



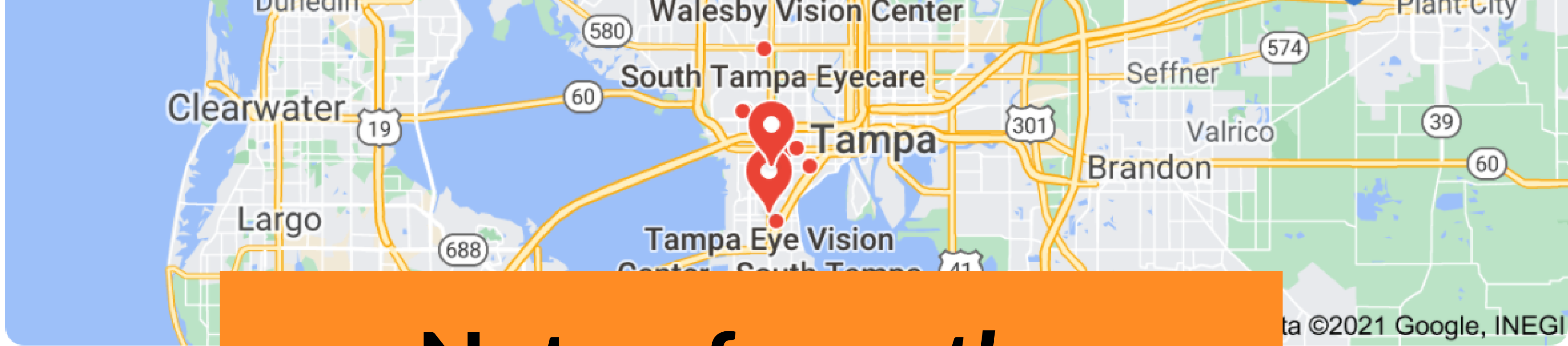
# Grow Your Eye Care Practice with **SEO**

Moderated by Dr. Sandi Eveleth &  
Dr. Darryl Glover, Jr.

Presented by Garry Kousoulou

[DrSandiEveleth.com/CHNotes](https://DrSandiEveleth.com/CHNotes)





Notes from *the*  
Eye Care Marketing  
**CLUB** 

Rating ▾

Eyeglass Wo

Ad · 4.0 ★★★★★

Greater Carroll

Open · Closes 7PM



Website



Directions

South Tampa Eyecare

5.0 ★★★★★ (51) · Optometrist

1108 S Dale Mabry Hwy c · (813) 286-0433



# It Starts with Optimizing Your Website



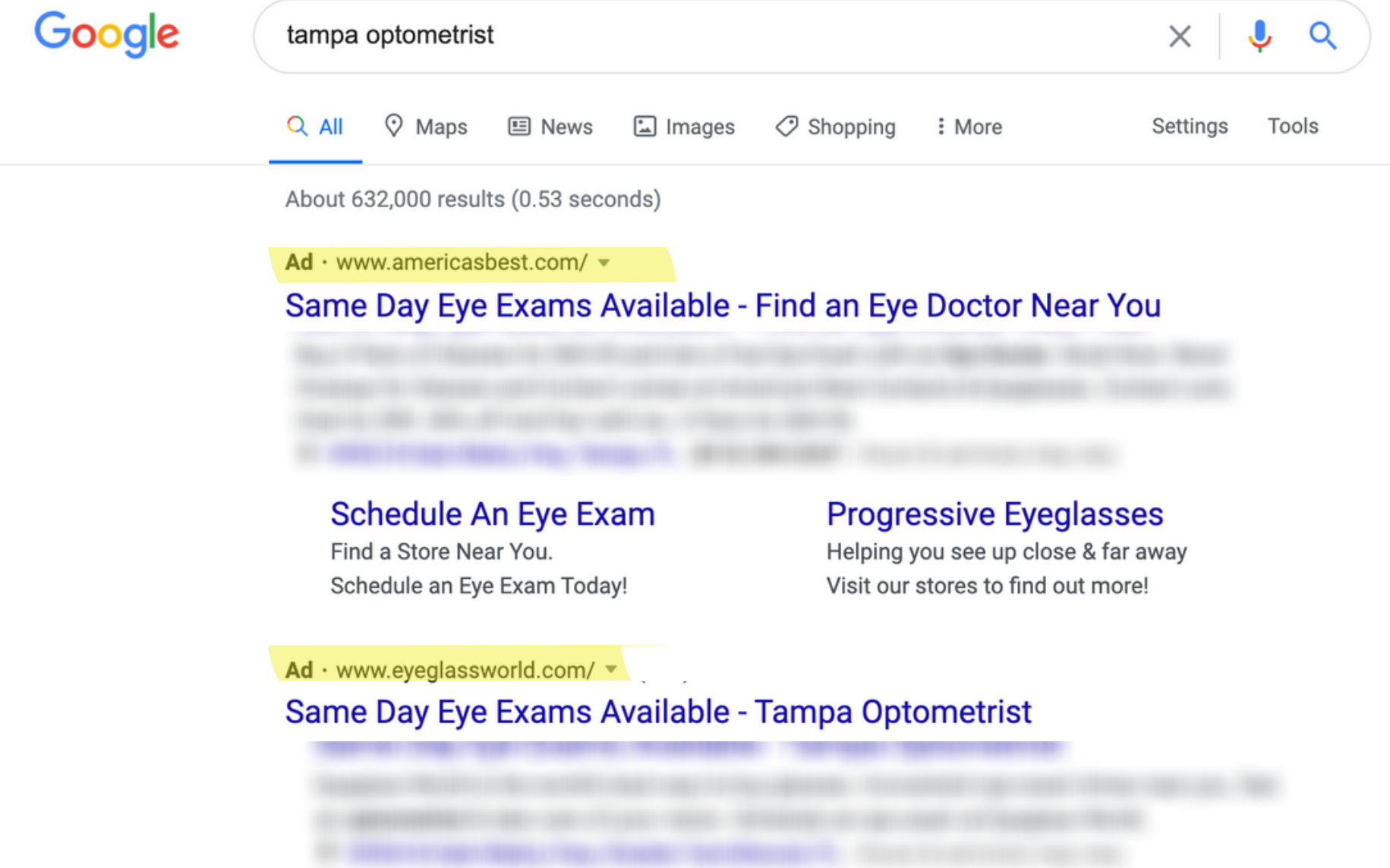
[DrSandiEveleth.com/CHNotes](https://DrSandiEveleth.com/CHNotes)



