

DIGITAL PRESENCE ... OF ... US OPTOMETRISTS

Online presence makes a huge difference in the way sales are made today. Top Optometric Chains have been known to do better business because of their digital footprint while independent optometric stores are losing ground because they lack digital visibility.

In 2014



\$15B

U.S. Annual
Optometrists Revenue



33,013

Number of Optometric
Businesses in the U.S.



5%

Projected Revenue
Growth Rate between
2014 and 2018



\$12B

Revenue of Eyeglasses
and Contact Lens Stores
in the U.S



7497

Businesses Selling
Eyeglasses and
Contact Lens



\$344M

Online Eyeglasses and
Contact Lens Sales
in the US



324

Online Businesses Selling
Eyeglasses and
Contact Lens

Revenues of Top 5 Optometrist Chains in the US in 2014

**Luxottica
Retail**

\$2.31
Billion

**Vision Source,
LP**

\$2.21
Billion

**Wal-Mart
Stores, Inc.**

\$1.52
Billion

**National
Vision, Inc.**

\$890
Million

**Visionworks
of America, Inc.**

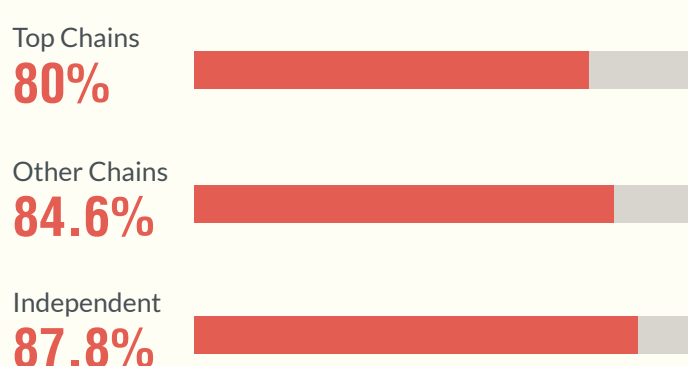
\$880.1
Million

BuzzBoard Analysis of Optometrist Websites

Total no. of Optometrists with Online Presence: **9850**

Online Ordering

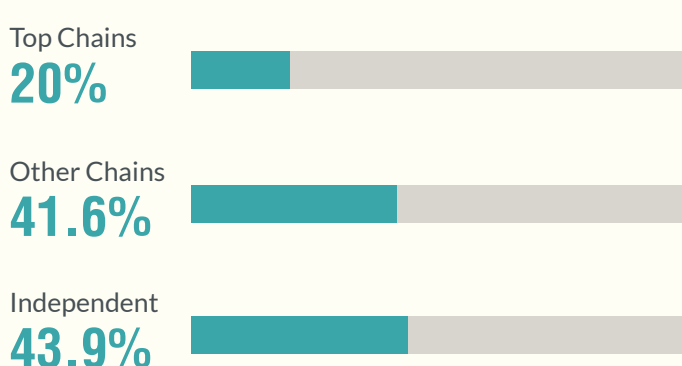
No Online Ordering Ability



Big chains as well as independent optometrists are not using e-commerce facilities to tap online consumers.

Mobile Presence

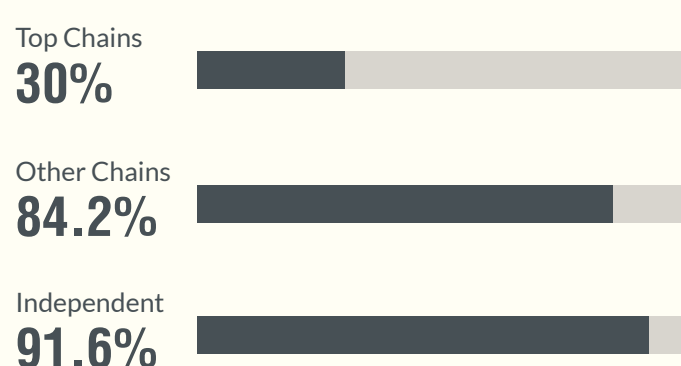
No Mobile-friendly Website



While the top chains have a significant mobile presence, a considerable portion of other chains and independent optometrists are missing a mobile presence.

