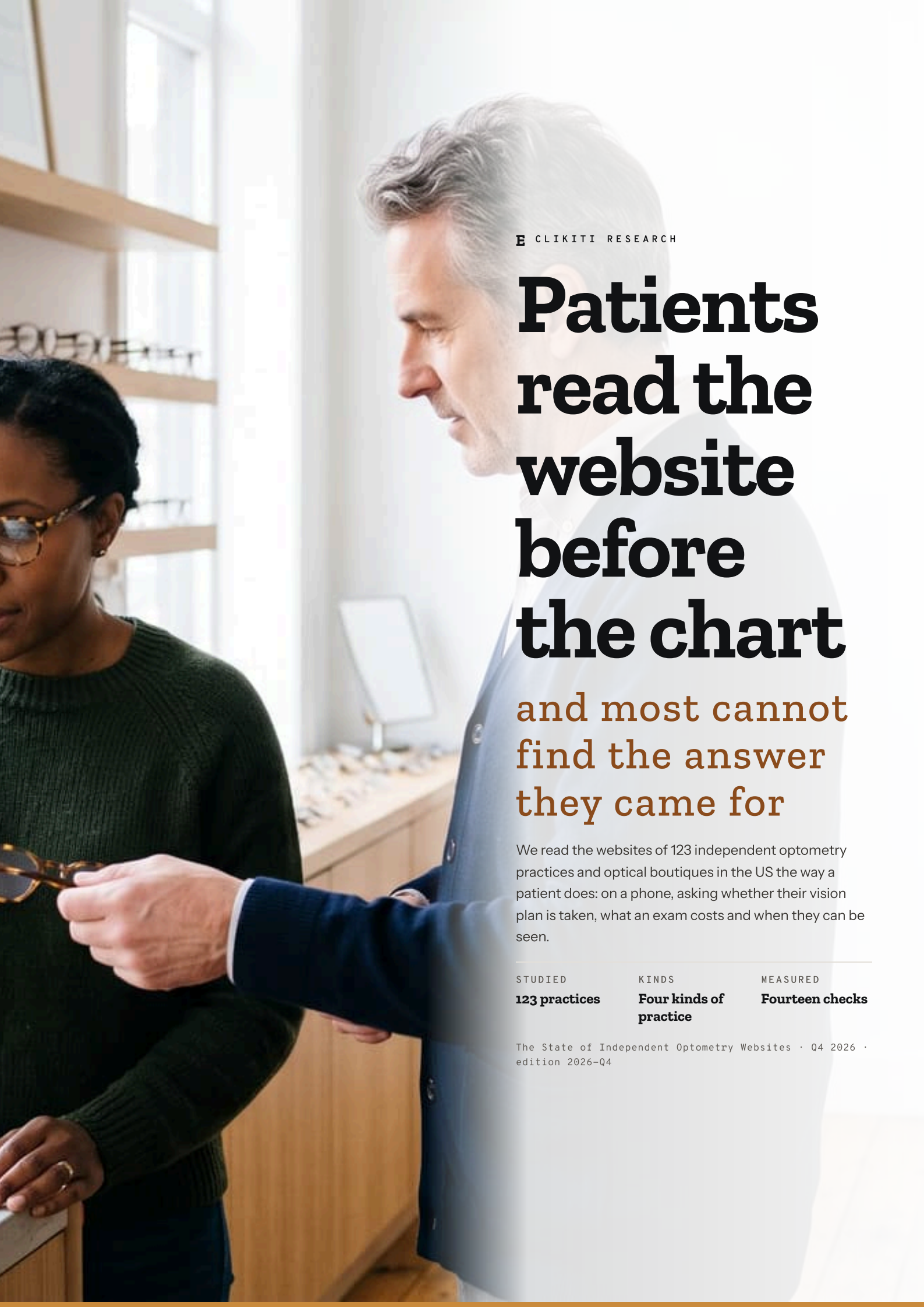




E CLIKITI RESEARCH

Patients read the website before the chart

and most cannot
find the answer
they came for

We read the websites of 123 independent optometry practices and optical boutiques in the US the way a patient does: on a phone, asking whether their vision plan is taken, what an exam costs and when they can be seen.

STUDIED

123 practices

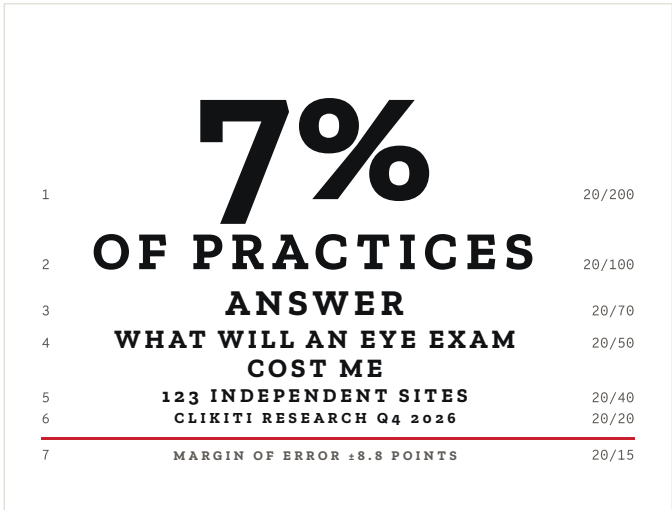
KINDS

**Four kinds of
practice**

MEASURED

Fourteen checks

The State of Independent Optometry Websites · Q4 2026 ·
edition 2026-Q4



THE HEADLINE

of the 123 websites in this study answer the patient's question "What will an eye exam cost me?"

