



VETERINARY MARKETING BENCHMARK REPORT

2023 EDITION

PRESENTED BY iVET360

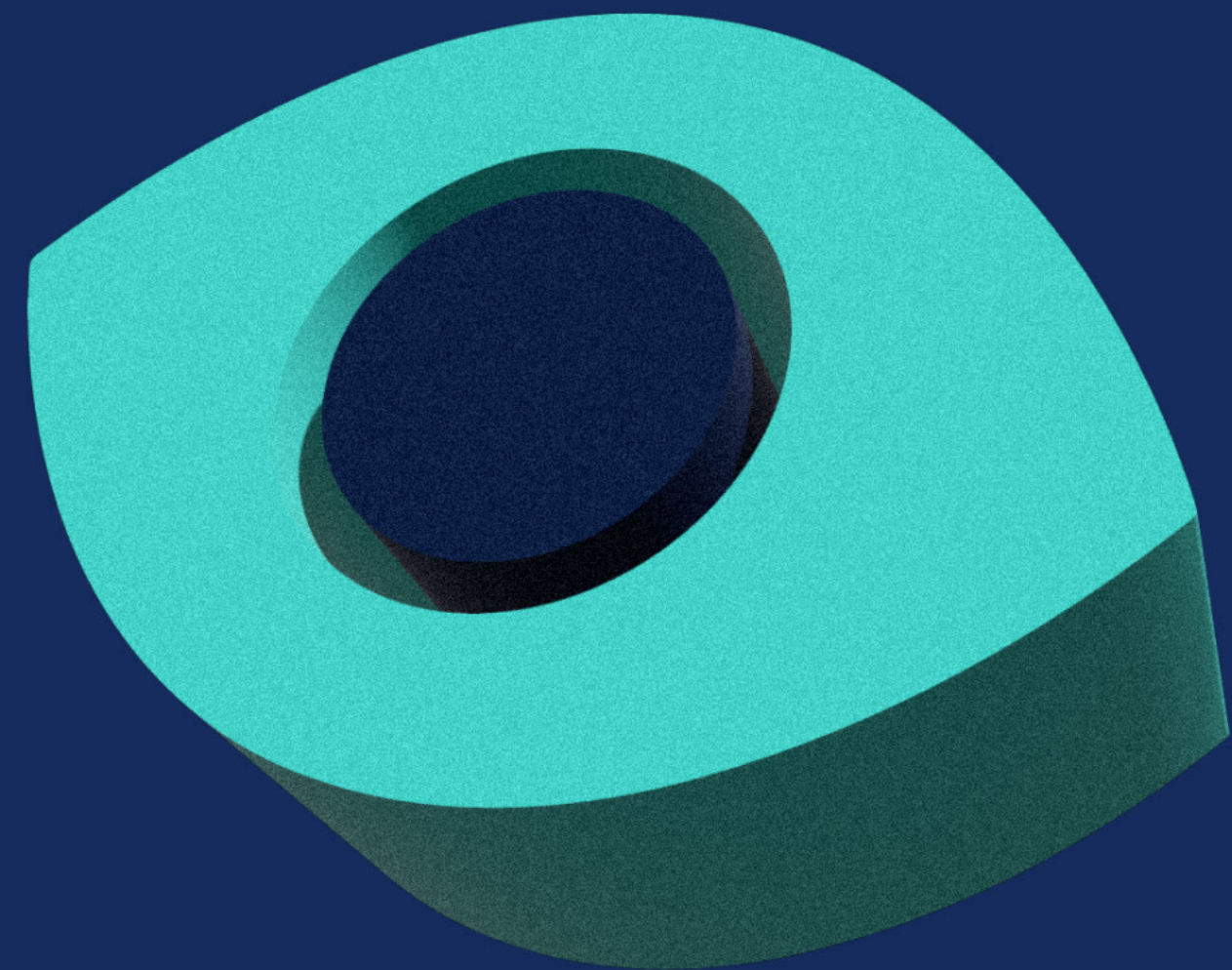
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Running a Practice is Hard. Marketing Doesn't Have to Be.

