



### INTRODUCTION

- Pownal Veterinary Hospital, located in Pownal, ME, is a full-service animal hospital established in 2008 and led by Dr. Karen Richter-Hall. The hospital is dedicated to providing compassionate, expert veterinary care, treating pets as family members, and offering comprehensive services including routine exams, vaccinations, preventative medications, diagnostic imaging, general surgery, dental care, and emergency services. They also provide counseling, pharmacy services, and house calls for client convenience, emphasizing client education and staying current with veterinary advancements to ensure optimal pet health.

### INTERNSHIP PROJECT OBJECTIVE

- Enhance the organization's on-line presence through a website redesign to improve usability, accessibility, and alignment with modern websites, ensuring a responsive and user-friendly interface.

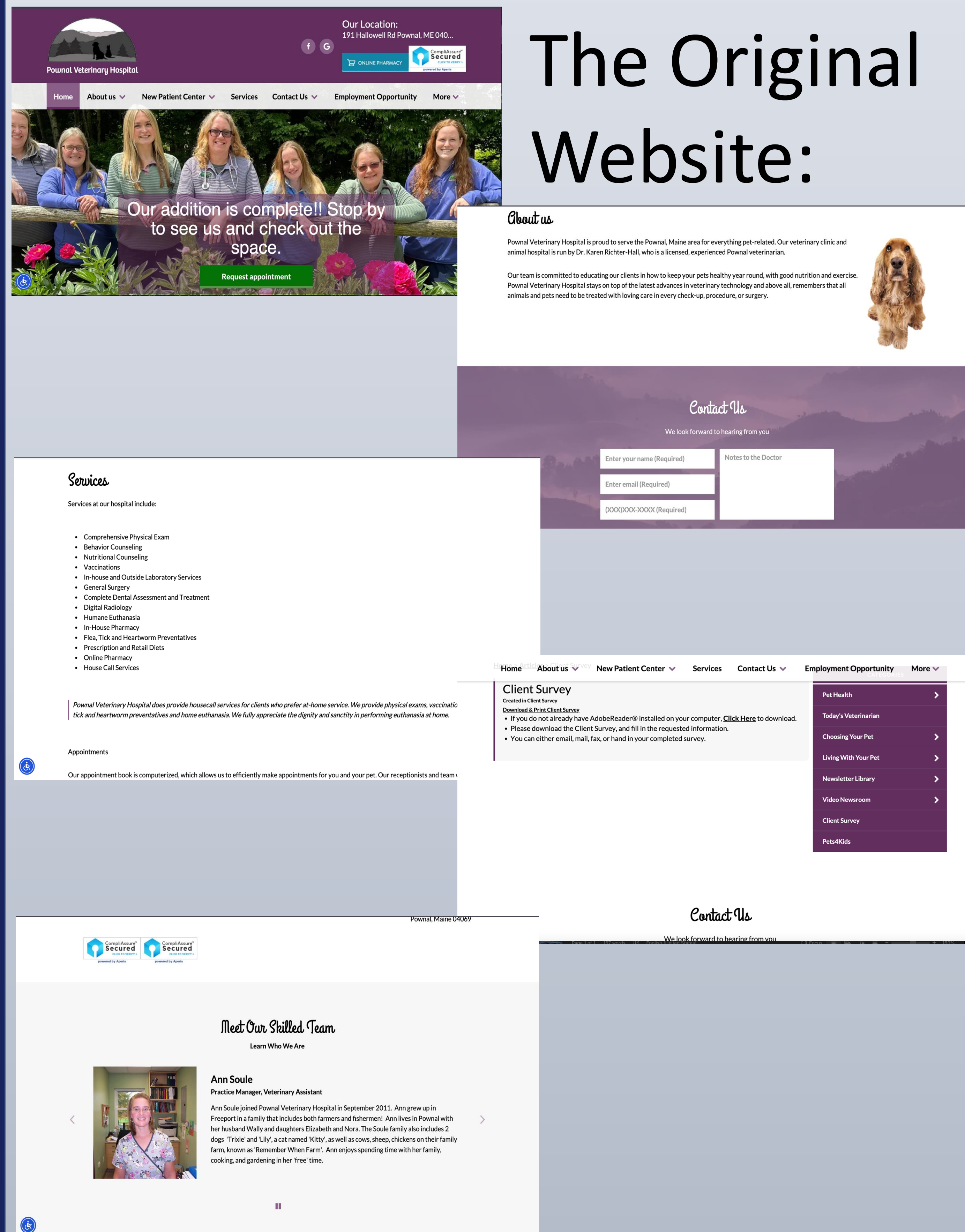


### RELATED LITERATURE

- Research shows, "Your veterinary website acts as a digital storefront for your vet practice. Your website's design, features, and user experience are pivotal to attracting potential new customers." (Hayes, 2023, para. 1).
- According to Fernando (2024), the essentials of having an outstanding website include:
  1. Easy navigation
  2. Mobile friendly design
  3. Transparent information
  4. Engaging visuals
  5. Testimonials from patients
  6. Educational recourses
  7. Easy appointment booking
  8. Easy contact information access

### MATERIALS & METHODS

- Reviewed current website to identify areas to be revised/updated.
- Determined what was necessary to have on the website and what was not.
- Researched other websites to determine what should be added to the new website.
- Determined what theme would attract more customers and be more visually appealing.
- Updated old images with new and more relevant photos.
- Content revisions for the website were determined through collaborative meetings and conversations with staff at Pownal Veterinary Hospital.
- Effectiveness of the new website versus the old one was determined by number of patients that accessed the website as well as the number of responses received through the new survey.

