

Veterinary Marketing Foundations?

A practical self-assessment for veterinary practice owners and managers

How to complete your assessment

Tick **Yes** only when a statement **consistently** applies to your practice. Each Yes earns one point. Be honest with your answers - this is not about achieving a perfect score. It is about identifying the areas where relatively small improvements could make your overall marketing stronger.

This assessment focuses on the seven core foundations that support effective veterinary marketing. Once these are strong, activities such as SEO, AI Search, Google Ads, social media, paid campaigns and promotions can be used as marketing accelerators to increase your reach and drive further growth.

Foundation 1: Team Engagement and Client Experience	Yes	Not yet
Your team is positive, engaged and reflects the values and culture of the practice.	☐	☐
Phone calls and enquiries are answered in a warm, helpful and professional manner.	☐	☐
Clients receive a welcoming and supportive experience from the moment they arrive.	☐	☐
Your team communicates clearly and helps clients understand recommended care and next steps.	☐	☐
You regularly receive positive comments about your team, client service and overall experience through Google reviews, client feedback and social media comments.	☐	☐
Foundation score	____ / 5	

Foundation 2: Website Quality and Conversion	Yes	Not yet
Your website reflects the professionalism, personality and quality of your practice.	☐	☐
Your major services have useful, dedicated information and your website is kept current, with valuable new content added at least monthly.	☐	☐
It features current, genuine photography of your team, practice and patients.	☐	☐
It makes it easy to call, book, enquire and find your location.	☐	☐
It works well on mobile and has strong technical foundations for Google and AI-powered search.	☐	☐
Foundation score	____ / 5	

Foundation 3: Google Business Profile	Yes	Not yet
Your profile is complete and verified, with accurate contact details, hours and booking information.	☐	☐
Your primary and secondary categories and veterinary services are complete, relevant and kept up to date.	☐	☐
You consistently receive new Google reviews.	☐	☐
You respond thoughtfully to reviews, ideally within 24 hours.	☐	☐
You actively manage your Google Business Profile, regularly adding current photos, posts and updates - just as you would keep your social media presence active.	☐	☐
Foundation score	____ / 5	

Foundation 4: Existing Client Communication	Yes	Not yet
Clients are encouraged to book their next recommended appointment before leaving.	☐	☐
You have reliable appointment, vaccination and preventative healthcare reminder systems.	☐	☐
Outside appointment reminders, you proactively communicate useful information, advice or updates to clients at least once every 90 days.	☐	☐
You use a mix of communication channels - including email, SMS and social media - rather than relying on a single channel.	☐	☐
Your communications help clients remain connected with the practice between visits.	☐	☐
Foundation score		____ / 5

Foundation 5: External Links and Online Authority	Yes	Not yet
Your practice name, address and phone details are accurate and consistent across reputable veterinary, industry, local and online directories.	☐	☐
Relevant organisations, clubs, associations or industry partners link to your website.	☐	☐
You publish useful, original content that demonstrates your team's knowledge and expertise.	☐	☐
Your Google posts, emails and relevant social content link to useful website pages.	☐	☐
Your practice has gained new, relevant links to your website from trusted veterinary, industry, community or local websites within the past six months.	☐	☐
Foundation score		____ / 5

Foundation 6: Local Community Involvement	Yes	Not yet
Your practice actively participates in or supports local community activities.	☐	☐
You build relationships with local organisations, schools, clubs, charities or animal groups.	☐	☐
Your team looks for opportunities to provide useful pet care education in the community.	☐	☐
You share community involvement through your website, Google profile, email and social channels.	☐	☐
Your practice participates in or supports a local community activity, partnership or event at least quarterly.	☐	☐
Foundation score		____ / 5

Foundation 7: In-Practice Marketing	Yes	Not yet
Reception and waiting areas educate clients about relevant services and preventative care.	☐	☐
Posters, displays and educational information are current, useful and professionally presented.	☐	☐
You use screens or printed materials to showcase services, team members, stories or pet care advice.	☐	☐
You actively promote different services within the practice throughout the year, with displays, educational material or client messaging updated at least quarterly.	☐	☐
Your entire team - from reception and nurses through to vets - understands the full breadth of services your practice offers and their benefits, so they can confidently discuss relevant options with clients.	☐	☐
Foundation score		___ / 5

