

# Alan N. Glazier, OD, FAAO

- Shady Grove Eye and Vision Care – Founder/CEO
- Vision Solutions Technologies, Inc. – Founder
- EngineMasters – Founder
- Editorial Board, Optometric Management
- Speaker – CIBAVision; Speaker - CooperVision
- Youreyesite.com – 14<sup>th</sup> year
- Founder - Eyeinfo blog (eyeinfo.wordpress.com)
- @EyeInfo – Twitter Handle
- Creator of Hashtags #badvisiondecision and #medicalmondays
- Founder EyeHealth Information Network on Facebook



# Shady Grove Eye and Vision Care

## Rockville, Maryland

- 4 doctor, 15 staff private practice in affluent Washington, DC Suburb
- Began effort to go paperless Jan 1, 2007 and totally paperless December 31, 2009
- SM Efforts Good fit with paperless, state-of-the-art practice
- Insecure after cancelling YP ad

# Great Ideas for Using Yellow Pages





Most Experienced Eye Care Staff in Rockville

- ▶ HOME
- ▶ STAFF
- ▶ SERVICES & PRODUCTS
- ▶ EYE INFORMATION
- ▶ INSURANCE
- ▶ DIRECTIONS & HOURS
- ▶ CONTACT US
- ▶ 矯正視力新方法

## Shady Grove Eye Care Specialties



### Contacts

5 of 6 Secrets to  
Contact Lens  
Success



### Frames & Lenses

Precision Fitting  
from Licensed  
Opticians



### Lasik

Expert Pre &  
Post Op Care



### New Tech

The 1st HD  
Eyeglass Lenses

PATIENT  
REGISTRATION FORM

SCHEDULE  
AN APPOINTMENT

ORDER  
CONTACT LENSES

READ OUR BLOG

Follow Us on Twitter:  
<http://twitter.com/EyeInfo>

### Eye Care News Alert

When eye care news breaks  
get notified immediately

Sign Up

### The Shady Grove Eye Care Difference

The doctors and staff of Shady Grove Eye & Vision Care are dedicated to providing excellence in all aspects of family eye care, with a little something extra. We tailor our time to meet your specific visual and eye health needs, putting our expertise to work for you. A high level of customer service accompanies you along your journey through our office. We are here to serve you and look forward to caring for all your family's eye care needs for years to come.

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Awarded by *Bethesda Magazine* as a 2010 Top Vote Getter

15200 Shady Grove Road, Suite 100  
Rockville, MD 20850

Phone: (301) 670-1212



## EYEINFO'S BLOG

 [Entries RSS](#) | [Comments RSS](#)

### [Youreyesite.com](#)

LASIK and Personality - the Undiscussed Risk Factor  
<http://wp.me/pxAmm-qb>  
 3 hours ago

LASIK and Personality - the Undiscussed Risk Factor  
<http://wp.me/pxAmm-qb>  
 4 hours ago

Dr. Glazier to speak at the 2010 Vision Monday Global Leadership Summit:  
<http://wp.me/pxAmm-qc>  
 7 hours ago

Zoubek hurt his pinky!!!! I wonder how he'll get his argyle sweater on over all that swelling? . GO  
 #TERPS!!! BEAT #DUKE  
 1 day ago

@MrEricB Thanks for the RT!  
 1 day ago

Tricks to taking the Whats Better One-Or-Two Test..  
<http://diqq.com/d31KQDa>  
 2 days ago

Tricks for success - taking the "What's Better One-Or-Two" Test at the Eye Doc  
<http://wp.me/pxAmm-q2>  
 #badvisiondecision  
 2 days ago

Tricks to taking the "What's

### [About Shady Grove Eye and Vision Care](#)

The doctors and staff of Shady Grove Eye & Vision Care are dedicated to providing excellence in all aspects of family eye care, with a little something extra. We tailor our time to meet your specific visual and eye health needs, putting our expertise to work for you. A high level of customer service accompanies you along your journey through our office. We are here to serve you and look forward to caring for all your family's eye care needs for years to come.

### 2 Responses

[Jo Flores](#), on [November 11, 2009 at 11:17 pm](#) Said:



Hello,

My name is Josephine Flores and I run an international (U.K., U.S., Australia, and France) women's community. I've been reading your blog for a while now and thought this piece we just wrote fits well with the kind of material you write:  
<http://www.powderroomgraffiti.com/shout-it/suzanne-somers-snake-oil-saleswoman.html>. It's interesting and I think your readers might have something to say about it!

Also, we are an open community, so if you wish to contribute, you're more than welcome to do so. You even get paid for each article you publish; the more you write, the more you get paid!

We'd love to be added to your blogroll. Check us out! Thanks.

