


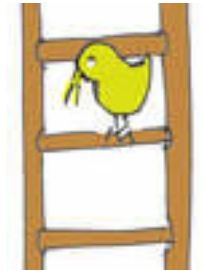



Innovative Online Solutions for UK Veterinary Practices

Catalogue

Our range of affordable and effective online packages are designed specifically for UK Veterinary practices.

Prices shown are annual fees per surgery net of vat. There are no set up fees.

<p><i>First Impressions</i></p> <p>First Impressions is an upgrade to your free listing on the Any UK Vet web site. With a <i>First Impressions</i> subscription your practice will stand out in search results and you will improve the initial impression visitors get of your surgery.</p> <p>See Page 2 for more details</p>	<p>£ 99</p>	
<p><i>Initial Presence</i></p> <p>An <i>Initial Presence</i> subscription brings you your own unique practice web and e-mail address so that you can offer your clients information about your practice and your services from your own small - lets call it easily managed - but expandable web site. Includes a First Impressions subscription.</p> <p>See Page 3 for more details</p>	<p>£299</p>	
<p><i>Web and Mail</i></p> <p>A <i>Web and Mail</i> subscription brings you a seed web site, growing with time, plus sophisticated e-mail management facilities and e-mail virus scanning. Includes a First Impressions subscription.</p> <p>See Page 5 for more details</p>	<p>£399</p>	
<p><i>High Update</i></p> <p>Subscribe to our <i>High Update</i> package if you want to develop online communication with your existing client base. Regular visits will only come from regular updates of your site. The High Update package offers unlimited pages, unlimited updates in addition to sophisticated mail management. Includes a First Impressions subscription.</p> <p>See Page 7 for more details</p>	<p>£599</p>	
<p><i>Additional Packages</i></p> <p>Printable versions of your web page information for your waiting room. Powerful electronic mailing list management tools for special offers, newsletters or vaccination reminders. Flexible feedback forms to add to your web site for client comments, repeat prescriptions or online appointments.</p> <p>See Page 9 for more details</p>	<p>Var</p>	

This page is available online at www.vetlist.ltd.uk/products/index.htm

First Impressions

£ 99 per surgery per year - Order from your surgery control panel

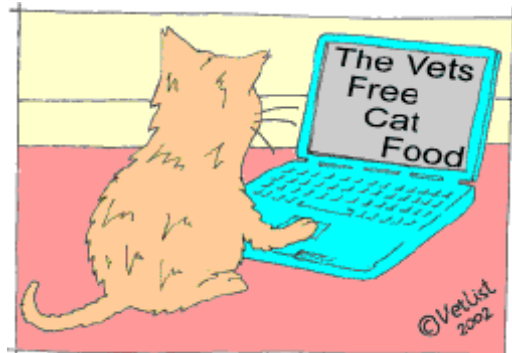
A *First Impressions* subscription presents your free surgery listing on Any UK Vet to best effect and ensures that visitors, your potential clients, are suitably impressed.

Basic Listing

Your basic listing on the Any UK vet site, while functional, could provided improved impact with the benefit of some relevant graphics.

Graphics Expected





Users expect graphics on web pages - preferably related to the content. Relevant images provide a visual clue to content. They draw your visitors into reading about your services. They make your pages "sticky" and increase the time people spend on a page. They make it more likely that they absorb the information you present.



Ginger was immediately impressed by the vets web site!

Additions to Content

A *First Impressions* subscription adds several relevant graphics and a range of other upgrades to your free site.

Images 	You send us a collection of graphics relevant to your surgery. Your practice logo, photographs of your premises, your staff and your clients, the practice goldfish, sketches by a talented member of staff, a child's drawing of their rabbit. We scan and compress these and create a set of six images for your Any UK Vet web pages.
Layout 	You can select from a range of nine page layouts. Each of these displays different combinations from the set of 6 images we create. You can change the layout, and so the images displayed, at any time. This lets you refresh your page. Use it to present seasonal images - spring flowers, sunny days, autumn leaves, holly on your head nurse. Use it to promote your services - Add details of obesity clinics to your message and switch to the fat cat photos.
Borders Colours Text 	You can select from a range of border styles, border colours, page colours, text styles, text sizes and text colours. If you can't create a combination you like let us know how you would like your pages to appear. We will do our best to add a new style to the selection.
Search Results 	Links to your surgery in search results and county pages are enhanced. Your link listing gets bigger. It uses the same colours and text style that you select for your main pages. You get to add a short text message. We add a thumbnail graphic created from the images you send us.
Direct Web Link	If you have a practice web site then, instead of opening in an Any UK Vet frame, your site will open directly in a new window.
No Ads	Your surgery pages no longer display Google Adwords.

