



# Custom Veterinary Websites

**Get found. Create Connections. Grow your business.**

Cheshire works with you and your team to build a custom veterinary website that shows off your practice, ranks #1 in organic search, builds emotional connections with pet owners in your location and converts visitors into clients. Contact us today to build a high-ranking, time-saving, practice-building veterinary website.

## Your Online Success Starts With Your Website.

Your website is your most important digital marketing tool. It is the focal point for your hospital, your brand. It is your spokesperson, your educator, your support agent, your sales rep. Your online marketing success depends—first and foremost—upon your website. Unfortunately, many veterinary sites fail to live up to these expectations and simply are cookie cutter websites that

look exactly the same and have the exact same content on every website (which is against Google's best practices). Or, worse, have non-branded graphics and video content that have nothing to do with you or your practice. Look at effective businesses in other industries—do they make this mistake? No!



## What Makes Cheshire's Websites So Effective?

Simple. We build top-performing custom veterinary websites with a focus on growth driven design, user data and experience, custom branding, competitive analysis, keyword research and analysis and SEO. Combined, these tools are the most effective to bring your website to the #1 spot of a Google organic search:

- Cheshire websites rank well in all search engines and are fast according to the Google Speed Test
- We attract visitors and compel them to take action, converting them into clients
- Cheshire builds websites according to core principles and best practices. They are mobile first, easy to use and are powerful client conversion tools
- They contain current digital processes such as digital forms, touchless technologies, automated arrival check in—curbside or in person, automated food and prescription pick up, all to improve front desk flow and client interactions
- They are secure, and built on the latest versions of open-source technologies
- We utilize 2 way texting and digital forms to facilitate easy client communications—all from one email account (no multiple logins or multiple dashboards to check)
- All web development is done from our offices in the UNITED STATES!
- We utilize Google Analytics to tell you what your visitors are doing over time so that you can optimize content to yield high conversion.
- Can your current web developer say the same?

**Call or email us today for more information—or to get started with us!**



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**Independent Veterinary  
Practitioners Association**

**VetPartners™**



## 24/7 Maintenance & Support

We take great pride in customer service and turn around time

### Focus on your practice, we take care of the technicalities of your website

All websites and marketing plans come with 24/7 customer service, maintenance and support. And our support team is here in the United States--no call center in another country. We are available 24/7 to meet all of your website needs. Our competitors? They range from none, to email only, one hour per month or set hours during the day (which probably will not correspond to your time zone).



### A Full List of Maintenance and Support:

- 24/7 website maintenance and support
- Unlimited monthly website changes, updates
- Unlimited training
- Unlimited domain-based email addresses
- Technical changes to your website to keep it up to date with user best practices and Google changes
- Addition of any new digital functionality introduced by Cheshire
- Ongoing SEO, local listings management
- Unlimited digital forms including check in forms
- Google Analytics analysis and reporting
- Google Ads analysis, keyword ranking, ad graphic adjustments
- Google Ads monthly budget review vs actual
- Monthly keyword optimization and ranking analysis
- Monthly local listings management
- Blog post: 1 monthly blog post
- Consulting on any digital marketing topic, including social media best practices, integration of website with traditional marketing ideas, and more
- In-hospital photoshoot/videoshoot every 18-24 months (or when we are in your area)
- Monthly or quarterly review meetings

### The Internet Never Sleeps

Your hospital is open 24 hours per day, 365 days per year on the internet. Keeping your website fresh, up to date and working well will maintain your online reputation and professional image while increasing visitors and activity.

As technology changes, your website should be maintained so that it is current with all technological changes. The days of "build it and leave it" are over. Website maintenance is key to the ongoing success of your website.

It is easy to have us maintain your website. All you do is email us with any additions, changes or website requests. We post pictures and make updates within 24 hours of receiving your request. It is that easy! Of course, you will be able to make changes to your website if that is what you want.

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**THE CHESHIRE GUARANTEE:** Once you have built a website with us, you can have a new website at any time--no new build fee-- as long as you are on our monthly plan. (We recommend a new website every 2-3 years to keep up with best practices, technology changes and Google updates).