Yours,

Josephine  
<http://powderroomgraffiti.com>  
[Reply](#)

[eyeinfo](#), on [November 12, 2009 at 6:18 pm](#) Said:



Thank you. Definitely  
[Reply](#)

### Shady Grove Eye and Vision Care

[Optometrists and Ophthalmologists in Rockville, Maryland](#)

### Blogroll

[Blog Catalog](#)

[Determine Your Risk of Developing Macular Degeneration](#)

[EyeHealth Information Facebook Group](#)

[Shady Grove Eye and Vision Care Home Page](#)

[WordPress.com](#)

[WordPress.org](#)



## EyeHealth Information- Just Joining Provides Free EyeExams to those

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[Discussions](#)
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[Edit Information](#)
[Message All Members](#)
[Promote Group with an Ad](#)
[Edit Group Settings](#)
[Edit Members](#)
[Invite People to Join](#)
[Create Group Event](#)
[Leave Group](#)

Write something about EyeHealth Information- Just Joining Provides Free EyeExams to those in Need.

### Information

Category:  
Common Interest - Health & Wellness

Description:  
Joining provides free eye exams for people in need and helps keep people healthy by informing them of ways



Dianne  
Greenside  
Zeller



Diana H.  
Alexander



Alma  
Katsikes



Marjorie  
Davis Trimm



Betsy  
Rozsas Orr



Cantsee  
Yew

Report Group

Share [+](#)

### Basic Info

Name: EyeHealth Information- Just Joining Provides Free EyeExams to those in Need

Category: Common Interest - Health & Wellness

Description: Joining provides free eye exams for people in need and helps keep people healthy by informing them of ways they can practice preventive eye healthcare. DM a doctor with your questions or concerns regarding eye health

NEW ON EYEHEALTH INFO - Take our new quiz! Developed by Dr. Glazier, the quiz "Determine Your Risk of Developing Macular Degeneration" is an excellent way for you to practice preventive eyecare. Forward to your facebook friends so they can benefit as well. Just follow this... [\(read more\)](#)

Privacy Type: Open: All content is public.

### Contact Info

Email: [aglazier@youreyesite.com](mailto:aglazier@youreyesite.com)

Website: <http://www.youreyesite.com>

Office: The Eye Health Information Network

Location: 15200 Shady Grove Road, Suite 100  
Rockville, MD

### Recent News

News: Be sure to view the videos of the people you help by joining!  
JOIN THE CAUSE - WITHOUT EVER DONATING A PENNY OR BEING ASKED TO DONATE! JUST BY SPREADING THE WORD TO YOUR FACEBOOK FRIENDS YOU WILL HELP GENERATE FREE EYE CARE FOR PEOPLE IN NEED!

<http://tinyurl.com/dfeedn>

Follow us on twitter at <http://twitter.com/EyeInfo>

If you want to learn more about the author of this group or contact him:

Linked In: <http://www.linkedin.com/groups?gid=1813704>

Plaxo: <http://tinyurl.com/bge9ll>



## [Youreyesite.com](#)

LASIK and Personality - the Undiscussed Risk Factor  
<http://wp.me/pxAmm-gb>  
14 hours ago

LASIK and Personality - the Undiscussed Risk Factor  
<http://wp.me/pxAmm-gb>  
16 hours ago

Dr. Glazier to speak at the 2010 Vision Monday Global Leadership Summit:  
<http://wp.me/pxAmm-gc>  
18 hours ago

Zoubek hurt his pinky!!!! I wonder how he'll get his argyle sweater on over all that swelling? . GO  
#TERPS!!! BEAT #DUKE  
1 day ago

@MrEricB Thanks for the RT!  
1 day ago

Tricks to taking the Whats Better One-Or-Two Test.  
<http://diag.com/d31KODa>

## [EyeHealth Information Facebook Group Provides First Free Eye Exam to Someone in Need](#)

Posted on February 8, 2010 by eyeinfo | [Edit](#)



Last February, Dr. Glazier set up the EyeHealth Information Network with the goal of educating the public about eye health issues. Through the EyeHealth Information Facebook page, Dr. Glazier implemented his idea of providing free eyecare to those in need. His simple model; for every 100 people who join the network he would provide

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[Determine Your Risk of Developing Macular Degeneration](#)

[EyeHealth Information Facebook Group](#)

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[WordPress.com](#)

[WordPress.org](#)



# EyelInfo

That's you!

Lists

## LASIK and Personality - the Undiscussed Risk Factor

<http://wp.me/pxAmm-gb>

about 3 hours ago via web

LASIK and Personality - the Undiscussed Risk Factor <http://wp.me/pxAmm-gb>

about 5 hours ago via web

Dr. Glazier to speak at the 2010 Vision Monday Global Leadership Summit: <http://wp.me/pxAmm-gc>

about 7 hours ago via WordPress.com

Zoubek hurt his pinky!!!! I wonder how he'll get his argyle sweater on over all that swelling? GO #TEDDSIII BEAT #DLIKE

Currently reading <http://www.marketingpilgrim.com/2010/03/small-business-starting-to-use-social-media-successfully.html>

11:52 AM Mar 2nd via web

Artificial Retina May Restore Some Vision To The Blind.. <http://digg.com/d31KOsN>

11:01 AM Mar 2nd via twiggit

@chrisabraham OLX Mexico joined - pls hlp w group 4 free eye

**Name** Dr. Alan Glazier

**Location** Rockville, Maryland

**Web** <http://www.youreye...>

**Bio** Got an Eye Care question? DM EyelInfo for answers. Stay up-to-date on latest in eye care research, tech & products. Award winning eye doctors in Rockville, MD

