

Nutrition *by the numbers*

Directory Visibility & Nutrition Insights

Your Data: January – March 2024



90,295 visits
to VetSpecialists.com
5.7% increase
compared to Q1 2023



5,747 visits
to the Nutrition Page



27,500 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:



23,332 views
on Google Ads for Veterinary Nutritionists
with a **9.36% click-through rate**



3,052 users to the Nutrition Page
were new users who had never visited
VetSpecialists.com before **(78%)**

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)

Dietary Supplements in Dogs and Cats with Heart Disease

Lisa M. Freeman, DVM, PhD,
DACVIM (Nutrition)

We want to hear from YOU!



VetSpecialists@ACVIM.org



facebook.com/findavetspecialist



twitter.com/Vet_Specialist



instagram.com/vetspecialists

SOURCE: 01/01/2024 – 03/31/2024 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.