Call them back”

Click Contact us from the Main Meuni bar to open this URL

Click Corporate Eye care to open this URL and then point to the Contact Us Button.

<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/corporate-eyecare/>



<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/book-now/>



<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/contact-us/>

<http://www.orrellsopticians.co.uk.www.zinesuite.co.uk/corporate-eyecare/>

Corporate accounts are a good way of sourcing new patients. This page gives employers an overview of how we can help achieve their responsibility as an employer.

If you don't currently have any corporate accounts, don't worry, we have a whole plan behind how to kick start this in 2014.

Let me now draw your attention to the different ways a customer can make contact, we have the book an appointment page for patients to fill in. Their request will come straight to your inbox, all you do is check availability and call them back to confirm or offer another suitable slot.

The contact us page, patients will use this to ask questions, and again this will come directly to your inbox.

Employers will make corporate enquiries through to the corporate eye care page and again this will come to your inbox.

Now, you are probably wondering how can I make changes to the site. As the website is not maintained by us directly we must follow this process.

Point to the Website Administration Thread and click it,,

Show Typing of this statement if possible “we need to add a new DO called Mary”

Click Send and Change to next screenshot.

Fly in Image “quarterly.PNG” as an overlay

Shake entire Camera as he says this…

Presenter Take one step forward

Screen Shot to be Provided

Screen Shots to be provided

Google Analytcis.PNG



Navigate to your practice basecamp. Here you will find a discussion thread called "website administration".

On this thread post your request in as much detail as possible

Every quarter we will look at the changes and reflect them on the website.

One more thing! We will at regular intervals share with you some metrics for the site for example number of site visitors, how long they spent on the site and even where they come from!!

This is just the tip of the iceberg....

But as they say the journey of a thousand miles, starts with a single step....

I hope this video has been useful, and if you have any questions please get in touch

Total Words: 649