

## Meet the New Better Vision Guide

San Diego CA. May 9<sup>th</sup>— Ceatus Media Group LLC announces the launch of the redesigned Better Vision Guide ([www.bettervisionguide.com](http://www.bettervisionguide.com)). The newest addition to Ceatus' consumer education arsenal, Better Vision Guide is focused on educating consumers about eye health and the various treatment modalities to correct vision problems, particularly presbyopia. This focus is timely as baby-boomers seek to learn more about how to surgically correct vision and eliminate dependence on glasses or contacts.

Better Vision Guide is distinctive in that it not only offers detailed information about conditions and procedures, but also has real-world articles about vision-related issues encountered in everyday life. The primary author of the site is David Evans, PhD, a world-renowned vision scientist. He often writes about his own experiences with new procedure approval from the FDA for vision correction and how eye health conditions and vision correction procedures affect those around him.

“The new consumer-friendly responsive design of Better Vision Guide makes learning about eye health and vision correction techniques very easy,” according to Dr. Evans.

The casual, informative nature of content on the site ranks well on the search engines for a variety of search terms, including “corneal inlays,” “phakic IOLs,” “laser presbyopia surgery,” “blended vision LASIK” and many others. These rankings make the content easy to find for consumers seeking vision health information. The site also has extensive cost information about the various vision correction procedures, a topic of great interest to those evaluating treatment options.

Growing interest in Better Vision Guide has yielded several record-breaking traffic months in Q1. The most popular content sections of the site include articles about [corneal inlays](#), [dry eye](#), [driving after cataract surgery](#), and [are you too old for LASIK?](#)

The updated design incorporates the unique IP-serving platform created by Ceatus to afford premium eye surgeons a way to connect with prospective patients in their market who are interested in learning about vision correction procedures and the surgeons who perform them.

If you are interested in learning more about Better Vision Guide, please contact Ceatus Media Group Vice President of Marketing, Tamara Evans ([taevans@ceatus.com](mailto:taevans@ceatus.com)).

### About Ceatus

Founded in 2004, [Ceatus Media Group](#) is an internationally recognized online marketing agency that specializes in consumer education about elective health care. Ceatus services more than 200 eye surgeons, plastic surgeons and dentists across 12 countries. It offers special educational and socially active programs to help consumers learn more about elective health care and to connect them with surgeons and dentists who offer the newest in lifestyle enhancement procedures.