M3b: SEARCH ENGINES - CONTENT IS KING
Jumpstart Your Practice Online Program

Michael Warren DVM GCP
PET FOOD RECALL - AN UPDATE FROM YOUR ANIMAL HOSPITAL

The Veterinarians at the Main West Animal Hospital would like to make our clients aware that there has been a significant recall of pet food manufactured by Diamond Pet Foods over concerns of Salmonella contamination in their products. A number of individuals have become exposed to the allegedly contaminated food and become ill. The recall involves both dry cat and dog food. Our veterinary team has not seen any animals yet affected by this recall. We would encourage you to examine the list below to ensure your pet’s diet isn’t affected by the recall. If you have any concerns please contact our animal clinic in Welland.

Diamond Pet Foods manufactures a number of you
Why is a BLOG so important?

- AUTHORITY
- SEO
- ENGAGEMENT
Online - CONTENT IS KING

- Achieves High Google Rankings
- Engages Prospect Clients
- Engages Active Clients
- Creates a Dynamic Hub
- Develops a Practice Asset
3 Principles of Effective Content
CREATE A SYSTEM TO:

- Be consistent
- Be accurate
- Be visible
1. Create the content/topic calendar
2. Assign topics and due dates to other staff
3. Proof staff articles
4. Format the articles and uploading them to the blog
5. Schedule within the blog when the posts will be going live
6. Share the posts on social media
1. Does My Indoor Cat Need a Vet Visit
2. What Are Pet Parasites
3. Mourning the Loss of Your Pet
4. Exercising With Your Pet
5. Pets And Kids
6. Relocating – How To Make Your Move Less Stressful For Your Pet
7. Road Trip – Travel Safety Tips For Your Pet
8. Recognizing The Signs Of A Pet Emergency
9. What Vaccines Should My Pets Receive
Today I will be inspired...

What do I write about...
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<thead>
<tr>
<th>Monthly Content Theme</th>
<th>January</th>
<th>February</th>
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<td><strong>(Ex: Pet Topic)</strong></td>
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<td>Changing Flea Season</td>
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AVOID THESE COMMON MISTAKES

- Not Scheduling 6 Months
- Not Including the Team
- Writing Overly Medically
- Copying Text From Other Website`s
- Not Writing For Visibility
Your Action Plan

1. Select an Editor
2. Create Topic List
3. Create a 6 month schedule