

Netvet Dr. Julia Adams

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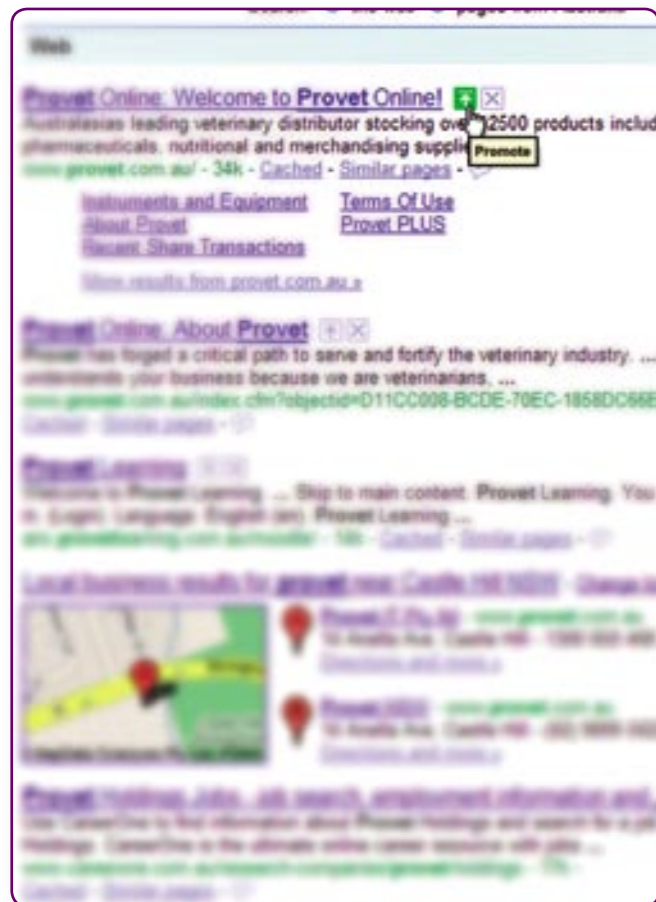
Search Engine Optimisation

Why is search so important?

With over 7 million Australians subscribing to the Internet*, we are increasingly looking online for information before consulting any other source. According to Hitwise, which generates daily reports based on the online usage and search behaviour of 3 million Australian Internet users, Google is the most visited website in the country.

This may seem surprising, but with the sheer amount of information out there it's not hard to see why a search engine has become the gateway to the Web.

A well-written and structured website with high placement in search engine results can help you to nurture your relationships with existing clients and attract new clients in your local area.



What can an e-Practice website do for you?

Provet IT's specialist website solution for the veterinary industry is **Provet e-Practice**, a comprehensive, flexible and powerful package that delivers a practice website tailored to your clients' needs as well as your budget.

When building your e-Practice site, your navigation and menus, page keywords and descriptions are carefully assessed to make it easier for your clients to move through your site and find the information they need. Once your site goes live, our team is able to advise you on ways to promote your website online and ensure that it ranks well in search engine results.

Provet IT also offers many additional services to help realise your website's full potential, whether you have a Provet e-Practice website or not.

Search engine optimisation

Are you trying to increase your site's ranking in search engines but don't know where to start? Provet IT can work with you to maximise your online presence. Our design team can carry out a health check on your website and suggest short term and long term solutions for increasing your website's visibility, including content rewriting, site maps and directory submissions.

Design and content services

Do you require upgrades or updates on an existing website? Do you already have a solution in mind but need help with the design, structure or content? Maybe your content needs rewriting to improve your clients' experience on your website while boosting your search engine ranking. Provet IT can work with you to develop your ideal website or help you improve your current website, no matter what platform or technology your site uses.

As people become increasingly web savvy, it is important not only to have a website presence but also to ensure it reflects your professional image and inspires your readers to use your services. Don't let them click away!

*June 2008 Internet Activity Survey (ABS)

PROVET IT WEB SERVICES

PROVET E-PRACTICE WEBSITE SOLUTIONS

INTRODUCTORY OFFER

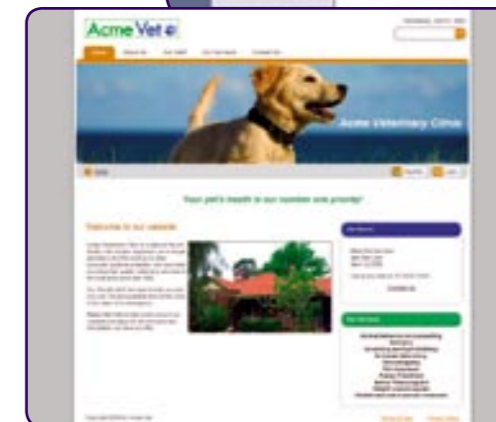
Sign up for an e-Practice Basic Package using one of our default website templates and get a complete veterinary practice website for just \$880.



The Basic Package includes five standard pages to introduce your practice and keep your clients updated:

- Home Page
- About the Practice
- Meet Our Staff
- Contact Us
- Our Services

We provide you with seven design templates to choose from, each with a range of colour and layout options. Mix and match our provided colour options to complement your practice colours or branding. You have complete control over the text and photos on your website.



Your e-Practice Basic Package includes:

- Web hosting
- Content Management System - update pages and upload images with ease
- A remote training session to help you get the most out of your website
- Provet IT's monthly Web Services e-newsletter including VetInfo updates, new features and handy tips for website owners

To take advantage of this offer, contact the IT Business services team on **02 9894 2066** or email epactice@provet.com.au

* Designs are limited to provided templates, colours and layout images and any modifications will incur hourly design costs. Home Page, About the Practice, Contact Us and Our Services include up to two images per page. Meet Our Staff includes a photo and profile of each staff member. Cost does not include domain registration, additional content, custom features, e-Practice Extras or Features, Business Mail or additional services.