

## What goes into a good Web site

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### How do I build an effective Web site for my practice?



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Go beyond basics to build a clear identity for the practice, says Linda Wasche, president of LW Marketworks Inc. in Bloomfield Hills, Mich. Many sites share similar descriptions of facilities, staff credentials, and services. The more effective sites create a specific platform for the practice. In order to enhance your Web site, use the following plan:

While clients want to know about your practice's qualifications, they also want to know what it would be like to have you as their veterinarian. Clients assume technical competence. Use your Web site to show them how wonderful it will be to have you take care of their pet.



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