We're tossing the fluff this year, drilling down to what genuinely drives results. Sometimes data can lead to information overload, and as this report grew in size and knowledge, it became just that. Rather than overwhelm you with a blinding maze of metrics, we're stripping it down to things you can take direct action on.

This year's report will talk all things SEO, while also honing in on the 800-pound gorilla in the room...Google. In this consolidation climate we're all facing, our commitment is to be as relentless as ever. We're giving you a transparent, apples-to-apples showdown, **revealing how corporate bigwigs consistently outshine the independents** across both US and Canada. But here's the curveball: we've upped our research game. Instead of a mere 1,000 hospitals, we've dissected a whopping 27,000+ this time. We're showcasing the digital pulse of practices, offering insights you won't find anywhere else.

If you're the independent practice with a corporate giant looming large next door, it's just not a fair fight. If this report arms even ONE small business to defy the odds in this **ever-shifting veterinary landscape**, then we've done our job. Marketing isn't one size fits all, and neither is this report.

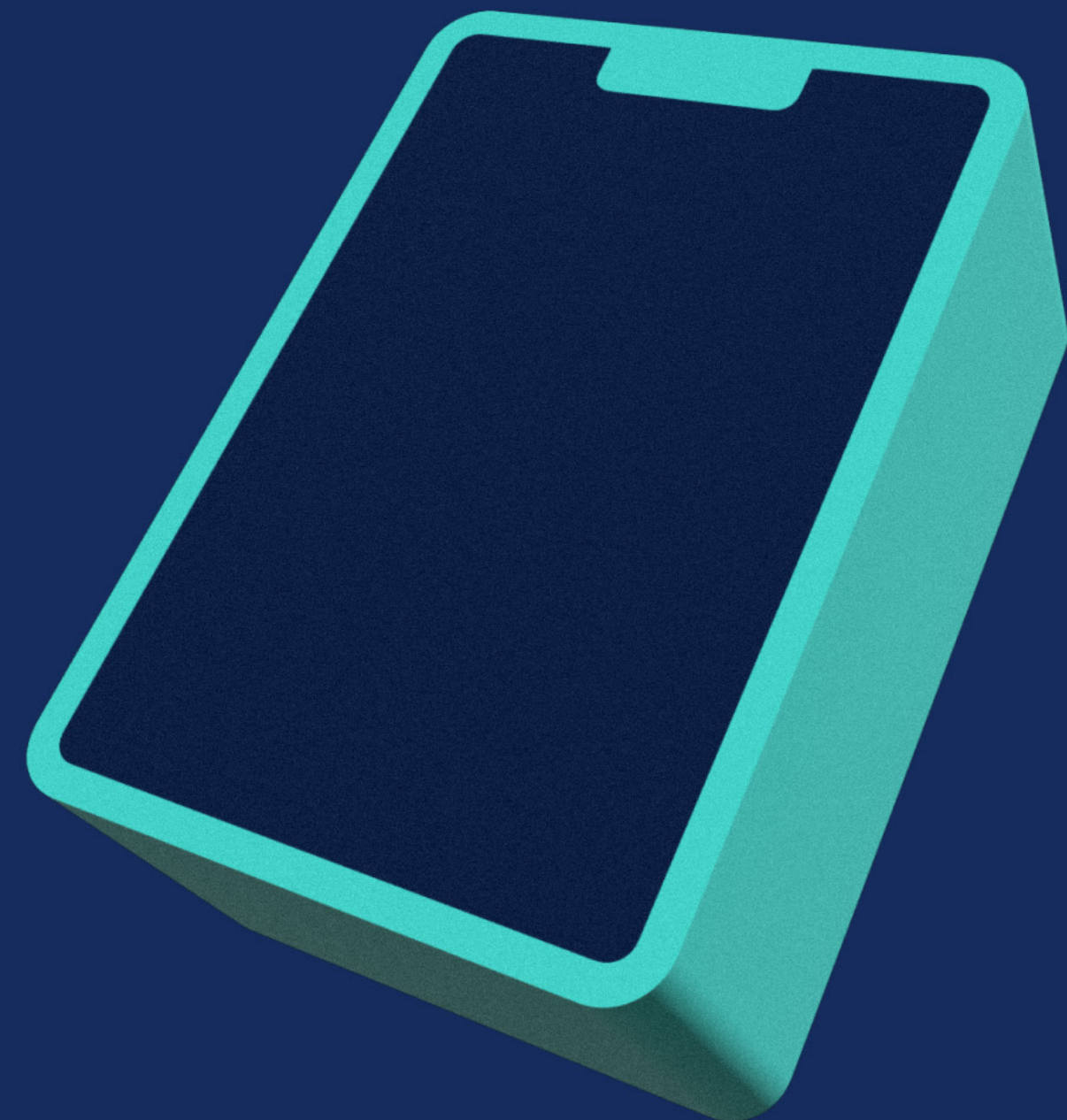


Websites

Another year of talking about websites. We get it. Running a practice is fast-paced, ever-changing... and often, pretty overwhelming. You need a website you can rely on. It's gotta be your 24/7 sales rep, your customer magnet, and most importantly? It shouldn't be another item on that growing stress list.