Testing First Impressions

You can test what your free listing would look like from the "Build Pages" section of your control panel. You will need to imagine the stock images replaced with relevant graphics and photographs from your surgery.

Examples

See page 3 for examples of a surgery listing with a *First Impressions* subscription and an example of an enhanced search result entry

This page is available online at www.vetlist.ltd.uk/products/first-impressions.htm

www.any-uk-vet.co.uk
Surgery Details
The Veterinary Centre

Find Your Nearest UK Vet
Horse, Equine or Small Animal
[Country] [Postcode] [Find]

Find a Vet in
England
Ireland
Scotland
Wales

Home > England > Counties > The Veterinary Centre > Surgery Details

Surgery Details | **Surgery Hours** | Location Map

Veterinary Surgery Logo

The Veterinary Centre
High Road
Anytown
Oxfordshire
AB1 2CD
01294 247970

Member of the Anytown Vets Group

We treat the full range of pets
We have special interests in house rabbits
We also treat indigenous wildlife, generally without charge

We accept these credit or debit cards:
VISA | MASTERCARD | AMEX | DEBIT

The Veterinary Centre offers a wide selection of pet animals & their families. We have full medical, surgical, dental, diagnostic and hospitalisation facilities. We offer house visits and an animal collection/delivery service.
We offer day care for your poorly animal while you're at work.
Telephone advice freely given.
24 Hour emergency service 365 days a year.
Plenty of parking space in our car park.

Practice Standards
Click on a standard for more information
Small Animal Veterinary Nurse Training Practice

Example listing with *First Impressions* subscription.

www.any-uk-vet.co.uk
Search Results
AB1 2CD

Find Your Nearest UK Vet
Horse, Equine or Small Animal
[Country] [Postcode] [Find]

Find a Vet in
England
Ireland
Scotland
Wales

These are the nearest surgeries to AB1 2CD

Search Results: These are the 10 nearest surgeries in approximate distance order.
Click surgery name for more information. Symbols on right for meanings of symbols.

Booby & Catnap in South Street, Anytown

The Veterinary Surgery in High Road, Anytown
friendly small animal practice with a big car park. special interests in house rabbits and chinchillas

The Vets in North Road, Anytown

Pet Heaven in Anytown Road, Otherplace

Otherplace Equine & Horsecare in Rosedale Lane, Otherplace

The Veterinary Centre in Oak Avenue, Thovillage-under-ear

Somewhere Veterinary Centre in Blaxitt Green, Somewhere

Woody Veterinary Centre in Woody, Somewhere

Shby Veterinary Group in London Rd, Somewhere

Cow Care Cattle Specialists in Mrs Meus, Mooka

Any UK Vet web site provided by Vetlist Ltd

Key Symbols
 Treat Small Animal
 Don't Treat Small Animals
 Treat Cats
 Don't Treat Large Animals
 Treat Equine Services
 Don't Treat Equine Services
 No information on this surgery

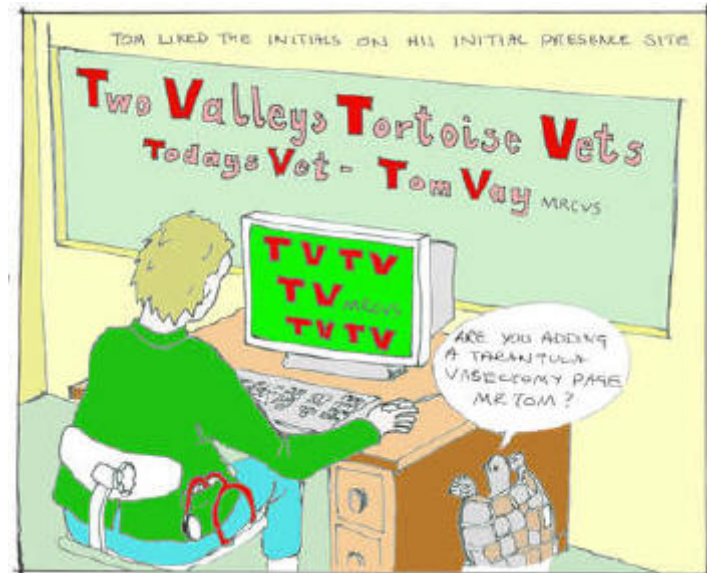
Example of search results for the same surgery with *First Impressions* subscription.

Initial Presence

£ 299 per surgery per year - Order from your surgery control panel

An *Initial Presence* subscription provides the basic online elements your practice needs so that you can experiment with ways to integrate new technologies into your day to day practice routine.

An *Initial Presence* Package includes an exclusive domain name, e-mail management and an easily maintained web site with free updates and additional pages through the year.



Double Domains

An *Initial Presence* subscription includes two domain names. Despite fears that domain names are running out - they aren't - you will easily find a domain name to suit your practice. It won't be short and memorable though. It is likely to consist of two or three words, probably much like your practice name.

When you have a domain name like *mypracticename.co.uk* it isn't easy for people to read the individual words - so they don't tend to remember it. If, on the other hand, you have a domain like *my-practice-name.co.uk* it is much easier for people to read and remember - but they forget, or sometimes never even notice, the hyphens.

Domain Registration

We register both hyphenated and plain versions of your domain name for you. Your *Initial Presence* subscription includes all registration and renewal fees. Your domains are registered in your practice name - not to Vetlist Ltd. You own them from day one and can transfer them to another server if you choose.

E-Mail

Owning your own domain name brings you exclusive rights to use all of the mind bogglingly large number of e-mail addresses that can be created from it.

An *Initial Presence* subscription provides you with a minimum set of mail management tools. Enough to experiment and come to understand their potential uses without burying you in unwanted additional options. Learn to use a stethoscope before moving on to the combined ECG, Ultrasound and CAT scan package !

- continued

This page is available online at www.vetlist.ltd.uk/products/initial-presence.htm

Initial Presence - continued

Support

Your *Initial Presence* subscription includes support by e-mail and telephone for e-mail set up issues. Normal telephone charges (national rates) apply.

Web Site

Your Initial Presence subscription includes a basic web site. We create a custom design for your surgery. You can add up to ten pages in the first year - several of these will obviously be used for essential pages with contact details and hours etc. You can add four pages annually in following years.

Page Size

Page sizes are limited, loosely, to two "page down" clicks - you can't just keep adding content to a page and making it longer. Long pages tend to be ineffective - especially if the content isn't a single flow of information. This page is at the limit of usability and would need to be broken into two pages if any thing was added..

Updates

You can send us updates at any time by post, fax or e-mail. We will put these online as soon as possible.

Accessibility and Usability and the DDA

We only produce sites which satisfy the guidelines to the Disability Discrimination Act 1995. We also endeavour to create sites which are accessible by all and as usable as possible.

First Impressions

Your Initial Presence subscription includes a First Impressions upgrade for your free web site on Any UK Vet. Click here to see what a First Impressions subscription offers.

More than one surgery?

Additional surgeries sharing the same domain name(s) cost £199 per annum. You get an additional ten pages in year one and an additional four pages in each subsequent year. Each additional surgery gets a First Impressions upgrade.

This page is available online at www.vetlist.ltd.uk/products/initial-presence.htm

Web and Mail

£ 399 per surgery per year - Order from your surgery control panel

Web and Mail provides your surgery with a simple, easily maintained web site designed to present all the details your potential clients need plus regular updates and added pages to keep your existing clients informed. Sophisticated mail management tools and e-mail virus scanning provide you with everything you need to manage the development of e-mail communications in your practice.

Included

Web and Mail includes a *First Impressions* upgrade for your free web site on Any UK Vet plus all the benefits of an *Initial Presence* subscription.

Please read the information sheets for the *First Impressions* and *Initial Presence* packages before continuing if you haven't done so already.

E-mail Control Panel

A *Web and Mail* subscription brings you a powerful mail control panel that allows you to set up and manage the flow of e-mail within your practice now and for the future.

Unlimited E-mail Addresses

You can allocate e-mail addresses to each member of staff and to each service you offer - the practice cat can have nine! You can use different e-mail addresses for each place you advertise to help track how effective your ads are. Staff can have one address to give out to clients, another for colleagues and a third for personal use. If they move to another practice the first can remain with your practice and the others can go with them.



Managing Flow

The majority of mail can be managed using two simple building blocks. Mailboxes and forwarders.

Mailboxes

A mailbox is just a place, somewhere on the Internet, where all the mail sent to one particular e-mail address is collected. To read your mail you have to connect to your mailbox and download your mail to your computer. You can do this with a mail client - Outlook Express for instance - or through a web based program - Hotmail for instance.

Picking Up Mail at Home and Work

It is useful to note that, when you collect mail, it isn't physically moved like a postcard in the postmans sack. First a copy is made on your computer then your computer sends a message to your mailbox and tells it to delete the original. You can tell your computer not to send the delete message.

How is this useful? If you want to pick up e-mail at more than one computer - in the surgery and at home for instance - then set one computer to collect and delete, the other just to collect. You can pick up those urgent lab results over breakfast - and then again in the surgery for the record.

- continued

This page is available online at www.vetlist.ltd.uk/products/web-and-mail.htm

Web and Mail - continued

Forwarders

These are very simple - and very useful. Each one you set up works for one e-mail address. Any mail sent to that address is sent on to another e-mail address. Any valid e-mail address works including web based mail like Hotmail. If one of your staff is used to picking up their mail using their home computer then it is simple to forward their practice e-mail to their home address.

Many into One

Forwarders let you have multiple e-mail addresses without having to set your computer up to collect mail from multiple mailboxes. If you set up a single main surgery e-mail address - enquiries@my-practice.co.uk for instance - then any other e-mail addresses you want to use can be forwarded to that - obesity-clinics@my-practice.co.uk, repeat-prescriptions@... etc. Using multiple addresses makes it easy to filter incoming mail into appropriate folders both to deal with and for your records.

Endless Possibilities

Like many technologies based on simple building blocks there are endless possibilities. *Web and Mail* is a powerful package that can meet your needs as the use of e-mail in your practice develops.

Industrial Strength Virus Scanning

All mail sent to your domain, not just to a single e-mail address, is automatically scanned for e-mail borne viruses by a powerful suite of software that uses virus definitions from multiple virus scanning vendors. Definitions are updated in real time so you will be protected as soon as a threat is recognised.

Message containing a virus are placed in quarantine and you receive a notification.

Web Site

You get the same web site package as Initial Presence

First Impressions

Your Initial Presence subscription includes a First Impressions upgrade for your free web site on Any UK Vet.

More than one surgery?

Additional surgeries sharing the same domain name(s) cost £199 per annum. You get an additional ten pages in year one and an additional four pages in each subsequent year. Each additional surgery gets a *First Impressions* upgrade.

This page is available online at www.vetlist.ltd.uk/products/web-and-mail.htm

High Update

£ 599 per surgery per year -- Order from your surgery control panel

If you want to develop a practice web site that attracts regular repeat visits from your existing clients the *High Update* package was designed for you. Easily maintained, expandable and affordable your *High Update* subscription brings you a highly effective web site package including domain name, mail management tools and anti-virus mail scanning.

Included

High Update includes a *First Impressions* upgrade for your free web site on Any UK Vet and all the benefits of both *Web and Mail* and *Initial Presence* subscriptions.

Please read the information sheets for the *First Impressions*, *Initial Presence* and *Web and Mail* packages before continuing if you haven't done so already.

Practice Online Identity

High Update includes two domain names, with and without hyphens registered in your practice name and includes all registration and renewal fees.

Mail Features

A *High Update* subscription brings you all the advanced mail management features included in a *Web and Mail* package. The mail control panel, unlimited e-mail addresses for you, your staff, your services and the practice cat. Industrial strength virus scanning is still included

Web Site

High Update is all about helping you create a practice web site that will attract regular repeat visits from your existing clients. Visits that you can use to improve your standing within your local community, use to promote improved animal care and use to generate income for your practice.

Content, Content, Content

Paraphrasing the estate agents mantra, if property is all location, location your web site is, quite definitely, content, content, content.

What Content?

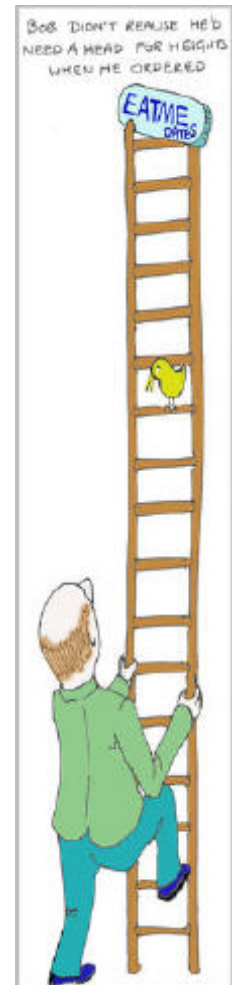
The immediately "obvious" content - pet advice or an online shop - aren't the best solution if you want to attract your existing client base to visit and revisit. There is only one type of content which works. Newsy and magazine type articles about you, your practice, your staff and most importantly, about your clients, their animals and the area you all live in.

Staff Involvement

This kind of copy can only be produced by you and your staff. We suggest that you spread the load rather than heaping it all on your desk or on the shoulders of a single member of staff. A brief weekly diary by the newest trainee will certainly attract more visitors than a long treatise on anal glands.

Maximum Support

The aim of the *High Update* package is to provide the support you need to produce this kind of copy with the minimum investment on your part in hardware, software training or staff time.



- continued

This page is available online at www.vetlist.ltd.uk/products/high-update.htm

High Update - continued

Minimum Cost

You could maintain a vibrant web site with little more than a well chewed ball point, an old envelope and the time it takes for your tea to cool down. You can send us copy by post, fax or e-mail. We read it intelligently, typeset and spellcheck and put it online.

Unlimited Page Count

The page limits of *Initial Presence* or *Web and Mail* don't apply. You can add as many pages as you care to produce copy and images to fill.

First Impressions

Your *High Update* subscription includes a *First Impressions* upgrade for your free web site on Any UK Vet.

More than one surgery?

Additional surgeries sharing the same domain name(s) cost £399 per annum. Branch surgeries staffed for less than 16 hours a week cost £99 per annum. Each additional surgery gets a *First Impressions* upgrade.

This page is available online at www.vetlist.ltd.uk/products/high-update.htm

Additional Services

We provide a range of useful services designed to extend the effectiveness of your practice web site or to help you to develop the use of e-mail communication with your clients.

PDF Pages

PDF pages make your web site more useful to visitors and help you provide those clients without internet access an accessible version of the information you create for your web site.

Mailing List Services

Mailing List Services help you gather e-mail addresses from your existing clients as well as providing you with very effective means of direct communication between annual booster visits

Online Forms

We can provide a range of online forms and associated background programming to help your clients communicate with your practice.



Confident online, Spot had no problem cancelling his castration appointment.

PDF Pages

Adds 30% to any subscription

With a PDF Pages package we create a PDF - or Portable Document Format - version of each of your web pages. This combine all the elements on the page into a single file designed to be easy to save, e-mail or print. Clients visiting your site can print a copy or send it to a friend. You can print off a copy for the waiting room. PDF pages are scaleable so you could even print pages at poster size for your notice board.

This page is available online at www.vetlist.ltd.uk/products/additional.htm

Mailing List

A *Mailing List* package helps you stay in contact with your clients at minimum cost. You can send them details of special offers, information about new services or just news about your practice. We provide a form on your web site plus a pdf master for you to print forms for your waiting room.

You can collect optional additional information, the kind of pets the client owns for instance, in order to send them targeted information and appropriate product news.

Subscriptions to your mailing list are managed with a double opt-in process - essential to avoid accusations of sending unsolicited commercial mail (spam). Subscribers e-mail addresses are stored in an encrypted form in a file that isn't accessible to Internet users.

Every mail sent looks as if it has come directly from your practice and as if it has been sent to that particular subscriber personally.

Price depends on the frequency of mailings, the number of filter options and the number of subscribers. As a guideline, a basic *Mailing List* subscription includes custom designed web and print forms, up to four mailings filter options and a quarterly mailing to up to 1000 subscribers.

Basic Mailing List as specified above is just £120 per year
Contact us to discuss your requirements

Ways to use your Mailing List

Send short weekly/fortnightly/monthly e-mails with a special offer. See what your suppliers can offer or select a service to discount.

Send a regular newsletter - with different versions for your small animal and large animal clients.

We can turn your newsletter pages into PDF files - print them yourselves to distribute in the surgery. Print them larger to go on the noticeboard. Have them printed professionally to include in posted mailings.

Do you post vaccination reminders? How much does it cost? How much would you save for every client that opted to receive vaccination reminders by e-mail?

Online Forms

We are very experienced at producing online forms and the associated programming. The options below are just suggestions. Contact us to discuss your requirements.

Providing an online form means that clients can be prompted for the appropriate information and when it arrives - as an e-mail - at your surgery it is easy to direct to the appropriate person to deal with the request.

Client Advice

Provide advice for clients through an online form. They can send requests to suit their schedule - in the middle of the night if they wish. Your staff can answer at their convenience. Identifying clients can be done with simple name and postcode fields. A field can identify the vet who last saw their animal.

Prescription Renewals

The form just has to collect enough information to recognise the client and animal. You prepare the prescription. Client comes to the surgery to collect.

Make an Appointment

This can run from a very simple form that simply provides a request for an appointment on a particular day to an all singing and dancing version where clients can request appointments with a particular vet - and the system recognises their day off!

Client Only Pages

You can make a section of your web site password protected and provide web pages and web forms that only clients can access.

This page is available online at www.vetlist.ltd.uk/products/additional.htm