



# Marketing Performance Study

## Findings for Independent Veterinary Practices

## Unanticipated results point to one surprising fact that independent veterinary practice owners should know





Hello, my name is Dr. Michele Drake. I am the owner of The Drake Center for Veterinary Care in Encinitas, CA, and I am also a co-founder of GeniusVets.

As a veterinary practice owner, I have spent the past 25+ years working hard to turn my practice into a successful and profitable business and create a culture that helps us attract and retain great staff and clients. Of course, I have made plenty of mistakes and continue to have challenges every day. I understand the challenges that you face every day in your practice because I face them too. Being a business owner isn't easy. However, in my experience through The Drake Center, being a veterinary practice owner can be rewarding, profitable, and enjoyable.

My ultimate goal is to help my colleagues in independent veterinary care to ensure that our businesses and our profession are strong enough to survive the onslaught of corporatized veterinary medicine. That is why I, along with the help of two brilliant partners, started GeniusVets.

Our mission is to help independent veterinary practices thrive and to create better pet health by providing a platform that educates and unites pet owners and veterinarians. To accomplish this, we have created a wealth of free resources that any independent veterinary practice can use, along with professional services that are without question the most impactful available to veterinarians today. We are a company built on impeccable ethics, and the goal of your success is at the center of everything we do. We are here for you, and we are ready to help. I hope that you will take just a few moments to benefit from all that we are already doing on your behalf and for independent veterinary practices across the country.

Sincerely,

*Michele Drake, DVM*



Hello, my name is David Hall, I am a co-founder and the Chief Strategy Officer at GeniusVets and I wanted to take just a moment to help you quickly and clearly understand the purpose, goal, and significance of this study.

### **What is the study?**

As a professional marketer, I am obsessed with results. I always want to know how our services, clients, and campaigns are performing. Monitoring performance is what helps us get better. One efficient way to judge performance is by comparing your performance to the performance of your competitors. In this case, we wanted to know how our clients perform compared to our competitors' clients. Fortunately, with the help of [SEMrush.com](https://www.semrush.com) (a tool that is one of the most widely used and respected digital marketing tools available), we performed a comprehensive analysis of our clients' performance compared to our competitors' clients. We analyzed one of the most valuable metrics for any marketing agency today... and that metric is website traffic.

### **Why does website traffic matter?**

Twenty years ago, if a pet owner had a pet health question, they didn't go to the library to study veterinary medicine; they simply picked up the phone and called their local vet. That allowed the veterinarian to build a relationship and earn a new client. Today, if anyone has a question about anything, they go to Google. Therefore, if a veterinarian wants that same opportunity to earn a new client, they need to be found at the top of Google search results. That pet owner will check out your website before they ever pick up the phone, and that is why traffic to your website is a leading indicator of the strength and success of your veterinary practice, now and into the future.

### **Not all websites are created equal**

You probably already have a website, and it may be aesthetically pleasing. Beyond looking nice, however, your website has three critical jobs to do. First, your website is supposed to attract visitors. Second, your website should authentically represent the mission, values, and culture of your veterinary practice. Third, it should demonstrate your expertise and ensure that you become the go-to pet health expert for pet owners in your local area. If you have a beautiful looking website that isn't attracting visitors because it isn't being found at the top of Google search results, it's like having an expensive sports car that just sits in your garage. It's a silent but significant detriment to your business.

However, a high-performance website can make an incredible impact not only on your veterinary practice's health and profitability but also on the culture and communications that define your client and staff relationships.