Only 7% of the 123 independent optometry websites Clikiti scanned in Q4 2026 answer "What will an eye exam cost me?" Margin of error ±8.8 points at 95% confidence.

00	Summary of findings	01	What patients ask	02	How the four kinds of practice compare	03	Four practices, up close
04	The patients left out	05	Method in brief	06	What this means for agencies	A	Methodology
B	Practices in this study						

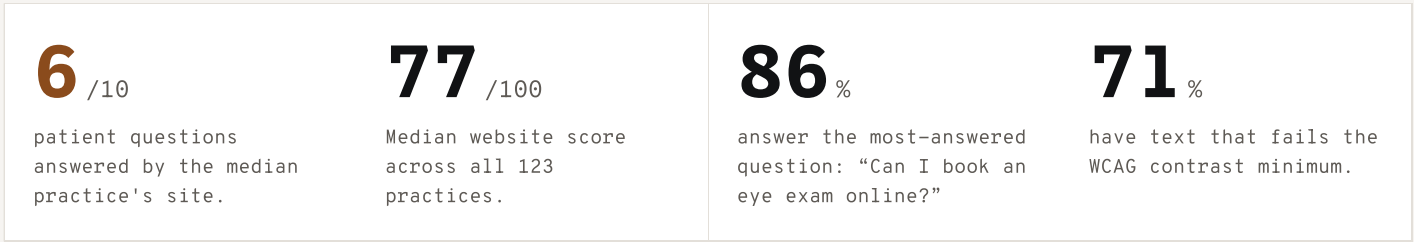
SUMMARY OF FINDINGS

Patients ask ten questions. The median site answers six.

Across 123 independent optometry websites, the median site answers six of the ten patient questions this edition tests. 7% show any price; 51% name a vision plan they take.¹

Reading note

Figures come from automated scans of 123 independent optometry websites in the US. Results are anonymous except one best-in-class practice. Margin of error: ±8.8 points at 95% confidence for a share of all 123 sites (Family optometry practices ±14.9, Pediatric and vision therapy ±18.9, Specialty contact lens and dry eye ±19.6, Optical boutiques with an optometrist ±18.5). Notes are at the end.



By kind of practice, pediatric and vision therapy have the highest median score (78) and specialty contact lens and dry eye the lowest (74), against 77 for all 123.

The least-answered question is “What will an eye exam cost me?” (7% of practices). The most-answered is “Can I book an eye exam online?” (86%).

No practice in this edition answers all ten questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 88% of practices (Core Web Vitals · LCP).

What a patient can find out **before calling**

We turned ten questions people ask before they book an eye exam or buy glasses into ten checks, then read each site for an answer a patient could find on a phone. Read it like a chart: the most answered line is the largest.



Glasses up, phone close. The moment he decides to book is the moment he checks what it costs.

Share of all 123 websites answering each question · red = fewer than a third · tick = half