Search Engine Marketing

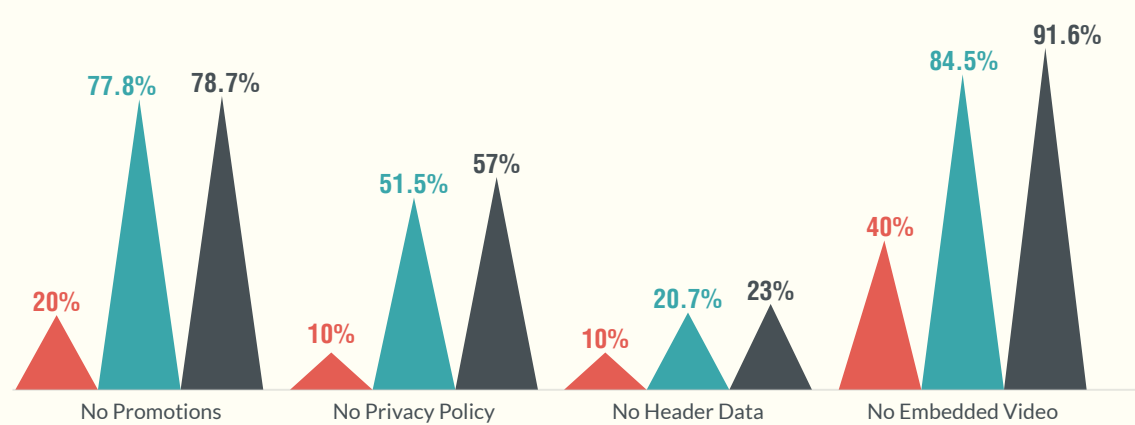
No Google Adwords Presence



Advertising via search engines help generate leads and enhance sales. Some top chains are leveraging PPC ads, but a large percentage of independent as well as other chains are not doing that.

Website Robustness

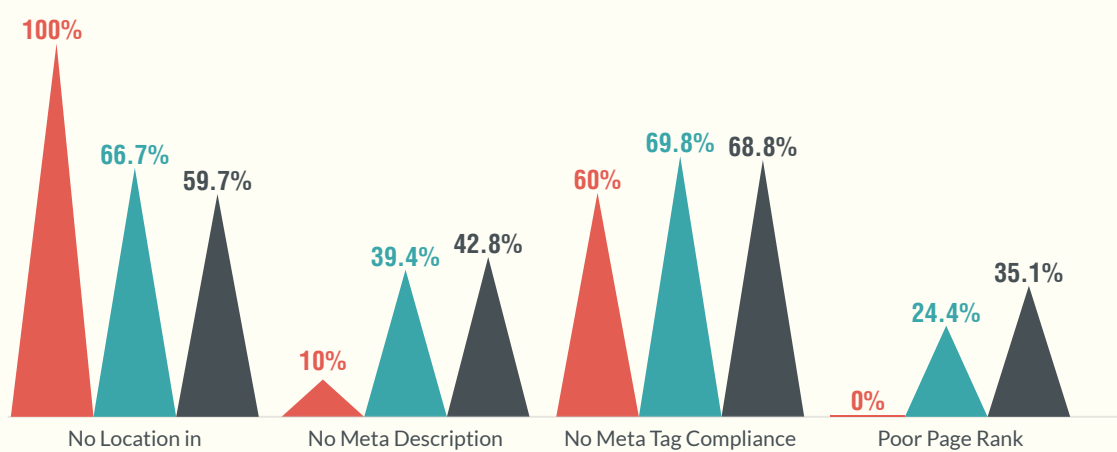
● Top Chains ● Other Chains ● Independent



A large percentage of the independent optometrists and other chains are behind the top chains when it comes to adherence to online standards and practices. These important website elements help in leveraging SEM while increasing the consumer engagement and boosting SEO value.

Website Discoverability

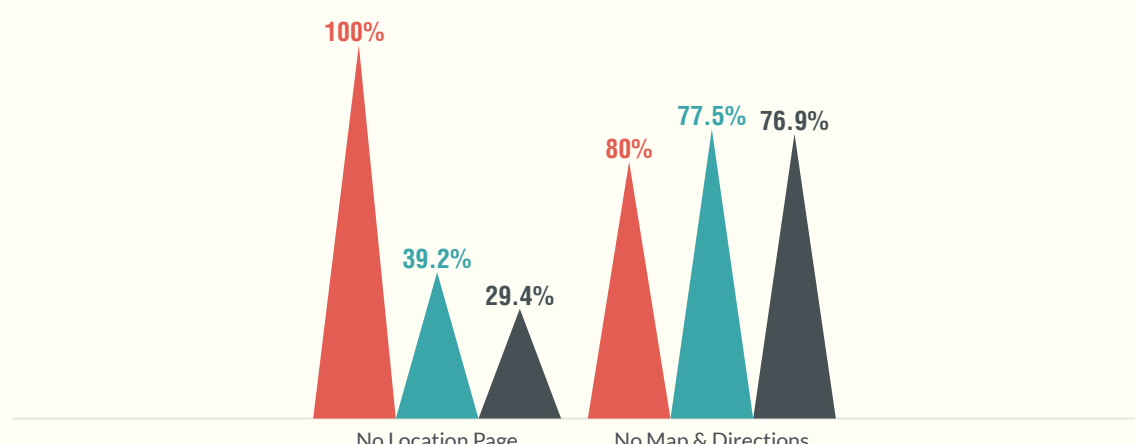
● Top Chains ● Other Chains ● Independent



