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**INCREASING TRAFFIC TO YOUR WEBSITE**

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Once you are confident that your website will get tails wagging, actively promote it to build web traffic. Caution: make sure that your site is ready to wow. If not, better to get your site in shape before you tell the world about it.

To build website traffic, first do the obvious and make sure you are including your web address wherever possible: in advertising; on banners, giveaways, mailers, invoices, appointment reminders and in your lobby. Next, focus on two groups: 1) clients and 2) the community.

Reaching **clients** already familiar with the practice is easier. Plus you have a somewhat “captive” audience. Encourage clients to visit the website through:

- A fun giveaway item such as a pet t-shirt, human t-shirt, tote bag or other item that will be worn or used publicly.
- Appointment follow-up discount coupons for the next teeth cleaning (or other service) available only – you guessed it – on the website.
- Cost savings or other incentive for booking appointments on line (if you have this capability).
- Periodic mailings directing clients to new information, a small guidebook or other new items on the site.
- A lobby computer tuned in to your website.
- Touching quotations, poems, sayings and stories featured on your site that clients will want to forward to others (“viral” marketing).

Reaching the **community** that may or may not be aware of your practice is a bit more challenging. However, attracting visitors to your site is a great way to begin building interest and trust. Promote your website in the community through:

- Press releases to local media focusing on timely and newsworthy website content and features such as:
  - Pet nutrition guide
  - Seasonal pet care
  - Pet training tips
  - Traveling with your pet
- Contests and promotions that require website registration and that will post winners to the site, such as:
  - Pet photo contest
  - Pet costume contest
  - Essay or story contest (perhaps for kids)
  - Best pet trick
- Links on other websites for related services such as local pet grooming, boarding and supplies.