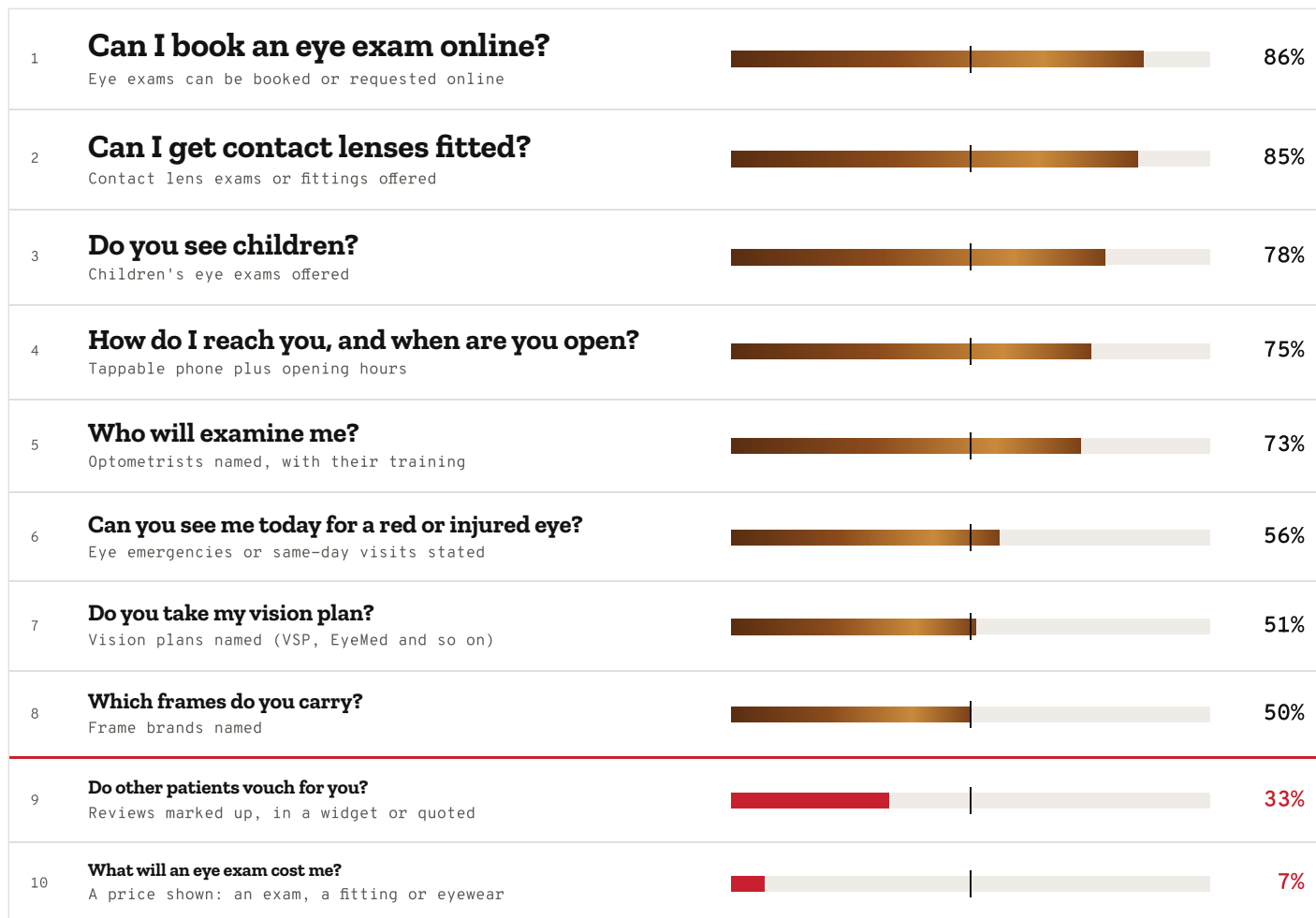


Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from most to least answered. Below the red line, fewer than a third of practices answer, as on a chart, where the lines below 20/20 are the ones most people miss.

"What will an eye exam cost me?"

The patient question practices answer least: 7% of 123 sites



Four kinds of practice, side by side

Family optometry practices (43): median score 77, a price shown on 2%, online booking on 88%. Pediatric and vision therapy (27): median score 78, a price shown on 4%, online booking on 78%. Specialty contact lens and dry eye (25): median score 74, a price shown on 16%, online booking on 92%. Optical boutiques with an optometrist (28): median score 77, a price shown on 11%, online booking on 86%.

KIND OF PRACTICE	MEDIAN SCORE	OUT OF 100	SAMPLE
Pediatric and vision therapy	78		27 sites · ±18.9
Family optometry practices	77		43 sites · ±14.9
Optical boutiques with an optometrist	77		28 sites · ±18.5
Specialty contact lens and dry eye	74		25 sites · ±19.6

On scoring

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the practice. The patient-question checks are reported separately and do not feed it.²

Where each website scores

Overall website score out of 100, one dot per site; the tortoiseshell rule is each group's median

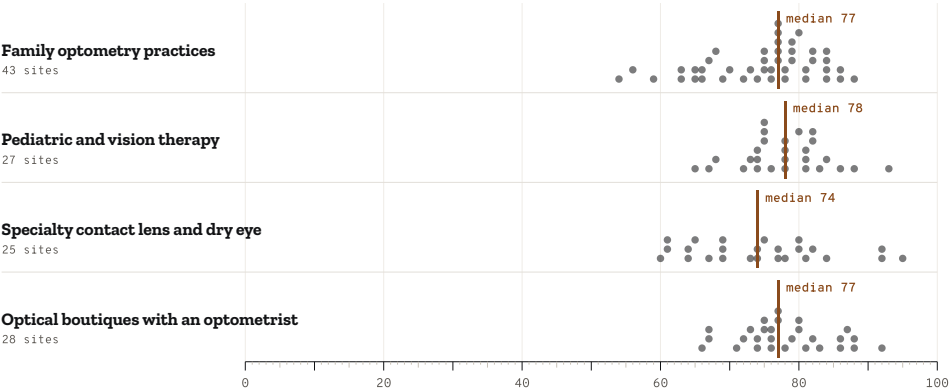


Figure 2. Overall website score out of 100, one dot per site. The tortoiseshell rule marks each group's median.



Back to school. The season most parents search for an eye exam.

THE FAMILIES WHO LOOK ELSEWHERE

Parents ask “Do you see children?” 78% of sites answer.

A practice that says which age it starts at, how long the exam takes and whether the vision plan covers it meets parents at the start of the school year, when most of them search.

Four practices, up close

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the practice itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

01



PRACTICE 01

A family optometry practice in the South

86 / 100



Answers 7 of 10 patient questions. Falls short on any price, eye emergencies and reviews.

02



PRACTICE 02

A family optometry practice in the West

72 / 100



Answers 8 of 10 patient questions. Falls short on frame brands, reviews, phone load time and 2 more.

