



Dr. Ken Schoolmeester

Mixed Pet Veterinary Hospitals is a different breed. Its three locations are bright and fun, and an energetic team of experts greets clients with genuine enthusiasm seldom found in the industry.

"You won't find any wood paneling and Norman Rockwell paintings here," owner and veterinarian Dr. Ken Schoolmeester said, smiling. "We know how unique and special our pets are to their owners, and we strive to provide an experience that honors that."

Holly Slaughter, the practice administrator, says the team has sought a strong web presence since the practice opened more than 10 years ago. "We've always known that pet owners search for our services on the Internet, but until we found Trafk Media, our quest to create a website that captured the energy of our practice had proven costly and fruitless.

"We chose our previous web design companies because they claimed to be veterinary web marketing specialists that understood our practice – but every time, they steered us toward quick and easy template designs that fell flat. The team at Trafk Media created a unique site that captured the Mixed Pet vibe and



Holly Slaughter

communicates everything we want pet owners to know about us. They far exceeded our expectations, and we get compliments on our new website every day."

It's true that the website we created for Mixed Pet Veterinary Hospitals gets a lot of compliments, but more important, the new site is bringing in a lot of new clients for the veterinarian team.

"We track every single new business lead that comes in," Holly says. "We ask every new client how they heard about us, and over 70 percent say it's from our website."

A compelling design is only part of the equation, though. For a website to be effective, potential customers need to visit the site. The SEO team at Trafk Media keeps mixedpet.com optimized so that it consistently appears near the top of the first page of natural results for relevant searches, such as "charlotte veterinarians." Mixed Pet's new website receives an average of 200 unique visitors a day – or about five times the daily traffic its last site generated.

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"For us, the added website traffic is more than just a number on a report," Holly says. "You can literally look at our appointment book and see the impact that the SEO group at Trafk Media has made on our business. It's had a huge effect."

Keeping the content updated on the practice's previous sites had been a big source of frustration as well.

"We had grown so accustomed to waiting as long as a week or more to make simple edits to our site – just minor revisions like updating our events calendar or changing a special offer – we thought that was normal protocol," Holly says, laughing. "Now when I submit an update request, I get a response by phone or e-mail within minutes, and the change is usually completed the same day.

"The way Trafk Media bundles SEO, hosting and maintenance into one low monthly service plan is perfect for our practice, and it just makes good business sense," Holly says. "Buying these services individually from multiple companies is expensive and inefficient, and believe me, I've tried.

"Look, we can go on all day about how much we love Trafk Media," Holly and Dr. Schoolmeester emphasize. "They're nice people and great to work with, but the bottom line is this: They've helped us create and maintain a compelling and memorable web presence that continues to bring new clients to our practice. Our previous two firms had simply sold us websites, and we realize now how big the difference is."

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Holly Slaughter



Preventative Care for Mixed,
Designer, and Pure Breeds