A good web design/marketing agency will tell you: if your competition is out there, you need to be out there, too. From the perspective of finding new clients, having your own website for your practice can go a long way in getting clients in the door. Consumers are active on the Internet, and an online presence for your practice is extremely important to be successful in a highly competitive marketplace.

This isn’t just for the “animal clinic” veterinary practice anymore. No matter what your specialty, having your own website can prove to be a much-needed resource in enhancing your practice and developing better relationships with current clientele. Let your website shine with information your clients will find useful, while increasing awareness of your services, offering them education, and expanding your practice.

For example, your website enables you to offer value-added services for your existing and new clients:

- Disseminate information to educate your clients about various diseases and treatments
- Offer preventive medical tips
- Provide an overview of the procedures used to treat the conditions you specialize in
- List symptoms clients should be concerned about on a seasonal basis
- Post all the forms clients may need so that they can print them out and complete them before their appointment
- Post your office hours
- Provide directions to your office
- Make an impression, or a personal connection, by posting photos and your professional profile, and if applicable, photos and bios of your staff

Resources to help you get your website up:
Creating a website and developing an online presence has become very easy, and sites are hosted at nominal costs. Remember, you only get one chance to make a first impression. Experienced professional website designers specializing in building sites for veterinarians can create a site tailored to your specific needs. These companies can help you “brand” your practice and can help you with search engine optimization that will make your site rank high on search engines such as Google, Yahoo!, and Bing.

In this regard, a little homework can go a long way. Check out websites of other veterinary practices and ask your colleagues who they used. We have provided several resources below that are experienced with veterinary website design. If you have used a good design firm, please feel free to share their information and your experience so they can be added to our list.

VetNetwork: http://www.vetnetwork.com
Cheshire Partners: http://www.chesirepartnersllc.com
Vet Web Designers: http://www.vetwebdesigners.com
Animal Doctor Design: http://www.animaldoctordesign.com
Beyond Indigo Pets: http://www.beyondindigopets.com