

An optical practice's digital journey

Davis EyeCare Case Study



ABOUT DAVIS EYECARE

Company size: Large Private Practice (25 employees)

Product: eCommerce Website and Gold Digital Marketing Package

Davis EyeCare is a third-generation optical business located in Chicago, USA. Jason Davis, whose grandfather founded the business seventy-five years ago, is the current owner and has been working with Ocuco to enhance their online presence.



www.daviseyecare.com

PAIN POINT: Optical Specialised Presence

Davis EyeCare initially employed the services of a local digital marketing agency to commission their website and digital strategy but after a while realised that they needed a partner who also understood the optical industry. Aligning their brick-and-mortar business goals with their online digital goals was a big priority for the owners, Jason and Renee, even before the pandemic. Jason discovered OptiCommerce, Ocuco's digital experts, through a recommendation and decided to reach out. He was impressed by the professionalism and quality of service and decided to work with the team. In 2019, he met with Paul Clare, OptiCommerce Sales Director at Vision Expo West to foster the relationship further.

*“ We recommend working with the OptiCommerce team. They are fantastic!
Renee Davis, Project Manager ”*

IMPLEMENTATION

Davis EyeCare opted for an eCommerce website and a frames catalogue. This allowed them to highlight different brands and fashion eyewear on their website, without having to manually upload and maintain it themselves. Numerous members of the OptiCommerce team, including, Paul Clare, Sales Director, Stuart Jones, Project Manager, and Chris Mantle, Digital Marketing Manager, are involved in the continuous development of the website and Digital Marketing services.

The launch of their new website helped Davis EyeCare meet the online needs of their patients, which had increased significantly due to the 2020 pandemic.

*“ Ocuco did an incredible job with our new website. We are delighted with the results.
Renee Davis, Project Manager ”*

DIGITAL MARKETING

Digital marketing tools play a key role in driving patients to book appointments and make purchases online. Davis EyeCare decided to complement their new website with a Gold Digital Marketing Package, which includes Google Pay-Per-Click (PPC) campaigns, two social media posts per week on Facebook and

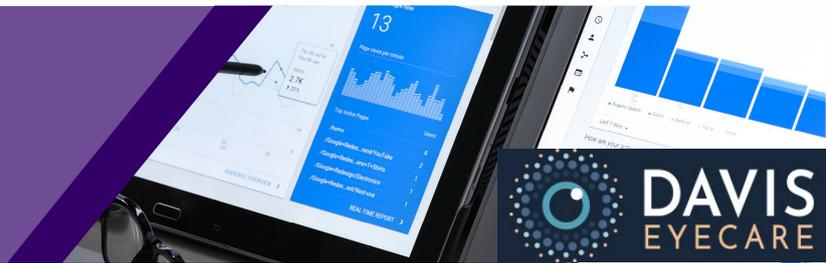
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Instagram, one blog post per month, and paid social media campaigns. Recently after some re-evaluation, the team suggested some advanced SEO tactics. Davis EyeCare values the team's expertise in Google Advertising immensely. This added value for Jason and Renee's business as it helped them identify how much they would need to spend to see positive ROI. The digital marketing team assists them in navigating through Google Analytics reports and highlight their organic and paid traffic sources.

“Thanks to our new website and Digital Marketing we are seeing online sales every month, which is completely new for us.”

Renee Davis, Project Manager



RESULTS

Time frame: 2019 vs 2020

Top ranking keywords on Google:

Best Eye Doctor Near Me, Eye Doctor Oak Lawn, Eye Doctor Reviews Near me

Organic Search:

Has increased by **160%** year-on-year

Social Media Traffic:

Has increased by **227%** year-on-year

Website Traffic:

Has increased by **125%** year-on-year (7,755 vs 17,505 users)

Phone calls:

20,380 eyecare inquiry calls generated through organic search

Direct Traffic (Returning customers): 40% increase year-on-year

Davis EyeCare's new website is the practice's digital storefront. It represents the practice online and provides a range of information on its products and services. The digital marketing tools allow them to compete and improve their visibility among potential local customers.



“It has been an absolute pleasure to work with a practice that wants to be ahead of the curve. We are proud of the outcome. Paul Clare, OptiCommerce Sales Director”

Want to know more about Ocuco's Websites and Digital Marketing Services?

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