03



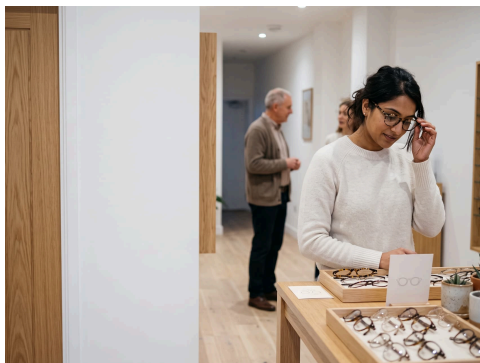
PRACTICE 03

A family optometry practice in the West

82 / 100

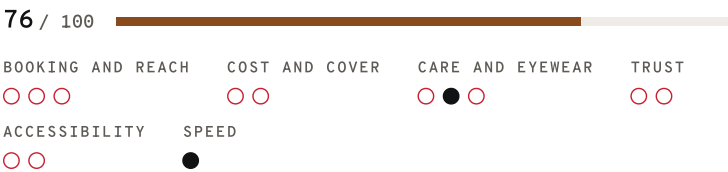


Answers 6 of 10 patient questions. Falls short on online booking, vision plans, any price and 4 more.



PRACTICE 04

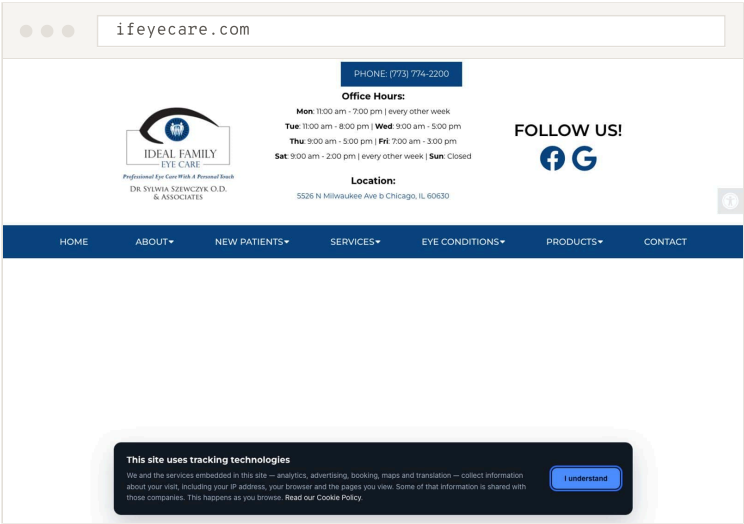
An optical boutique with an optometrist in the South



Answers 1 of 10 patient questions. Falls short on online booking, vision plans, any price and 9 more.

Ideal Family Eye Care

Family optometry practice, Chicago, IL. It answers 9 of the 10 patient questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 14.3). Its overall website score is 76/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15. Visit ifeyecare.com

WHAT IT DOES WELL

Eye exams can be booked or requested online

Vision plans named (VSP, EyeMed and so on)

Children's eye exams offered

Contact lens exams or fittings offered

Eye emergencies or same-day visits stated

Frame brands named

Optometrists named, with their training

Tappable phone plus opening hours

Reviews marked up, in a widget or quoted

Every image has a text description (WCAG 1.1.1)

Clikiti pillar scores of 90 or more: speed 97, SEO 97

WHERE IT COULD STILL IMPROVE

Not found on the home page or the pages it links to: a price shown: an exam, a fitting or eyewear

Usability pillar 42/100

The sites patients with poor sight struggle to read

An eye-care website is read by more people with low vision than almost any other. A patient using a screen reader, zoomed text or an old phone on a weak signal is still a patient. These checks measure whether the site lets them in.³

Loads in under 2.5 s on a phone Core Web Vitals · LCP	88%
Text contrast passes 4.5:1 WCAG 1.4.3	71%
Optician, Optometric or MedicalClinic structured data Schema.org · Optician	39%
Images have text descriptions WCAG 1.1.1	33%

Table 1. Technical checks, share of the 123 sites that fail each one.



