



VETERINARY MARKETING BENCHMARK REPORT

2022 EDITION

PRESENTED BY iVET360



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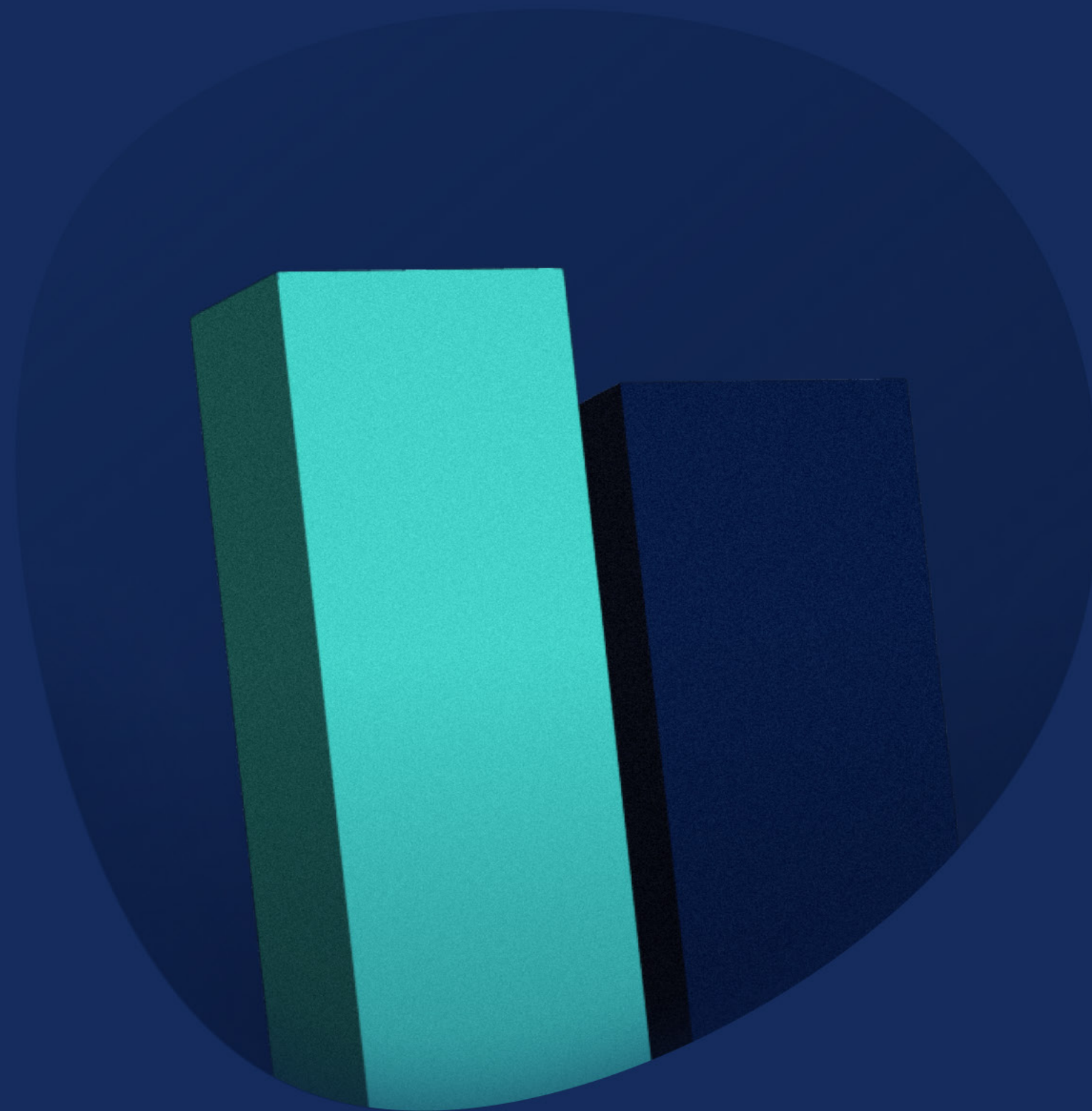
Corporate vs. Independent: *It's Not A Level Playing Field Anymore*

If you've downloaded our reports in the past, you know we love us some data. It's in our company DNA and it directs our every business decision. So this year, we went large and we dug deeper into the data than ever before, following the digital footprints of **22,127 veterinary hospitals** across the country.

Corporate groups have become huge players in this industry—so instead of our traditional efforts of reviewing 1000 accredited private practices, we split the industry in two and compared 500 independents with 500 corporates (*MARS-owned hospitals not included*). We're also publishing **complete website data** for the top 30 veterinary marketing providers and 30 corporate groups. For the first time ever you can see how they truly compete against one another, how many hospitals utilize their web services, and ultimately what you need to change to stay a step ahead.

We do all of this to give you, yes YOU, the clearest picture possible of the current state of veterinary digital marketing: who the big players are, where the corporate shift is happening, and how big-budget competition is impacting you. **Most importantly, you'll see why you need to take your marketing seriously right now.**

And it all starts with a good website—so that's where we'll begin.



Websites

7.7% of veterinary hospitals still don't have a website...

In 2022. How is that even possible? And it's not just small rural clinics who don't have them—there are suburban and metropolitan practices that have no online home either.

On the other end of the spectrum, corporate groups have taken a Godzilla-sized bite out of private practice. Their marketing strategies have changed, too.

We'll show you who uses who to make their websites, who's got their sister's kid helping them out, and who's not doing it at all.

We've also scored all the providers on **SEO, site speed, Google Analytics & Tag Manager, SSL compliance, Schema Markup, and responsiveness**. These are key foundational elements of your online domain that matter, and you'll need to keep them in mind when choosing your hospital's marketing provider. We're here to give you the facts — not distract you with shiny objects



