# 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:

Your Photo
Your Practice Name
Your Contact Information

#### Top Google searches leading to VetSpecialists.com:



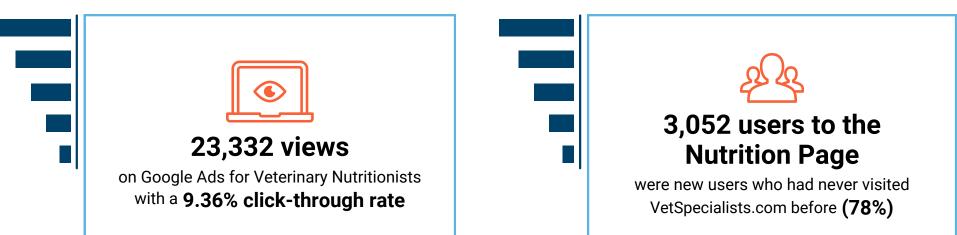
🔍 pet nutritionist

Q veterinary nutritionist

Q dog nutritionist

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

#### Effective ad campaigns drove awareness:



#### Nutrition's top articles:

<u>A Comprehensive Walkthrough of a</u> <u>Nutritionist Consultation</u>

> 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.

