

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

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WHAT IS a BLOG?



← Heartworm Prevention explained by your Welland Veterinarian

PET FOOD RECALL- AN UPDATE FROM YOUR ANIMAL HOSPITAL

Posted on [May 8, 2012](#) by [editormw](#)

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 very



New Clients Welcome



Most Recent

- Pet Food Recall- An update from your Animal Hospital
- Heartworm Prevention explained by your Welland Veterinarian
- Welland Veterinarian on the Radio!!! Tune in Sunday 105.1 ED FM



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



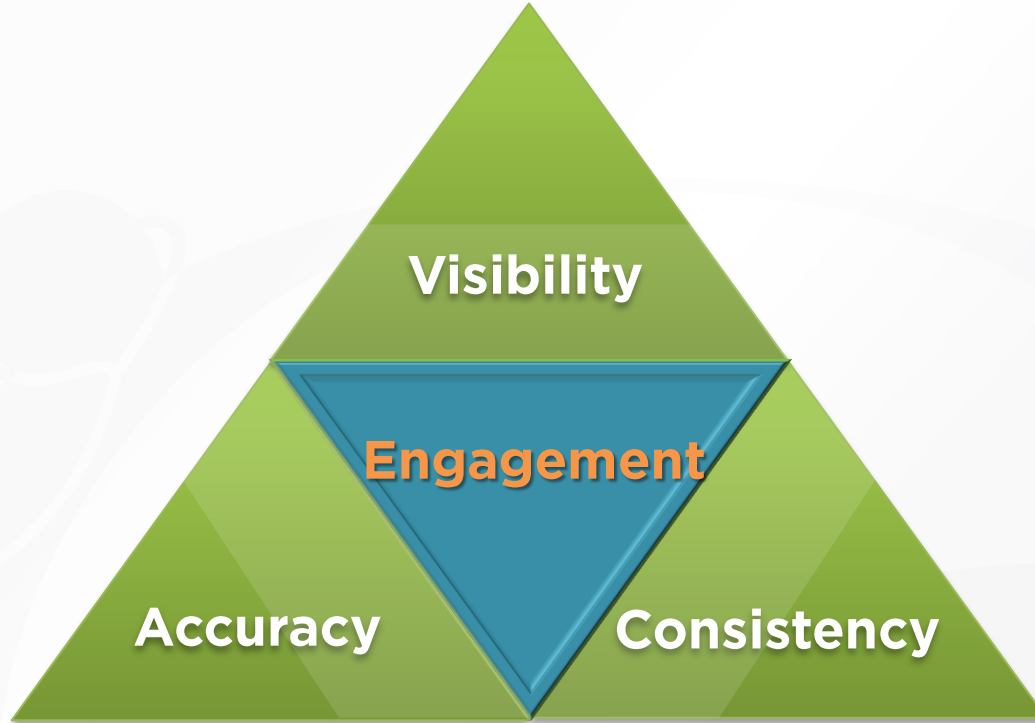
3 Principles of Effective Content

CREATE A **SYSTEM** TO:

**Be
consistent**

**Be
accurate**

**Be
Visible**





1

SELECT AN EDITOR

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



2

CREATE A TOPIC LIST

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

3

CREATE A SCHEDULE

~~Today I will be inspired...~~

What do I write about...



EXAMPLE

|  partners FOR HEALTHY PETS | January | February |
|---|--|--|
| Monthly Content Theme | | |
| <i>Subject 1</i> <i>(Ex: Pet Topic)</i> | Topic: Changing Flea Season Keyword Phrase: Seattle Veterinarian Author: Helen Rough Draft Due: January 7th Publish Date: 10th | Topic: Keyword Phrase: Author: Rough Draft Due: Publish Date: |
| <i>Subject 2</i> | Topic: Keyword Phrase: Author: Rough Draft Due: Publish Date: | Topic: Keyword Phrase: Author: Rough Draft Due: Publish Date: |



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

ACTION

PLAN