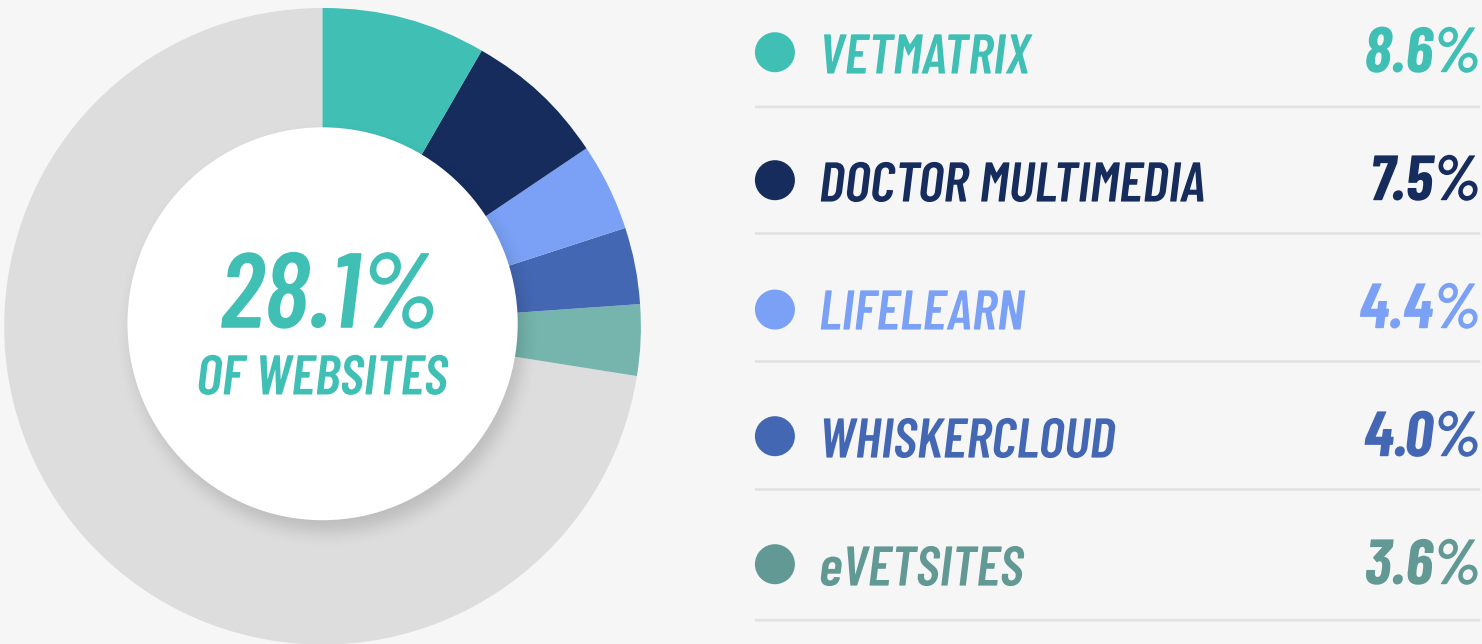
Who's Making Vet Practice Websites?

Nearly **64% of corporate practice websites** are being built entirely in-house. Makes sense—create your own strategy then execute.

56.6% of independent hospitals have gone outside the vet industry to build their sites, and are using less expensive platforms like Wix, Squarespace, and Weebly.

Ten corporate groups have turned the keys over to newly Petvisor-purchased [WhiskerCloud](#). Essentially, they're using the same exact website service to compete for new clients in the same exact geographic location. Bad for them, good for you—if you know how to market against that weakness (which we do).

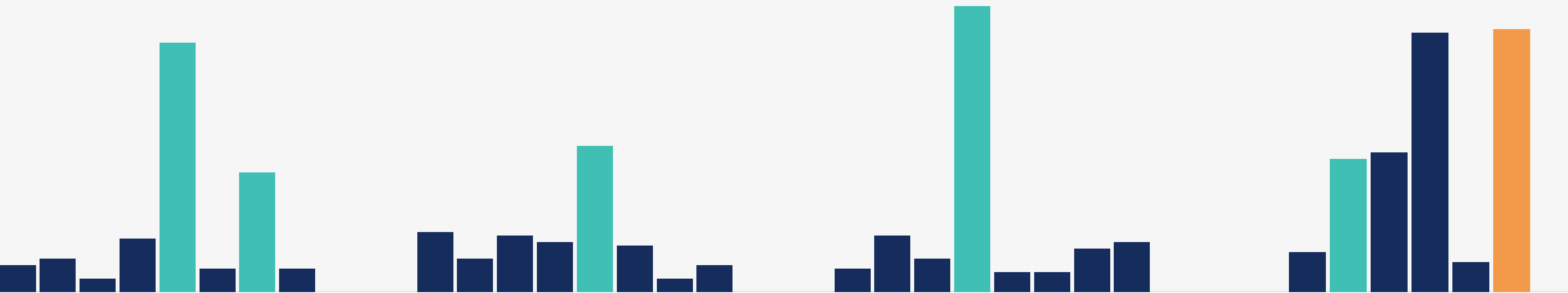
The Top 5 Industry-Specific Providers



On The Rise: WhiskerCloud, currently responsible for **4%** of the industry's websites, is on pace to join the top 3 providers thanks in large part to their corporate partnerships.

The Top 30 Veterinary Website Providers

% OF USAGE ACROSS INDUSTRY



3SIDEDMEDIA	0.8%	GODADDY	1.8%	SCORPION	0.7%	WEEBLY	1.2%
BEYOND INDIGO PETS	1.0%	HIBU	1.0%	SQUARESPACE	1.7%	WHISKERCLOUD	4.0%
CHESHIRE PARTNERS	0.4%	IDEXX	1.7%	THRYV	1.0%	WIX	4.2%
DIGITAL EMPATHY	1.6%	INTOUCH	1.5%	VETMATRIX	8.6%	WORDPRESS	7.8%
DOCTOR MULTIMEDIA	7.5%	LIFELEARN	4.4%	VETNETWORK / VIVIO	0.6%	ZESTY.IO	0.9%
DVMELITE	0.7%	iVET360	1.4%	VETSCENE	0.6%	NO WEBSITE	7.7%
eVETSITES	3.6%	PROSITES	0.4%	VETSTREET	1.3%		
GENIUSVETS	0.7%	ROYA	0.8%	VIZISITES	1.5%		

● INDUSTRY-SPECIFIC TOP 5

Responsiveness



● CORPORATE	98%
● INDEPENDENT	95%
iVET360 CLIENTS	100%

No one is looking at your practice website on a desktop anymore. If your site isn't optimized for phones and tablets, not only are clients going to swipe away, but your practice is also being penalized by search engines.

SSL Certificate



● CORPORATE	99%
● INDEPENDENT	83.8%
iVET360 CLIENTS	100%

The URL for safe pages starts with "https," telling people it's safe to visit your site without worrying about being attacked by viruses. Google's also going to dock you some SEO points if you're operating without it.

SEO Optimization



● CORPORATE	16.6%
● INDEPENDENT	15.2%
iVET360 CLIENTS	95%

True SEO optimization means 100% unique title tags, meta descriptions, and no duplicates. Without a passing score on this test, your practice won't be at the top of any Google search. If you're paying for this service your rankings should reflect it.

ADA Compliance



● CORPORATE	43.2%
● INDEPENDENT	59.4%
iVET360 CLIENTS	100%

If making your practice accessible to everyone with pets isn't enough of an incentive, you should know that lawsuits are on the rise for businesses who haven't upgraded their sites to be ADA compliant—now a legal requirement in most states.

