

M3: SEARCH ENGINES - GET ON THE MAP

Jumpstart Your Practice Online Program



great vet in YOUR town

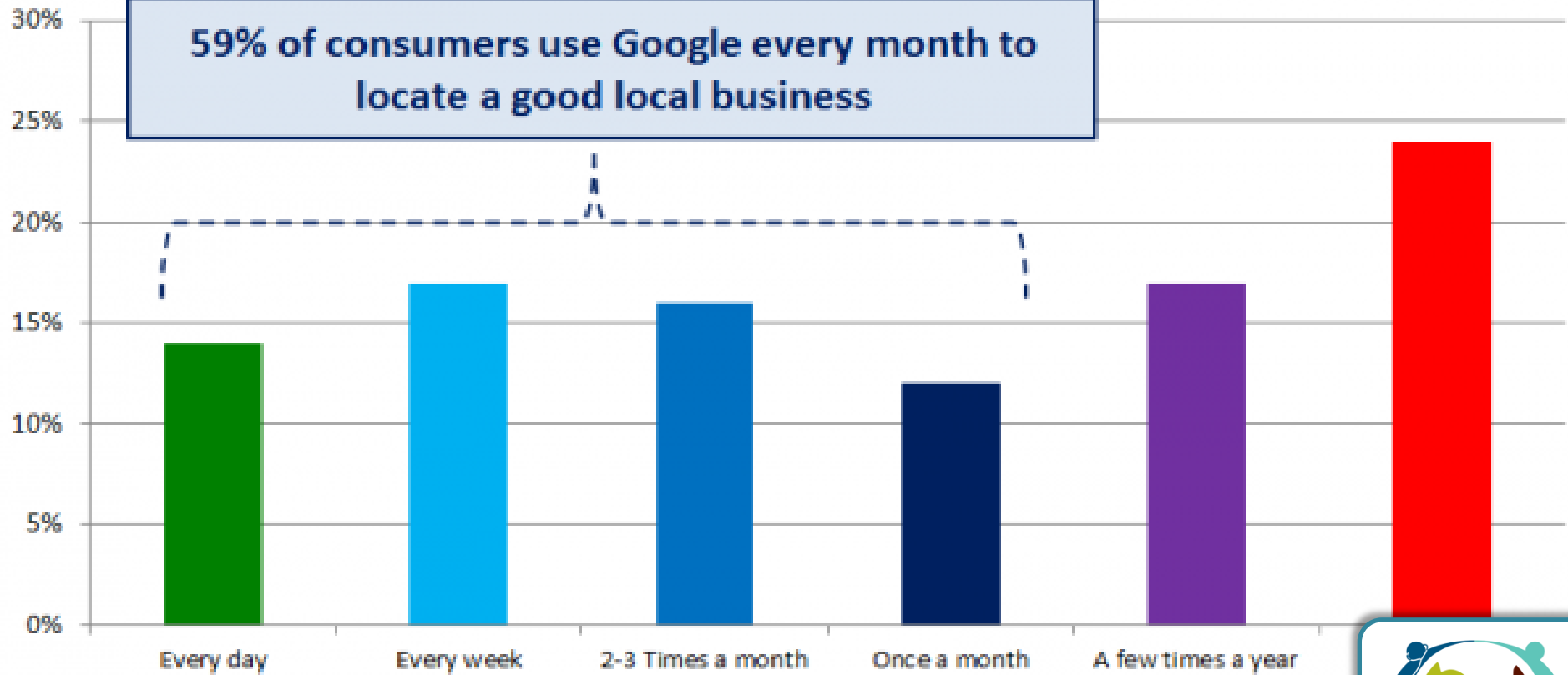


Google Search

I'm Feeling Lucky

Michael Warren DVM GCP

59% of consumers use Google every month to locate a good local business



Online

Ask a Friend



Yellow Pages

Walk In



Are You **VISIBLE** To Your Market?

