

Nutrition *by the numbers*

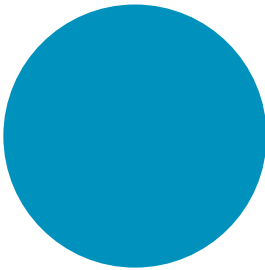
We're Just Getting Started...

Directory Visibility & Nutrition Insights Thus Far

Your Data: June 2023



170,839 visits
to VetSpecialists.com



2,854 visits
to the Nutrition Page



26,815 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:



Q Dog kidney diet

Q Kidney diets for cats

Q Dog cancer diet

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

Effective ad campaigns drove awareness:



1,195 views
on Google Ads for Veterinary Nutritionists
with a **3.4% click-through rate**



2,490 users to the Nutrition Page
were new users who had never visited
VetSpecialists.com before (**87.2%**)

Nutrition's top articles:

Chronic Kidney Disease: How a Veterinary Nutritionist Can Help

Krystin Langer

A Comprehensive Walkthrough of a Nutritionist Consultation

Emily Luisana, DVM, DACVIM-Nutrition

Tips For Selecting Food That Will Fit Your Pet's Needs

Catherine Lenox, DVM, DACVIM (Nutrition)

We want to hear from YOU!



VetSpecialists@ACVIM.org



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SOURCE: 1/1/2023 – 06/30/2023 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.