Responsiveness

iVET360	100%
DIGITAL EMPATHY	100%
DVMELITE	100%
GENIUSVETS	100%
NEXT AD	100%
ROYA	100%
SQUARESPACE	100%
THRYV	100%
VET MARKETING PRO	100%
▶ WHISKERCLOUD	100%
ZESTY.IO	100%
▶ VETMATRIX	99.6%
GODADDY	98.8%
VIZISITES	98.3%
VETSCENE	98.2%
WIX	98.2%
PROSITES	98%
HIBU	97.8%
BEYOND INDIGO PETS	97.6%
▶ DOCTOR MULTIMEDIA	97.6%
CHESHIRE PARTNERS	97.3%
▶ eVETSITES	97%
INTOUCH	96.6%
SIMPLY DONE TECH SOLUTIONS	94.3%
IDEXX	94.2%
VETNETWORK/VIVIO	92.9%
▶ LIFELEARN	91.1%
WEEBLY	91%
DVM GALAXY	86.7%
SARIS	85%

SSL Certificate

iVET360	100%
BEYOND INDIGO PETS	100%
DIGITAL EMPATHY	100%
DVMELITE	100%
GENIUSVETS	100%
▶ LIFELEARN	100%
NEXT AD	100%
SECOND NATURE	100%
THRYV	100%
VET MARKETING PRO	100%
VIZISITES	100%
▶ WHISKERCLOUD	100%
▶ eVETSITES	99.6%
▶ DOCTOR MULTIMEDIA	99.0%
WIX	98.6%
INTOUCH	98.1%
SIMPLY DONE TECH SOLUTIONS	97.1%
SARIS	97%
CHESHIRE PARTNERS	94.7%
ROYA	94%
HIBU	92.8%
VETNETWORK/VIVIO	92.7%
SQUARESPACE	89%
VETSCENE	88.9%
ZESTY.IO	83.8%
▶ VETMATRIX	78.6%
GODADDY	78.2%
DVM GALAXY	72.1%
WEEBLY	60.8%
IDEXX	52.8%

SEO Optimization

iVET360	95%
BEYOND INDIGO PETS	55.4%
▶ DOCTOR MULTIMEDIA	33.6%
VETSCENE	31.5%
DVMELITE	30.3%
CHESHIRE PARTNERS	28%
▶ WHISKERCLOUD	25.5%
ROYA	25%
INTOUCH	21.3%
VETNETWORK/VIVIO	19.7%
WIX	16.2%
VET MARKETING PRO	12.9%
GODADDY	11.6%
NEXT AD	10.2%
IDEXX	6.2%
GENIUSVETS	4%
ZESTY.IO	3.9%
▶ eVETSITES	3%
▶ VETMATRIX	0.2%
DIGITAL EMPATHY	0%
VIZISITES	0%
▶ LIFELEARN	0%
SECOND NATURE	0%
SIMPLY DONE TECH SOLUTIONS	0%
SARIS	0%
DVM GALAXY	0%
WEEBLY	0%
PROSITES	0%
3SIDEDMEDIA	0%
VETSTREET	0%

Under The Hood

Lets take a look at what really matters on the backend of your website and see where your provider lands on each list. And remember, these scores come directly from Google and are averages across all of their live sites tested.

▶ = INDUSTRY-SPECIFIC TOP 5

Responsiveness

ALLIANCE ANIMAL HEALTH	100%
AMERIVET VETERINARY PARTNERS INC	100%
AMERICAN VETERINARY GROUP	100%
AZPETVET	100%
CAREVET	100%
COMMUNITY VETERINARY PARTNERS	100%
DESTINATION PET	100%
ENCORE VET GROUP	100%
EVERVET PARTNERS	100%
FAMILY VET GROUP	100%
HEARTLAND VETERINARY PARTNERS	100%
INNOVETIVE PETCARE INC	100%
LAKEFIELD VETERINARY GROUP	100%
MISSION VETERINARY PARTNERS	100%
NATIONAL VETERINARY ASSOCIATES	100%
NORTHEAST VETERINARY PARTNERS	100%
OBRIEN VETERINARY GROUP	100%
PEOPLE PETS & VETS	100%
PETVET CARE CENTERS INC	100%
RAREBREED VETERINARY PARTNERS	100%
SUVETO	100%
SOUTHERN VETERINARY PARTNERS	100%
UNITED VETERINARY CARE	100%
VALLEY VETERINARY CARE	100%
VETCOR	100%
VETEVELOVE	100%
WELLHAVEN PET HEALTH	100%
WESTERN VETERINARY PARTNERS	100%
VETERINARY PRACTICE PARTNERS	98.6%
BLUE RIVER PETCARE GROUP	92%

SSL Certificate

ALLIANCE ANIMAL HEALTH	100%
AMERIVET VETERINARY PARTNERS INC	100%
AMERICAN VETERINARY GROUP	100%
AZPETVET	100%
BLUE RIVER PETCARE GROUP	100%
CAREVET	100%
COMMUNITY VETERINARY PARTNERS	100%
DESTINATION PET	100%
ENCORE VET GROUP	100%
EVERVET PARTNERS	100%
FAMILY VET GROUP	100%
HEARTLAND VETERINARY PARTNERS	100%
INNOVETIVE PETCARE INC	100%
LAKEFIELD VETERINARY GROUP	100%
MISSION VETERINARY PARTNERS	100%
NATIONAL VETERINARY ASSOCIATES)	100%
NORTHEAST VETERINARY PARTNERS	100%
OBRIEN VETERINARY GROUP	100%
PEOPLE PETS & VETS	100%
RAREBREED VETERINARY PARTNERS	100%
SUVETO	100%
SOUTHERN VETERINARY PARTNERS	100%
UNITED VETERINARY CARE	100%
VALLEY VETERINARY CARE	100%
VETCOR	100%
VETEVELOVE	100%
WELLHAVEN PET HEALTH	100%
WESTERN VETERINARY PARTNERS	100%
PETVET CARE CENTERS INC	99.7%
VETERINARY PRACTICE PARTNERS	98.6%


SEO Optimization

WESTERN VETERINARY PARTNERS	84.7%
VETERINARY PRACTICE PARTNERS	63%
COMMUNITY VETERINARY PARTNERS	53.3%
ENCORE VET GROUP	51.4%
EVERVET PARTNERS	50%
RAREBREED VETERINARY PARTNERS	50%
HEARTLAND VETERINARY PARTNERS	44.3%
UNITED VETERINARY CARE	37.5%
AMERIVET VETERINARY PARTNERS INC	31%
VETCOR	12.4%
NATIONAL VETERINARY ASSOCIATES	11.2%
FAMILY VET GROUP	6.7%
NORTHEAST VETERINARY PARTNERS	6.7%
ALLIANCE ANIMAL HEALTH	6%
MISSION VETERINARY PARTNERS	5.6%
WELLHAVEN PET HEALTH	2.5%
AMERICAN VETERINARY GROUP	0%
AZPETVET	0%
BLUE RIVER PETCARE GROUP	0%
CAREVET	0%
DESTINATION PET	0%
INNOVETIVE PETCARE INC	0%
LAKEFIELD VETERINARY GROUP	0%
OBRIEN VETERINARY GROUP	0%
PEOPLE PETS & VETS	0%
SUVETO	0%
SOUTHERN VETERINARY PARTNERS	0%
VALLEY VETERINARY CARE	0%
VETEVELOVE	0%
PETVET CARE CENTERS INC	0%

Under The Hood

The short story is... the corporate groups understand where to invest their time and money and are outpacing most industry specific providers. This is why you need to make sure your provider is keeping up.


