

M2: **WEBSITES - A CLIENT ATTRACTING MACHINE**

Jumpstart Your Practice Online Program

Michael Warren DVM GCP

A WEBSITE is your **'VIRTUAL FRONT DOOR'**



1ST IMPRESSIONS INFLUENCE EVERYTHING

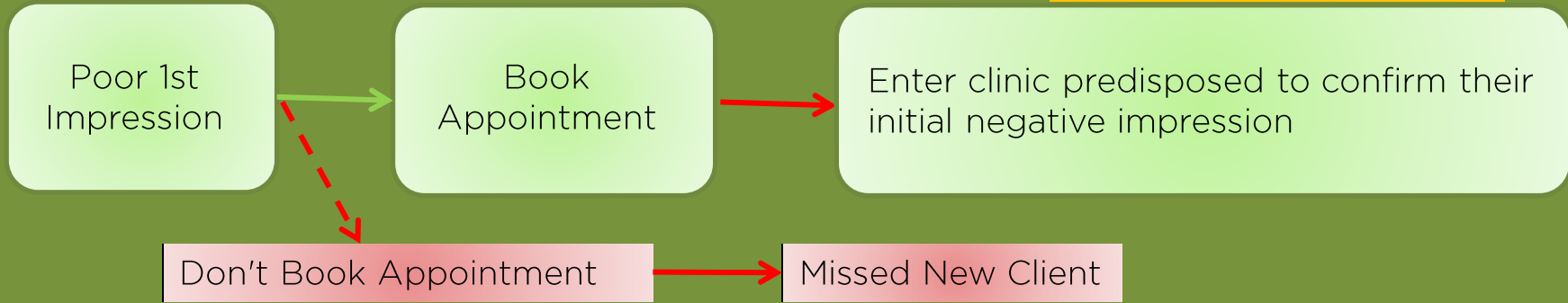


Author: DVMelite Web Development

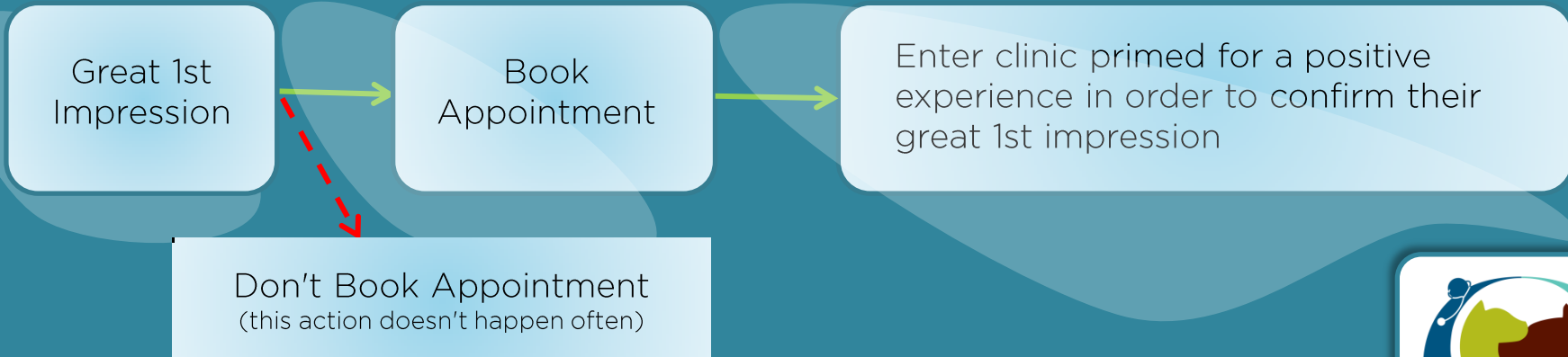
BROUGHT TO YOU BY:



Judgmental Client



YES Client



3 *Keys To A* **Client Attracting Website**

1 BEAUTIFUL

- ✓ Human Animal Bond
- ✓ No Pictures of Surgery
- ✓ No Empty Rooms
- ✓ No building as primary focus of homepage
- ✓ Dynamic Images
- ✓ Warm and inviting colors



anicarevets
... if your pets could choose



OPEN 7 DAYS A WEEK
GLASNEVIN · CLONTARF · SANTRY ·
BLANCHARDSTOWN · PALMERSTOWN



HOME

ABOUT US

LOCATIONS

SERVICES

BLOG

RESOURCES

CONTACT US



New **CLIENTS** Welcome

YOUR NAME

PETS NAME

EMAIL

PHONE

Select Location

SEND

BLANCHARDSTOWN

01 640 90 10



BLANCHARDSTOWN
VETERINARY HOSPITAL
THE MEWS
BLANCHARDSTOWN
VILLAGE, DUBLIN 15

CLONTARF

01 833 07 44



CLONTARF VETERINARY
HOSPITAL
66 MALAHIDE RD
CLONTARF
DUBLIN 3

GLASNEVIN

01 837 55 43



BOTANIC VETERINARY
HOSPITAL
183 BOTANIC RD
GLASNEVIN
DUBLIN 9

PALMERSTOWN

01 623 70 44



PALMERSTOWN
VETERINARY HOSPITAL
OLD LUCAN RD
PALMERSTOWN
DUBLIN 20

SANTRY



partners
FOR HEALTHY PETS









2

SIMPLE

Ugh! How do I get what I want!

Easy For Staff

Easy For Clients

Call us today
250-248-0008



New Clients
Welcome!

Your name...

Your pet's name...

Your telephone number...

Your email address...

Submit

[Schedule Your Pet's Appointment](#) [Prescription Refill Request](#) [Hospital Tour](#)

Welcome to Oceanside Animal Hospital

We honour Welcome Wagon certificates!

Since 2002, the experienced and compassionate team at Oceanside Animal Hospital has been dedicated to the health and wellness of our patients. We provide personalized health care in a friendly, warm

Animal Care Team
Veterinary Care





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... if your pets could choose



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01 623 70 44

PALMERSTOWN
VETERINARY HOSPITAL
O'DUFFIAN RD

SANTRY

01 852 78 13

SANTRY VETERINARY
SURGERY
ROYAL OAK



Call Us Today! 902-465-1213

105 Cow Bay Road Eastern Passage, NS

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[Services](#)

[Pet Central](#)

[Resources](#)

[Contact Us](#)



New Clients Welcome

Your name...

Your pet's name...

Your telephone number...

Your email address...

SUBMIT



Appointments

Prescription Refills

Hospital Tour

Since officially opening its doors in April of 1999,
Eastern Passage Village Veterinary Hospital



Call Us Today!

519 250 0099



New Clients

Welcome

[Our Veterinarian](#)[Request Appointment](#)[Hospital Tour](#)

Welcome!

Town and Country Animal Clinic has been caring for animals in LaSalle, Ontario and Essex County for over three decades. What was once a small clinic on a horse farm has evolved into a state-of-the-art facility that provides highly skilled veterinary care mainly to small animals, although we still care for a number of equine patients at their farm. Our dedicated staff share the



THE MOST COMMON MISTAKES - F³



Friends or Family



Free or gifted



Frustrating relationship

HOW'S YOUR WEBSITE?

- ✓ *Human Animal Bond*
- ✓ *Every room has smiling person with animal*
- ✓ *No pictures of surgery*
- ✓ *Warm inviting colors*
- ✓ *Simple for staff to use*
- ✓ *Clear call to action*
- ✓ *Easily sharable on social networks*
- ✓ *Blog*
- ✓ *Inspired Message*

HOMEWORK

- ✓ Evaluate Your Website
- ✓ Silver Bullet Checklist
- ✓ Find a Suitable Web Developer
- ✓ Organize Photographer