# 3 Main Sections on Google's Page 1



PAID ADVERTISING SECTION



The screenshot shows a Google search for "tampa optometrist". The search bar is at the top left, with the Google logo to its left. Below the search bar are navigation links for "All", "Maps", "News", "Images", "Shopping", and "More", along with "Settings" and "Tools". The search results indicate "About 632,000 results (0.53 seconds)". The first section is a paid advertisement from "www.americasbest.com/" with the headline "Same Day Eye Exams Available - Find an Eye Doctor Near You". Below the headline are two columns of text: "Schedule An Eye Exam" with subtext "Find a Store Near You. Schedule an Eye Exam Today!" and "Progressive Eyeglasses" with subtext "Helping you see up close & far away. Visit our stores to find out more!". The second section is another paid advertisement from "www.eyeglassworld.com/" with the headline "Same Day Eye Exams Available - Tampa Optometrist".



# 3 Main Sections on Google's Page 1

2

3-PACK - GOOGLE MY BUSINESS SECTION



DrSandiEveleth.com/CHNot



tampa optometrist



Rating

Hours

Blurred text for the first business listing.

**South Tampa Eyecare**  
5.0 ★★★★★ (51) · Optometrist  
1108 S Dale Mabry Hwy c · (813) 286-0433  
Open · Closes 6PM

[Website](#) [Directions](#)

**Walesby Vision Center**  
4.9 ★★★★★ (96) · Optometrist  
2510 W Waters Ave · (813) 915-0755  
Open · Closes 6PM

[Website](#) [Directions](#)

**Tampa Eye Vision Center - South Tampa**  
4.8 ★★★★★ (42) · Optometrist  
3643 S Dale Mabry Hwy · (813) 831-1570  
Open · Closes 5PM

[Website](#) [Directions](#)



tampa optometrist



visionsource-southtampa.com

### South Tampa Eyecare: Home | Optometrist in Tampa, FL

Home in **Tampa**, FL. South **Tampa** Eyecare is your local **Optometrist** in **Tampa** serving all of your needs. Call us today at (813) 286-0433 for an appointment.

[Contact Us](#) · [Patient Center](#) · [About Us](#) · [Eyecare Services](#)

www.expertise.com › tampa › optometrists

### 11 Best Tampa Optometrists | Expertise.com

We scored 84 **Optometrists** in **Tampa**, FL and Picked the Top 11. Anderson & Chhabra Eyecare Center. Central Florida Eye Care Associates. Eagle Eye Vision Care. Eye Associates of Pinellas. Eye Docs Optical. InnoVision. Luckey Eye Care. Patterson Eye Center and Optical.

andersoneyecarecenter.com

### Anderson & Chhabra EyeCare Center in Tampa - Optometrist

Anderson & Chhabra EyeCare Center in **Tampa**. Our **optometrists** specialize in primary eye care, examinations for adults and children, contact lens, and ...

[About Us](#) · [Contact Us](#) · [Contact Lenses](#) · [New Patient](#)

www.theeyedocs.com › the-eye-doctors-tampa

### True Eye Experts in Tampa, FL

The **Eye Doctors** has evolved into True Eye Experts. Click here to learn more about our newest location in Lutz!

# 3 Main Sections on Google's Page 1



ORGANIC SEARCH SECTION

DrSandiEveleth.com/CHNotes



# SEO Consists of 3 Legs





# Technical **SEO**

Optimize your website with all-things technical

[DrSandiEveleth.com/CHNotes](https://DrSandiEveleth.com/CHNotes)







# On-Page **SEO**

Optimize your content for your top keywords



3

## Off-Page **SEO**

Get quality backlinks through directories, websites, and social media

[DrSandiEveleth.com/CHNotes](https://DrSandiEveleth.com/CHNotes)





# Presented by **Garry Kousoulou**

[DrSandiEveleth.com/CHNotes](https://DrSandiEveleth.com/CHNotes)





**Moderated by**  
**Dr. Darryl Glover, Jr.**

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**Moderated by**   
**Dr. Sandi Eveleth**


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# EYE CARE MARKETING

## Join Us at *the* Eye Care Marketing CLUB

 Come join us and discover how to  
grow your eye care practice every  
Sunday at 4:30 pm ET.

 Come join us and discover how to

**Find detailed notes at**  
**[DrSandiEveleth.com/CHnotes](https://DrSandiEveleth.com/CHnotes)**

**“Once you stop looking for what  
you want,  
you find what you need.”**

ANONYMOUS

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