St. Francis Animal Clinic is an independently-operated business located in Naples, Florida. They are established as a high quality practice in the area, and are AAHA certified, which is a high standard for small animal care. They have a reputation for working with exotic animals, having partnered previously with a zoo and conservancy in the area, but are in the process of moving away from exotics and rebranding the business. Their site is, by their own definition “old and lame,” and they have the stated goal of attempting to appeal to a younger, hipper demographic. Their site has fallen into disuse, with no recent updates since 2013. They have a facebook page, but are interested in breaking into more social media outlets such as Twitter and Instagram, to appeal to younger pet owners. However, they admit that they do not have a staff member with enough initiative to creatively implement website maintenance, and would need basic, remedial instruction in how to implement changes and manage more frequent updates.