Although it's clearly one of the most valuable pieces of your practice's puzzle, there is a current perplexing rise in practices ghosting the web. **With a jump to 9.6%** from 7.7% in 2022 without a website, too many of you are flying blind online! All the while, corporate groups are stomping through like they're in a monster movie, munching on private practice shares.

We are breaking it all down and spilling the tea on how independent practices compare to corporates on basic SEO, website speed, Google's new Analytics GA4 & 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. It's like your third-grade teacher said. Knowledge is power. You just need to be armed with the data to know who's who and what partner is the best fit for your business.



Who's Making Vet Websites?

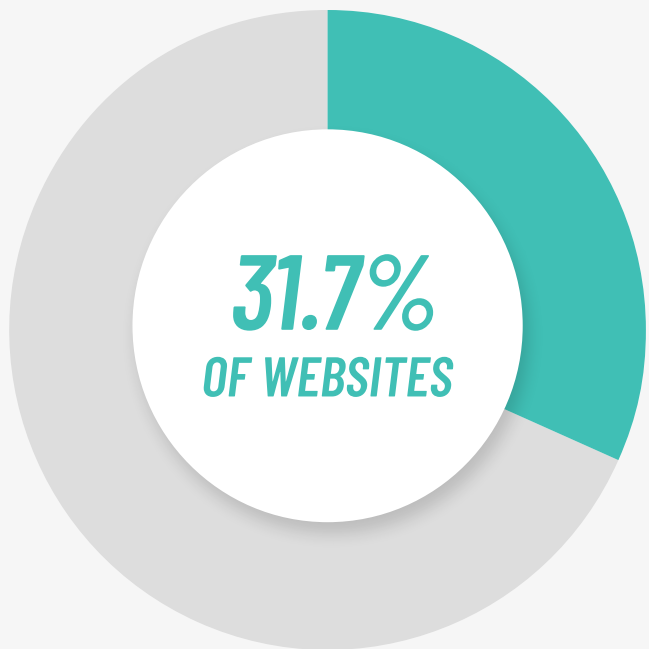
First off, let's talk corporate. A staggering 75% (a jump from 63% last year) of corporate practice websites are being built on **entirely in-house** templates. Makes sense—create your own strategy, then execute. It's a world where big corps set their own rules and follow their own playbook.

Now, diving into the budget-friendly league. The likes of **Wix, Squarespace, GoDaddy, WordPress, and Weebly** saw their clientele tick up this year. A tempting deal? With your competitors paying industry experts, not so much.

Here's some industry buzz: **VetMatrix** slipped a notch. It wasn't much, but with almost every other contender in the game seizing the moment, it signals a shift in the provider landscape worth keeping an eye on.

On The Rise: **WhiskerCloud** joins the top 3 providers thanks in large part to their unwavering corporate alliances and a nifty move by their VC pal, PetDesk, who decided to sunset their Zesty.io offering. In this digital rodeo, you gotta know your allies and understand the game-changers.

