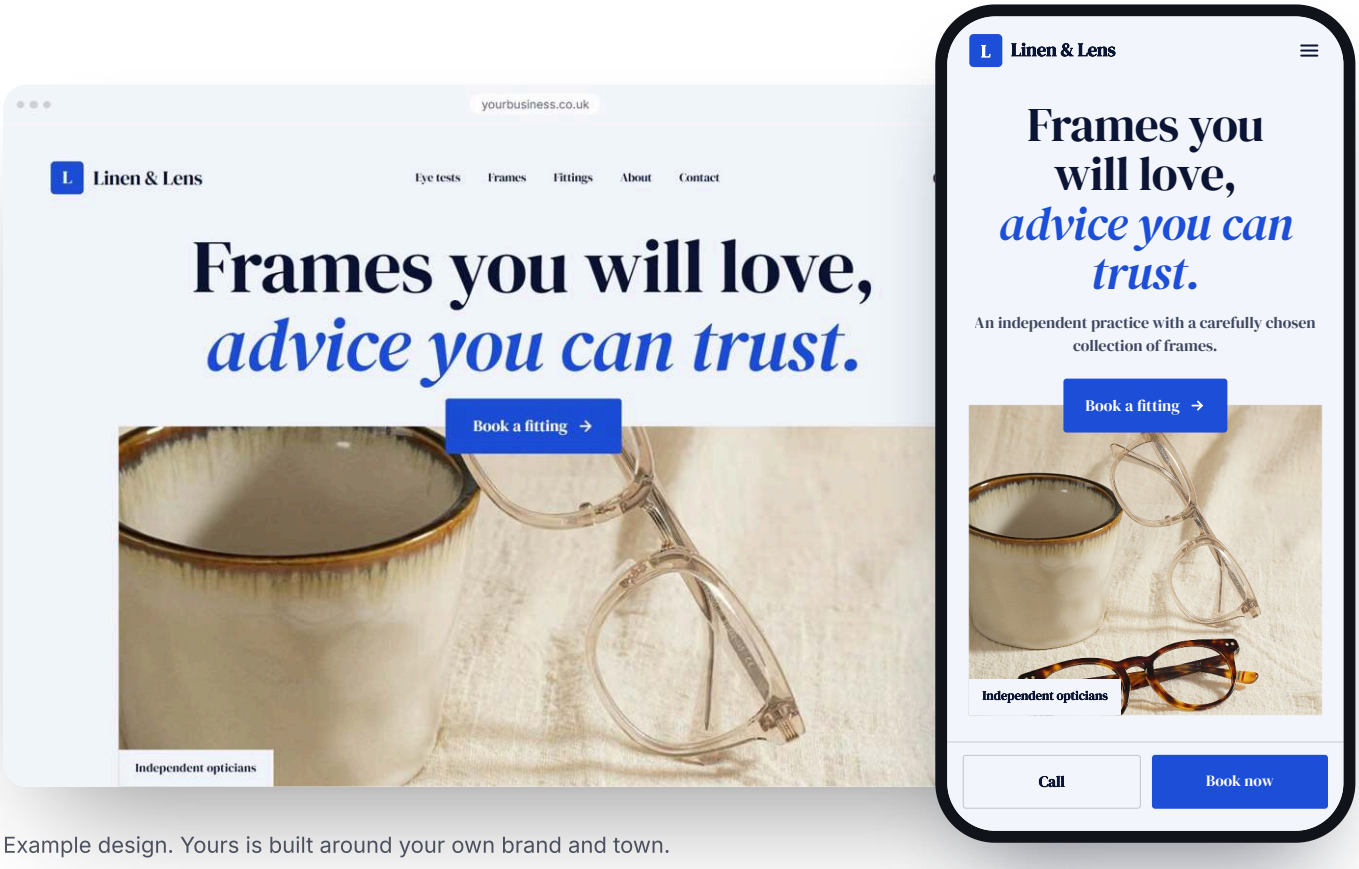
brilliant

A website that fills your eye test diary.

Eye care and eyewear pages that rank, online eye test booking with recall reminders, a Google Business Profile, instant replies and 30 days of social posts. Designed, built and launched as one package.

£799 ~~£999~~ **Save £200** one-off, everything included

- Live in as little as 7 days
- You approve the design first
- One-off price, no contract
- UK-based team you can call



Example design. Yours is built around your own brand and town.

Book your free 15-minute call →

0800 779 7864
meetbrilliant.ai

What you get for £799

Most independent opticians have a site with opening times and a few brand logos. This one fills the test room. People find you when they search nearby, see your frames and your team, and book an eye test or contact lens check from their phone.

1. **Your website**
   Designed around your brand, quick to load and easy to use on a phone.

2. **A page for every service and area**
   So you show up when people in Manchester and nearby search for what you do.

3. **Your Google Business Profile**
   Set up properly, so you appear on the map, with a simple way to get more reviews.

4. **Online booking**
   Customers can book from any page, day or night.

5. **Instant replies**
   Every enquiry gets an answer straight away, even when you're busy working.