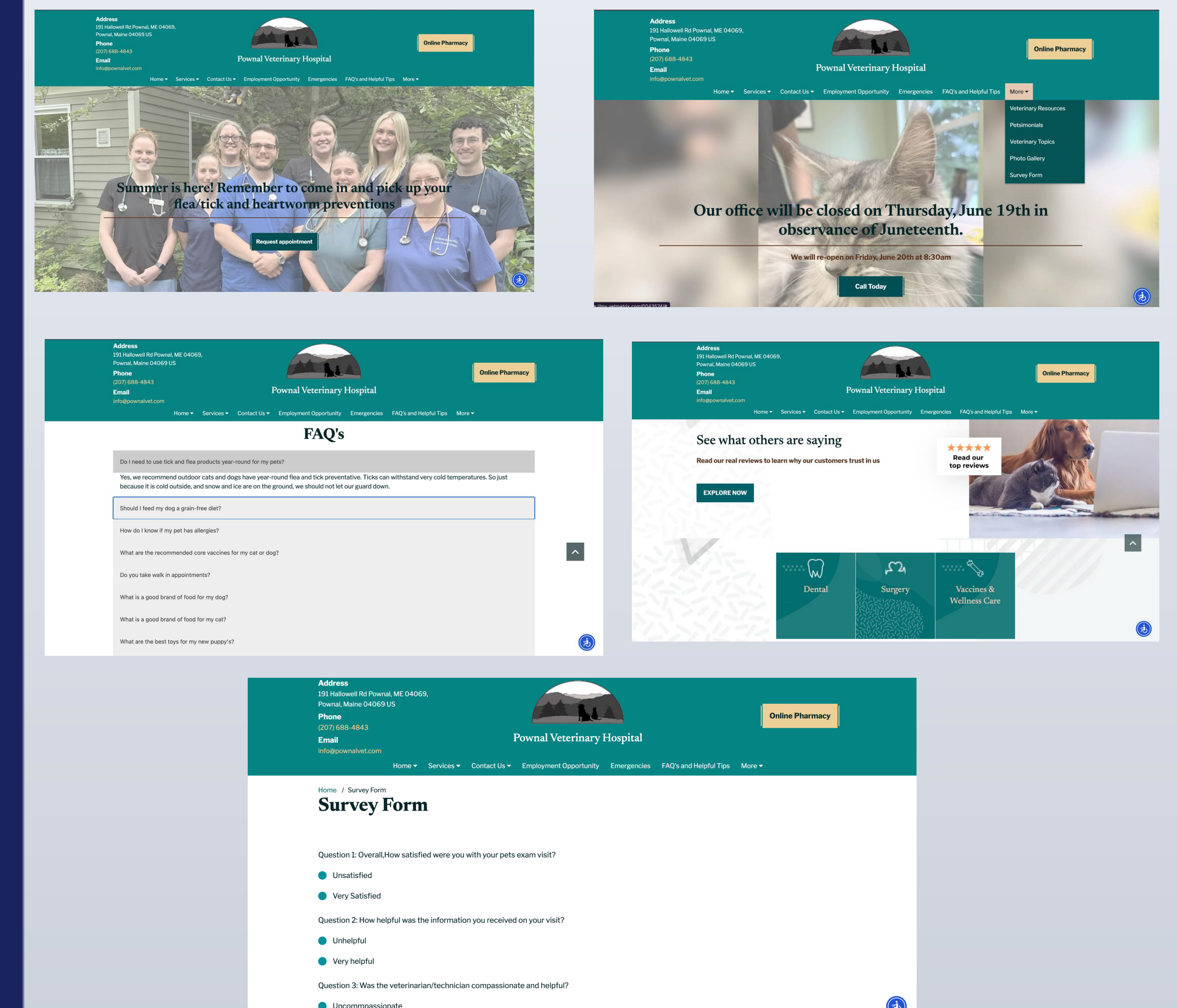


## The Original Website:

### RESULTS

- After a thorough evaluation, it was determined that the old website was missing key information and needed to be updated. It was not user-friendly or easy to navigate for patients, nor did it meet several of the eight essential criteria for an effective website.

## The New Website:



### CONCLUSIONS

- The new website includes the 8 essentials of having an outstanding website.
- The new website is visually appealing and easier to navigate.
- The staff have seen the draft of the revised website and have already mentioned how improved it is.

### REFERENCES

Fernando, J. (2024, May 3). *The Ultimate Guide to an Exceptional Veterinary Website*. Vetstoria. <https://www.vetstoria.com/blog/the-ultimate-guide-to-an-exceptional-veterinary-website/>

Hayes, Jack. "6 Veterinary Website Design Strategies To Grow Your Practice." *6 Veterinary Website Design Strategies to Grow Your Practice*, [www.roya.com/blog/6-veterinary-website-design-strategies-to-grow-your-practice.html](http://www.roya.com/blog/6-veterinary-website-design-strategies-to-grow-your-practice.html).

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