



Netvet Dr. Julia Adams

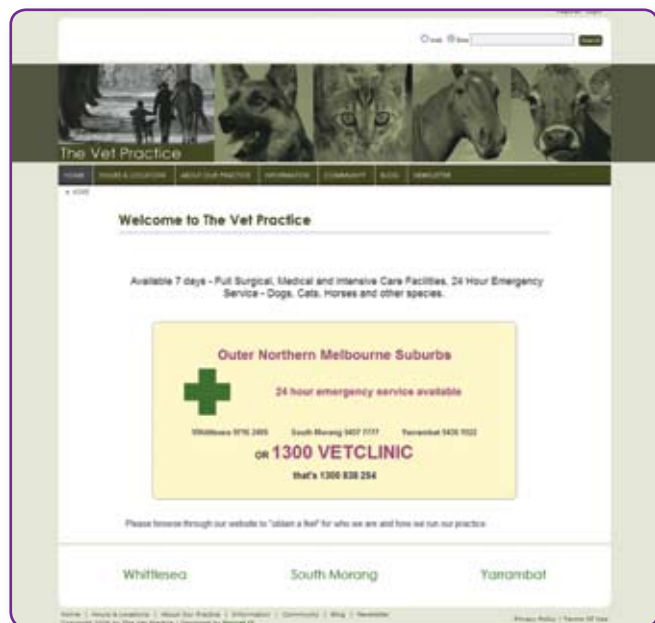
WITH

About a Blog...

A blog (derived from the term web log) is a simple and informal way of connecting with your clients and providing a practice diary of current events, upcoming events, seasonal problems, new products or services, tips on first aid or emergency care etc. They are like mini-newsletters that can be quickly and easily posted as often as you like (daily, weekly etc.) but your clients don't need to subscribe and can access the information immediately.

Regular updating is important to keep clients engaged, interested and motivated to pass on your amazing revelations. A blog entry can be brief or lengthy if you choose. The limit is only your time and imagination. A blog doesn't need to be complicated as the idea is to inform your clients of what's happening in the clinic or veterinary world right now. You have a captive audience of dedicated pet owners and animal lovers thirsty for reliable knowledge about pet diseases, behaviour, nutrition etc. They want to be confident they are providing the best care for their pets. They want to be educated!

In addition, a blog can boost traffic to your website and translate into new clients or increased visitation from your existing clients, as well as increased sales for products, preventative care and other services, such as puppy pre-schools, weight clinics, and pet insurance.



One recently launched Provet e-Practice website, The Vet Practice, has taken advantage of the flexibility in the new e-practice format to incorporate a practice blog. Gaby Ware, the practice manager, said a blog was an essential feature of their new website because she was aware of their effectiveness from previous experience. Blogs can not only improve your search engine ranking, but they are also an ideal way for getting current information out to clients quickly. Feedback from The Vet Practice clients has been positive. Gaby, who has extensive marketing experience, emphasizes how important it is to reach out and communicate with your clients, to share information with them and educate them. A blog helps build relationships, sometimes before you even meet your clients face to face. That's a powerful marketing tool indeed. Happy blogging!

PARTNERS IN e-Practice

Web solutions for your practice... your client!

Provet e-Practice is an adaptable and cost effective web solution which offers you a new and exciting way to increase your clinic's online presence.

Offering more choice, more features, more control and more flexibility, e-Practice has everything you've been asking for in a website and more!

More choice

Choose from our existing designs, customise an existing design to match your signage or marketing material, or work with Provet IT's design team to create a completely new layout. You can include your own content and newsletters and place them anywhere in the site you want.

More features

Encourage return visitors to your site and attract new clients with our unique Library and Marketing features. e-Practice also gives you access to a range of custom features such as "members only" areas, feedback and inquiry forms, blogs, document archives and testimonial databases.

More control

Our Content Management System lets you update your website using a word processor-style page editor. You can choose which species are displayed in the Articles database and customise the content of your monthly Newsletters.

More flexibility

You can build a basic site first, then add extra pages and features as it suits your practice. If your practice undergoes rebranding or renovations, updating the look and feel of your e-Practice site is much faster and cost effective than developing a new website from scratch.



To learn more about our comprehensive range of web services call **1300 650 468**, email **eppractice@provet.com.au** or simply contact your local Provet IT Business Account Manager.