David Hall  
Co-Founder & Chief Strategist

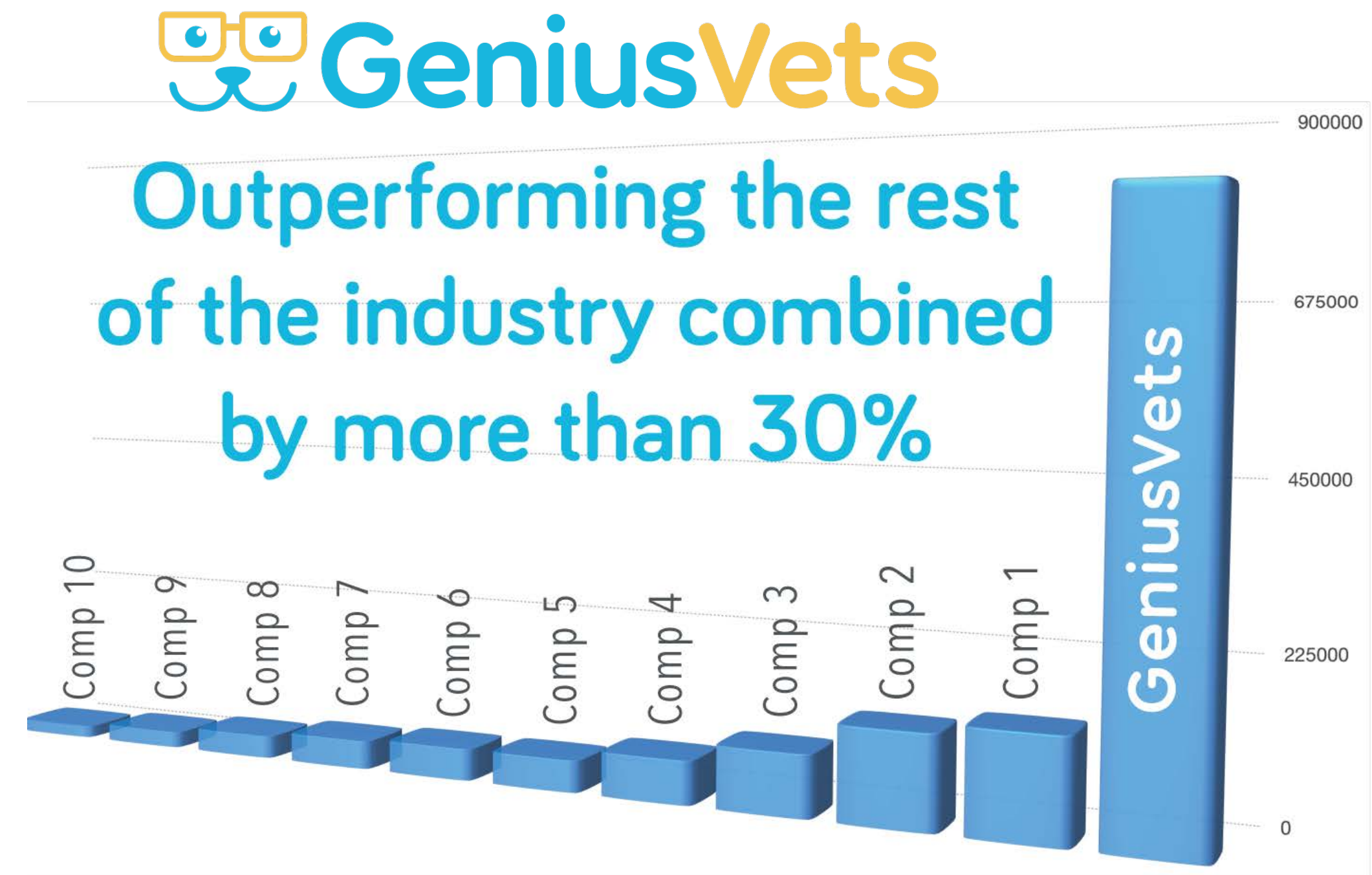


# This study demonstrates:

## Just 10 GeniusVets client websites drive 30% more monthly website traffic than the top 10 clients of our top 10 competitors combined!

|    | Company           | Total Traffic* |
|----|-------------------|----------------|
| ★  | GeniusVets        | 821,400        |
| 1  | Digital Empathy   | 142,800        |
| 2  | Beyond Indigo     | 130,000        |
| 3  | Doctor Multimedia | 86,700         |
| 4  | iVet360           | 61,509         |
| 5  | InTouch           | 45,075         |
| 6  | Whisker Cloud     | 45,029         |
| 7  | Roya              | 40,500         |
| 8  | ViziSites         | 32,093         |
| 9  | DVM Elite         | 22,921         |
| 10 | NVA**             | 16,974         |

\* Total Traffic is a metric that was determined by adding together the total estimated monthly website traffic of the top 10 highest performing client websites for each company listed according to [SEMrush.com](https://www.semrush.com) for the month of October 2020.



\*\* While NVA is a practice aggregator and not a digital marketing agency, their data has been included because they appear to be implementing their own in-house marketing approach for the practices they acquire, and we felt it important to contrast the performance of in-house strategies with agency services.



# Abstract:

This study compared the monthly website traffic received by GeniusVets clients against the top-performing clients of 10 other leading digital marketing companies offering veterinary-specific solutions. The goal was to determine if GeniusVets-specific web platforms, content, services, and strategies resulted in a statistically significant increase in website traffic vs. solutions provided by our most direct competitors.

