

A web site for your lab:

- helps attract new customers
- delivers a message of technical expertise
- provides information on services to clients & prospects
- is a 24x7 sales and customer support “employee”
- Is the easiest way to provide forms and documents

A website truly is a 24x7 employee, always there answering questions, providing technical information, news, delivering account applications, promotions and new product announcements and contact information.

And, in today’s business environment a web site isn’t an extra frill, its an expectation. Young, web-savvy ECPs and “decision makers” on their staff are a source for growth in your business. Can you afford to have these potential clients ask themselves, “What else does this lab not have?”

Optical Lab Web Sites



Tell your clients:

*“Yes, you
can find
that on our
website!”*

danbailey.com lab web site:

Public Pages

- Home page
- Products pages: product types, line card, new products*
- ECP pages: ECP home, remote ordering, education, upcoming events*, registration
- Document Center* displays lists of .pdf, .xls and .doc files
- ECP private pages: promotions*, price list* (log in required)
- Company pages: about us, newsletter*, account application*, photo page, HIPAA*

These are the typical pages used and can be changed or added to suit your particular lab’s needs. Changes may affect pricing. * pages with an asterisk have “admin control” and can be changed or updated by the lab via browser interface.

Admin Pages

New programming for 2009 gives greater Admin control over site features.

- Manage new ECP registrations
- Manage Upcoming Events, Promotions & New Products
- Upload PDFs: price list, account app, newsletter, HIPAA
- Document Center - create categories and upload documents
- Manage Admin users
- Manage Photo page
- Access to * pages can be turned on/off as needed

Price: \$5500

Additional pages or features are extra. Pictures and logos are supplied by the customer. Monthly hosting fee is \$40. Contact us for more details. We can provide info and pro-forma to assist with manufacturers’ co-op.