Website Loading Speed



CORPORATE	2.6s
INDEPENDENT	3.5s
iVET360 CLIENTS	2.1s

The good news is that vet websites industry-wide got faster in 2022. The bad news is that corporate sites load almost a full second faster than the average independent. That gives corporates the edge.


Google Analytics (UA)



CORPORATE	96.2%
INDEPENDENT	79.4%
iVET360 CLIENTS	100%

Unbelievably this stat dropped in 2022. If you don't track your website's data, you'll never know what works and how to make changes. Corporate understands this and has almost a near-perfect score.


Google Tag Manager (GTM)



CORPORATE	74.2%
INDEPENDENT	26%
iVET360 CLIENTS	100%

With Tag Manager, hospitals can verify and track leads that come from advertising. If you aren't using Tag Manager to track where your leads are coming from, it's going to be harder to understand the true ROI of your marketing efforts.

Schema Markup



CORPORATE	44%
INDEPENDENT	35%
iVET360 CLIENTS	100%

Schema Markup is the language of search engines and ensures that people are likely to find exactly what they're looking for on your site. It's the secret SEO sauce your site is most likely missing.

Website Loading Speed	Google Analytics (UA)	Google Tag Manager (GTM)	Schema
BEYOND INDIGO PETS1.8s	iVET360100%	iVET360100%	iVET360100%
▶ VETMATRIX1.8s	GENIUSVETS100%	DIGITAL EMPATHY100%	▶ WHISKERCLOUD99.3%
GODADDY2s	DIGITAL EMPATHY100%	GENIUSVETS100%	▶ VETMATRIX97.7%
iVET3602.1s	▶ VETMATRIX100%	SECOND NATURE100%	VIZISITES96.5%
THRYV2.2s	▶ WHISKERCLOUD99.7%	▶ WHISKERCLOUD99.7%	WIX96%
HIBU2.3s	ROYA99.4%	DVMELITE93.1%	BEYOND INDIGO PETS87.6%
CHESHIRE PARTNERS2.5s	BEYOND INDIGO PETS98.5%	VET MARKETING PRO90.3%	ROYA82.2%
VETNETWORK/VIVIO2.6s	DVMELITE98.5%	BEYOND INDIGO PETS85.6%	GENIUSVETS78.6%
VETSCENE2.7s	▶ LIFELEARN97.5%	NEXT AD81.6%	NEXT AD69.4%
ROYA2.9s	VETSTREET97%	INTOUCH78.6%	CHESHIRE PARTNERS68%
SIMPLY DONE TECH SOLUTIONS2.9s	NEXT AD94%	ZESTY.IO5.6%	VETSCENE61.6%
▶ WHISKERCLOUD3.1s	SECOND NATURE91.3%	CHESHIRE PARTNERS5.3%	INTOUCH45.2%
NEXT AD3.1s	IDEXX90.4%	▶ DOCTOR MULTIMEDIA4.9%	GODADDY37.7%
VETSTREET3.1s	VET MARKETING PRO90.3%	VIZISITES3.8%	VETNETWORK/VIVIO36.5%
▶ DOCTOR MULTIMEDIA3.2s	3SIDEDMEDIA89.1%	ROYA3%	VET MARKETING PRO33.9%
WIX3.2s	CHESHIRE PARTNERS88%	SARIS3%	▶ DOCTOR MULTIMEDIA26.6%
GENIUSVETS3.2s	SIMPLY DONE TECH SOLUTIONS85.7%	▶ LIFELEARN2.9%	▶ LIFELEARN7.6%
ZESTY.IO3.2s	INTOUCH80.1%	VETNETWORK/VIVIO2.2%	PROSITES6.9%
DVMELITE3.3s	VETNETWORK/VIVIO70.1%	3SIDEDMEDIA1.9%	DVMELITE5.3%
VIZISITES3.7s	VIZISITES63.7%	▶ VETMATRIX1.7%	3SIDEDMEDIA1.9%
SECOND NATURE3.8s	▶ DOCTOR MULTIMEDIA60.2%	IDEXX1.7%	ZESTY.IO1.1%
DVM GALAXY3.8s	▶ eVETSITES54.4%	VETSCENE1.7%	IDEXX0.8%
INTOUCH3.9s	SARIS48.4%	WEEBLY1.6%	▶ eVETSITES0.60%
WEEBLY4s	PROSITES48.3%	DVM GALAXY1.5%	WEEBLY0.4%
DIGITAL EMPATHY4.1s	DVM GALAXY29.9%	WIX1.2%	DIGITAL EMPATHY0%
VET MARKETING PRO4.2s	VETSCENE28.2%	▶ eVETSITES1%	SECOND NATURE0%
▶ LIFELEARN4.3s	ZESTY.IO9.5%	VETSTREET0%	DVM GALAXY0%
SARIS4.3s	GODADDY4.1%	SIMPLY DONE TECH SOLUTIONS0%	VETSTREET0%
IDEXX4.6s	WIX1.9%	PROSITES0%	SIMPLY DONE TECH SOLUTIONS0%
▶ eVETSITES5.8s	WEEBLY0	GODADDY0%	SARIS0%

