

First Impressions

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

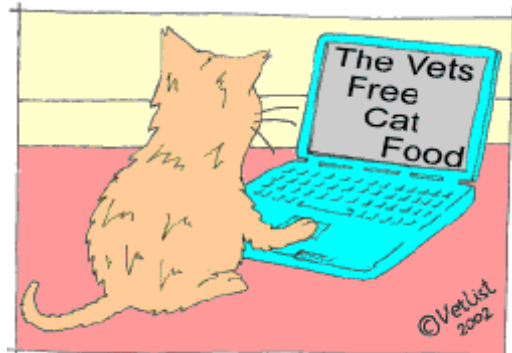
A *First Impressions* subscription presents your free surgery listing on Any UK Vet to best effect and ensures that visitors, your potential clients, are suitably impressed.

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
horses, pigs and/or cows
to find one near to where you live
[Country] [Postcode]

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
OX1 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:
[Logos for Visa, Mastercard, American Express, 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
horses, pigs and/or cows
to find one near to where you live
[Country] [Postcode]

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 in Rosedale Lane, Otherplace

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

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
[Icons for: Small Animal, Large Animal, Horses, Pigs, Cows, Rabbits, Wildlife, etc.]

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