The Top 5 Industry-Specific Providers



VETMATRIX	8.4%
DOCTOR MULTIMEDIA	8.0%
WHISKERCLOUD	6.4%
LIFELEARN	5.3%
eVETSITES	3.6%

The Movers: WhiskerCloud jumped into the top 3 this year with a **2.4% gain** in market share while Vetmatrix, though still at the top, was the only provider to lose market share.

The Top 30 Veterinary Website Providers

% OF USAGE ACROSS INDUSTRY



NO WEBSITE	9.6%	GODADDY	2.5%	THRYV	1.5%	VETNETWORK / VIVIO	0.6%
WORDPRESS	8.5%	SQUARESPACE	2.3%	VETSTREET	1.4%	VETSCENE	0.6%
VETMATRIX	8.4%	DIGITAL EMPATHY	1.9%	HIBU	1.2%	SCORPION	0.6%
DOCTOR MULTIMEDIA	8.0%	VIZISITES	1.8%	GENIUSVETS	1.2%	PROSITES	0.5%
WHISKERCLOUD	6.4%	iVET360	1.7%	BEYOND INDIGO PETS	1.0%	GOOGLE	0.5%
WIX	5.6%	IDEXX	1.6%	ROYA	0.9%	CHESHIRE PARTNERS	0.4%
LIFELEARN	5.3%	WEEBLY	1.6%	3SIDEDMEDIA	0.9%		
EVETSITES	3.6%	INTOUCH	1.5%	DVMELITE	0.7%		

Who's In Bed With Who

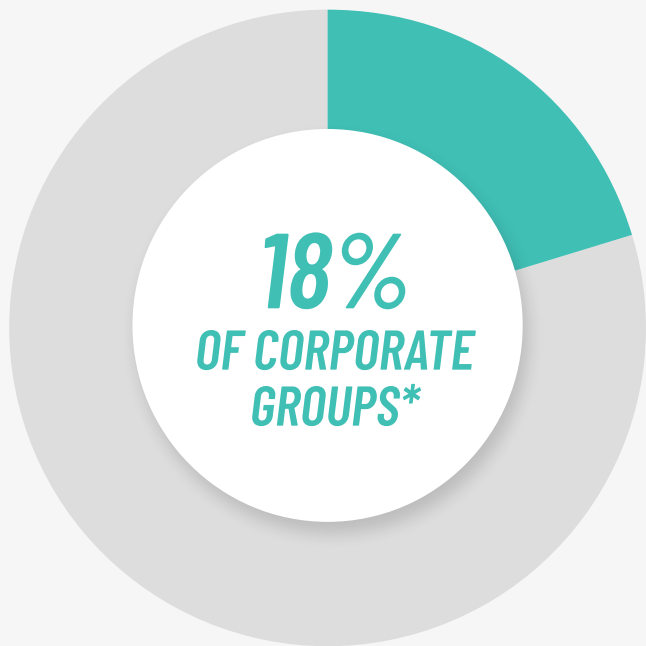
What do AmeriVet Veterinary Partners, Encore Vet Group, EverVet Partners, Heartland Veterinary Partners, Rarebreed Veterinary Partners, United Veterinary Care, and Western Veterinary Partners all have in common? **WhiskerCloud** websites.

Cara and Obrien Veterinary Group share a provider in **Digital Empathy**, while Companion Pet Partners and Valley Veterinary Care get their help from **ROYA**. As for Alliance Animal Health, CareVet, Destination Pet, Lakefield Veterinary Group, MVP, NVA, VetCor / People Pets & Vets, VPP, VetStrategy, & WellHaven: These groups have all been built on a **white-label template**.

All of the big players – Banfield, BluePearl, MedVet, Thrive, VCA, & Veterinary Emergency Group have taken the easy road. **A single website template duplicated across all locations**. It's efficient, and they don't have to worry about their bottom line.

Your website should have heart, and become a magnet attracting your ideal clients. A template made for the masses simply will not do. And again, we're just pulling back the curtain trying to help inform your decision on who to work with—or not. If you use the same website provider as your competitors, you will never stand out.

WhiskerCloud: Fortune Favors The Familiar



WHITE LABEL/IN-HOUSE	55%
WHISKERCLOUD	18%
INTOUCH	5%
ROYA	5%
OTHER	17%

On The Rise: WhiskerCloud, currently responsible for **6.4%** of the industry's websites, has become a preferred provider amongst corporates—that's a lot of hospitals using the same formula.