Website Loading Speed	Google Analytics (UA)	Google Tag Manager (GTM)	Schema
FAMILY VET GROUP2.1s	AMERIVET VETERINARY PARTNERS INC100%	AMERIVET VETERINARY PARTNERS INC100%	AMERIVET VETERINARY PARTNERS INC100%
VETEVOLVE2.1s	AZPETVET100%	AZPETVET100%	AZPETVET100%
PETVET CARE CENTERS INC2.4s	CAREVET100%	CAREVET100%	COMMUNITY VETERINARY PARTNERS100%
AZPETVET2.5s	DESTINATION PET100%	DESTINATION PET100%	EVERVET PARTNERS100%
RAREBREED VETERINARY PARTNERS2.5s	ENCORE VET GROUP100%	ENCORE VET GROUP100%	HEARTLAND VETERINARY PARTNERS100%
VALLEY VETERINARY CARE2.7s	EVERVET PARTNERS100%	EVERVET PARTNERS100%	NORTHEAST VETERINARY PARTNERS100%
ALLIANCE ANIMAL HEALTH2.8s	FAMILY VET GROUP100%	HEARTLAND VETERINARY PARTNERS100%	RAREBREED VETERINARY PARTNERS100%
ENCORE VET GROUP2.8s	HEARTLAND VETERINARY PARTNERS100%	INNOVETIVE PETCARE INC100%	UNITED VETERINARY CARE100%
SOUTHERN VETERINARY PARTNERS2.8s	INNOVETIVE PETCARE INC100%	NATIONAL VETERINARY ASSOCIATES100%	VALLEY VETERINARY CARE100%
EVERVET PARTNERS2.8s	NATIONAL VETERINARY ASSOCIATES100%	NORTHEAST VETERINARY PARTNERS100%	WESTERN VETERINARY PARTNERS100%
UNITED VETERINARY CARE2.9s	NORTHEAST VETERINARY PARTNERS100%	OBRIEN VETERINARY GROUP100%	PETVET CARE CENTERS INC99.7%
AMERICAN VETERINARY GROUP2.9s	OBRIEN VETERINARY GROUP100%	RAREBREED VETERINARY PARTNERS100%	SOUTHERN VETERINARY PARTNERS98%
CAREVET3s	PETVET CARE CENTERS INC100%	SOUTHERN VETERINARY PARTNERS100%	ALLIANCE ANIMAL HEALTH96%
AMERIVET VETERINARY PARTNERS INC3s	RAREBREED VETERINARY PARTNERS100%	VETEVOLVE100%	MISSION VETERINARY PARTNERS95.5%
WESTERN VETERINARY PARTNERS3.1s	SOUTHERN VETERINARY PARTNERS100%	WESTERN VETERINARY PARTNERS100%	WELLHAVEN PET HEALTH75%
WELLHAVEN PET HEALTH3.1s	VALLEY VETERINARY CARE100%	PETVET CARE CENTERS INC98.1%	ENCORE VET GROUP72.3%
HEARTLAND VETERINARY PARTNERS3.1s	VETEVOLVE100%	VETERINARY PRACTICE PARTNERS97.2%	BLUE RIVER PETCARE GROUP13.8%
VETCOR3.1s	WELLHAVEN PET HEALTH100%	ALLIANCE ANIMAL HEALTH96%	VETEVOLVE10%
LAKEFIELD VETERINARY GROUP3.2s	WESTERN VETERINARY PARTNERS100%	MISSION VETERINARY PARTNERS94%	NATIONAL VETERINARY ASSOCIATES7.1%
NORTHEAST VETERINARY PARTNERS3.2s	VETERINARY PRACTICE PARTNERS98.6%	UNITED VETERINARY CARE91.6%	INNOVETIVE PETCARE INC4.9%
NATIONAL VETERINARY ASSOCIATES3.2s	PEOPLE PETS & VETS98%	COMMUNITY VETERINARY PARTNERS88.8%	DESTINATION PET3.1%
SUVETO3.4s	COMMUNITY VETERINARY PARTNERS97.8%	WELLHAVEN PET HEALTH87.5%	VETCOR0.4%
VETERINARY PRACTICE PARTNERS3.4s	MISSION VETERINARY PARTNERS97.3%	AMERICAN VETERINARY GROUP83.3%	AMERICAN VETERINARY GROUP0%
PEOPLE PETS & VETS3.4s	LAKEFIELD VETERINARY GROUP97.2%	SUVETO82.5%	CAREVET0%
COMMUNITY VETERINARY PARTNERS3.5s	ALLIANCE ANIMAL HEALTH96%	PEOPLE PETS & VETS44.6%	FAMILY VET GROUP0%
MISSION VETERINARY PARTNERS3.6s	SUVETO95%	FAMILY VET GROUP33.3%	LAKEFIELD VETERINARY GROUP0%
DESTINATION PET3.9s	UNITED VETERINARY CARE91.6%	LAKEFIELD VETERINARY GROUP13.8%	OBRIEN VETERINARY GROUP0%
OBRIEN VETERINARY GROUP4.8s	AMERICAN VETERINARY GROUP90%	BLUE RIVER PETCARE GROUP1.1%	PEOPLE PETS & VETS0%
BLUE RIVER PETCARE GROUP5s	BLUE RIVER PETCARE GROUP86.2%	VALLEY VETERINARY CARE0%	SUVETO0%
INNOVETIVE PETCARE INC6.7s	VETCOR57%	VETCOR0%	VETERINARY PRACTICE PARTNERS0%

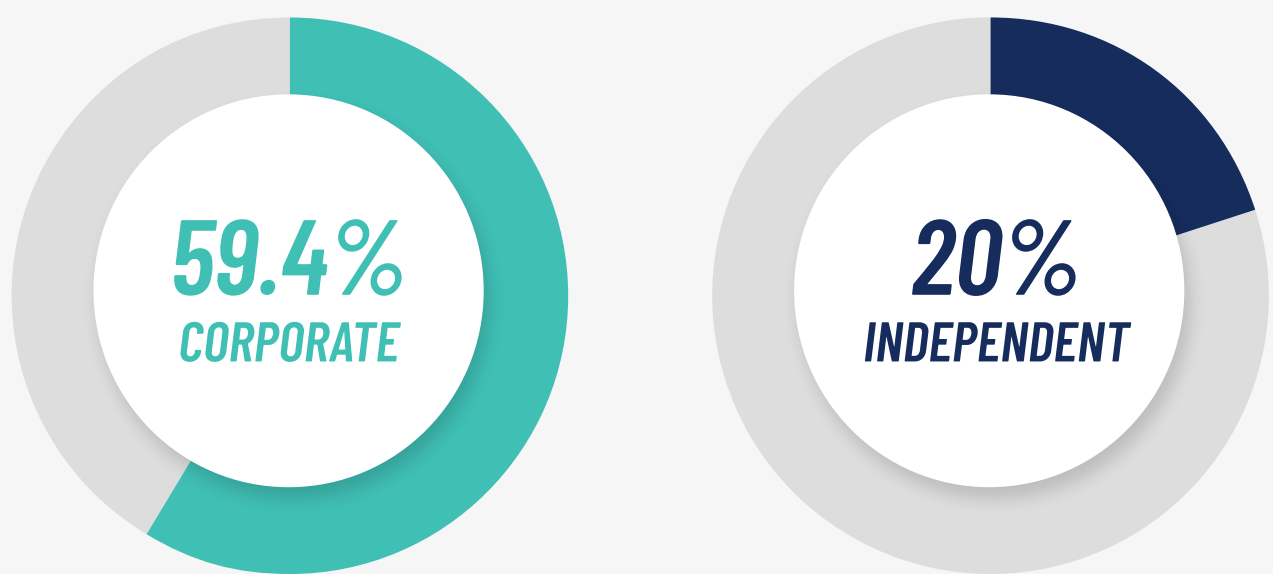
The Future Of Data Is Here

As of July 1st, 2023, Google’s Universal Analytics (UA) will stop processing new hits. If you rely on UA, we’re pushing you to move to Google Analytics 4 (GA4) which is the next generation website measurement solution. **If you want to understand your web traffic, you must have it installed on your website.**

GA4 uses Google’s machine learning to fill in gaps in your data with predictive insights to help you achieve better results so you can use the info to grow your business. Because it doesn’t rely exclusively on cookies, you can learn about your customers even if there are gaps in the data.