264 following 1,327 followers 30 listed

Tweets 826

Favorites

Lists

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[pranks](#)

[eye-examinations](#)

[glaucoma](#)

[macular-degeneration](#)

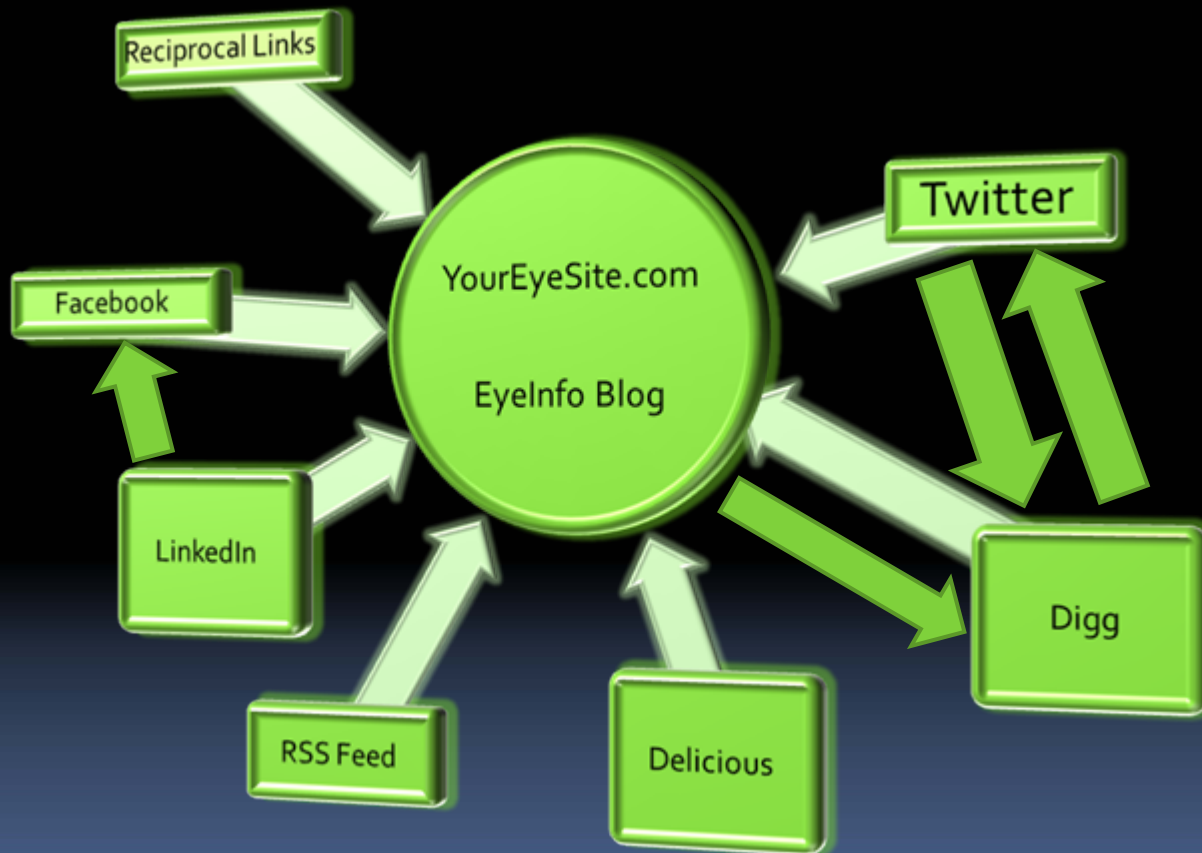
[View all](#)

Followers



# So How do I Juggle All These Tools?



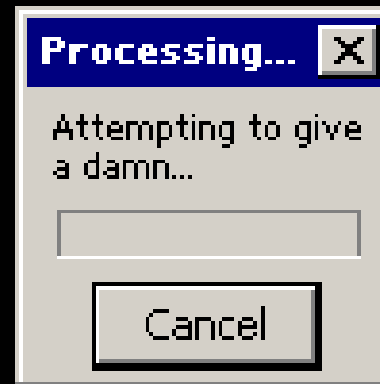


# Get Creative!!!!





# Why Should You Care?

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

Cares !!!!!

