

# About the Any UK Vet web site

## Preamble

Every UK veterinary surgery gets a free web site on the Any UK Vet site. These are basic, but still highly effective at bringing your practice new visitors. Initially set up with just your surgery address and phone number, you can add a wide range of useful information for the benefit of visitors.

All of the thousands of pages of veterinary surgery information on the Any UK Vet web site are linked by powerful search tools to help potential clients find the surgery best suited to their needs - and to bring your practice the targetted visitors most likely to turn into long term clients.

The Any UK Vet web site has been specifically designed to make your surgery details easy for your potential clients to find online. The site complements the way that people actually use the Internet to search for information and is more effective than many practice web sites costing thousands of pounds.

Your Any UK Vet listing is the online equivalent of your expensive listings in printed directories like Yellow Pages or Thompsons - except that its free!

New clients will regularly find your free listing as a first point of contact with your practice. You can upgrade the appearance of your free listing to give them the right first impression with a *First Impressions* subscription.

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# About the Any UK Vet web site

## Adding and Editing Information

### Logging On

To get to your control panel, follow the " Practice Log On " link from your main page.



### Adding and editing information

You can add or edit your details in all of the categories below.

Categories	
<b>Surgery Linking</b>	Create links between associated veterinary surgeries or between your main surgery and branches.
<b>Contact Details</b>	Edit your contact details, your contact e-mail or change your password.
<b>Surgery Address</b>	Edit your address and phone number. Add alternative practice names or partnership or management company details. Add details of your veterinary group and link to group web site.
<b>Message</b>	Additional information about your practice.
<b>Species</b>	Small, Large and Equine options plus details of any special interests and experience in anything from Alpaca to Zoo animals.
<b>Hours</b>	Hours get their own page. You can add full details of when you are open and when appointments are available. There is plenty of space to add details of where to park,
<b>Credit Cards</b>	Indicate which credit and debit cards you accept and other payment options.
<b>Map</b>	We provide a link to a map from multimap.com. Your control panel lets you fine tune the precise position shown and initial scale.
<b>E-mail</b>	Add a link so that clients can e-mail your practice. You can use an existing e-mail address or , to protect you from spam, we offer an optional automatic forwarder at no charge.
<b>Practice Web Site</b>	You can add a link to your practice web site.
<b>Standards</b>	Add details of any standards that your practice has achieved. BSAVA Approval, Investor in People, VN TP, VNAC etc.
<b>Qualifications</b>	Add details of CPD Qualifications your staff have achieved. Select from a comprehensive list of Certs and Dips or add any we have missed.
<b>Interests</b>	If you have experience and interest in particular clinical areas, even if you don't have specific qualifications, then you can provide information for the benefit of prospective clients.
<b>Referral</b>	Each referral specialisation you provide adds a new page to your site. This gives you plenty of room to provide a full description of the procedures you undertake.
<b>Mobile</b>	Add details of the area you cover, if you are a mobile surgery. Add the timetable of when you are where if you have a mobile branch. Add details of a vaccination round if

### Final Step - Updating Your Public Pages

While you are editing your information, no changes are made to the pages seen by the public. Once you have finished and are happy with the results you have to rebuild your pages. This process creates all the public web pages with your modified surgery details and also updates all the indexes which control how you are listed in the various searches on the Any UK Vet site.



### Seeing how "First Impressions" would look

On the "Build Surgery Pages" section there is a link which will let you see how your listing would appear with a "First Impressions" subscription - including a control panel so that you can try out the various layouts, borders colours and styles available.

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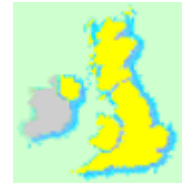
### Searches

The Any-UK-Vet web site offers users a choice of searches.

### Search by Area

A clickable map and a set of country links, like those on the right, appear on every page of the Any UK Vet site. Clicking on a country takes users to a list of counties. Clicking on a county takes them to a list of surgeries in that county, sorted by town.

This is a convenient route for visitors looking for details of a specific surgery - possibly your existing clients and also provides a convenient path for the major search engines so that they find your listing to add to their index.



England  
N.Ireland  
Scotland  
Wales

### Nearest Vets

When looking for a veterinary practice, the first criteria for most people is distance. They want to find their nearest vets.

Every page of the Any-UK-Vet site has a search form like the one on the right. Visitors enter their postcode or a place name and are returned a list of their nearest surgeries without regard to county or country boundaries.

### Advanced Search

Once a user has reached the list of their nearest surgeries they can then activate filters so that only surgeries that treat particular species or that provide specific services are shown.

### IMPORTANT NOTE FOR PRACTICES

Advanced search is not yet active but will be added to the Any UK Vet site during 2004. Practices will receive notice in advance of its launch and should ensure that their surgery information is updated.

**Surgeries where information has NOT been added WILL NOT APPEAR IN SEARCH RESULTS**

### Keyword Searches

We maintain an index of all the words on every surgery listing, including the message, the hours page and any referral services. Users can search by keyword to find surgeries from part of their address, a telephone dialling code or words that they expect to find elsewhere on pages.