**Groups with 25+ Locations Only*

Responsiveness



CORPORATE	99.1%
INDEPENDENT	94.2%
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	99.2%
INDEPENDENT	89.6%
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	35.2%
INDEPENDENT	22.1%
iVET360 CLIENTS	74.8%

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.

Top 30 Providers SEO Scores

iVET360	74.8%
BEYOND INDIGO PETS	56.1%
SCORPION	53.8%
DOCTOR MULTIMEDIA	48.9%
ROYA	44.9%
WHISKERCLOUD	42.8%
VETMATRIX	40.8%
CHESHIRE PARTNERS	35.9%
WIX	31.5%
VETNETWORK / VIVIO	30.9%
VETSCENE	24.8%
OTHER/OUTSIDE AGENCY	24.1%
INTOUCH	19.8%
GODADDY	14.3%
GENIUSVETS	10.8%
WORDPRESS	10.7%
LIFELEARN	0.3%
3SIDEDMEDIA	0.0%
DIGITAL EMPATHY	0.0%
DVMELITE	0.0%
EVETSITES	0.0%
GOOGLE	0.0%
HIBU	0.0%
IDEXX	0.0%
PROSITES	0.0%
SQUARESPACE	0.0%
THRYV	0.0%
VETSTREET	0.0%
VIZISITES	0.0%
WEEBLY	0.0%
TOP 5 PROVIDERS	


Website Loading Speed



CORPORATE	6.1s
INDEPENDENT	6.9s
iVET360 CLIENTS	4.1s

Corporate sites load almost a full second faster than the average independent. That gives corporates the edge.


Google Analytics (GA4)



CORPORATE	86.7%
INDEPENDENT	55.4%
iVET360 CLIENTS	100%

Universal Analytics (UA) is out, and Google shifted gears to Analytics 4 (GA4). Still on UA or in the dark? You're missing out big time. The GA4 club's been reaping web data rewards. If you are feeling left in the dust, it's never too late to catch up.


Google Tag Manager (GTM)



CORPORATE	73.3%
INDEPENDENT	19.3%
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	46.5%
INDEPENDENT	38.6%
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.

No Website? No Future.

We've spotted some of you cruising in the 'no-website' lane, and it looks like you're running an underground vet operation! Although you may be the best-kept secret in town, we think a bit less secrecy couldn't hurt.

The problem with opting not to have a website (okay, ONE of the reasons) is that your potential clients are out there getting duped by **sneaky website squatters**. Technically legal but ethically dicey. [Squatters](#) cook up a basic site, nab your practice details, and fill the web with generic vet links like "topvet" and "allvetnearme". These shysters, often AI-backed, flood their makeshift sites with your SEO and ads. These "online business directories" aim to confuse and lure in your potential clients and pocket those ad dollars.

The Red Flags

- **Misinformation Central:** Data on these copycat pages? Wildly unreliable.
- **Distraction Overdrive:** Clients might get lured by flashy ads, never reaching out to you.
- **Profit Piracy:** Someone's cashing in on your digital persona. Not cool.

And the big corporate wolves? They're consolidating, recycling the same stale websites, and flashing cash to outbid you on Google ads. They're not just on your turf; they're setting up shop in your ZIP code.



SEO-Savvy Job Listings

Imagine this. A job seeker types “veterinary jobs near me” into the search bar. With a website kitted out with the right keywords, your opening could be the first to pop up. According to a study by CareerBuilder, 70% of job seekers start their hunt with Google. No website means you’re not even in the running.

This is also backed up by a study that Glassdoor performed, revealing that job applicants spend up to 50% of their hunt time researching companies online. **If you’re invisible, so are your job listings.** Talented vets and techs can't knock on a door they don't know exists.

At iVET360 we love crafting websites that showcase a hospital's unique culture, its people, and its values. Not only is this great to share with your clients, but it becomes your 24/7 recruiter, working even when you’re not. With the no website squad having grown to 9.6%, we want to remind you that if you skip out on a website, you might as well hang a “Gone Fishin’” sign on your clinic door.