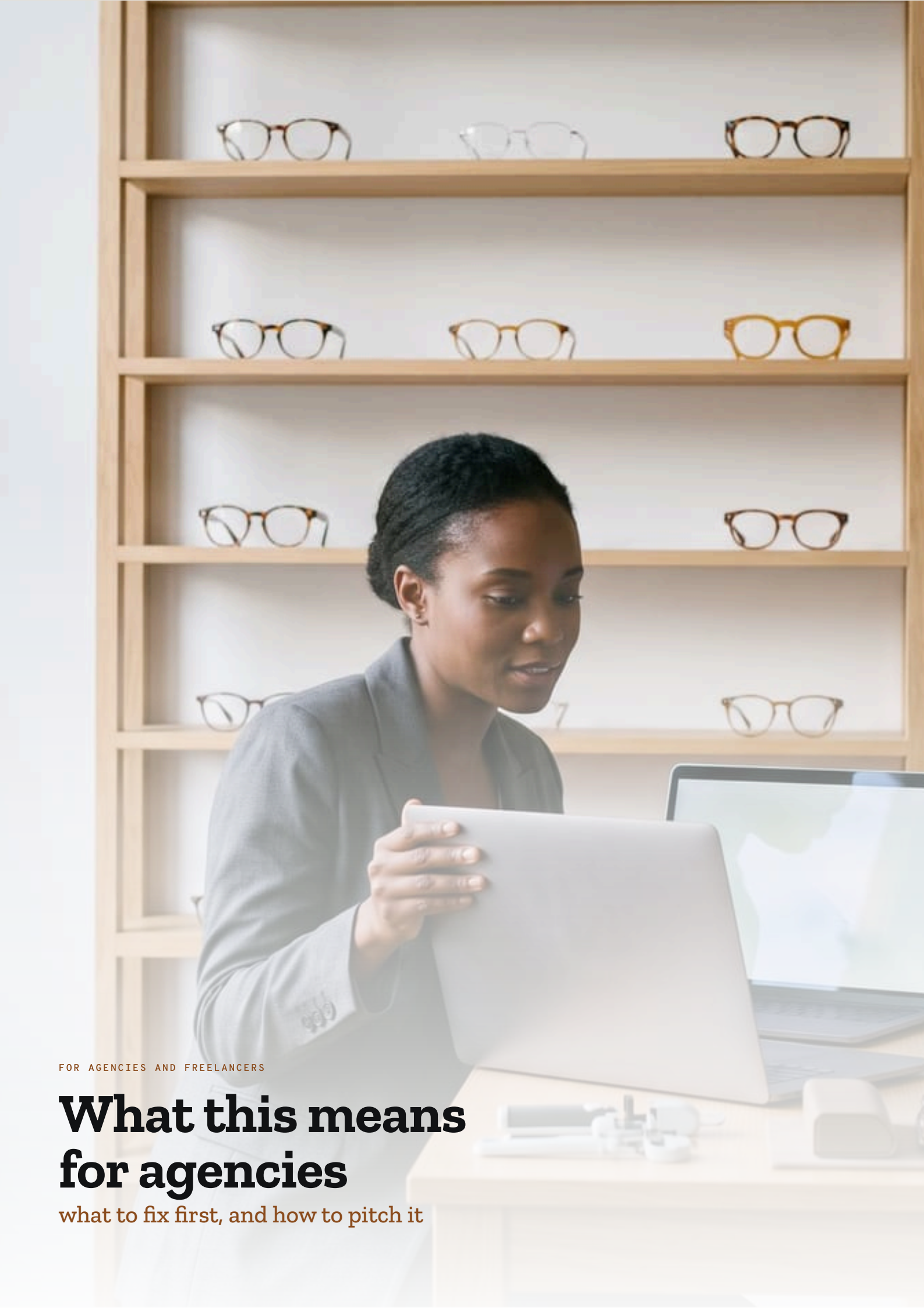
First contact lenses. The visit starts with a question on a phone.

How the sites were read

STEP 1 · ALL 123 SITES Read The home page and up to twelve pages it links to (services, insurance, prices, frame brands, eyewear, contact lenses, children, emergencies, doctors, reviews, booking, contact), read as a server delivers them. The patient questions are answered here, by fixed published rules (Appendix A4).	STEP 2 · ALL 123 SITES Measure Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.	STEP 3 · ALL 123 SITES, SCORE ONLY Review An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.
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SCOPE

This study examines how independent optometry practices present themselves on the web, not the quality of their eye care, their eyewear or their prices.



FOR AGENCIES AND FREELANCERS

What this means for agencies

what to fix first, and how to pitch it

For small agencies and freelancers who sell websites to independent optometrists and optical boutiques. We scanned 123 of their websites: 2% score under 60 out of 100, and 70% leave at least three of the questions patients ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Specialty contact lens and dry eye are the most winnable: the lowest median score in this report (74 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Family optometry practices	43	77	7%
Pediatric and vision therapy	27	78	0%
Specialty contact lens and dry eye	25	74	0%
Optical boutiques with an optometrist	28	77	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a patient looks for.

5 problems to lead a pitch with

- 93%

What will an eye exam cost me?

CONTENT

Publish the self-pay price of a routine eye exam and a contact lens fitting, and a starting price for frames or a glasses package.

"Chains post their exam price. A patient without vision cover finds no number on your site at all."
- 88%

Loads in under 2.5 s on a phone

BUILD

Resize and compress the hero image, defer scripts, aim for under 2.5 s on a phone.

"Your home page takes several seconds to appear on a patient's phone."
- 71%

Text contrast passes 4.5:1

QUICK FIX

Raise text contrast to at least 4.5:1 in the theme.

"On an eye-care site, faint text is the first thing a low-vision patient meets, and it is a WCAG failure."
- 67%

Do other patients vouch for you?

QUICK FIX

Show the practice's patient reviews on the site, with Review or AggregateRating markup.

"Your patients already praise you elsewhere. Your own site does not show it."
- 50%

Which frames do you carry?

CONTENT

An eyewear page that names the frame brands and designers you carry, with photographs of the optical.

"Your frame wall is why people choose you over a chain, and the website does not show it."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example "What will an eye exam cost me?" (93% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 123 independent optometry practices and optical boutiques sites, the median scores 77 out of 100 and answers 6 of the 10 questions patients ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

Show every practice what its patients see

Clikiti reads a practice's site the way a patient does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a practice owner who wants to check the evidence behind a pitch.