# Methodology:

The data set for this research was compiled on November 2nd, 2020, representing data for the month of October 2020. Typically, every company that builds websites includes a link to its agency website in the footer of every client website they build. This fact allows anyone to use a popular tool among professional digital marketers, [ahrefs.com](https://ahrefs.com), to run a backlink analysis and find every website linking back to a given website. Using this method, we were able to find all of the client websites linking back to each of our competitors' websites. Then, in sorting the list by estimated organic website traffic, we found the top 10 performing client websites, clicking through to each site to ensure that it was, in fact, built by that particular competitor. We then took this list of client websites into another tool called [SEMrush.com](https://semrush.com), widely considered one of the best tools available for competitive analysis and website performance tracking. Using [SEMrush.com](https://semrush.com), we ran website traffic reports for each of the top 10 highest-performing websites from our top 10 competitors. Then, we simply added up the performance data and compared it to the top 10 performing GeniusVets clients using the same tools.



# Results: Complete Competitor Data Set

| Digital Empathy                                  |         | Beyond Indigo                                      |         | Doctor Multimedia                             |         | iVet360                                       |         | InTouch                                          |         |
|--------------------------------------------------|---------|----------------------------------------------------|---------|-----------------------------------------------|---------|-----------------------------------------------|---------|--------------------------------------------------|---------|
| Website                                          | Traffic | Website                                            | Traffic | Website                                       | Traffic | Website                                       | Traffic | Website                                          | Traffic |
| <a href="#">ahicare.com</a>                      | 96,000  | <a href="#">ovrs.com</a>                           | 70,300  | <a href="#">aercmn.com</a>                    | 16,800  | <a href="#">animalmedcenter.com</a>           | 18,300  | <a href="#">texasavian.com</a>                   | 10,100  |
| <a href="#">caringhandsvet.com</a>               | 18,300  | <a href="#">animalmedical.net</a>                  | 17,000  | <a href="#">all-creatures.com</a>             | 12,900  | <a href="#">carolinavaluepetcare.com</a>      | 10,400  | <a href="#">pet911vet.com</a>                    | 7,200   |
| <a href="#">gilbertsvillevet.com</a>             | 4,500   | <a href="#">lonetreevet.com</a>                    | 9,800   | <a href="#">guildcrestcathospital.ca</a>      | 10,100  | <a href="#">familyvetcare.com</a>             | 7,800   | <a href="#">avim.us</a>                          | 5,700   |
| <a href="#">mission.vet</a>                      | 4,400   | <a href="#">oakhurstvet.com</a>                    | 8,100   | <a href="#">petsdoc.org</a>                   | 9,500   | <a href="#">bestfriendsanimalhospital.com</a> | 7,100   | <a href="#">lakeshorepethospital.com</a>         | 4,700   |
| <a href="#">southkentvets.com</a>                | 4,000   | <a href="#">bluevalleyanimalhospital.net</a>       | 7,700   | <a href="#">adamsonveterinaryservices.com</a> | 8,700   | <a href="#">oaklawnanimalhospital.com</a>     | 5,200   | <a href="#">thevillagevets.com</a>               | 3,900   |
| <a href="#">risiusfamilyvet.com</a>              | 3,800   | <a href="#">beverlyhillsvets.com</a>               | 4,800   | <a href="#">vecc24.com</a>                    | 8,300   | <a href="#">xroadsanimalhospital.com</a>      | 5,000   | <a href="#">ohiopetvet.com</a>                   | 3,400   |
| <a href="#">theanimalmedicalclinic.com</a>       | 3,800   | <a href="#">catcareofvinings.com</a>               | 4,200   | <a href="#">catvettucson.com</a>              | 6,300   | <a href="#">vcsspdx.com</a>                   | 3,700   | <a href="#">columbiapikeanimalh.com</a>          | 3,400   |
