M2: WEBSITES - A CLIENT ATTRACTING MACHINE

Jumpstart Your Practice Online Program

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Author: DVMelite Web Development

BROUGHT TO YOU BY:
1ST IMPRESSIONS INFLUENCE EVERYTHING

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Judgmental Client

Poor 1st Impression → Book Appointment → Enter clinic predisposed to confirm their initial negative impression

Don’t Book Appointment → Missed New Client

YES Client

Great 1st Impression → Book Appointment → Enter clinic primed for a positive experience in order to confirm their great 1st impression

Don’t Book Appointment (this action doesn’t happen often)
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

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Ugh! How do I get what I want!

Easy For Staff

Easy For Clients
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_

New Clients
Welcome

Your name...
Your pet's name...
Your telephone number...
Your email address...

SUBMIT
THE MOST COMMON MISTAKES - $F^3$

- 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

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Brought to you by:
HOMEWORK

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

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