### Database Search

We provide a classic database search with fields for the practice name, elements of the address and the postcode and phone number.

### Practice Web Sites

We provide an index of practice web sites. We also provide a keyword search, similar to that provided by the major search engines, but with results limited to UK practice web sites.

# About the Any UK Vet web site

## Why So Effective?

The Any UK Vet web site has been specifically designed so that potential clients, looking online for a veterinary surgery, can readily and directly find information about your practice using the most common means of searching for information on the Internet - the major search engines.

## The Major Search Engines

There are around a dozen major search engines. It is almost impossible for anyone to be online without finding at least one of them. An MSN search box is built into Internet Explorer. People connecting through AOL or Yahoo have AOL or Yahoo searches prominent on their portal page. Hotmail users find a link to search with MSN when log in. The remaining minority rapidly find one of the independent search engines - with Google well enough known that its name is in the process of entering several languages as a verb..

## 85%

Around 85% of first visits to web sites come through one of the major search engines. The remaining 15% mostly arrive through links from other web sites - probably found themselves via a search engine. Very very few first visits arrive through users typing a web address into their browser.

## Indexing

All the major search engines run automatic programs - known as robots - that visit web pages and index their contents. They can only index the pages they can get to - and they only index the text on the page, not the images or effects. The Any UK Vet site, and your free surgery listing, is designed to be easy for the search engine robots to access and presents all your surgery information in a form that they find easy to read and index.

## Linking

All the major search engines try to ensure that the results they return for any query are as relevant as possible to the user. One of the ways they do this is by counting and assessing the number and quality of incoming links - that is links from other web sites - pointing at each site. The Any UK Vet site, with thousands of pages covering the whole of the UK, attracts a large number of incoming links and so tends to rank well with surgery listings appearing high up in the results returned.

## Improving your own surgery ranking

The way that the Any UK Vet site is designed means that your free listing is indexed as a mini web site in its own right. If the words on your free listing match the words used by someone looking for a vet in their area then your practice will appear high in the search results. You can influence this by adding extra relevant text to your pages in your message and on your hours page.

## Other Directories

Other online directories that show UK veterinary practices, including the online versions of the Yellow Pages ( yell.com ) and Thompsons ( thomweb.co.uk ) print directories, don't let the major search engines see details of your surgery.

To start with, online directories aren't universally known in the same way as the major search engines. Before a potential client can find out about your practice they first have to find the directory. They then have to enter their query - a county, place or postcode - and finally the directory delivers a custom created temporary web page to their browser.

When search engine robots arrive at the directory they get stuck at the first search box. They don't know what search terms to use - and in any case could never search on every category and place - so they don't get to see any details of your surgery to add to their index.

# About the Any UK Vet web site

## Comparison with Printed Directories

Your Any UK Vet listing is the online equivalent of your expensive listings in printed directories like Yellow Pages or Thompsons - except that its free! Lets look at why.

### Why do printed directories work?

Printed directories, like Yellow Pages™ or Thompsons™ are effective places to advertise your practice because they are universal, complete and accurate. Universal because a copy is delivered, free, to every phone subscriber. Complete because every business subscriber gets a free entry. Accurate because the directory providers know that, if they weren't, then people would stop using them and their advertising revenue would collapse.

### Why don't online directories Work?

The main print directories have online equivalents. These use the same complete and accurate information as their offline cousins - but they aren't universal in the same way as the bright yellow doorstop lurking round every phone. People use their chosen major search engine as a first option. They don't go looking for a directory first.

Well known print directories like Yellow Pages can attract a certain number of users on the back of their long term reputation. Web only directories don't have this advantage and have to promote themselves actively, expensively and continually to attract users. Once they stop they get forgotten. Do you remember Scoot? Few do, even though they spent huge sums on advertising.

### How about the major search engines?

We've already seen that the major search engines are universal online. Probably even more so than printed directories are in the real world! The problem for the search engines is that they don't have access to a complete and accurate set of information about UK veterinary surgeries.

If every practice in the UK had a web site - and all the information they contained was readable by the indexing robots - then they could possibly claim a complete set of data. In practice, less than a third of practices are online and many of their web pages are poorly designed leaving information inaccessible to the search engines.

Even if they had a full set of information the search engines don't have appropriate tools to let people select the best surgery for their needs.

### Putting the Any UK Vet site and the major search engines together?

The Any UK Vet web site has a complete and accurate list of every UK veterinary surgery. Unlike most online directories it doesn't hide the information away from the major search engines. Quite the opposite. Every UK surgery gets its own basic web site that is designed to be indexed by the search engines and which presents your practice details in a form that the search engine robots find easy to read.

Potential clients, looking for a suitable practice online, will find the Any UK Vet listing for a surgery, probably somewhere in their area. Once they have found this they can access the powerful search tools that appear on every page of the Any UK Vet site and get to a definitive list of their nearest surgeries.