It takes just a few clicks to get started with GA4. Do it and start collecting historical data now before UA is history.

Google Analytics 4 (GA4)



With 96.2% of their sites using Google’s current analytics platform—UA—it should come as no surprise that corporate groups are leading the charge in the transition to GA4. While 59.4% pales in comparison to **iVET360 clients’ 100% score**, it is still a significant advantage over independent hospitals.



Performance

BEYOND INDIGO PETS	64
GODADDY	64
VETSTREET	63
VETNETWORK/VIVIO	62
iVET360	62
THRYV	59
VETSCENE	58
ZESTY.IO	56
ROYA	51
CHESHIRE PARTNERS	49
HIBU	48
PROSITES	46
DVM GALAXY	45
▶ DOCTOR MULTIMEDIA	44
INTOUCH	43
SECOND NATURE	43
WEEBLY	39
IDEXX	39
WIX	38
▶ eVETSITES	37
▶ LIFELEARN	36
VIZISITES	35
▶ VETMATRIX	34
NEXT AD	33
SARIS	31
VET MARKETING PRO	31
DVMELITE	30
GENIUSVETS	30
SIMPLY DONE TECH SOLUTIONS	29
▶ WHISKERCLOUD	27

Accessibility

iVET360	98
BEYOND INDIGO PETS	96
DIGITAL EMPATHY	95
HIBU	93
SQUARESPACE	91
WIX	91
INTOUCH	90
▶ DOCTOR MULTIMEDIA	90
IDEXX	90
GENIUSVETS	89
WEEBLY	89
SIMPLY DONE TECH SOLUTIONS	89
THRYV	88
VET MARKETING PRO	88
VETSCENE	88
DVMELITE	87
▶ eVETSITES	86
NEXT AD	85
▶ VETMATRIX	85
DVM GALAXY	84
VETNETWORK/VIVIO	82
CHESHIRE PARTNERS	82
VIZISITES	82
PROSITES	82
▶ LIFELEARN	80
▶ WHISKERCLOUD	80
ROYA	80
SARIS	80
GODADDY	80
SECOND NATURE	79

Best Practices

iVET360	98
WIX	96
SQUARESPACE	95
DIGITAL EMPATHY	90
▶ LIFELEARN	89
GODADDY	89
SECOND NATURE	88
▶ WHISKERCLOUD	88
INTOUCH	88
SIMPLY DONE TECH SOLUTIONS	88
VETSCENE	87
CHESHIRE PARTNERS	86
ROYA	85
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The Takeaway

What we really want you to take from this is the realization that it's no longer just you and Dr. Debbie Down The Street competing for clients. **You're up against billion-dollar companies.** And it's very possible you're also competing against yourself—because if you're using the same website provider as your competition, that means you're both getting the **exact same SEO and content.** You're canceling each other out.

(Continued on next page)



Corporate Moves

Groups such as NVA, Thrive Pet Healthcare (formally Pathway), Mission Veterinary Partners, VetCor, Alliance Animal Health, People Pets & Vets, American Veterinary Group, Veterinary Practice Partners, and CareVet have all created their own internal teams and websites. Then others like PetVet Care Centers and Southern Veterinary Partners have gone with well-known digital agencies. Honestly, all these moves make sense. However, the biggest surprise we've seen this year was the **shift to WhiskerCloud for so many vet groups**, including AmeriVet, Encore Vet Group, EverVet Partners, Family Vet Group, Heartland Veterinary Partners, Rarebreed Veterinary Partners, Mosaic Veterinary Partners, Northeast Veterinary Partners, The Nave Group and Western Veterinary Partners. **That means they're all now sharing the same provider/strategy in similar markets.** We're talking hundreds of the same website over and over.

Hospitals Going Outside the Industry

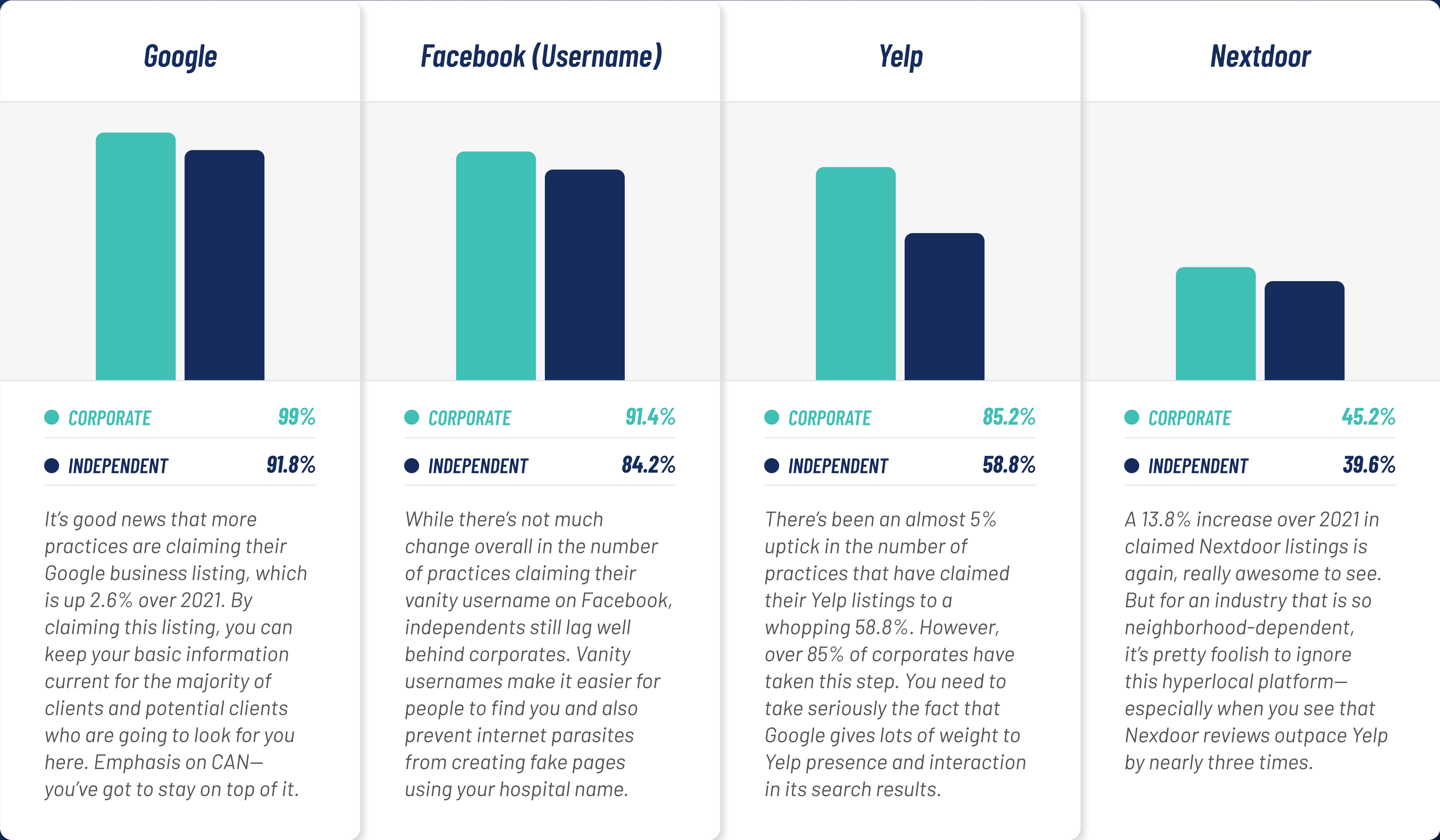
The grass isn't always greener, but with over 30 veterinary-specific marketing companies out there, we get it's hard to pick the "right" one. But the data speaks for itself—going outside the industry to companies that aren't well versed in veterinary care can hurt. Find someone who understands the nuances of veterinary medicine but also adheres to almighty Google's requirements. And who doesn't skimp on the SEO.