A large percentage of online optometrists lack key features that drive SEO performance. This results in diminished visibility in search results and low click-through rates.

Location Presence

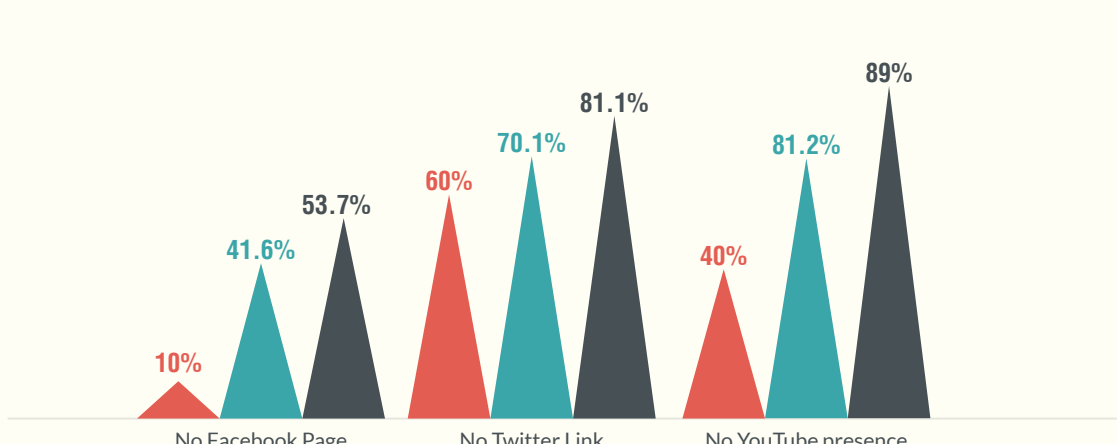
● Top Chains ● Other Chains ● Independent



Most chains and independent optometrists lack location information, including maps and directions to their stores on their website which hampers physical sales to some extent.

Social Media Presence

● Top Chains ● Other Chains ● Independent



Independent optometrists as well as the chains are not leveraging the power of social media to promote their businesses or to engage with consumers on a one-on-one level.

Why Does Digital Presence Make A Difference?

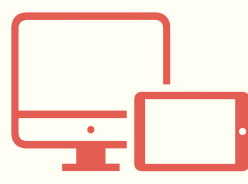
In order to compete with national optometric chains, independent and local optometrists need to adopt a digital-first approach.

Local Search



50%

mobile users



34%

desktop/tablet users

More likely to visit a store within a day of their local search

For visibility in search engine results, local Optometrists need a website with relevant SEO keywords. A mobile-friendly website ranks higher in search results on mobile devices.

E-Commerce



16.7%
for contact lens



2.9%
for Rx eyeglasses

Online Transactions

An e-commerce site adds a new channel for local optometrists, helping gain revenue.

Digital Coupon



55%

adult internet users

Digital Coupon Redeemed

Online interactions with customers on discounts and coupons help tap the digital-savvy consumer base.

PRIMARY SOURCE:

BuzzBoard

OTHER SOURCE:

<http://www.ibisworld.com/search/default.aspx?st=optometrists>

<http://www.holdenmoss.com/wp-content/uploads/2014/06/Holden-Moss-Optometrist-Industry-Rpt2014.pdf>

<http://searchenginewatch.com/sew/study/2343577/google-local-searches-lead-50-of-mobile-users-to-visit-stores-study>

<http://www.visionmonday.com/vm-reports/top-50-retailers/article/key-optical-players-ranked-by-us-sales-in-2014/>

<http://www.statista.com/statistics/256799/percentage-of-eyewear-sold-online-in-the-us-by-type/>

<http://www.statista.com/statistics/273991/share-of-adult-us-internet-users-who-use-digital-coupons/>

BuzzBoard.com