The Rise of Wix

Hear us out: You can't and shouldn't wear every hat.

We chat with so many of you, helming the ship, trying to muscle and white knuckle it through every storm. But DIY-ing your website? That's like asking a barista to perform open-heart surgery. Whoever ends up crafting your digital domain – be it you, your buddy Dave, or a pro web guru – just ensure your site's hustling for you, not against you.

If you are a small business or private practice, when you compete against large corporate groups with these generic websites, it's like David versus Goliath. The odds are stacked heavily against you.

But it doesn't have to be this way! You have the power to create a website that truly reflects the spirit of your brand. A site tailored specifically to resonate with your clients and community. This is how you stand out from the competition. Don't settle for a one-size-fits-all template. Your practice deserves a website that captures your unique identity. That is how you win this battle.

Where Wix Sites Fall Short

RESPONSIVENESS	98.2%
SSL CERTIFICATE	98.6%
SEO OPTIMIZATION	16.2%
WEBSITE LOADING SPEED	6.2s
GOOGLE ANALYTICS (GA4)	0.6%
GOOGLE TAG MANAGER (GTM)	5.2%
SCHEMA MARKUP	17.1%

Did you know that **75% of pet owners** admit to making judgments about your practice's credibility based on their website's design, according to research from Stanford? It's time to craft your website with intention and heart.

Google Business Profiles

This year, we shift our focus away from platforms like Facebook, Yelp, and Nextdoor and direct our attention to the not-so-secret sauce: Google.

Google Reviews are the key and believe us when we tell you corporate groups aren't sitting on this. They're paying attention to Google Business Profiles 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 an independent practice, you still have some advantages in this area. All of the features on GBP are FREE and will help move the needle way more than just posting another Frenchie named Eleanor.

However, determining the real benchmark is crucial. While industry averages offer insight, comparing a practice in Washington to one in Florida is like comparing apples to oranges. This year, we're delving into a state-by-state analysis, distinguishing between independent and corporate entities at the state level. Brace yourselves, independents – there's work to be done.



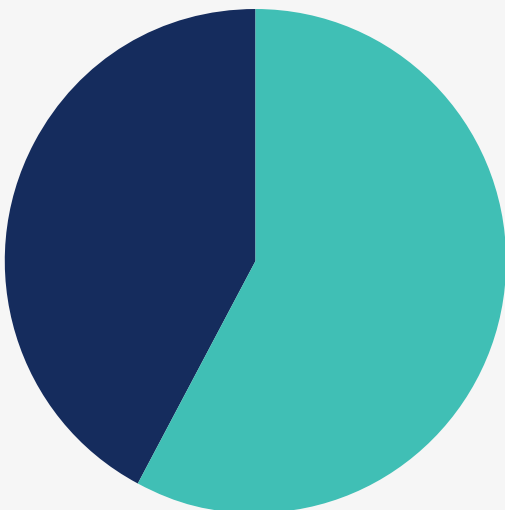
Average Google Stats



- CORPORATE
- INDEPENDENT

While independents have a slight edge in average rating, review numbers play a much bigger role in SEO, and the average corporate hospital is kicking the butt of the average independent practice. Bottom line: it's time to start asking your clients to leave reviews.

Top 100 Most-Reviewed



- CORPORATE 58
- INDEPENDENT 42

View the landscape of veterinary excellence and you will notice corporate ownership claims a significant share. Not surprising, as these companies have a robust infrastructure and resources supporting them—unlike you, who are doing #AllTheThings.

The Top 5 Most-Reviewed Hospitals in the USA



SHIVELY ANIMAL CLINIC & HOSPITAL	3,342
ANIMAL CLINIC NORTHVIEW	3,188
RED BANK VETERINARY HOSPITAL - TINTON FALLS	2,819
ANIMAL EMERGENCY AND SPECIALTY HOSPITAL OF GRAND RAPIDS	2,659
ACREDALE ANIMAL HOSPITAL	2,178

*Review data as of November 2023.