6. **30 days of social media posts**
   A month of posts designed and written for you, with Instagram, Facebook and TikTok set up.

£799, one-off

Designed, built and launched for you. Any other costs, such as your domain, are explained up front.

~~Was £999~~

Built around one job: turning local searches into booked eye tests.

Step 1

Get found

A page for every service people search for. A page for every area around Manchester you serve.

Step 2

Earn trust

Your optometrists' GOC registration, shown clearly. Your frame brands and range, shown at their best.

Step 3

Get the booking

Book an eye test in under a minute, from any page. Recall reminders when the next test is due.

Sound familiar?

Booking by phone loses patients	People want to pick a time on their own, especially out of hours.
Frames are a visual sale	Customers want to browse before they walk in, but a weak site does not do your range justice.
Recalls slip	Patients forget when their next test is due, and the repeat revenue is lost.

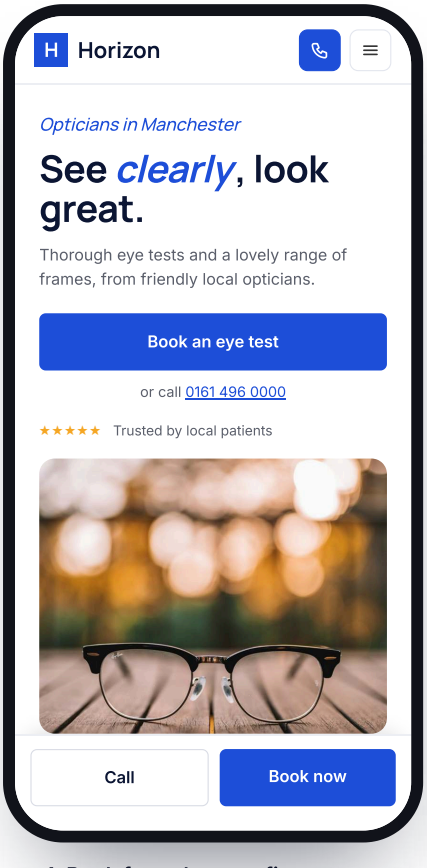
Searches you could show up for

- "optician in Altrincham"
- "eye test Manchester"
- "children's eye test Manchester"
- "glasses frames Manchester"
- "contact lens fitting Manchester"
- "prescription sunglasses Manchester"

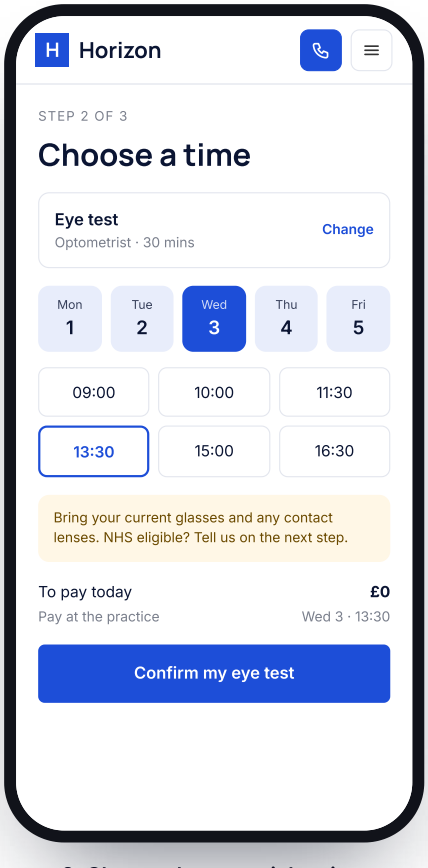
GOC registration and claims. Every optometrist and dispensing optician shown with their GOC number, NHS eligibility stated accurately and no eye health claims you can't support. Your practice stays responsible for its regulatory wording.

People find opticians on their phone. So the phone is the main event.

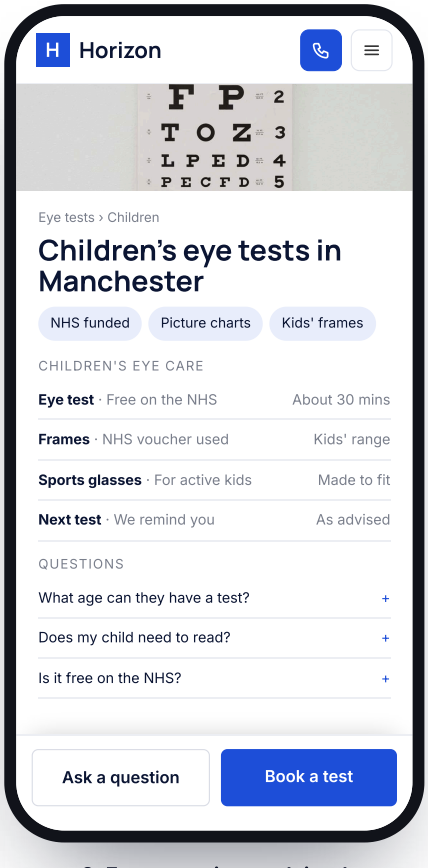
Every page has a quick way to book, call or send a message.