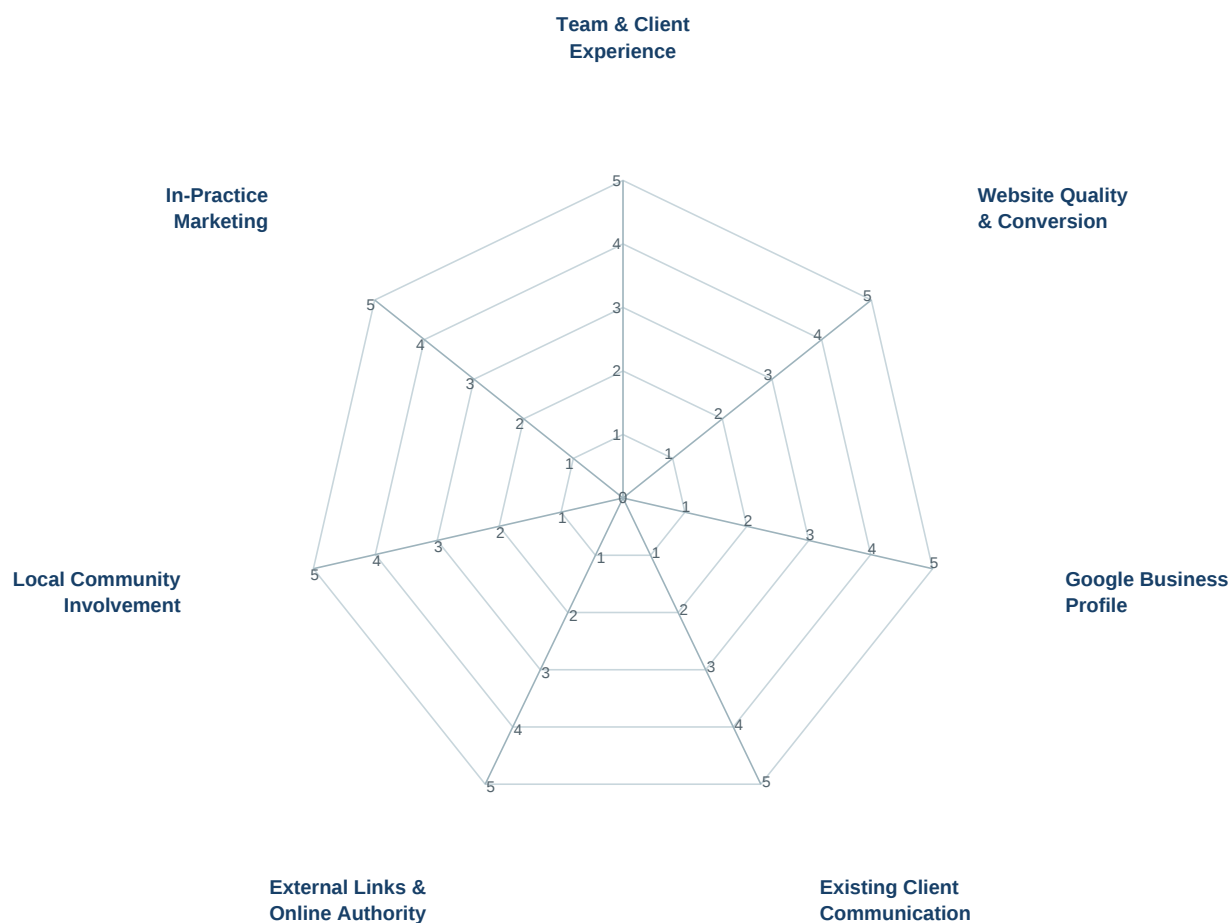
Your Veterinary Marketing Foundations Score

Transfer each foundation score below, then calculate your overall result.

Marketing foundation	Your score
Team Engagement and Client Experience	___ / 5
Website Quality and Conversion	___ / 5
Google Business Profile	___ / 5
Existing Client Communication	___ / 5
External Links and Online Authority	___ / 5
Local Community Involvement	___ / 5
In-Practice Marketing	___ / 5
TOTAL SCORE	___ / 35

See the Shape of Your Marketing Foundations

Plot each of your seven scores on the matching spoke below, then join the points. The shape makes it easy to see where your foundations are balanced and where greater attention may be needed.



Mark each score from 1 to 5 on its spoke, then join the seven points to reveal the shape of your marketing foundations.

What Does Your Score Mean?

29-35: Strong Marketing Foundations

Your practice has many of the essential marketing foundations in place. Focus on maintaining consistency, strengthening any lower-scoring areas and connecting your activities so they work more effectively together.

20-28: Good Progress, With Opportunities

Several foundations are working well, but there are opportunities to strengthen your overall approach. Identify the two areas with the greatest opportunity and focus on a small number of practical improvements.

Below 20: Start With Your Highest-Impact Priorities

Your assessment has identified several opportunities. You do not need to address every area immediately. Choose the two or three foundations likely to have the greatest impact, develop a practical plan and build from there.

What Comes Next? Your Marketing Accelerators

These seven foundations give your veterinary practice a strong marketing base - but they are not the entirety of your marketing. Once your foundations are in place, **marketing accelerators** can help increase your visibility, reach more pet owners and drive additional opportunities to your practice.

SEO	AI Search	Google Ads	Social Media	Paid Campaigns	Promotions
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Accelerators work best when the foundations underneath them are strong. Driving more people towards your practice is far more valuable when they find a professional website, strong reviews, an active Google presence, a great client experience and a practice that stays connected with them.

Build the foundations first. Then use the right accelerators to extend your reach and drive growth.

Want an Independent Review?

Sometimes it is difficult to assess your own marketing objectively, particularly when you are busy running a veterinary practice.

Vet Marketing Services can help identify your strongest foundations, priority gaps and practical next steps. We can also recommend which activities your team can manage internally and where specialist support may deliver the greatest value.



More Veterinary Marketing Tips & Guides

Scan the QR code to explore practical articles, ideas and resources from Vet Marketing Services to help strengthen your marketing foundations and make your accelerators work harder.

www.vetmarketingservices.com.au/blog.html