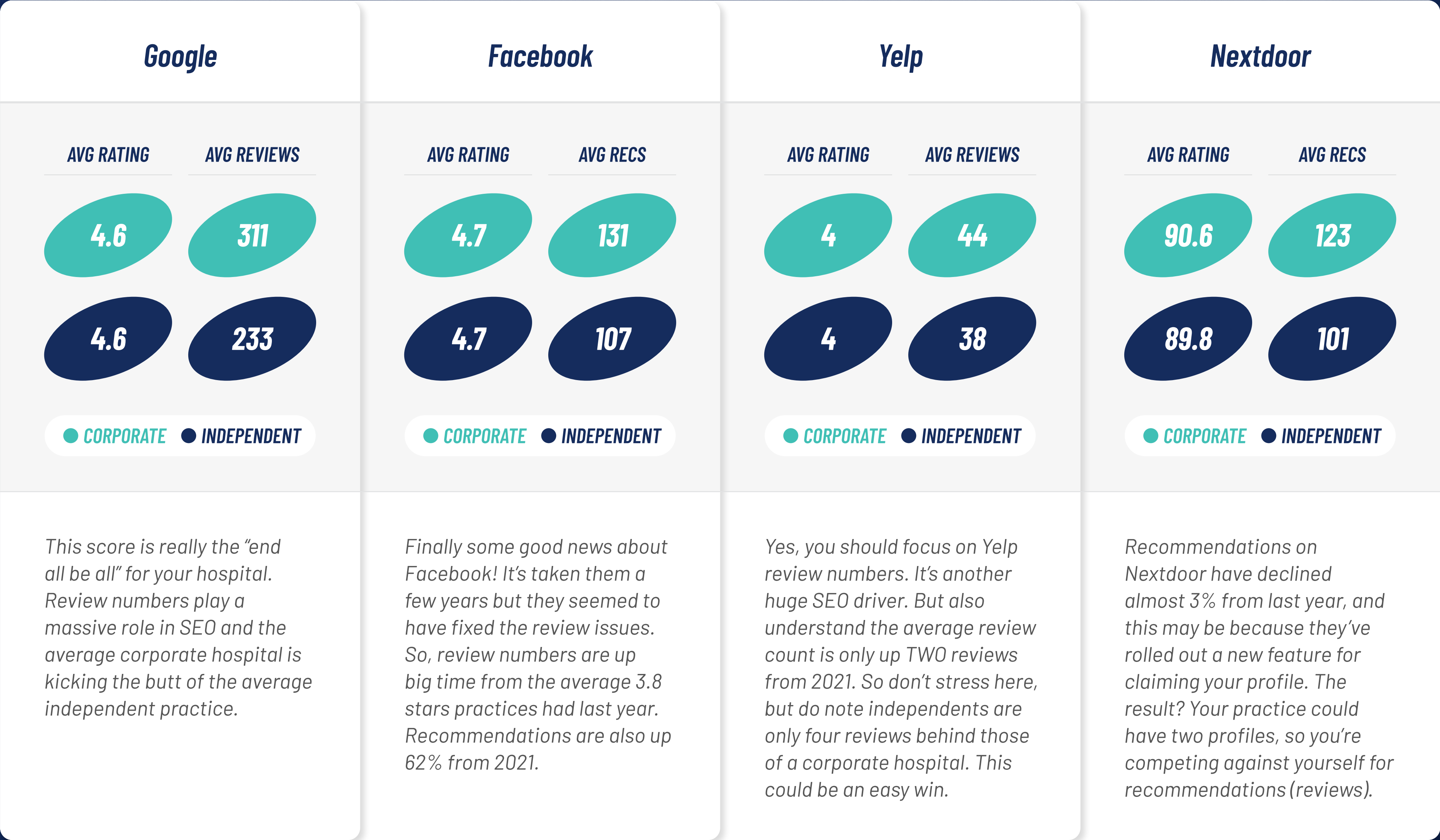
Local Listings (Social Media)