Average Reviews by State (Corporate/Independent)

ALASKA	252	114	MONTANA	286	139
ALABAMA	336	203	NORTH DAKOTA	277	160
ARKANSAS	311	192	NORTH CAROLINA	342	241
ARIZONA	442	246	NEBRASKA	251	156
CALIFORNIA	227	197	NEW HAMPSHIRE	190	160
COLORADO	344	202	NEW JERSEY	289	206
CONNECTICUT	187	163	NEW MEXICO	348	244
DC	265	115	NEVADA	441	242
DELAWARE	284	235	NEW YORK	263	207
FLORIDA	338	246	OHIO	325	226
GEORGIA	344	222	OKLAHOMA	323	197
HAWAII	176	98	OREGON	305	224
IOWA	310	141	PENNSYLVANIA	313	233
IDAHO	365	248	RHODE ISLAND	308	182
ILLINOIS	269	206	SOUTH CAROLINA	355	236
INDIANA	315	259	SOUTH DAKOTA	501	103
KANSAS	299	154	TENNESSEE	379	238
KENTUCKY	278	210	TEXAS	371	256
LOUISIANA	228	142	UTAH	453	337
MASSACHUSETTS	216	139	VIRGINIA	325	219
MARYLAND	261	186	VERMONT	156	110
MAINE	226	164	WASHINGTON	336	233
MICHIGAN	342	252	WISCONSIN	310	186
MINNESOTA	280	208	WEST VIRGINIA	373	199
MISSISSIPPI	256	138	WYOMING	371	111
MISSOURI	331	241			

● TOP 3 ● BOTTOM 3

Average Rating by State (Corporate/Independent)

ALASKA	4.46	4.48	MONTANA	4.48	4.70
ALABAMA	4.66	4.66	NORTH DAKOTA	4.60	4.60
ARKANSAS	4.63	4.62	NORTH CAROLINA	4.56	4.62
ARIZONA	4.59	4.61	NEBRASKA	4.53	4.70
CALIFORNIA	4.33	4.46	NEW HAMPSHIRE	4.50	4.69
COLORADO	4.50	4.61	NEW JERSEY	4.52	4.58
CONNECTICUT	4.52	4.58	NEW MEXICO	4.49	4.56
DC	4.49	4.38	NEVADA	4.36	4.48
DELAWARE	4.29	4.55	NEW YORK	4.41	4.51
FLORIDA	4.45	4.59	OHIO	4.52	4.62
GEORGIA	4.56	4.63	OKLAHOMA	4.46	4.63
HAWAII	4.30	4.58	OREGON	4.44	4.50
IOWA	4.66	4.68	PENNSYLVANIA	4.47	4.58
IDAHO	4.52	4.62	RHODE ISLAND	4.49	4.54
ILLINOIS	4.50	4.64	SOUTH CAROLINA	4.54	4.67
INDIANA	4.53	4.61	SOUTH DAKOTA	4.74	4.73
KANSAS	4.58	4.66	TENNESSEE	4.59	4.62
KENTUCKY	4.54	4.66	TEXAS	4.48	4.59
LOUISIANA	4.68	4.69	UTAH	4.43	4.52
MASSACHUSETTS	4.53	4.63	VIRGINIA	4.51	4.62
MARYLAND	4.47	4.60	VERMONT	4.55	4.61
MAINE	4.63	4.59	WASHINGTON	4.40	4.52
MICHIGAN	4.51	4.59	WISCONSIN	4.58	4.63
MINNESOTA	4.69	4.65	WEST VIRGINIA	4.50	4.51
MISSISSIPPI	4.66	4.66	WYOMING	4.67	4.70
MISSOURI	4.60	4.65			

● TOP 3 ● BOTTOM 3

Why it Matters

Why do review numbers hold such sway?

A flurry of reviews coupled with stellar ratings catapults your practice up the SERPs. It's not just another statistic; it's the lifeblood of your online presence. That slight edge — independents averaging 4.6 stars over corporates' 4.5 — signifies a deeper connection with pet owners and could be your SERP secret weapon. With iVET360's guidance, your practice doesn't just match the volume of reviews; it outperforms.