| <a href="#">billingsanimalfamilyhospital.com</a> | 3,700   | <a href="#">arkanimalhospital.net</a>              | 3,900   | <a href="#">cvillecatcare.com</a>             | 6,100   | <a href="#">aztecanimalclinic.com</a>         | 2,900   | <a href="#">ctvetcenter.com</a>                  | 3,300   |
| <a href="#">justcatsclinic.com</a>               | 3,300   | <a href="#">suburbanvet.com</a>                    | 3,000   | <a href="#">traversemountainpetcare.com</a>   | 5,900   | <a href="#">azvet.com</a>                     | 820     | <a href="#">avianexoticsvet.com</a>              | 2,600   |
| <a href="#">amceustis.com</a>                    | 1,000   | <a href="#">clevelandparktr.com</a>                | 1,200   | <a href="#">paws-n-hoovesvetclinic.com</a>    | 2,100   | <a href="#">randallvet.com</a>                | 289     | <a href="#">amcofthevillage.com</a>              | 775     |
| Whisker Cloud                                    |         | Roya                                               |         | Vizi Sites                                    |         | DVM Elite                                     |         | NVA                                              |         |
| Website                                          | Traffic | Website                                            | Traffic | Website                                       | Traffic | Website                                       | Traffic | Website                                          | Traffic |
| <a href="#">unionlakeveterinaryhospital.com</a>  | 10,500  | <a href="#">avianandanimal.com</a>                 | 9,500   | <a href="#">emergencypetclinicsat.com</a>     | 8,900   | <a href="#">dakotahillsveterinary.com</a>     | 5,400   | <a href="#">nashvillevetspecialists.com</a>      | 8,000   |
| <a href="#">buzzardsbayvetassociates.com</a>     | 8,400   | <a href="#">countryvet.net</a>                     | 7,200   | <a href="#">austinvetcarecentral.com</a>      | 5,600   | <a href="#">vineyardvet.com</a>               | 3,400   | <a href="#">missionveterinaryspecialists.com</a> | 2,100   |
| <a href="#">gahannaanimalhospital.org</a>        | 8,200   | <a href="#">portroyalveterinaryhospital.com</a>    | 4,400   | <a href="#">mybudgetvet.com</a>               | 4,700   | <a href="#">thevetonfourth.com</a>            | 3,200   | <a href="#">quailcornersanimalhospital.com</a>   | 1,400   |
| <a href="#">frontiervet.com</a>                  | 3,400   | <a href="#">tricityvet.com</a>                     | 4,400   | <a href="#">vscofseattle.com</a>              | 4,000   | <a href="#">arapahoeanimalhospital.com</a>    | 2,300   | <a href="#">northpawanimalhospital.com</a>       | 1,200   |
| <a href="#">gilletteveterinarian.com</a>         | 3,100   | <a href="#">southernvetpartnersllc.com</a>         | 3,500   | <a href="#">marinaanimalclinic.com</a>        | 2,300   | <a href="#">dunedinveterinarian.com</a>       | 2,100   | <a href="#">animalercriticalcare.com</a>         | 1,100   |
| <a href="#">downtownanimalcarecenter.com</a>     | 3,000   | <a href="#">centreatanimalhospital.com</a>         | 3,100   | <a href="#">theanic.com</a>                   | 2,200   | <a href="#">alohavegasvets.com</a>            | 1,900   | <a href="#">cvssvets.com</a>                     | 1,000   |
| <a href="#">myvetanimalhospital.com.au</a>       | 2,900   | <a href="#">herschelanimalclinic.com</a>           | 2,800   | <a href="#">countryinnpetresort.com</a>       | 2,100   | <a href="#">raintreepetscottsdale.com</a>     | 1,600   | <a href="#">stfrancisofassisivet.com</a>         | 896     |
| <a href="#">thepetdoctorinc.com</a>              | 2800    | <a href="#">shoresanhosp.com</a>                   | 2,700   | <a href="#">vshpalmbeach.com</a>              | 1,900   | <a href="#">lexingtonveterinarian.com</a>     | 1,200   | <a href="#">caryvethospital.com</a>              | 655     |
| <a href="#">carlisleveterinarian.com</a>         | 2200    | <a href="#">countrysideanimalhospitaldeland.co</a> | 1,600   | <a href="#">vetinedmonton.com</a>             | 268     | <a href="#">collingswoodvethospital.com</a>   | 1,200   | <a href="#">eastbrookanimalhospital.com</a>      | 390     |
| <a href="#">accopfahrump.com</a>                 | 529     | <a href="#">longtrailveterinarycenter.com</a>      | 1,300   | <a href="#">indianstreetvet.com</a>           | 125     | <a href="#">mainwestvet.com</a>               | 621     | <a href="#">roanokeanimalhosp.com</a>            | 233     |