ALL OF THIS IS USED TO IMPROVE YOUR  
RANKING IN SEARCH ORGANICALLY

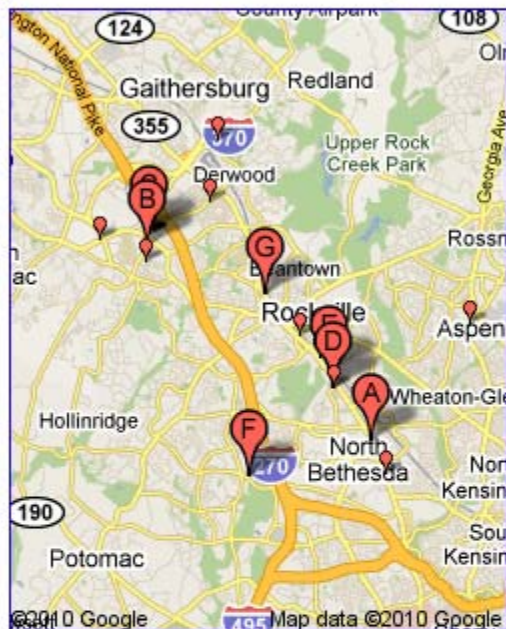


# Pay Per Click or Adwords?





### Local business results for **optometrist** near **Rockville, MD**



- A
[Hour Eyes Doctors of Optometry](#)   
[www.houreyes.com](http://www.houreyes.com) - (301) 770-7780 - [3 reviews](#)
  - B
[Eye Center Inc: Feldman Robert C OD](#)   
[www.theeyecenterinc.com](http://www.theeyecenterinc.com) - (301) 279-9696 - [5 reviews](#)
  - C
[Shady Grove Eye & Vision Center: Rothman Wendy OD](#)   
[www.youreyesite.com](http://www.youreyesite.com) - (301) 670-1212 - [More](#)
  - D
[Village Eye Center: Mc Conarty William OD](#)   
[www.villageeyecenter.com](http://www.villageeyecenter.com) - (301) 468-3200 - [More](#)
  - E
[America's Best Contacts & Eyeglasses: Rockville Woodmont Office Center](#)   
[www.twopair.com](http://www.twopair.com) - (301) 468-9000 - [6 reviews](#)
  - F
[David Opticians - Cabin John Shopping Center](#)   
[www.davidopticians.com](http://www.davidopticians.com) - (301) 983-5884 - [1 review](#)
  - G
[Rubin Adam Dr](#)   
[maps.google.com](http://maps.google.com) - (301) 762-2223 - [2 reviews](#)
- + [More results near Rockville, MD »](#)

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 Eye exams, Contact Lenses, Medication management, and more eye care services. Special Holiday savings.   
[www.drbudner.com](http://www.drbudner.com)   
 4084 University Dr # 204, Fairfax, VA

[Village Eye Center](#)   
 Exclusive Eyewear, Eye Examinations, Contact Lenses, and more.   
 Three Convenient Locations   
[www.villageeyecenter.com](http://www.villageeyecenter.com)   
 9812 Falls Rd, Potomac, MD 20854

[See your ad here »](#)

### **Optometrist in Rockville** - [Shady Grove Eye and Vision Care](#)

Shady Grove Eye and Vision Care **optometrists** provide eye care services in the DC Metro area including **Rockville**, Potomac, Washington DC, MD and VA.

[www.youreyesite.com/](http://www.youreyesite.com/) - [Cached](#) - [Similar](#)

### [MyEyeDr.](#)

MyEyeDr. **optometrists** provide superior eye care using the latest technology ... at one of our locations throughout Washington, DC, **Maryland** and Virginia. ...

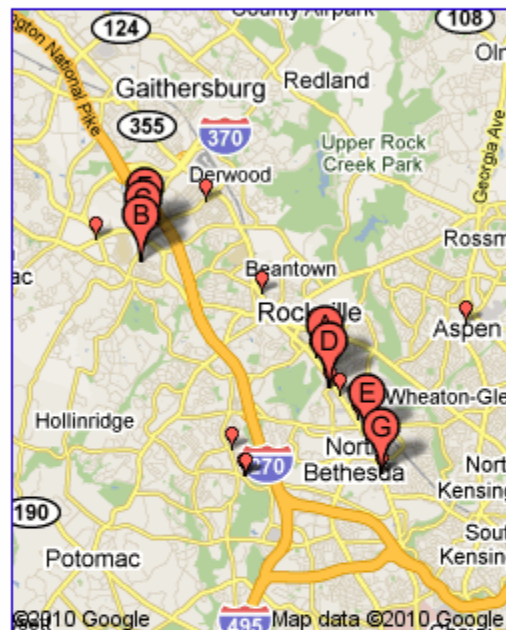
[www.myeyedr.com/](http://www.myeyedr.com/) - [Cached](#) - [Similar](#)

### **Optometry Doctors in Rockville, Maryland**

**Optometry Doctor in Rockville, Maryland** 20847 at LocateADoc.com

Web [+ Show options...](#)

Results 1 - 10 of about 97,300 for eye doctor rockville maryland. (0)

Local business results for **eye doctor** near **Rockville, MD**

**A** [America's Best Contacts & Eyeglasses: Rockville Woodmont Office Center](#)

[www.twopair.com](http://www.twopair.com) - (301) 468-9000 - [6 reviews](#)

**B** [My Eye Dr](#)

[www.myeyedr.com](http://www.myeyedr.com) - (301) 424-1050 - [More](#)

**C** [Eye Center Inc The](#)

[www.theeyecenterinc.com](http://www.theeyecenterinc.com) - (301) 279-9696 - [5 reviews](#)

**D** [Lawrence S. Frank MD](#)

[www.repeye.com](http://www.repeye.com) - (301) 770-4636 - [3 reviews](#)

**E** [Hour Eyes Doctors of Optometry](#)

[www.houreyes.com](http://www.houreyes.com) - (301) 770-7780 - [3 reviews](#)

**F** [Shady Grove Eye & Vision Care](#)

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**G** [TLC Laser Eye Centers](#)

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[MyEyeDr.](#)

MyEyeDr. optometrists provide superior **eye care** using the latest technology ... at one of our locations throughout Washington, DC, **Maryland** and Virginia. ...

