



whiskercloud

the state of
Veterinary
websites and digital communications



WhiskerCloud

Why did we start our company?



TESTING

We wanted to help veterinarians with their online presence. We chose 500 random veterinarian's websites and tested them. The results were **scary**.

9 months later, WhiskerCloud was born.

What We Looked For:



Is the website mobile responsive?
(Does it function perfectly on ALL devices?)



Is the site coded for search engine optimization and analytics?



How does the site function against our speed and security tests?



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The Results

WhiskerCloud's platform is 100% mobile responsive, every page is coded for search engine optimization, and Google Analytics code tracks every single page.

RESPONSIVE?

18%

Of the 500 websites we studied, just 90 functioned on a mobile device.

SEO/ANALYTICS?

22%

110 sites had both SEO meta tags and a form of analytics code on their website.

SPEED/FUNCTION

10.0

WhiskerCloud sites load in under 3 seconds, the average of the sites we tested was over 10.

Why is this important?

- 87 percent of Millennials always have their smartphones within arm's reach; they also check their smartphones about 150-times a day.
- 82 percent of smartphone users say they check their phones for information about store purchases while walking around the store they're in.
- 91 percent of smartphone users check their phones for ideas (and products/services) in the middle of tasks.
- A 1-second delay in page load time can result in a 7% reduction in conversions. To put that in perspective, if an e-commerce site is making \$100,000 per day, a 1-second page delay could potentially cost you \$2.5 million in lost sales every year.
- 75% of all websites are unsecured and vulnerable to hacking - not the case with WhiskerCloud.

The future is now.

Using the latest, greatest software - WhiskerCloud was created to solve these issues for veterinarians. Even better, we do it at a very low monthly cost. Our websites are built completely custom, just for you.

We even run it for you! Web changes, SEO, analytics, security, hosting, everything - handled by us.

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