

A look at the statistics of visits and page views for the year ending April 2012 on www.mylocaloptician.co.uk and www.primaryhealthnet.com



www.mylocaloptician.co.uk is the highest Alexa ranked optical educational site in the UK and it improved its ranking position by 13% over the last year.

There are over 800 pages on the public site which received 638,000 visitors last year, averaging around 1700 each day.

Almost 600,000 visited the top 500 pages on the site, almost 50,000 members of the public each month gathering information about eyecare and eyewear and searching for optical practices in their area.

The public site was updated at the beginning of this period and a new search engine was added to allow the public to search for opticians in the UK by specialities they provide, product brands they stock, as well as by region, county and primary postal codes.

Patients of practices can also rate their experience on line creating a star rating for the practice, and practice managers can now upgrade their entries with products and specialities in the database online. The first three months are free with only a £10 publication fee, so it's simple to start up and PHN are now offering all known brands for selection.

These changes have created still more increased visits to the pages where 43 pages of the top 100 visited contain important information on eyecare and eyewear and were visited by 665 people each day. Top of these pages was "Home Visits for Eye Tests"

1. Find Local Opticians
2. Home Visits for Eye Tests
3. My Local Optician Homepage
4. Mee Healthcare Enters Primary Care and Optometry
5. Eye Wear
6. How Often Should I Visit the Optician?
7. Offers and Vouchers
8. Raybans from Specshop
9. Eye Care in the UK
10. Change Me! Frames
11. Frame Tips for Face Shapes
12. My Local Optician Shop
13. Products, Suppliers and Services

14. Virtual Mirror
15. Miraflex Childrens' Eyewear
16. Silhouette Frames
17. NHS Entitlements
18. Bench Kids Frame Range
19. Enhanced Eye Examinations
20. Advanced Retinal Examination
21. Choosing the Perfect Frame
22. Contact Lenses
23. Dyslexia and Visual Stress
24. Optician Forum: Best U.K. eye test?
25. Norville Frames
26. Private Charges & Payment Plans
27. Local Optician Forum: General Discussion
28. Horn is back

29. Vision Related Learning Difficulties

30. Superdry and Animal from Inspects

31. Silhouette: Seeing Without Boundaries

32. Types of Optician

33. Diabetes and the Eye

34. Rimless Spectacle Frames

Our news pages have also proved most popular with the public of whom over 12,000 of them visited the “most read” news story of the year on Mee Healthcare in January and February of this year.

Greater interaction from the public has also for the first time brought our viewing rates for the discussion forums into the top 30 pages.

The brand/speciality functionality has also caused the most searched regions and areas to appear in our top 100 page visits. Over 26,000 people each month searched for opticians in their area. Once again the appetite for information on home visits made the “England Home Visit Opticians” listing the number one search. Opticians providing Home Services not on the list are missing a key marketing opportunity. Here are the top 30 regions out of 300 regions and towns searched.

1. England Home Visit Opticians
2. Trafford Opticians
3. Liverpool Opticians
4. Wolverhampton Opticians
5. Leeds Opticians
6. North West
7. London
8. Coventry Opticians
9. South Birmingham Opticians
10. Newcastle Opticians

11. Peterborough Opticians
12. Northamptonshire Opticians
13. Leicester City Opticians
14. Tesco Opticians
15. Bournemouth and Poole Opticians
16. Manchester Opticians
17. East of England
18. Barnet Opticians
19. Derby City Opticians
20. South East Coast
21. South West
22. Islington Opticians
23. West Midlands
24. East Midlands
25. South Central
26. Redbridge Opticians
27. Camden Opticians
28. Westminster Opticians
29. Barnsley Opticians
30. South Gloucestershire Opticians

On average each of these areas in the top 30 received over 8000 searches each month from the public actively looking for an optician to visit.

With the launch of the multi brand selection on the database this month Opticians will have a very cheap method of reaching their local community and those trying the 3 month free trial will find their practice details at the top of the search list.

Statistics for the professional site www.primaryhealthnet.com



Primaryhealthnet.com is the knowledge portal for all connected within the UK Optical Sector. No “Search Engine Optimization” (SEO) is used on this site and visit growth is by recommendation and reciprocal links with optical organisations. A regular fortnightly update is sent to those who have registered free informing our regular readership of over 7000 of the latest news and retained information that will help businesses grow in the optical sector. More companies have supported us this year than ever before. They have been rewarded by an ever increasing readership which has increased by over 25% this year with our visits now exceeding 333,000 for the year, an average of nearly 28,000 per month.

The portal also hosts many secure LOC sites and recently has expanded the number of LOC public sites enabling information about enhanced services to be available to the public in their community for the first time.

Our regular pages contain current information, archived news and many special services all searchable on the site, so you can retrieve information posted in the past.

Recruitment, jobs online, events and Our Suppliers Directory along with the news continue to top our charts with almost a 5000 professional visits, each month, viewing these 4 pages.

Our top 20 information pages

PHN Home	1
Recruitment	2
Optical Directory and Suppliers Guide	3
Jobs Online	4
News	5
Optical Industry News	6
Events	7
PHN LOC Briefing	8
Current Optical News - October - December 2011	9
Current Optical News - April/May/June 2011	10
Current Optical News - October - November 2011	11
Current Optical News - January - February 2012	12
Current Optical News - January 2012	13
Current Optical News - July/August/September 2011	14
Archived Optical News	15
Current Optical News - January - March 2012	16
Current Optical News - July-August 2011	17
Current Optical News - October 2011	18
Product and Service Briefing	19
Clinical Briefing	20

The Top stories in the year out of 360 reported:

mee Healthcare	1
New Ted Baker Range of Sunglasses	2
Silhouette	3
OCT Price Breakthrough from Grafton	4
Harrow Optical	5
Uniopt Austria Preview	6
Change Me! Frames	7
Silhouette Titan Minimal Art	8
Inspects at SILMO 2011	9
Claire Goldsmith at SILMO 2011	10
Spectrum Thea	11

SILMO 2011 Review	12
Shamir	13
OCUCO (eGOS)	14
Spectrum Thea (Dry Eye)	15
Student and Pre-reg Forum	16
New Hoya Lens Catalogue	17
Silhouette Launches Action Style	18
Oliver Goldsmith Spectacles	19
Optic disc (Grafton)	20

Other facts about Primary Health Net Ltd.

During this month PHN has begun to publish content on its other primary care public education sites, starting with Mylocaldentist and following later with mylocalpharmacist, mylocalchemist, mylocalhearingaidclinic, mylocalaudiologist, and mylocalchiropracist.

With the uncertainty within the public's minds over the new NHS and the availability of enhanced services area to area PHN has received a dramatic increase in the uptake of LOC Public sites which are prepared for content addition with local branding and linked to the page 1 Google site mylocaloptician, giving them immediate visibility.

The sites are provided free with only an annual hosting and maintenance charge and content publication can also be provided for a small charge to save additional work within LOCs.

The security of an LOC owned professional site secure from all bar its registered contractors and performers has also seen a rise in interest and numbers during this year.

Ends

For Further information

Contact info@primaryhealthnet.com

Primary Health Net Ltd
Jasmine House
55 Jasmine Grove
London SE20 8JY