# Results: Complete GeniusVets Data Set



| Website                                                                              | Traffic |
|--------------------------------------------------------------------------------------|---------|
| <a href="http://catcarecenter.com">catcarecenter.com</a>                             | 191,100 |
| <a href="http://stanislausvet.com">stanislausvet.com</a>                             | 156,900 |
| <a href="http://prestigeanimalhospital.com">prestigeanimalhospital.com</a>           | 107,700 |
| <a href="http://smallanimalclinic.com">smallanimalclinic.com</a>                     | 100,200 |
| <a href="http://apah24.com">apah24.com</a>                                           | 64,600  |
| <a href="http://indiantrailanimalhospital.com">indiantrailanimalhospital.com</a>     | 46,600  |
| <a href="http://ctvsh.com">ctvsh.com</a>                                             | 42,100  |
| <a href="http://thedrakecenter.com">thedrakecenter.com</a>                           | 42,000  |
| <a href="http://countrysideveterinaryclinic.org">countrysideveterinaryclinic.org</a> | 39,900  |
| <a href="http://rauanimalhospital.com">rauanimalhospital.com</a>                     | 30,300  |

Using the same tools we used to determine our competitors' clients' performance, we determined that the top 10 GeniusVets clients are performing over 30% better than the top 10 clients of our top 10 competitors combined!

|                                       |         |
|---------------------------------------|---------|
| Top 10 GeniusVets Client Websites     | 821,400 |
| Top 100 Websites From Our Competitors | 623,601 |



# The results were far more significant than anticipated...

## Conclusion:

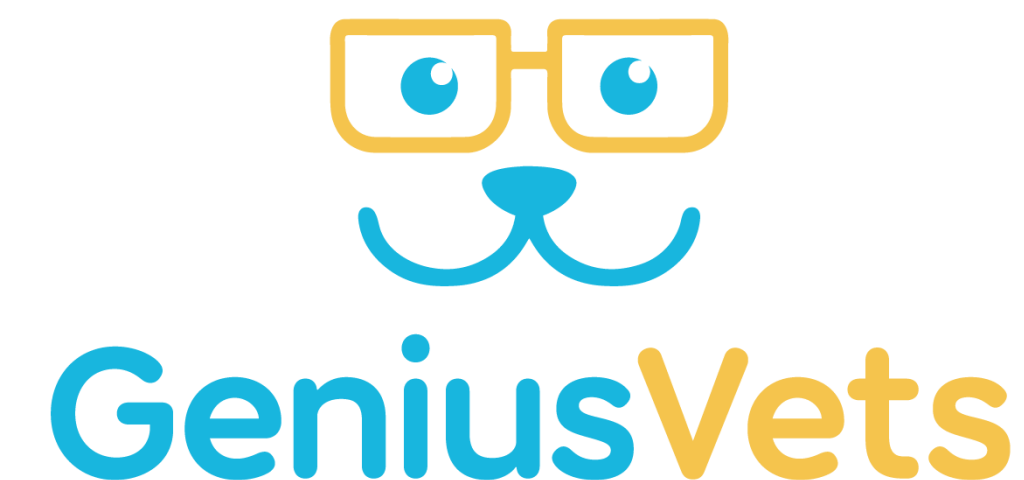
While we have long seen and understood that the websites built and managed by our competitors consistently underperform reasonable expectations, we had not anticipated that the results we routinely deliver for our clients would surpass the web traffic generated by the rest of our competitors combined. However, numbers don't lie. Unfortunately, many of our competitors claim to be "top-performing" and make other dubious claims to sell their services, claims that do not stand up to scrutiny, as demonstrated here.

At GeniusVets, we believe that veterinary practice owners deserve better. You deserve the truth. You deserve to appear at the top of Google search results when local pet owners are looking for pet care information and services. Your clients and your staff deserve the best, and your business can afford nothing less.

Before starting GeniusVets, our CEO Harley Orion and CSO David Hall spent over a decade building high-performance websites and delivering SEO and marketing campaigns for some of the biggest and best-known brands in the world. The thesis behind GeniusVets was simple: can we deliver the same level of quality, power, and sophistication that is typically reserved for companies with six and seven-figure advertising budgets and make it available, affordable, and easy to use for veterinary practices? After five years in business, we are proud to say this is precisely what we have done.