Results 1 - 10 of about 1,050,000,000 for something [related] 0.68 seconds

Rank	Result Title	Click-through Rate (CTR)	Conversion Rate
1st	something	56.36	28.43
2nd	something.com - UK - Contact - Home page	13.45	25.08
3rd	something.com	9.82	14.72
4th	something.com	4.00	8.70
5th	something.com	4.73	6.02
6th	something.com	3.27	4.01
7th	something.com	0.36	3.01
8th	something.com	2.91	3.68

[Print](#) - [Link](#) - [Edit this place](#) - [Business owner?](#)

Victoria Road Animal Hospital ☆

Victoria Road South #101, Guelph, ON N1E 5R1

(519) 763-9990

victoriaroadvet.com

[Directions](#) [Search nearby](#) [Save to map](#) [more](#)

[WRITE A REVIEW](#)

[Upload a photo](#)

Categories: Veterinarian, Animal Hospital

Hours: Today 8:00 am - 6:00 pm

Public transport: 535 York Rd. at Tim Hortons (115 m NW) 3B, 4

Your rating: ★★★★★



Photos

[Upload a photo](#)



victoriaroadvet.com



victoriaroadvet.com



victoriaroadvet.com



victoriaroadvet.com



victoriaroadvet.com

[More photos](#)

[Report inappropriate content](#)

WHAT IS REPRESENTING YOU ONLINE?

Related places

Royal City Animal Hospital 3.1 km SW
245 Edinburgh S, Guelph, ON
[Veterinarian](#)

Kortright Animal Hospital 4.2 km S
8-160 Kortright Road West, Guelph, ON
[Veterinarian](#)

3 *Pillars of* Search Engine Marketing

- PPC
- SEO
- GP

GOOGLE+ LOCAL STATISTICS



Totals

2495 impressions
How many times users saw your business listing as a local search result ?

66 actions
How many times users showed interest in your business listing

- 54** Clicks for more info on Maps
- 12** Clicks to your website

Top search queries

Query	Impressions
1. vets	313
2. vet	277
3. veterinarian	251
4. spca	228
5. veterinary hospital	210





TRUE STORY

Author: DVMelite Web Development

BROUGHT TO YOU BY:



