Module 2 - Websites

Veterinary Website "Must Haves"

» Silver Bullet Checklist

Here we will examine and evaluate the effectiveness of your practice's existing website to determine whether it is the client-generating / practice showcasing tool it should be.

The following worksheet contains a series of criteria that must be present in order to have an effective veterinary website. I highly recommend that you take this checklist and apply it honestly to your current website. Go through each item listed and tick off only those which you feel your website does satisfactorily.

For example, under the 'Effective' category, you'll want to ask yourself, "Does our website have effective 'calls to action' – is it likely to compel visitors to actually *do something* rather than just browse briefly and then leave?" and "Does our website display a large phone number, one that urges prospective clients to pick up the phone and call to make an appointment?"

For items where you feel your website currently falls short, simply leave those boxes blank. At the end of the exercise, based on how many criterion are present, you should get a better sense of how effectively your website is attracting and generating new clients for your business – and a good idea of what needs to be changed or improved.

1

» Does your website have the following elements...

Is it BEAUTIFUL?

- ☐ **Displays human/animal bond**
- ☐ **Loving interactions present**
- ☐ **Dynamic (moving) images**
- ☐ **Warm colours**
- ☐ **NO empty rooms**
- ☐ **NO pictures of surgery**

Is it SIMPLE?

- ☐ **Clear client navigation**
- ☐ **Easily changeable – can access, update and make modifications**
- ☐ **Intuitive forms**
- ☐ **Direct access to About Us**
- ☐ **Direct access to Contact Us**
- ☐ **Direct access to Social Media pages (e.g. Facebook)**

Is it EFFECTIVE?

- ☐ **Clear calls to action**
- ☐ **Very visible phone number**
- ☐ **Fresh content (blog)**
- ☐ **Shareable content**
- ☐ **Inspiring message**

2

If most of the boxes have been checked, that's great news - it means your website is doing everything it should be attract and engage well with clients – and to grow your business. However, the more empty boxes there are, the more you should seriously consider contacting your web developer and have them start working on making your website the powerful client-generating machine it should be.

Questions?

Please feel free to email:
phpjumpstart@dvmelite.com