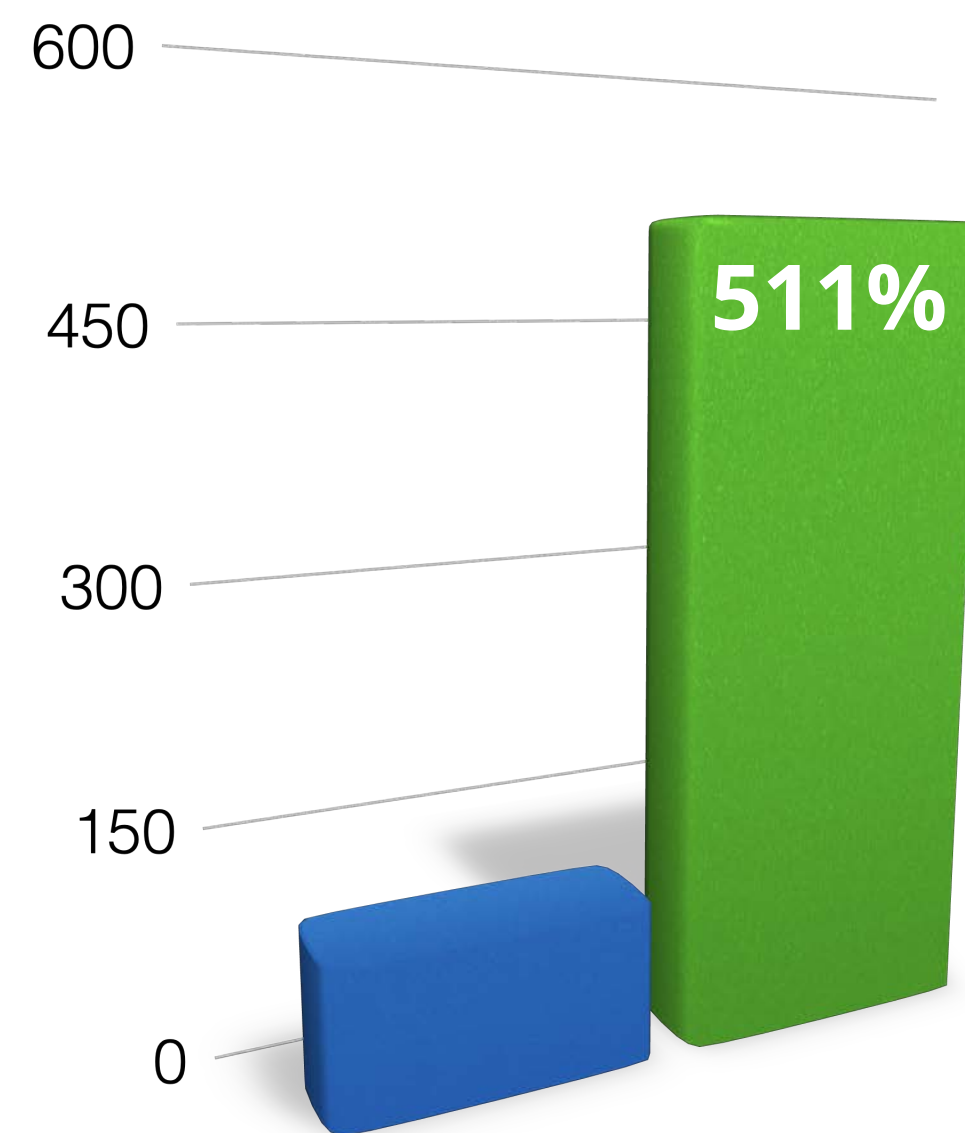
Harley Orion  
CEO





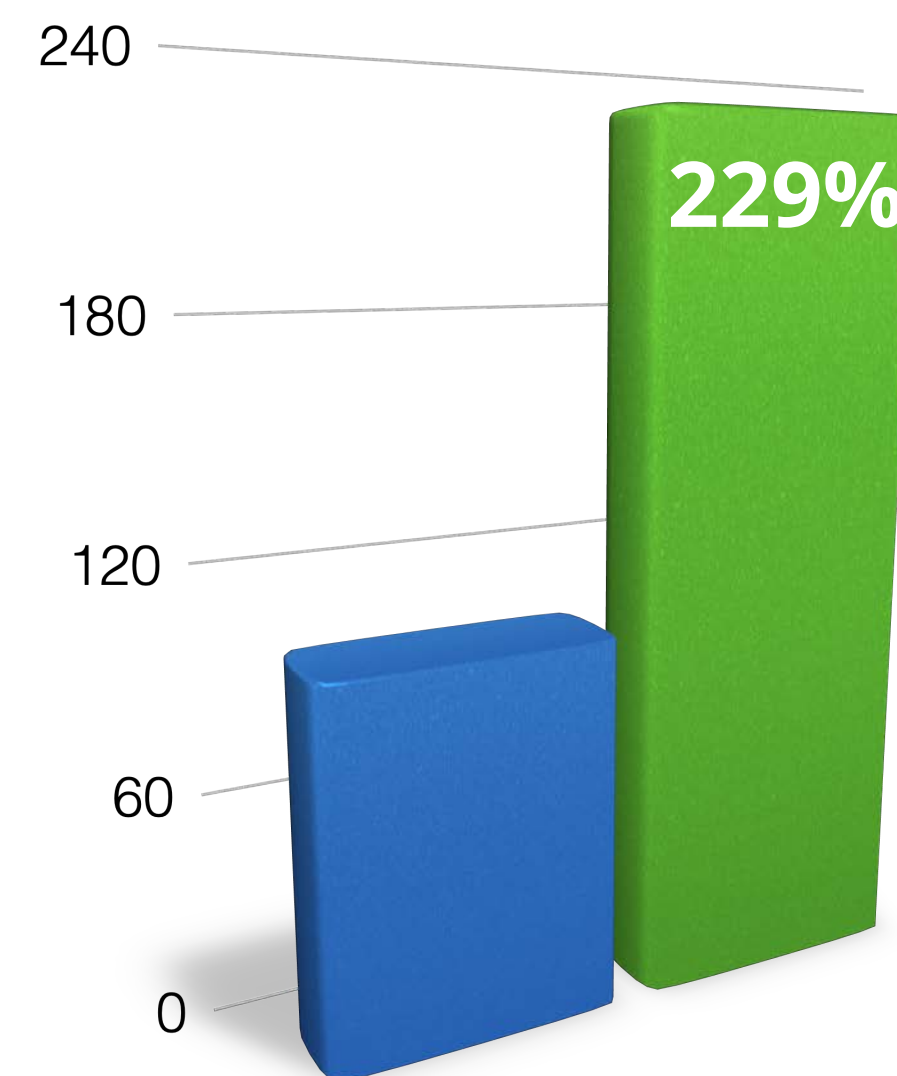
# GeniusVets is the highest-performing digital marketing platform in the veterinary industry

