

**BOX A
INSERT PRACTICE NAME
AND LOGO HERE**

Box C: At Narnia we pride ourselves in caring for the whole family. Our ranges of clinical services, care packages, contact lenses, sunglasses, sports eyewear, spectacle frames and lenses are now wider than they have ever been.

Narnia Opticians was founded 25 years ago and is still family owned today. We provide a full range of eye care services including eye examinations, a comprehensive selection of frames and lenses, contact lenses, sunglasses and much more. **(80 words maximum in Box C) - Picture of practice or staff (Box B) (right)**

Narnia Opticians, 65 Cowgate Street, Narnia, NL1 1PN.

Tel: 01442 123456 Fax: 01552 123456

E-mail: experts@narnia-opticians.co.uk.

We are open every day except Sunday and Monday afternoon

From 9.00am to 5.30pm (Sats 4.30pm)

Parking at the rear in Bloggs Street is free all day **(50 words maximum Box D)**

The example above is a template for your ad which will be viewed as a full PC Screen shot = to an A4 plus ad.

You can design and supply html or a jpeg design Or supply us with image and text and we will do the rest

Read inside about how to get your practice in front of a public in your area searching for an Optician and hungry for advice on eyecare and eyewear.

Get three months free NOW



Terms and Conditions

- The publication fee is a one off non refundable payment which must be paid before publication of upgraded entry.

£10+vat for featured webpage entry, £15+vat for enhanced entry

- Reversion to a standard entry can be requested at any time for those paying monthly the changes being made within 7 days of notification and the next monthly payment being cancelled after changes are made.
- Those who have paid for an annual publication at the reduced rate cannot cancel within the year but will be notified at the commencement of each following year.

No publication charge is made for annual contracts and publication will proceed on receipt of annual payment

www.mylocaloptician.co.uk is managed by
Primary Health Net Ltd



Primary Health Net

The Knowledge Centre for Primary Care Professionals

Primary Health Net Ltd

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55 Jasmine Grove
London SE20 8JY

Tel: 020 8776 9542
Fax: 0871 661 6532
info@primaryhealthnet.com



Marketing to a target audience interested in finding out about eyecare and eyewear and looking for an optician is at last available to all practices for little cost

Our new upgraded database of all UK practices now provides the potential for future customers to search for a practice in their chosen area by selecting the highlighted specialities and brands you provide.

Around a thousand people a day visit our website which is dedicated to supporting registered practices and spreading the word about good vision and great products.

For as little as £16.67 a month you will have your own web page with extra downloadable files, a featured listing prioritised in the top page of your area, plus your chosen specialities, products and our SEO expertise to raise your visibility on the internet whether or not you have a web site.

Just want an enhanced entry, with specialities and products prioritised under the featured but above the standard listing? No problem, upgrading your std entry will cost just **£8.33 per month.**

Initial one off publication charge is £10 enhanced and £15 for featured
All prices exclusive of vat

Special Initial Promotion

First three months free followed by monthly Payments. Just pay the publication cost upfront and your monthly fee will not be charged for 3 months and you can cancel at any time.

Getting seen on the web

www.mylocaloptician.co.uk, is a public website providing information on eye care and eyewear suggesting products and services that are available at registered optical practices.

Now visited by around 30,000 members of the public each month with an interest in vision and finding a local optician. It is ranked by Google as a major page 1 site. As well as providing the public with valuable information it also provides a complete database of all registered practices within each PCT area. The site is run as a Social Enterprise Business with

additional receipts from sponsors & advertisers above costs being ploughed back into greater PR. The public will find this site whenever they type **Opticians ... "Town name", or Opticians ... "Company or business name"**, such a search will normally take them straight to their PCT area listing of Opticians, where those with enhanced entries will be seen immediately. We now know from analytics that those practices that have provided us with additional detail, and an image that Browsers select these pages as a priority. Over 20,000 potential patients look for opticians on our site each month either searching for a named business or for a random search within the area. Those random searches have highlighted those opticians who have a web page presence (featured) or have enhanced entries We know that those who provide information about their practice, service, opening hours etc gain a much higher visibility on the site. As it's a webpage you can give us extra information in downloadable files which we will attach for free. You can also gain greater exposure by accepting the mylocaloptician £10 off voucher off complete specs over £85 and we can highlight your acceptance along with brands you stock and specialities you provide

