

HOW TO ADD **Proper Optics®** TO YOUR WEBSITE

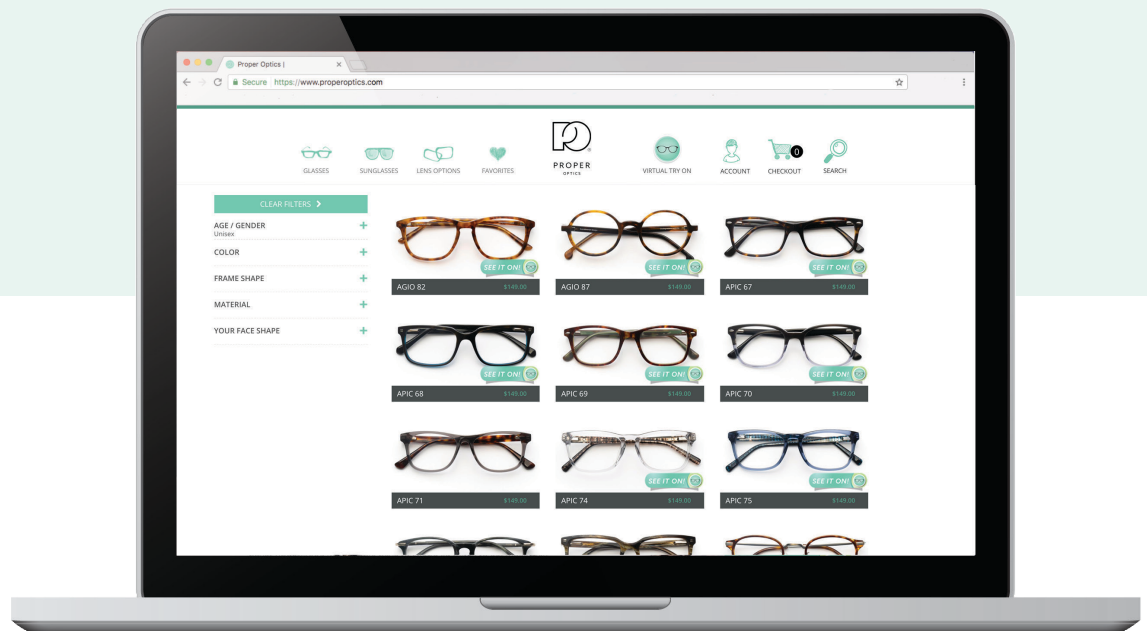
ProperOptics.com is a web portal that's an extension of your practice. It lets you sell eyewear to patients who don't buy in your optical. And it lets you capture other online shoppers in your area – even if they've never been to your office.

Below are the ways we recommend to add **Proper Optics®** to your existing business website. Since every website management portal is different, the steps below may be slightly different for your site. Your site administrator can help; or you may contact us at tmorfitt@gs-rx.com for additional guidance.

OPTION 1: Create a **parent or sub menu item** called **Shop Proper Optics®** on your site that redirects to your **customized referral URL**.

OPTION 2: Create a **button** called **Shop Proper Optics®** on your site. Link the button to **your referral URL**. Work with your site administrator to determine if the button can be in the footer so it is on every page of your site, added to specific pages on your site, or customized to pop up and/or float on pages on your site.

OPTION 3: Create a **strip or banner** with graphics and copy on your site. Link a call-to-action button to **your referral URL**.



For more information and to request a **referral URL** visit www.gs-rx.com/ecommerce-partnership

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