Keywords are hidden in plain sight within reviews — This SEO gold is not forced or artificial; they're the organic choice of words from satisfied customers. At iVET360, we believe in the power of your patrons' voices, which is why we weave follow-up automations into our strategy to help you harvest those crucial, genuine reviews. It's a strategy that's proven to propel our partner hospitals beyond average industry growth, year over year.

Google Reviews + Google Maps

Optimizing your Google profile elevates your visibility, outmaneuvers competitors, and heightens your place in search engine rankings. That is because Google doesn't just tally reviews; it assesses the recency, reliability, and resonance of each glowing endorsement. Frequent, high-quality reviews are a beacon of trust that Google, and more importantly, potential customers, are drawn to. It's these accolades that help your practice become a venerated name in veterinary care.



Google Ads

Your clinic's buzzing, appointments are booked solid, and it looks like you've hit the sweet spot. So why mess with a good thing and throw Google Ads into the mix, right? Well, here's the deal: The veterinary game's about to change. It's not doom and gloom; it's just how business rolls. And when the slowdown hits, you want to be ready — not just hanging in there, but actually ready to grab new clients.

Right now, somewhere out there, your next client is looking for you. They're on Google, typing away. You're already swamped, we get it. But what about down the line? Our research shows that **41.3% of corporate practices** are using Google Ads to compared to just **7.8% of independent practices**.

When it comes to online advertising, we know that many independent veterinary practices might feel like the plucky underdogs going up against the well-oiled machine of corporate juggernauts. But here's the twist—being the underdog doesn't mean you're out of the game. Sure, corporations have deeper pockets and larger teams, but this isn't just a money match. **You don't need to outspend them; you need to outsmart them.** With a strategist who understands the real game is about true attribution—not just clicks and "conversions"—you're playing a smarter, not a costlier, game.

Paying to Play: Google Ad Usage



Doing The Math: Corporate entities are running campaigns at a rate five times greater than independents. This is a massive gap caused not only by bigger budgets, but by corporate's knowledge and foresight of what is to come.

Status Quo? Not Our Style. Let's Talk Mindful Marketing.

Let's get something straight – we're not here to offer you one-size-fits-all solutions. Think about it: why would you want generic tools when your hospital's goals and challenges are unique? That's why, at iVET360, we handcraft our approach for each client. Real talk? It's not about more data; it's about the right data.

Your Practice's Hustle is Non-stop. Your Marketing Should Match the Pace.

We take your Practice Information Management System (PIMS) data, blend it with our top-notch Ads data with [Call Tracking](#), and then meticulously cross-reference it against PIMS data. That is precisely how we shed light on the entire client acquisition journey and churn out insights that others in the industry can only dream of. Not just potential dollars but real dollars. And hey, we don't mean to brag (okay, maybe just a little), but we're the **ONLY** ones out here giving you an **exact dollar for dollar ROI**. In real-time, we're decoding which strategies truly resonate. Because in the world of marketing, genuine insight is the gold standard, and we're here to deliver just that.



Ready to Take the Leap?

Let's face it: that rollercoaster feeling in your gut is the same one that whispers "what if" when opportunity knocks. It's natural. But here's the raw truth—time is a luxury you don't have when you're trying to juggle it all.

Every thriving practice has been where you are, on the brink of a decision. But you can't do it all alone. It's not just about freeing up your hands; it's about unlocking the full potential of your practice. Our [websites](#) and marketing are the key. They're easy to use, entirely customizable, and meticulously engineered for the veterinary industry. With iVET360 on your side, you seize control, amplify your online presence, and spend your time where it matters most — with the animals that count on you.

Make the Smart Move

You've witnessed the evolution. Felt the ground shift beneath your feet. Marketing isn't just a flick of a switch; it's the heartbeat of your practice's growth. The pressure is high, the pace relentless. Burnout, staffing nightmares, and a schedule that's bursting at the seams—it's a mountain to climb. But here's the kicker: the future of your practice hinges on a solid marketing strategy. With our industry-leading data, our promise to you is to ensure every dollar spent is an investment towards measurable growth.

CALL (503) 765-6360

[iVET360.COM/MARKETING](https://ivet360.com/marketing)