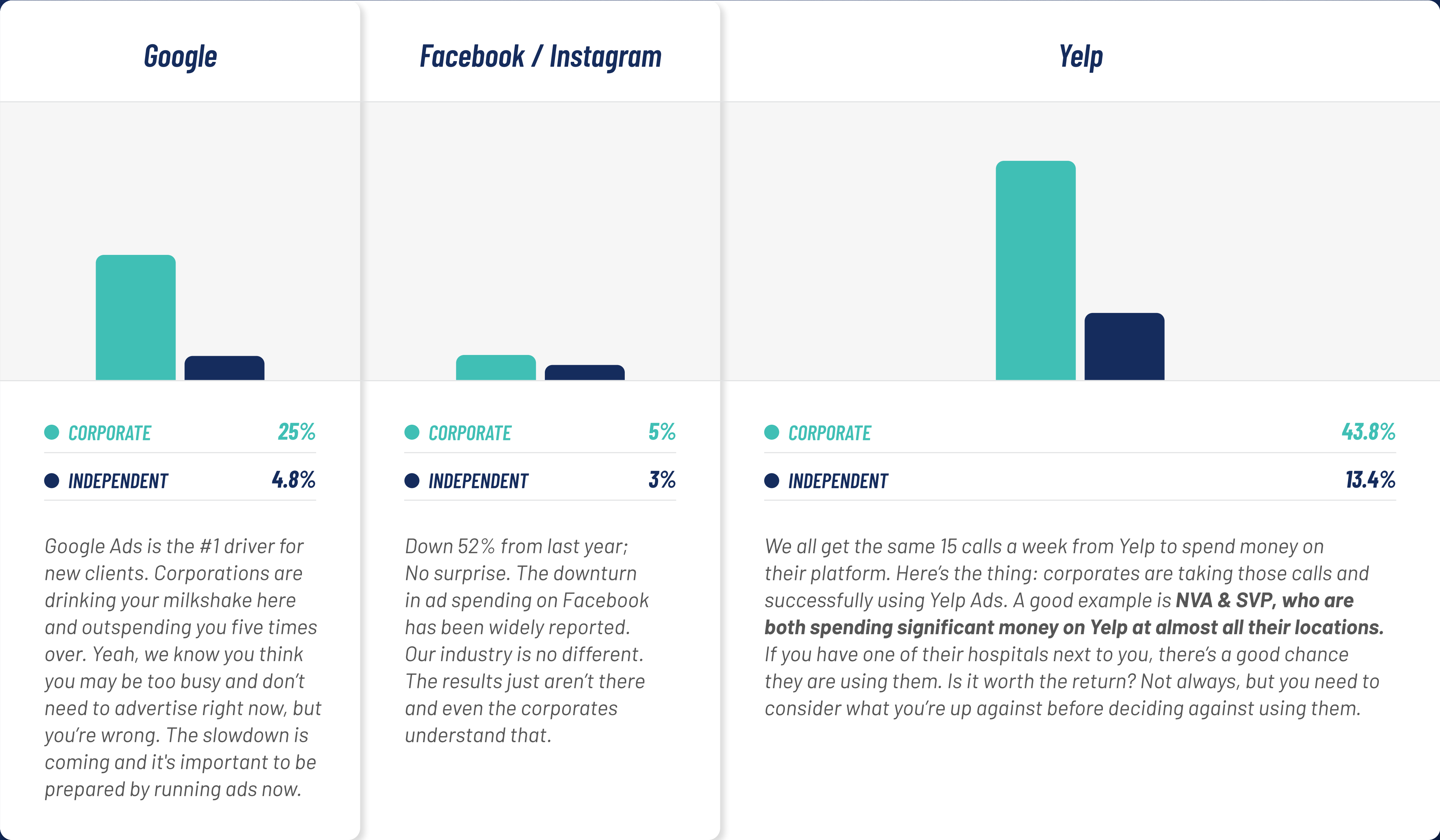
Are your social media accounts mostly just places where your staff members post pictures of cute patients? We love them, too—but we also know it's not doing anything to help your hospital grow. **What you really need to focus on is the listing side of these accounts.** That's what gets you found.

Believe us when we tell you corporate groups aren't sitting on this. They're paying attention to social media because they understand the value of it, and not just for long-term client growth. It's also a tool for the recruitment of employees and potential buyers down the road. That said, as a small independent practice, you still have some advantages in this area. Nearly all of the local listing providers on the next few pages are FREE, and all of them can help move the needle way more than just posting another Frenchie named Bella.









Google Business Profile	Facebook	Yelp	Nextdoor
Using GBP Posts: CORPORATE 27.6% INDEPENDENT 15.4%	Average # of Likes: CORPORATE 1595 INDEPENDENT 1429	Have A Check-In Offer CORPORATE 7.2% INDEPENDENT 8.6%	Have A Branded Page: CORPORATE 34% INDEPENDENT 25%
Using GBP Offers: CORPORATE 1.6% INDEPENDENT 1.2%	Average # of Followers: CORPORATE 1649 INDEPENDENT 1429	Offer a Yelp Deal: CORPORATE 0.8% INDEPENDENT 0.2%	<p>All tools mentioned except for Yelp Deals are free. These are easy wins for any hospital willing to put in the time.</p> <p>Spoiler Alert: All of these can be done in under an hour total. No excuses and free SEO.</p>
Using GBP Products: CORPORATE 5.8% INDEPENDENT 4.4%	Have A Branded Page: CORPORATE 69.4% INDEPENDENT 69%	Use Yelp Ask The Community: CORPORATE 4.8% INDEPENDENT 4.6%	
Using GBP Q & A: CORPORATE 13% INDEPENDENT 18.6%			
Have a GBP Description: CORPORATE 76.2% INDEPENDENT 52.8%	Use FB Messaging: CORPORATE 80.2% INDEPENDENT 77.6%		



Unleash The Urchins

Installing the Google Urchin Tracking Module (UTM) is a must-do for your digital marketing. This software is the basis for Google Analytics and appears as bits of text on a page's URL that enables tracking on that particular link.

Stop guessing and wasting time posting on the wrong platform and learn exactly what social media sites your clicks/users are coming from. And it's FREE.

Just like us, most corporate groups LOVE this kind of data—and they're using it to make better decisions about everything they do. Of all the veterinary marketing consultants out there, **only iVET360 and InTouch** are ensuring their practices have UTM across the board.

Don't be overwhelmed by the acronyms—just call us and we can get this done for you. Three clicks or less.

The Takeaway

We're begging you: please advertise digitally—especially on Google Ads—for your own good. Corporates are killing you with this, raising their profiles not only to potential clients, but more importantly to potential hires. The time to be building your business profile is *all the time*. Corporates are also doing a better job at getting reviews, which helps them rise to the top of the heap in search engine results.

We're going to bust a myth here: **You do not need to post all the time on social media platforms in order to keep engagement up.** The data just doesn't bear this out anymore. What's more important is that your listings are accurate and updated regularly. Then only post when what you have to share has some value for your clients...no more fluff. This is where you can differentiate yourself from the corporates, who use AI or a templated strategy for their posting. Yuck.

We're going to say it again; What matters is that you **take the time to make sure your profiles are claimed, updated and current.** The right hours, the right contact info, the right offers. Stop ignoring this as something you'll do when you "get time." It's costing you money and clients right now. Oh, and use all those free tools we talked about two pages ago.





WHAT'S NEXT?



OK, so you're like 37 pages in.

Now what do you do with all this data?

In previous reports we've hit hard on the fact that marketing isn't just a light switch you can turn on and off. Yeah, we get that burn-out is everywhere, scheduling is insane, and hiring is freaking impossible, so it's not easy. But independent practices and small veterinary groups like yours need to wake up and realize that the survival of your practice depends on it. That's why.

- **Keeping your finger on the pulse of the industry is a must.**
- **Knowing what your corporate competition is doing is vital.**
- **Understanding the challenges and pitfalls will keep your practice from going under and drowning in the corporate tsunami.**

There's no getting around the fact that you gotta spend money to make money. At this point you might be thinking, "What about being in the business to help pets?"

We feel you. It's our mission, too...but it is not necessarily the mission of private equity, and we all need to understand that.

So call us if you could use some help. No hard sell, no strings. We're here to make sure you get to focus on what you love and be successful at the same time.

iVET360°

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