123 websites studied	4 types of organisation	42 states, plus Washington DC	±8.8 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. The research question

When someone needs an eye exam, new glasses or contact lenses, or has a red or injured eye, and looks an independent optometrist up online, usually on a phone, can they find out whether they can book online, whether their vision plan is taken, what it will cost, whether the practice sees children and fits contact lenses, whether it can see them today, which frames it carries, who will examine them, how to reach it and when it is open, and whether other patients vouch for it?

Population. Independently owned US optometry practices with one to three locations and their own website, in four groups: family optometry practices, pediatric and vision therapy practices, specialty contact lens and dry-eye clinics, and independent optical boutiques with an optometrist on site. These are the eye-care businesses a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, family optometry	Independent family and general optometry practices found in local search results, city by city	99
Local search, pediatric and vision therapy	Pediatric optometry, vision therapy and myopia-control practices found in local search results, city by city	42
Local search, specialty contact lens and dry eye	Specialty contact lens (scleral, ortho-k, keratoconus) and dry-eye clinics led by optometrists, found in local search results, city by city	31
Local search, optical boutiques	Independent optical boutiques and eyewear studios with an optometrist doing eye exams on site, found in local search results, city by city	26

INCLUDED

- An independently owned practice with one to three locations and its own website (not a directory, marketplace or social profile)
- An optometrist examines patients on site
- Based in the United States

EXCLUDED

- Retail optical chains and franchises (for example LensCrafters, Pearle Vision, Visionworks, America's Best, Eyemart Express, Warby Parker, For Eyes, Texas State Optical) and any practice with four or more locations or in several states

- Home page responds and shows the practice it claims to be (each home page title was checked before scanning)
- Optical departments in big-box, warehouse-club and department stores (Walmart, Sam's Club, Costco, Target) and practices hosted inside them
- Practices owned by consolidators whose websites are run centrally (for example MyEyeDr, Eye Care Partners, ClarksonEyecare, AEG Vision, Acuity Eyecare Group, Total Vision)
- Hospital and university eye clinics, and ophthalmology, LASIK and cataract surgical groups
- Directories, marketplaces and booking platforms (Yelp, Zocdoc, Healthgrades, AOA Doctor Locator)
- Parked, placeholder, password-protected, hijacked or unreachable sites, and duplicates

FROM LIST TO SAMPLE					SITES
Candidates listed					150
Removed at screening: the site refused automated visitors or served them a bot challenge instead of the page (22)					-22
Removed at screening: parked or placeholder (1)					-1
Removed at editorial review: a second website of a practice already listed (1)					-1
Cohort					126
REGION (US CENSUS)	FAMILY OPTOMETRY PRACTICES	PEDIATRIC AND VISION THERAPY	SPECIALTY CONTACT LENS AND DRY EYE	OPTICAL BOUTIQUES WITH AN OPTOMETRIST	ALL
Northeast	11	5	8	6	30
Midwest	8	8	5	8	29
South	13	7	6	7	33
West	11	7	6	7	31
All regions	43	27	25	28	123

A3. How the sites were read

Pages. The home page, then for each of twelve topics (services and eye exams, insurance, payment and prices, frame brands, eyewear, contact lenses, children's eye care, emergencies, doctors and about, reviews, booking, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most thirteen pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

10 questions patients ask before they book an eye exam or buy glasses, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Can I book an eye exam online? Eye exams can be booked or requested online	A link, button or embedded scheduler lets the visitor book or request an eye exam or appointment online (a phone number or a 'contact us' link alone does not count; patient forms, bill payment and portals do not count).	Clikiti patient question 1 of 10
Do you take my vision plan? Vision plans named (VSP, EyeMed and so on)	At least one vision or medical plan the practice takes is named (VSP, EyeMed, Davis Vision, Spectera, Superior Vision, Avesis, MES, NVA, Medicare, Medicaid, Blue Cross and so on), or the practice says plainly that it takes no insurance.	Clikiti patient question 2 of 10
What will an eye exam cost me? A price shown: an exam, a fitting or eyewear	A dollar price is shown for an eye exam, a contact lens fitting, a vision therapy evaluation, a dry-eye treatment, or a pair or package of glasses (discounts, savings and financing limits do not count).	Clikiti patient question 3 of 10
Do you see children? Children's eye exams offered	The practice says it examines children: a children's or pediatric eye exam, an infant (InfantSEE) or school-age exam, a starting age, or exams for children and adults. Myopia management alone does not count.	Clikiti patient question 4 of 10
Can I get contact lenses fitted? Contact lens exams or fittings offered	The practice says it examines patients for or fits contact lenses (a contact lens exam, fitting or evaluation, or specialty lenses such as scleral or ortho-k). Selling lenses online alone does not count.	Clikiti patient question 5 of 10
Can you see me today for a red or injured eye? Eye emergencies or same-day visits stated	The practice says it sees eye emergencies or urgent problems, or offers same-day or walk-in visits, for example a red eye, an eye injury, a foreign body or sudden flashes and floaters.	Clikiti patient question 6 of 10
Which frames do you carry? Frame brands named	Three or more eyewear brands are named on the home, eyewear or about page.	Clikiti patient question 7 of 10
Who will examine me? Optometrists named, with their training	At least one optometrist is named with a qualification, their profession or their training: O.D., 'Optometrist' beside the name, an optometry school, a residency, or fellowship of a professional academy (FAAO, FCOVD, FSLs).	Clikiti patient question 8 of 10
How do I reach you, and when are you open? Tappable phone plus opening hours	The home page has a tappable phone link, and the home, contact or about page states opening hours (a day and a time range).	Clikiti patient question 9 of 10
Do other patients vouch for you? Reviews marked up, in a widget or quoted	Patient reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two patient testimonials are quoted on the home, about or reviews page. A link to a review site alone does not count.	Clikiti patient question 10 of 10
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 14.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1
Optician, Optometric or MedicalClinic structured data Optician, Optometric or MedicalClinic structured data	The site describes the practice to search engines with Optician, Optometric, MedicalClinic, MedicalBusiness or Physician structured data.	Schema.org · Optician