[Office Locations](#) - [MyHistoryForm](#) - [Current Promotions](#)

[www.myeyedr.com/](http://www.myeyedr.com/) - [Cached](#) - [Similar](#) -

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Shady Grove Eye and Vision Care optometrists provide **eye care** services in the DC Metro area including **Rockville**, Potomac, Washington DC, **MD** and VA.

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[The Eye Center, Inc. - Home](#)

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[Pearle Vision Eye Glasses](#)

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[Dr. Budner & Dr. Mehta OD](#)

**Eye** exams, Contact Lenses, Medication  
eyecare. Special Holiday savings

[www.drbudner.com](http://www.drbudner.com)

4084 University Dr # 204, Fairfax, VA

[Bethesda Vision Care](#)

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contact lenses, laser correction

[www.bethesda.optometry.net](http://www.bethesda.optometry.net)

[Eyeglasses \\$28 W/ Lenses](#)

Rimless & Flex Titanium, Clip-Ons  
50% Off Second Pair Made In USA

[www.eyeglassdirect.com](http://www.eyeglassdirect.com)

[See an Eye M.D.](#)

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Drs. Levinson and Wenger

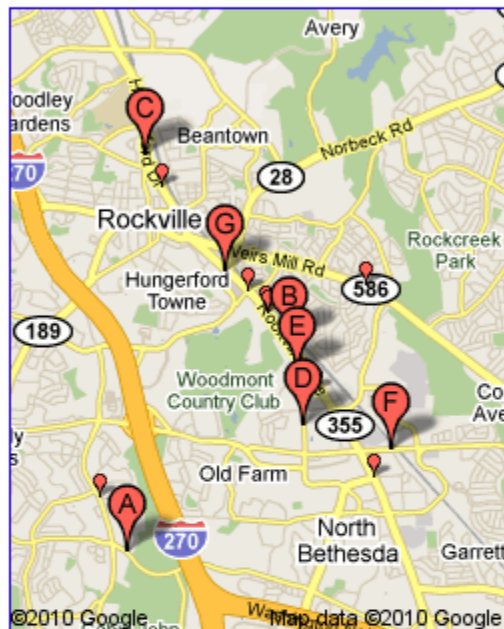
[www.PotomacEyeSurgeons.com](http://www.PotomacEyeSurgeons.com)









Rockville, MD

[Village Eye Center](#)

Eye exams, Contact Lenses, Medication






Web [+ Show options...](#)Results 1 - 10 of about 14,200 for **optician rockville maryland**. (0)**Local business results for optician near Rockville, MD**

- A** [David Opticians - Cabin John Shopping Center](#)   
[www.davidopticians.com](http://www.davidopticians.com) - (301) 983-5884 - [1 review](#)
  - B** [America's Best Contacts & Eyeglasses: Rockville Woodmont Office Center](#)   
[www.twopair.com](http://www.twopair.com) - (301) 468-9000 - [6 reviews](#)
  - C** [Pioneer Optical Co](#)   
[maps.google.com](http://maps.google.com) - (301) 251-6735 - [More](#)
  - D** [Colonial Opticians](#)   
[www.colonialopticians.com](http://www.colonialopticians.com) - (301) 881-7422 - [More](#)
  - E** [Village Eye Center](#)   
[www.villageeyecenter.com](http://www.villageeyecenter.com) - (301) 468-3200 - [More](#)
  - F** [20/20 Optical](#)   
[maps.google.com](http://maps.google.com) - (301) 468-2020 - [More](#)
  - G** [For Eyes Optical Co](#)   
[www.foreyes.com](http://www.foreyes.com) - (301) 424-4370 - [1 review](#)
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**Colonial Opticians Inc. - Home** 

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[www.colonialopticians.com/](http://www.colonialopticians.com/) - [Cached](#) - [Similar](#) -   

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**Sterling Optical Optician** 


Find A Location For Your Next Eye Exam. Make Your Appointment Online  
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Maryland

**Sears Optical - Eye Exams** 

Schedule your Annual Eye Exam with an Independent Doctor Online Today  
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**Optical Doctors Near You** 