All searchable within the database

Featured Entry on the database

Your entry will be prioritised at the top of the page for your PCT area above the enhanced entries and the standard listing.

Your entry in the listing is enhanced and can provide a little information about your practice, opening hours etc, with more information on your own web page which provide the highest visibility

Remember you do not need to have a website of your own. Your webpage acts as a mini website where you can provide word docs, or pdfs with extra information about you attached to the page. More information means greater visibility for you. If you ever do get a website for yourself (and we can help if wanted) we will link your ad to your site and immediately raise your ranking because of the linkage. As well as highlighting your practice with information and pictures of your branch and/or staff or instrumentation you can add a wealth of information by attaching downloadable files, selecting the specialities, brands and mylocaloptician promotions you provide. *Cost: One off Publication cost £15+vat, initial 3 months free for first time users, thereafter £16.67+vat monthly by credit/debit card. For Annual contracts the Publication fee will be waived, and first timers pay £150+vat pa (all payment types) a 25% saving* **Enhanced Entries** do not have webpage ability and therefore have less information but they will still appear above the standard listing below the featured entries. And you can still advertise your specialities, brands and promotion acceptance.

Cost: One off Publication cost £10+vat, initial 3 months free for first time users, thereafter £8.33+vat monthly by credit/debit card. For Annual contracts the Publication fee waived. Year 1 cost £75+vat (all payment types) a 25% saving

Upgrading to featured entry is simple

You do not need to understand PCs and internet in order join in, we will do it for you. If you can email us all the better so that we can pick up your wording, but you can call or write if necessary. If you have a digital camera better still as you can take pictures of your practice exterior/interior, staff or equipment and send us the jpeg. There's a webpage example in this booklet and if in doubt call 020 8776 9542.

You can order your upgrade to featured or enhanced entry by clicking on the contact form found in www.mylocaloptician.co.uk in the xxxxx section or clicking this link if online.

www.primxxxxxxxxxxxxxxxx.com

Complete your desired upgrade, specialities and brands

and pay by credit or debit card on line. Your monthly fee when due will be automatically processed.

Processing your order (see back panel)

Once payment is received we will immediately upgrade your standard listing entry to an enhanced status along with your chosen specialities and brands which must be chosen from those companies who support PHN. We will start to build the page for the full webpage either in the format shown (back panel) or as you wish when you send us some details. To personalize this we would like you to provide if you have them:

1. A practice logo or specific letterhead font type in jpeg form only. If you do not have a specific type set we can create a fitting bold font that will suffice for **Box A**
2. If you have a picture from a digital camera of the practice, exterior or interior or perhaps your staff, then send us the jpeg, otherwise we can put in a picture related to optometry such as test chart or similar in **Box B**.
3. 80 words maximum about your practice and what it provides for **Box C**.

Finally send us specific information about opening hours, car parking tips etc that will help your patients find you in **Box D**. email to sales@primaryhealthnet.com and we will confirm by email when your ad is on line.

After publication, you can improve your page further by providing more wordy documents with images which we can add to your page as a download at no extra charge. These could be product orientated, more about practice and staff, prices and promotions, at no extra cost. These can be changed every 3 months or a maximum of 4 times a year for free.

We aim to make this simple for you so if you have any queries email us at info@primaryhealthnet.com
Or call on 020 8776 9542

Don't forget to register on our professional site so we can provide news of events as quickly as possible

www.primaryhealthnet.com