



Web Dev & Digital Marketing for Veterinary Services Provider

PROJECT DETAILS

 Web Development

 Jan. 2012 - Ongoing

 Confidential

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"I've been very happy with all of the services they've provided."

PROJECT SUMMARY

WebCitz, LLC has developed and designed the website of a veterinary services provider. Currently, they're running digital marketing services for the client, including SEO efforts.

PROJECT FEEDBACK

The client is pleased with the website — it's easy to update, clean, and fully functional. More importantly, the site ranks atop of search engine results. WebCitz, LLC utilizes their knowledge and technical expertise to deliver quality results. They're professional, transparent, and accomodating.



The Client

Please describe your company and your position there.

I'm the onsite IT and Practice Manager at a larger Veterinary Clinic. We have multiple locations in our area, as well as multiple competitors.

The Challenge

For what projects/services did your company hire WebCitz, LLC, and what were your goals?

Originally the focus was on our website and hosting of the website. They did a great job getting that up and going and things have just continued by using their service for our digital marketing as well as to improve our SEO. Our main goals were simply to get a clean, but easily updateable website as well as improve where we showed up when searching for veterinary clinics in our area.



Rory Karle
Practice & IT Manager,
CountrySide Veterinary Services



Healthcare

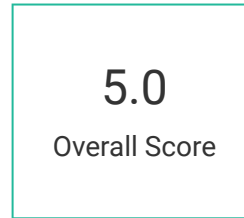


51-200 Employees



Appleton, Wisconsin

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

We looked at multiple different companies that would provide this, in our area. We wanted to be sure to keep it local, to not only support a local business, but to have someone that understood our geographic area. After talking to companies, Webcitz was the easy choice.

Describe the scope of work in detail, including the project steps, key deliverables, and marking tools used.

Our relationship with Webcitz goes back quite a ways, so being able to accurately tell you the early project details and such, would not be possible. However, when creating the website, and maintaining it, they have been very amicable to doing what we want. If they think it appropriate, they will make suggestions, but they aren't out to just "do it their way".

Initially they did fact finding with us, to see what it was that we were looking for and have continuously helped us change or maintain, ever since. As for the SEO, we just told them what we were looking for and they work on that, continuously giving us updates on what our funds are spent on, as well as an extremely detailed monthly report.

How many resources from the vendor's team worked with you, and what were their positions?

I've worked with their General Manager, who is always quick to help out, multiple marketing personnel, multiple Developers, and an administrative assistant. All on the staff are extremely helpful and they respond quickly and try to accommodate, if within their abilities.





The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

As to the outcome of the website, it has been rock solid. It is built in a way that I can edit things as need be, including adding new pages, changing entire layouts, importing images, etc. The monthly marketing reports we receive, allow me to see our SEO on a regular basis, where we rank in relation to other clinics in our area, and we are always at the top.

How effective was the workflow between your team and theirs?

This will be very similar to my answer about the personnel I worked with, but their team is very easy to work with. In all our years working with them, I've never met one abrasive or dismissal person.

What did you find most impressive or unique about this company?

I really like that they all know what they are doing. I've never worked with anyone there who seemed unsure of what to do or made mistakes in our part. They are very forthcoming with information regarding where our marketing funds are spent and what we are getting for those funds. And again, having a general manager so willing to take your call or respond to your email, is fantastic.

Are there any areas for improvement or something they could have done differently?

At this point, there is nothing that comes to mind. I've been very happy with all of the services they've provided.