Enter your zip code & find info on local optical doctors. Search now.  
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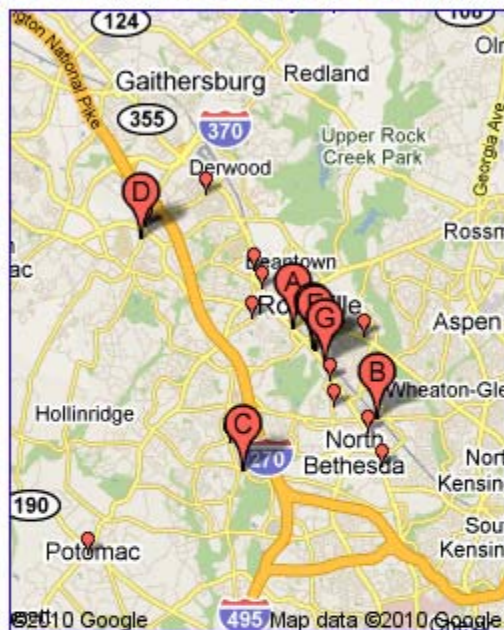
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  - [20/20 Optical](#)   
[maps.google.com](http://maps.google.com) - (301) 468-2020 - [More](#)
  - [David Opticians - Cabin John Shopping Center](#)   
[www.davidopticians.com](http://www.davidopticians.com) - (301) 983-5884 - [1 review](#)
  - [Eye Center Inc The](#)   
[www.theeyecenterinc.com](http://www.theeyecenterinc.com) - (301) 279-9696 - [5 reviews](#)
  - [Pearle Vision - Rockville](#)   
[www.pearlevision.com](http://www.pearlevision.com) - (301) 294-0900 - [3 reviews](#)
  - [Frame Mender](#)   
[www.framemender.com](http://www.framemender.com) - (301) 340-7100 - [9 reviews](#)
  - [America's Best Contacts & Eyeglasses: Rockville Woodmont Office Center](#)   
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Three Convenient Locations  
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My Analytics Accounts: [www.youreyesite.com](#)

Dashboard

Intelligence <sup>Beta</sup>

Visitors

Traffic Sources

Content

Goals

Custom Reporting

My Customizations

Custom Reports

Advanced Segments

Intelligence <sup>Beta</sup>

Email

Help Resources

About this Report

Conversion University

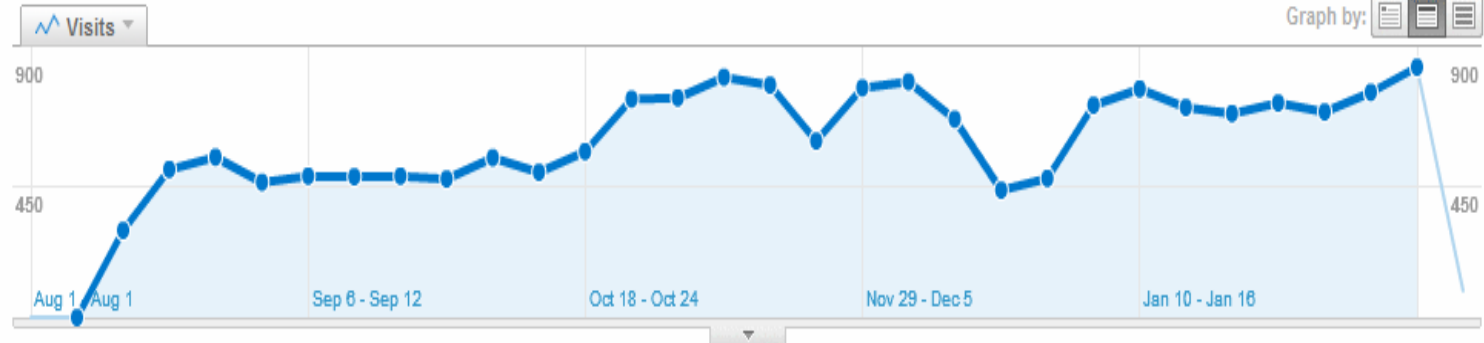
Common Questions

Export | Email

Advanced Segments: All Visits

## Dashboard

Aug 1, 2009 - Feb 28, 2010



## Site Usage

18,437 Visits

71.96% Bounce Rate

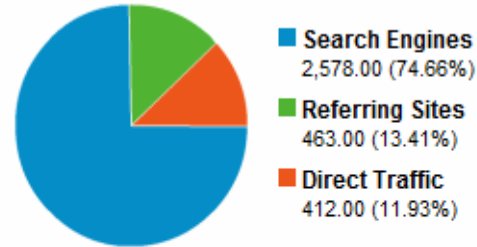
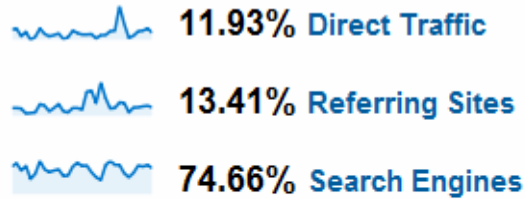
35,127 Pageviews