*Driving massive traffic increases...*



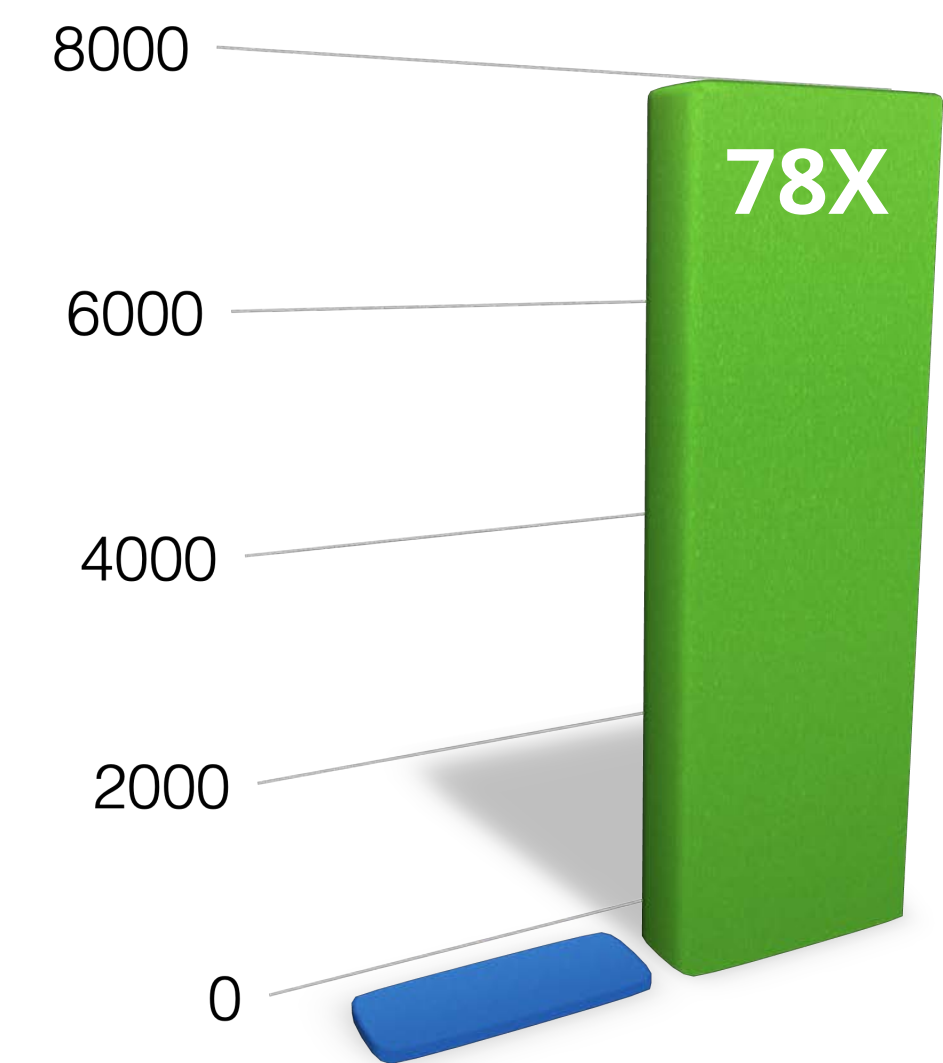
*Clients averaged 511% average organic traffic growth*