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the practice, and the patient questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four practice profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 123 sites, a share reported for the whole sample is precise to within ± 8.8 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{0.25/n}$). By type: family optometry practices ± 14.9 (n = 43); pediatric and vision therapy ± 18.9 (n = 27); specialty contact lens and dry eye ± 19.6 (n = 25); optical boutiques with an optometrist ± 18.5 (n = 28). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed practice before scanning
- Every home page was checked for hijacked content (gambling, pharmacy, adult and crypto spam) before scanning
- Every home page was checked for a second website of the same practice (shared phone numbers and names)
- Detection rules were checked against the evidence they record for a sample of practices in every group, and revised before the final run

- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Patient portals, online stores and multi-step booking flows were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some schedulers and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 22 candidates blocked automated visitors or served them a bot challenge and are not in the study; sites behind such protection may differ from those studied.
- The study reports what a website shows. It does not judge any practice's eye care, eyewear or prices, and it is not medical advice.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent practices, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every practice in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Practices in this study

The 123 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Family optometry practices (43)

20/20 Vision Care
Pittsburgh, PA

5 Points Eye Associates
Jacksonville, FL

Advanced Family Eyecare
Oklahoma City, OK

Allens Creek Family Optometry
Rochester, NY

Amerine Eye Care
Little Rock, AR

Bauer & Clausen Optometry
Billings, MT

Blink Eyecare
Spokane, WA

Boise Family Eye Center
Boise, ID

Capitol Optometry
Sacramento, CA

Chroma Optics
Burlington, VT

Cutlerville Eyecare
Grand Rapids, MI

DeCesare Eye Associates
Providence, RI

Excel Eyecare
Charlotte, NC

Eye 2 Eye Family Optometry
Sacramento, CA

Eye Care Associates of Hawaii
Honolulu, HI

Eyes on 45th
Fargo, ND

Eyes On Dallas
Dallas, TX

Family Vision Care of Richmond
Glen Allen, VA

Fox Chase Family Eye Care
Philadelphia, PA

Fusion Eye Care
Raleigh, NC

Grove Eye Care
Richmond, VA

Ideal Family Eye Care
Chicago, IL

Innovative Eye Care
Charlotte, NC

JC Eyes
Jersey City, NJ

Jeffrey M. Sakai, O.D.
Honolulu, HI

Littlefield Eye Associates
Kansas City, MO

Madeira Optical
Cincinnati, OH

Manchester Bedford Eye Care
Manchester, NH

Natural State Eyecare
Little Rock, AR

Nevada Vision Group
Reno, NV

Nilsen Eye Care
Richmond, VA

North Park Family Vision
Chicago, IL

Optique Vision
Albany, NY

Premier Family Eye Care
Grand Rapids, MI

Providence Eye Associates
Providence, RI

Serenity Eye Care
Spokane, WA

Southside Eyecare & Optical
Anchorage, AK

Taylor Family Eyecare
Albuquerque, NM

Vision Source of Worcester
Worcester, MA

Vision Veritas Eyecare
Dallas, TX

Visionary Eye Care
Lutz, FL

West End Eye Care
Hartford, CT

Westrum Optometry
Des Moines, IA

Pediatric and vision therapy (27)