00:01:11 Avg. Time on Site

1.91 Pages/Visit

87.34% % New Visits

# Google Analytics



## Top Traffic Sources

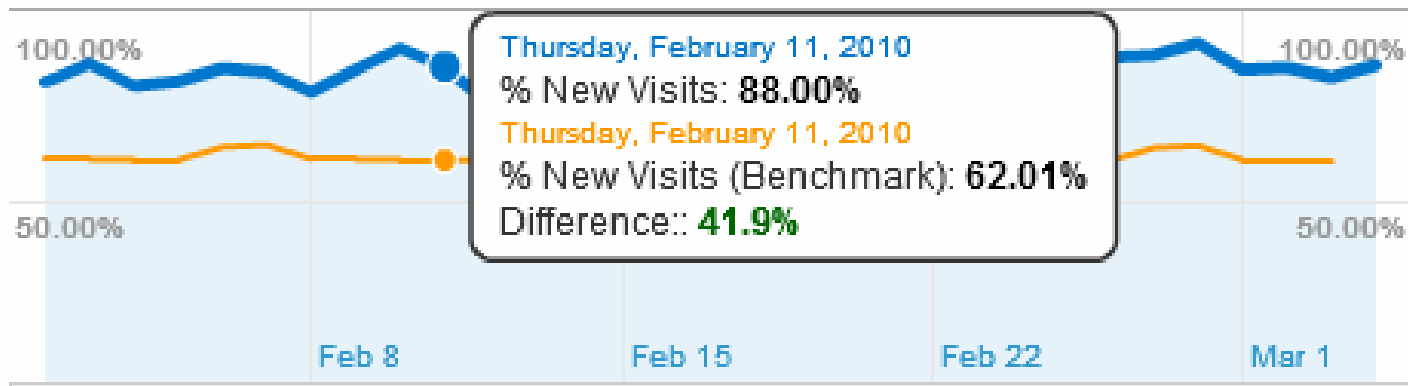
Sources	Visits	% visits
<a href="#">google (organic)</a>	2,083	60.32%
<a href="#">(direct) ((none))</a>	412	11.93%
<a href="#">yahoo (organic)</a>	305	8.83%
<a href="#">bing (organic)</a>	124	3.59%
<a href="#">blog.entrepreneur.com (referral)</a>	102	2.95%

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Keywords	Visits	% visits
<a href="#">shady grove eye and vision care</a>	101	3.92%
<a href="#">meibomitis</a>	59	2.29%
<a href="#">alan glazier</a>	23	0.89%
<a href="#">monovision depth perception</a>	22	0.85%
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## In Web 1.0 . . .

- Expertise was Required to Generate Content - \$\$\$\$
- Ecommerce was a Big Deal - \$\$\$\$
- Dependency on Pay Per Click Ads - \$\$\$\$
- “Build it and Forget It” Model



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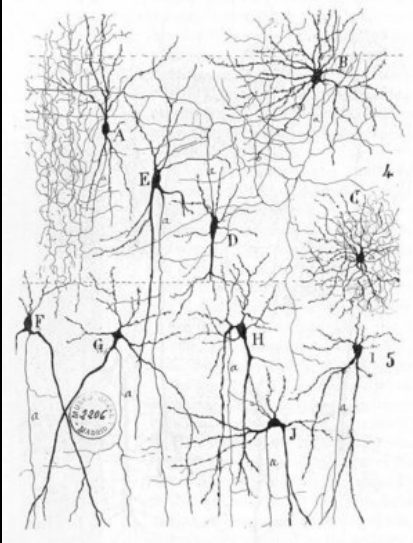
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## EPISODE NOTES

**Host Name:** [Small Business Radio](#)  
**Show Name:** [Twitter Talk And Small Business Success Index Results](#)

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**Date / Length:** 2/23/2010 1:30 PM - 30 min  
**Description:** Shashi Bellamkonda, "Social Media Swami" (Director of Social Media) at [Network Solutions](#) and Founder of [Happenings, Advice and Technology Thoughts](#), and small business owner, Dr. Alan Glazier, join Anita Campbell for an in-depth discussion on the results of the [Small Business Success Index](#). This special episode will be followed up with a TweetChat at 8:00PM EST including @ShashiB and

amazon.com



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**Small Business Radio**  
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[Marketing](#)

February 23, 2010

By [Staci Wood](#)



Shashi Bellamkonda, "*Social Media Swami*" (Director of Social Media) at [Network Solutions](#) and Founder of [Happenings, Advice and Technology Thoughts](#), and small business owner, [Dr. Alan Glazier](#) of

[Shady Grove Eye and Vision Care](#), join Anita Campbell for

an in-depth discussion on the results of the Small Business Success Index.

This special episode will be followed up with a TweetChat today at 8:00PM EST (5:00 PM PST) including [@ShashiB](#), [@smallbiztrends](#) and [@SBBuzz](#) using the hashtag [#SBBuzz](#).

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## Cash vs. Accrual and Why Accounting Matters for

From Thursday Bram: When you're running a small business, it may seem like deciding accounting is just one more thing on the long list of things you need to get done. Bu

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## SMB Adoption of Social Media Has Doubled

By: [Mikal Belicove](#) | February 18, 2010 12:18 PM



When Dr. Alan Glazier, CEO and founder of [Shady Grove Eye and Vision Care](#) decided in January of 2009 it was time to grow his business, one of the first things he did was launch a social media marketing campaign. One year later, Glazier's Rockville, Md., optometry office is a [blogging](#) and [tweeting](#) pro, and the results have been nothing short of spectacular.

"I was forced to consider alternative options to keep my business visible," Glazier says. "With a very small investment, I was able to generate new business opportunities through social

media marketing. Our Google ranking is now consistently No. 1 for many of the phrases people use to search for eye doctors in and around my city and we have received a significant bump in terms of new visitors to our website."

