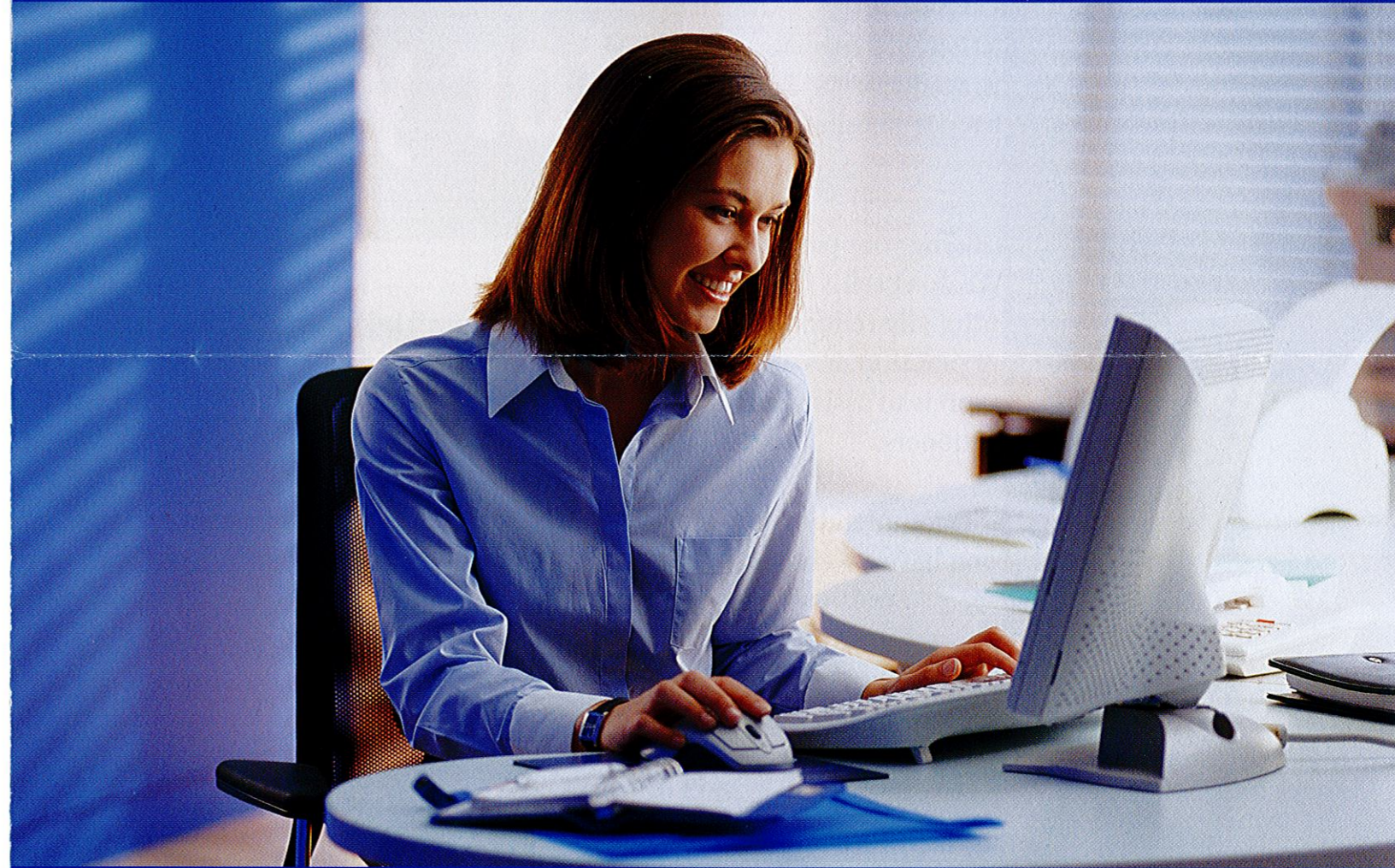


Send your patients to  
[AllAboutVision.com](http://AllAboutVision.com)...



...and give them a useful resource on eye health  
and vision correction.