1. Book from the very first screen



2. Choose the test, pick a time

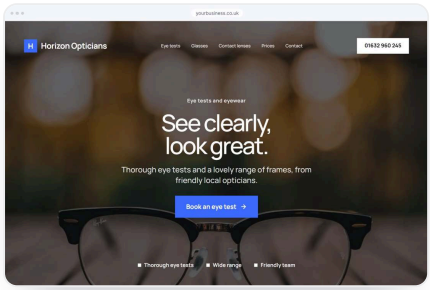


3. Every service explained

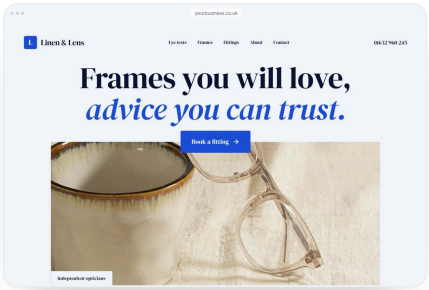
- A sticky Call and Book bar on phones
- The right length slot for each test type
- Contact lens check-ups booked separately
- NHS or private captured with the booking
- Test fees and NHS eligibility shown upfront
- Frame brands to browse before they visit
- Your practice software linked in, where it allows
- Large tap targets and easy-to-read type

A site that looks as good as your frames.

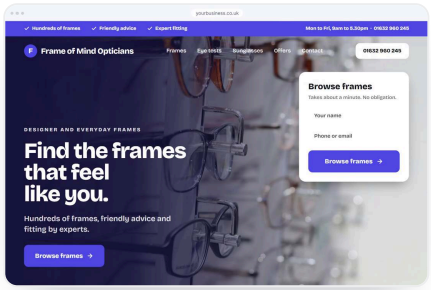
Every site is designed around your own brand. A few example directions:



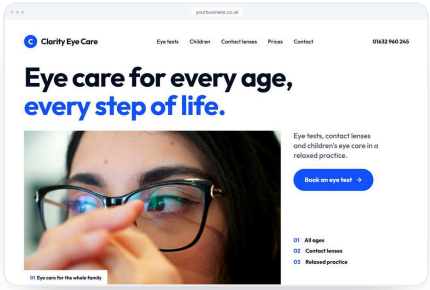
Horizon Opticians



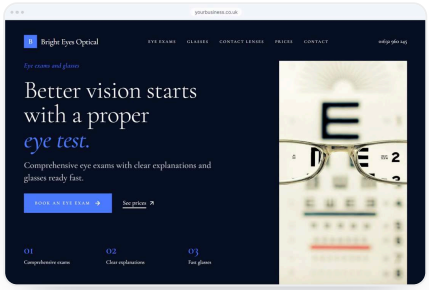
Linen & Lens



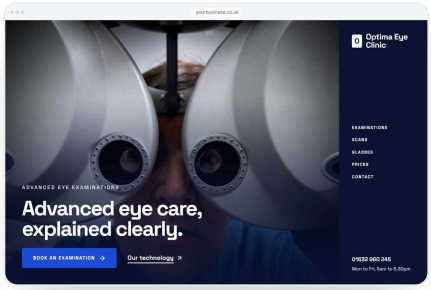
Frame of Mind Opticians



Clarity Eye Care



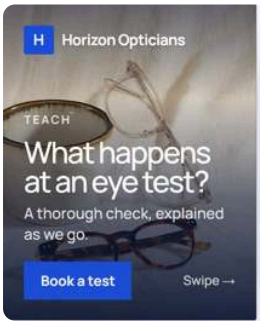
Bright Eyes Optical

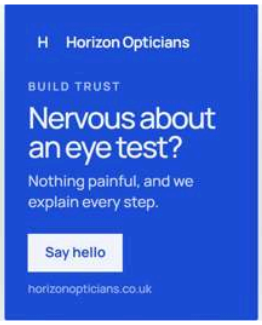


Optima Eye Clinic

Your first month of social posts

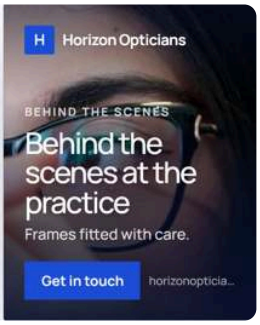
30 posts, designed and written for you, with captions and a simple posting plan.











One price. No surprises.

£799

one-off · was £999

Included

- Custom-designed, mobile-first website
- Home, eye tests, frames, lenses and contact
- A page for every service and every area
- Guides on tests, NHS eligibility and lenses
- Set up to show up on Google
- Google Business Profile set up and tuned
- Eye test booking with recall reminders
- Instant alert to you and reply to the patient
- 30 days of social posts with captions
- Instagram, Facebook and TikTok set up
- Your domain connected and the site hosted
- Handover notes so you know how it all works

What happens next

1

Chat

A short chat about your tests, fees, frame brands, team and the areas you serve.

2

Build

We design your site and set everything up.

3

Check

You see it on a private link and we refine it.

4

Launch

We put it live and show you how it all works.

Ready to fill your eye test diary?

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hello@meetbrilliant.ai