*...Making clients' phones ring,...*



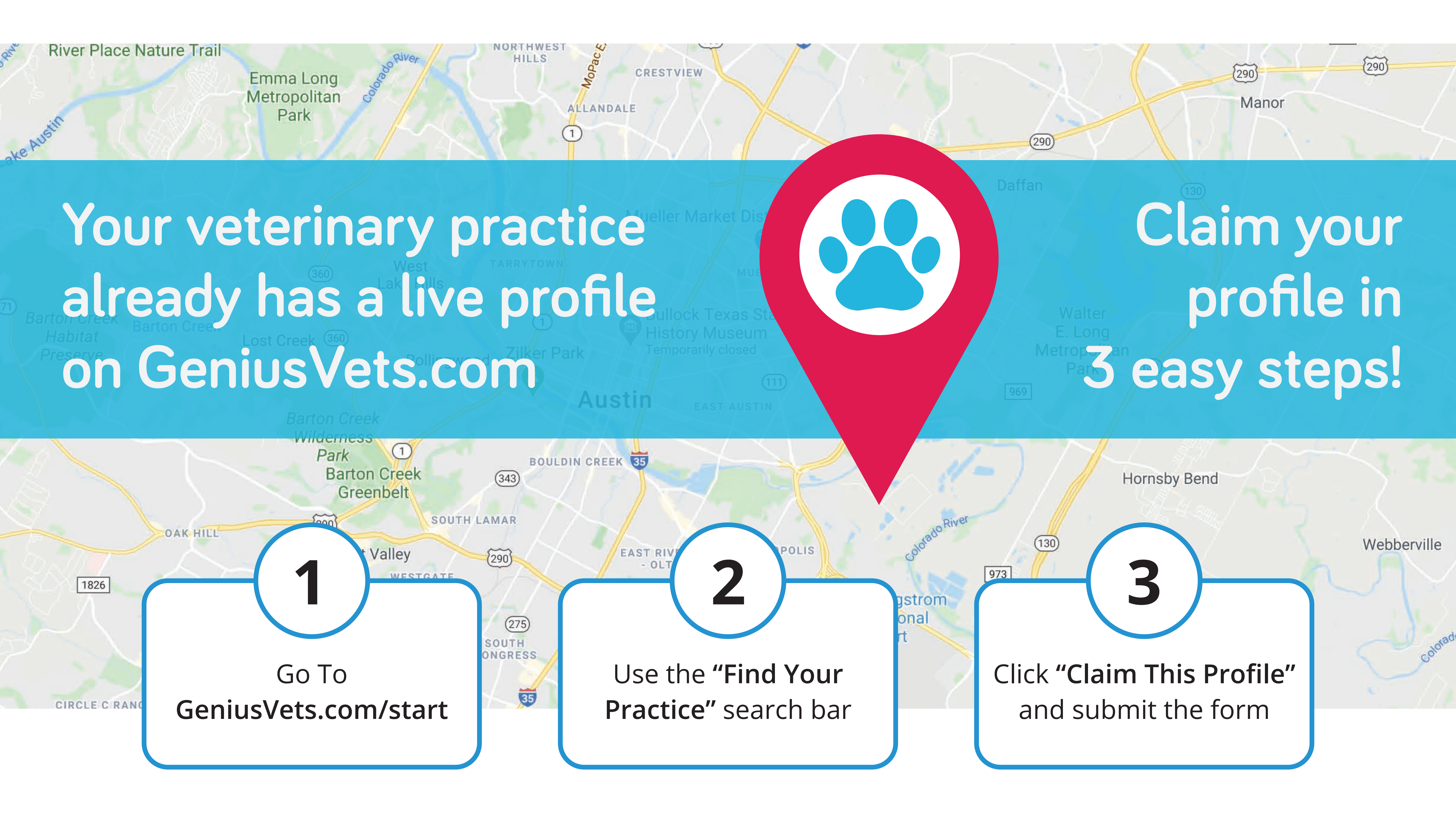
*229% increase in inbound phone calls*

*...And dominating Google rankings*



*7805% increase in Google page one rankings*



A background map of Austin, Texas, showing various landmarks like Barton Creek, Zilker Park, and the Colorado River. A large red location pin with a white paw print icon is centered over the city.

Your veterinary practice  
already has a live profile  
on **GeniusVets.com**

Claim your  
profile in  
**3 easy steps!**

**1**

Go To  
**GeniusVets.com/start**

**2**

Use the “Find Your  
Practice” search bar

**3**

Click “Claim This Profile”  
and submit the form



# For veterinary practices interested in learning more about our services...

Start by scheduling a Veterinary  
Marketing Health Exam & Demo



Visit: [GeniusVets.com/health-exam](https://GeniusVets.com/health-exam)