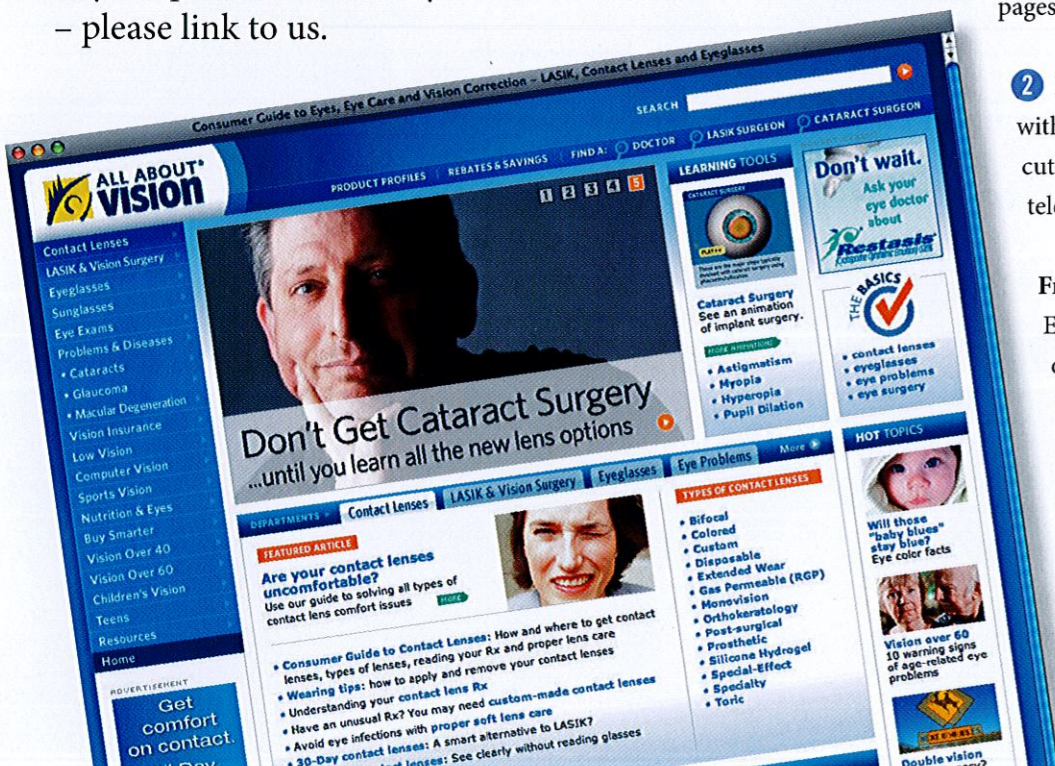
AllAboutVision.com provides consumers

with hundreds of pages of easy-to-understand, authoritative information on eye health and vision correction.

Our website's quality content has been cited by prominent media such as *Newsweek*, *The Wall Street Journal*, *U.S. News & World Report*, *Kiplinger's Personal Finance* and *CBS MarketWatch*. Thousands of websites worldwide link to AllAboutVision.com, including national and international media, governments, corporations, academic institutions, healthcare reference websites, and local eye care practices.

You can feel comfortable sending your patients to AllAboutVision.com. We don't sell products, and our site continually reinforces the importance of eye care practitioners and regular eye care. Our mission is to assist, not circumvent, eye care practitioners.

Visit our website, consider recommending it to your patients, and – if you have a website – please link to us.



# An educated consumer is a better patient for you.

## Two Easy Ways to Link Your Website to AllAboutVision.com

- 1 Use our Free Hit Counter on your website's home page. It counts your visitors, adds a high-tech look to your website, and links your patients to our 500

Visitors since September 16, 2009

**5 6 8 5 8**

Visit AllAboutVision.com for complete guides to eyeglasses, contact lenses, vision surgery, eye diseases and eye health.

- 2 Link to us using text. We'll provide you with several recommended options, including cut-and-paste code, easy instructions and telephone assistance if needed.

### Free Directory Listing

Every practice that links to us is included in our Eye Care Practitioner Directory, used by more than 7,000 people each month.

To get started with your hit counter or link, visit [www.allaboutvision.com/ecp/](http://www.allaboutvision.com/ecp/).

## Frequently Asked Questions

**Why should I link my website to AllAboutVision.com?** The site is an excellent source of comprehensive, unbiased information. It can educate your patients about the many life-enhancing products and services you can provide to them. An educated consumer is a better patient for you.

**Who's behind AllAboutVision.com?** The site is run by some of the former staff of *Optometric Management*, *Ophthalmology Management*, *Eye World*, *Eyecare Business* and *Contact Lens Spectrum* magazines. The site is not affiliated with any supplier of eye care products or services.

**How do I link my website to AllAboutVision.com?** Websites are managed with many different software programs, so it's difficult to provide generic instructions. If a staff person or outside vendor maintains your website, it's probably as simple as instructing them to add a link, and they'll know how to do it. If you need more help, send an e-mail to [link-help@allaboutvision.com](mailto:link-help@allaboutvision.com) or visit [www.allaboutvision.com/ecp/](http://www.allaboutvision.com/ecp/).

**Is there a cost for me to link to AllAboutVision.com?** Absolutely not!

**How does AllAboutVision.com make money?** We carry advertising from many of the same companies that you already do business with in your practice. Since we run ads for a wide variety of products, the advertising helps to maintain the balanced, unbiased tone of the site.

**How current is AllAboutVision.com's information?** Not every page is updated every day, but the site is updated daily. Our editorial team closely follows news and events in the eye care field and strives to present the most current, accurate and useful information.

## Here's What Your Colleagues Are Saying About Us:

"Thank you for your intelligent contribution to the web!"

"I plan to share your web address with patients in hopes that it will help answer questions they think of after leaving my office. Thanks for the hard work in putting the site together."

"What timely, accurate and approachable material you provide the layperson! Thanks again for a great publication and a laudable editorial effort."

"I applaud your website for being neutral and honest with the public."

"This is an incredible service you are providing for our patients! Thank you so much."

AllAboutVision.com includes special sections on all of these topics:

- Eyeglasses
- Sunglasses
- Contact Lenses
- LASIK and Refractive Surgery
- Eye Problems and Diseases
- Eye Exams
- Low Vision
- Sports Vision
- Eyes and Nutrition
- Children's Vision
- Eyes Over 40
- ...and much more!

Our content is developed with the input of a respected group of eye care professionals who form our Editorial Advisory Board:



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# Tell your patients where to go.

For reliable information on eye health  
and vision correction,



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

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