A1A Family Eyecare (Vision Therapy Specialists)
Jacksonville, FL

Advanced Eyecare & Therapies
Spokane, WA

Allentown Vision Therapy (Dr. Jay Feder, Springhouse Eye Care)
Allentown, PA

Center for Vision and Learning
Des Peres, MO

Child & Family Eyecare
Wichita, KS

Cook Vision Therapy Center
Marietta, GA

Exceptional Vision
Palmetto Bay, FL

Eyes of NM
Albuquerque, NM

Focus Vision Therapy Center
Eagle, ID

Forest City Vision
Beachwood, OH

Hellerstein & Brenner Vision Center
Greenwood Village, CO

Impact Vision Therapy Colorado Springs, CO	Michael L. Smookler, O.D. Boston, MA	The Vision Therapy Center of Indiana Indianapolis, IN
Lighthouse Optometric Vision Performance Center San Jose, CA	Phyllis Liu, O.D., FCOVD Woodbridge, CT	Vision Therapy of San Antonio San Antonio, TX
Lisa B. Dibler, O.D. (Developmental Optometry & Vision Therapy) Town and Country, MO	Portland Vision Therapy Portland, ME	Vision Therapy Specialists (Dr. Susan Danberg) Glastonbury, CT
Lumen Vision Fargo, ND	Sensory Focus (The Vision Development Team) North Royalton, OH	Visions Eye Care + Therapy Center Sioux Falls, SD
Mackowsky Visual Learning & Rehabilitation Clinic Raleigh, NC	The Center for Vision Development Austin, TX	Visual Processing Optometry Los Angeles, CA
	The Optometry Center for Vision Therapy Austin, TX	

Specialty contact lens and dry eye (25)

Ala Moana Advanced Eye Clinic Honolulu, HI	Envision Optometry Boston, MA	Scleral Lens Center of Excellence (Gregory J. Fagert, OD) Columbiana, OH
Beverly Hills Optometry: Dry Eye Center Beverly Hills, CA	Global Vision Rehabilitation Center (Eye Freedom) Miami, FL	SeeSharp Eye Care Philadelphia, PA
Boyle Eye Specialists Scranton, PA	Heartland Eye Consultants Omaha, NE	Shadyside Eye Associates Pittsburgh, PA
Brandon Eyes Madison, WI	IndividualEyes Dry Eye Center Phoenix, AZ	Sokol Advanced EyeCare (Whole Health Optometry) Madison, WI
Cannon EyeCare Seattle, WA	Kurtin Vision Specialists (Scleral Lens Center DFW) Addison, TX	The Charlotte Contact Lens Institute Matthews, NC
Compton Eye Associates New York, NY	Lighthouse Vision Milford, CT	The Raleigh Contact Lens Institute Cary, NC
Connecticut Contact Lens Institute Wilton, CT	Miami Contact Lens Institute Miami, FL	Tree City Eyecare Boise, ID
Cornea and Contact Lens Institute of Minnesota Edina, MN	Montebello Optometry Eye Clinic & Dry Eye Center Montebello, CA	Vision On Park New York, NY
Dry Eye Center of Alabama Vestavia Hills, AL		

Optical boutiques with an optometrist (28)

A Brighter Image Washington, DC	Eversee Boutique Eyecare Winnetka, IL	Lakefront Eyecare New Orleans, LA
Austin Eye Studio Austin, TX	Eye Eye Seattle, WA	Lumière Optometry San Francisco, CA
Bourse Optical Boutique Pittsburgh, PA	Eye Spy Optical Chicago, IL	Madison Optical Center Madison, WI
Capitol Hill Vision Seattle, WA	Eyedeals Optometry Minneapolis, MN	McCulley Optix Gallery West Fargo, ND
Columbus Eyeworks Columbus, OH	Eyes In Disguise Optometry San Francisco, CA	Moss Optical Minneapolis, MN
Dr. Sorrentino & Dr. Murzynski Family Eyecare and Eyewear Boutique Buffalo, NY	InnerVision Eyewear Philadelphia, PA	Music City Optical Nashville, TN

Optique
Philadelphia, PA

South End Eye
Boston, MA

VEA Eye Health Professionals
Atlanta, GA

Optique
Austin, TX

Spectacle
Portland, OR

Wise Vision Hoboken
Hoboken, NJ

Optix on Downer
Milwaukee, WI

The Eye Studio
Portland, OR

Salle Opticians
Atlanta, GA

True Eye Care
Denver, CO

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any practice's eye care, eyewear or prices, and automated checks may contain errors. This report is not medical advice, and it is not a judgement of any practice's clinical care, eyewear or prices. Clikiti is not affiliated with, and does not endorse, any practice listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one practice screenshot is the featured practice's own home page, shown unaltered.

REMOVE MY PRACTICE FROM THIS STUDY

We review every request and reply when it's done; removed practices are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 123 of 126 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 8.8 points at 95% confidence for a share of all 123 sites (Family optometry practices ± 14.9 , Pediatric and vision therapy ± 18.9 , Specialty contact lens and dry eye ± 19.6 , Optical boutiques with an optometrist ± 18.5). Left out: 3 (no mobile Lighthouse result). Results are not attributed to named practices, except the best-in-class practice; elsewhere each is shown as its kind of practice and a number. The appendix lists who was scanned.
2. Fourteen checks: ten patient questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; optician, Optometric or MedicalClinic structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); Optician, Optometric or MedicalClinic structured data (Schema.org · Optician).
4. Scanned October 2026.
5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the best-in-class practice's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

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Credit Clikiti with a link.

Only 7% of the 123 independent optometry websites we scanned show any price: an eye exam, a contact lens fitting or a pair of glasses. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

Cite (APA)

Clikiti. (2026, October 15). The state of independent optometry websites 2026 (Q4 2026) [Report].
<https://clikiti.com/research/optometry/2026-q4>

Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/optometry"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/optometry">Clikiti, The State of Independent Optometry Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a></figcaption></figure>
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123 sites · scanned October 2026 · margin of error up to ±8.8 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy