

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?

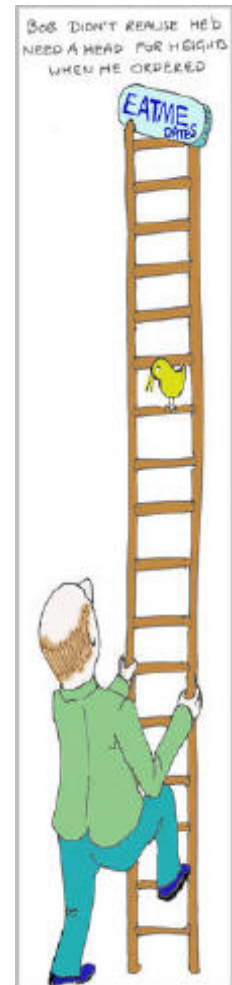
The immediately "obvious" content - pet advice or an online shop - aren't the best solution if you want to attract your existing client base to visit and revisit. There is only one type of content which works. Newsy and magazine type articles about you, your practice, your staff and most importantly,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



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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.

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