3 *Cs of* Google+ Local Visibility





COMPLETENESS

Practice Information

Images

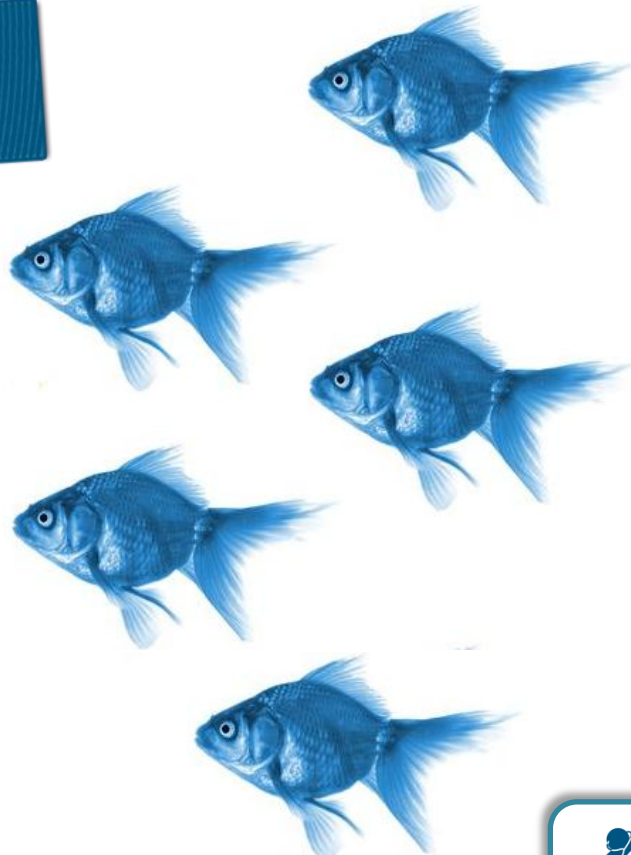
Video

CONSISTENCY

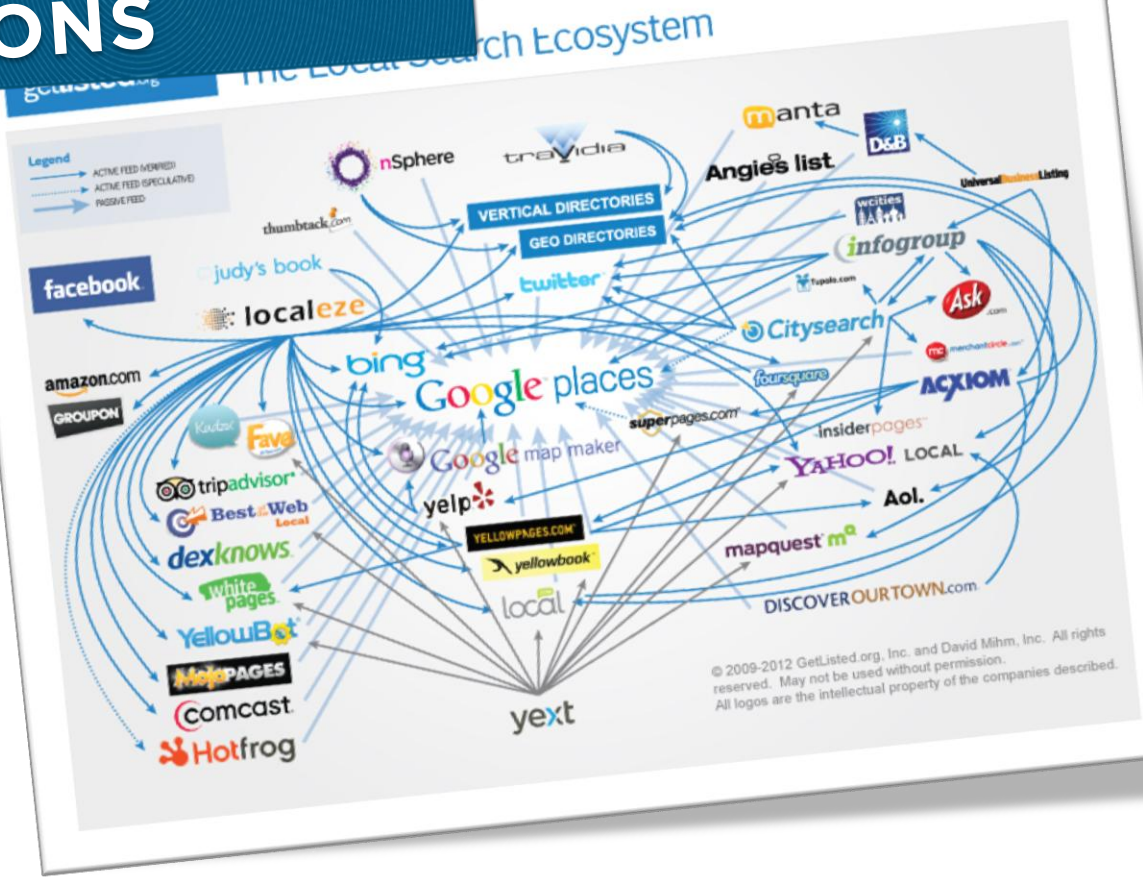
Google+ Local

Citations

Website



CITATIONS





YOUR **TAKE HOME** MESSAGE?

The **2** *Part* **ACTION PLAN**

[last 7 days](#) | [last 30 days](#)

Activity

● Impressions ● Actions



REAL IMPACT

Author: DVMelite Web Development

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AVOID THESE COMMON MISTAKES

 **Non-Compassionate 1st Image**

 **Incorrect Categories**

 **Not Verifying Citations**

