

Nutrition *by the numbers*

Directory Visibility & Nutrition Insights

Your Data: July – December 2023



182,000 visits
to VetSpecialists.com
6.5% increase
compared to Jan – June



8,643 visits
to the Nutrition Page



53,000 searches
for Veterinary Nutritionists



VetSpecialists.com Tip

Keep your listing up-to-date:

- 1. Your Photo
- 2. Your Practice Name
- 3. Your Contact Information

Top Google searches leading to VetSpecialists.com:



pet nutritionist

veterinary nutritionist

dog nutritionist

VetSpecialists.com Tip: Incorporate the above keywords on your business website for better Google visibility.

Effective ad campaigns drove awareness:



34,750 views
on Google Ads for Veterinary Nutritionists
with a **8.76% click-through rate**



4,754 users to the Nutrition Page
were new users who had never visited
VetSpecialists.com before (**74.2%**)

Nutrition's top articles:

A Comprehensive Walkthrough of a Nutritionist Consultation

Emily Luisana, DVM, DACVIM
(Nutrition)

Evaluating the Quality of Pet Food

Catherine Lenox, DVM, DACVIM (Nutrition)

Chronic Kidney Disease: How a Veterinary Nutritionist Can Help

Krystin Langer

We want to hear from YOU!



VetSpecialists@ACVIM.org



facebook.com/findavetspecialist



twitter.com/Vet_Specialist



instagram.com/vetspecialists

SOURCE: 07/01/2023 – 12/31/2023 Google Ads and Google Analytics data for VetSpecialists.com
Notes: 1-The ACVIM divides marketing resources evenly across all specialties. Any differences in data/performance across the specialties (i.e. more visibility for one specialty over another) represent naturally occurring differences in demand.