



**Advisors for Veterinary Clinic Success, LLC** (888) 500-6711  
Helping Veterinary Clinic Owners Reach Their Financial and Business Management Goals



**Take Action to  
Achieve Success!**

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Dear Friend,

These days, it is not enough to have a great website for your veterinary practice. It's just as important to you optimize your website so that it is viewed favorably by the search engines so clients - and potential new clients - can find you.

People use the internet to search for high-value information, like a local veterinarian.



Veterinary practices with a well-designed website that ranks high in the search engines will generate more new business, especially considering local competition with other clinics, because more and more consumers are using the internet nowadays to find veterinary services, and make decisions on whom to get those services from.

## The Power of Search Engines

The search engines provide an excellent opportunity to reach potential new clients making it important to rank high on the search results page. Research shows that most people won't scroll past the first 10 or 20 listings so if your site is not optimized, you could be losing business.

The goal is to please the search engines. If you do it right, as your website grows, and as people respond positively to your site (something the search engines track more efficiently, in hundreds of different ways), the search engines will reward you with higher and higher rankings.

[Keep reading for more tips for website marketing success.](#)

## 1. Offer High Value Content



Great content encourages your visitors to think about your business as the "expert" in your field. And if you create a truly information-rich site, you'll actually become a trusted expert in the field of veterinary medicine.

A website that offers high-value content will presell visitors by over-delivering what they came for, which is information. The world of online marketing requires a new mindset from "location, location, location" to "information, information, information."

Visitors will build their trust in you (based on what you write about on your site). Your content-rich site builds credibility and the visitor begins to respect you as a knowledgeable expert.

## 2. Build Keyword Focused Content Pages

Choosing the right keywords is essential to having a search engine friendly website. Keywords are the words and phrases that people use when searching for something - like a veterinary clinic in their neighborhood.

The individual web pages are also referred to as "keyword-focused-content-pages". They rank well with the search engines and can generate a lot of targeted traffic when designed correctly.

If you get the keywords "right" on your page and if you have great content, you will have substantial traffic which means

more potential clients! Also, be sure to include your city with your clinic name to improve your rankings in local searches.

### 3. Create A Blog to Build Client Relationships

Creating a veterinary blog that provides valuable information can effectively position your practice as a key resource that people in your community will come to know and trust.

Plus, the blog will encourage visitors to keep coming back to your website resulting in increased traffic and helps improve the search engine results.



As you continue to update your website content with valuable information that people search for, you will begin to see the positive search engine ranking results.

### 4. Build a Facebook Page

Facebook is a popular form of social media, especially among the younger generation, that can be used as another marketing tool to stay connected to clients and generate awareness of your veterinary practice in the online world.



One drawback to using Facebook is the amount of time it takes to post updates. Most practice owners and staff do not have the extra time with their already busy schedules.

There are however, options with Facebook that allow you to schedule posts to be published at a later date which means that you can manage your Facebook page at a time that is convenient for you.

### 5. Optimize Your Website Headlines

The headlines at the top of each webpage play a key role in how search engines view and rank your site. The more key-word

focused, content-rich information you provide to the search engines, the more they will view your veterinary website as an authority in your area, and the higher you will rank in the search results.

These marketing tools will continue to be important for connecting with clients and building relationships with future clients that will help keep your practice successful now and well into the future.

## Convert the Phone Shopper

Now that potential clients can find you, and your current clients are reminded of the services you provide, they are more likely to contact your practice and discuss their needs.

The next step, which is the most important part of the process, is to convert the caller to make an appointment. Training your staff on handling these opportunities to build your business is a key area we focus on, in addition to assisting you with optimizing your internet presence.

Contact us today to learn how we can provide you the support, training, and growth tracking you need to bring your practice to the next level.



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Contact me at [DrC@AVCSuccess.com](mailto:DrC@AVCSuccess.com) to  
learn how your practice can become a  
success story!



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