Just as impressive is the fact that [Shady Grove's blog](#) is now read by journalists doing background research on eyesight-related articles, which has led to Glazier being interviewed and quoted by a number of leading news sources.

While there's nothing particularly unique about what Dr. Glazier and the team at Shady Grove Eye and Vision Care are doing—aside of course from doing it extremely well—new research into social media adoption by small-business experts suggests Glazier is not alone. According to the Center for Excellence in Service at the [University of Maryland's Smith School of Business](#), **social media adoption by small businesses has doubled from 12 percent to 24 percent in the last year alone.**



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### [SAVE](#) Dr. Glazier Lectures on Social Media to Ft. Lauderdale Conference

Dr. Alan Glazier presented information on using latest technologies in social media to market eye care services at the 26th annual Gold Coast...

[social-networking](#) « [WordPress.com Tag Feed](#). Published on January 17, 2010

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### Part 1 - Interview with Dr. Alan Glazier of YourEyeSite.com an...

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Friday, October 31, 2008 at 9:10am

In this note

No one.

When most people think of a company using social media to communicate with customers, they think that a blog is the first place to start. This may be the case, but you should really have an experience professional who understands the various tools and the way they should be implemented. Dr. Alan Glazier, a successful optometrist who specializes in Lasik surgery (lasers that correct your bad eyesight) was looking to overhaul his web site and communicate with those thinking about getting Lasik done. He loves blogging and actually has a personal one dedicated to music, but to implement it in his business, he looked to a seasoned social media professional to lend a hand.

Enter Larry Genkin. Larry is CEO of Larstan Publishing, most known for publishing "Blogger and Podcaster Magazine" and the "Black Book of ..." series of books. Larstan is not just a publishing company but also has a consulting arm that builds web sites and incorporates social media strategy into their overall online presence. I was able to sit down with both client and consultant and talk about the process of overhauling a successful small business site that has traditionally worked in the past more on referral than on a full court-press web site promotion. This is part one of a two part article. Here is the transcript of that interview:

**Steve: This business has been through many growth phases and the web site has evolved over the years. When you initially approached this project, what were your goals for the site?**

**Larry:** Initially the project started because Dr. Glazier was spending a fair amount of money advertising on Google and he wanted me to examine his ads and make sure they were as effective as they could possibly be.

**Dr. Glazier:** There has been a fundamental shift over the past 15 years in how patients find my practice. When I started I felt it imperative to have a yellow page ad, then around 1996 I found it important to have a website parallel to that. This year I totally eliminated my yellow page ad and market externally specifically with the website, making the website imperative, and



**shashib** #sofresh another example this is a local optometrist  
@eyeinfo <http://eyeinfo.wordpress.com/>  
<http://www.youreyesite.com/>

9:56 AM Feb 8th via web



**sharonmarkovsky** RT @smallbiztrends: Ever wonder how eye doctors use social media? Interviewing @eyeinfo on BlogTalkRadio right now: <http://tobtr.com/s/916743>

2:34 PM Feb 23rd via HootSuite



**VisionaryEyes** Great social media lecture at Gold Coast!

4:49 PM Jan 16th



**newpr** My top #smallbiz doing a good job w/ Twitter in VA-MD-DC  
@byinviteonlyrva, @restonlimo, @curbsidecupcake, @eyeinfo,  
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**smallbiztrends** Ever wonder how eye doctors use social media?  
Interviewing @eyeinfo on BlogTalkRadio right now: <http://tobtr.com/s/916743>

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**rajmalikdc** RT @shashib: Nice @belicove SocialMedia Marketing &  
Your Biz - quoting Network Solutions & UMD study <http://ow.ly/18MCz> congrats @eyeinfo

3:46 PM Feb 18th via TweetDeck

# Did You Know . .

EMAIL IS ALREADY CONSIDERED PASSE BY GENERATION Y AND Z





# People Are Communicating Via Social Media More and Email



In 2009 Boston College stopped distributing e-mail addresses to incoming freshmen

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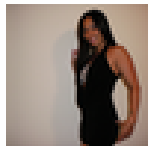
[MadeinBK](#): I asked **Mcdonalds** for a VANILLA shake but instead they gave me CHOC and VANILLA... Why can't these fast food places ever get it 2gether?

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[eehoepfl](#): Yuck! It smells like cow poop by the drink machine at **McDonalds**! Can they get a sticky air freshener over here Please!

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[philpalmieri](#): [#mcdonalds](#) has the worst designed and most useless website of all the fast food companies.

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# Spying on Your Competitors



Hubspot.com





# Online Benchmarking



# What Does The Future Hold? Where is All This Headed?



# Mobile and GeoTargeted Searches

- FOURSQUARE, A LOCATION-AWARE APP LETS USERS “CHECK IN” AT VENUES IN A NUMBER OF METRO AREAS
- PARTNERSHIP 8COUPONS.
- USERS OF FOURSQUARE IN NEW YORK CITY WERE ALERTED TO COUPONS WITHIN A THREE-BLOCK RADIUS OF THEIR CURRENT LOCATION

