| Basic Information: | Keywords / Meta Tags |
|---|---|
| Home Page <title>St. Francis Animal Hospital</title> | St. Francis Hospital for Animals, St. Francis Animal Hospital, Animal Hospital, Pet Care, Emergency Pet Care, Charlotte Animal Hospital, Pet Hospital, Animal Care, Animal, Pets, |
| Sub Pages <title>Services</title> | St. Francis Hospital for Animals, St. Francis Animal Hospital, Animal Services, Animal ACL Repair, Animal Laser Therapy, Pet Vaccinations, Pet Surgery, Animal Orthopaedic, Animal Preventative Dentistry, Pet X-Rays, Pet Bronchoscopy, Animal Endoscopy, Flea and Parasite Control, Pet Dermatology |
| Sub Pages <title>Check In</title> | St. Francis Hospital for Animals, St. Francis Animal Hospital, Visit Information, First Visit, Pet Patient Form, Forms, Check In Information, Emergency Pet Check In |
| Sub Pages <title>About Us</title> | St. Francis Hospital for Animals, St. Francis Animal Hospital, About Us, Veterinarian Information, Vet Information, St. Francis Information |
| Sub Pages <title>Links</title> | St. Francis Hospital for Animals, St. Francis Animal Hospital, Partners Links, Partners, Links, Who We Work With |
| Sub Pages <title>Contact Us</title> | St. Francis Hospital for Animals, St. Francis Animal Hospital, Contact Us, Contact Information, Contact From, Hospital Location, Location, |
| **Industry Information:** | |
| Industry Terms | St. Francis Hospital for Animals, St. Francis Animal Hospital, Veterinarian, Vet, Pet Doctor, ACL repair, Laser Therapy, Animal Lab Services, Animal Surgery, Pet Micro Chipping, Pet Allergy Testing, Pet Flea Control, Animal Parasite Control, Prescription Pet Foods |
| Services Offered | Link to Blog, Submit Review, Links to Partners, ACL repair, Laser Therapy, Animal Lab Services, Animal Surgery, Preventative Dentistry, Complete Lab Services, X-Ray Facilities, Ultrasound Examinations, Bronchoscopy/Endoscopy, Allergy Testing, Dermatology, Emergency Service |
| **User-Oriented Information:** | |
| Sample Searches | animal hospital charlotte, animal hospital in charlotte, charlotte animal hospital, st francis hospital for animals, dog hospital emergency, animal hospital emergency, emergency vet charlotte, st francis with animals, pet hospital emergency, charlotte veterinarians, emergency pet hospitals, veterinarians charlotte, veterinary hospital emergency, veterinarian charlotte, emergency dog hospital, charlotte emergency vet, charlotte veterinarian, vet charlotte, st francise hospital, hospital for animals, animals hospital, pet hospitals, best veterinary hospitals, charlotte vet, saint francis and animals, all night vet hospital, charlotte veterinary, st franis hospital, st fransis hospital, veterinary charlotte, vet animal hospital, st fransic hospital, st franics hospital, emergency animal vet, animal vet emergency, emergency animal hospital, vet hospital emergency, emergency vet hospitals, stfrancis hospital, emergency vet hospital, st fracis hospital, st francis and the animals, emergency animal hospitals, emergency pet hospital, st francis and animals, best animal hospital, emergency veterinary hospitals, animal hospital vet, dog hospitals, st fancis hospital |
| Sub Pages Searches | Animal Hospital Location, Services, Feedback, Contact, Partners, Links, Related Topics, Staff, Payment, Specialist, Reviews, Blog, Forms, practice philosophy, |
| Key Phrases | St. Francis Hospital for Animal, Animal Hospital, Veterinarian, Pet Veterinarian, Pet Emergency Hospital, Animal Specialist, Animal Emergency Hospital, Charlotte Veterinarians, Local Veterinarians, Local Vet, Veterinarians in Charlotte, NC. |
| **Mobile:** | |
| First Design Approach | The Idea for the mobile is to steam-line everything, only keep what I need for quick view for anyone on the go. Simplify the whole site for a good, not to busy mobile app. |

| Global Navigation Link | Sub-Category / Titled Section | Description of Page Content | Original Content Reference (URL or Images archive file name) | Potential Usage or Placement of Content Elements | Keywords | Potential Assets or Visual Treatments | Additional Notes |
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| St. Francis Homepage | Main photo | A large blue and light yellow logo with a textured BG | http://www.bestvetcharlotte.com/wpimages/wp69afd9f9.jpg | New clean, better resolution logo to be placed on top left corner. | St. Francis Hospital for Animals, St. Francis Animal Hospital, Pet Care, Animal Care, Charlotte Animal Hospital, Local Animal Hospital | The new logo will give the site a new updated professional look, the clean new logo will also provide a cleaner way of marketing in all forms | Logo is outdated needs to be redone as the first priority to develop site around it. |
| St. Francis Homepage | Business Hours / Map info | White free floating box with store hour info and a click-able link to view location | http://www.bestvetcharlotte.com/wpimages/wp430992b5_0f.jpg | This will relocated to its new <title>contact us</title> page, Google full view of maps will be displayed | St. Francis Hospital for Animals, St. Francis Animal Hospital, Directions to St. Francis, St. Francis Animal Hospital google maps | Isolating the business hours and map to its own page will clean up and simplify the homepage and have a cleaner page for that alone. | Find all what info is needed for ways of contact. I do need to provide a way to contact vet in case of emergency. |
| St. Francis Homepage | Flash Picture Roller | Free Floating Picture Roller with dark outdated images | No direct link to Flash, location only found in HTML markup | New image roller will be strictly CSS (NO FLASH) It will hold new bright images of a happy place and animals. | St. Francis Hospital for Animals, St. Francis Animal Hospital, St. Francis Images, St. Francis Pet Images, St. Francis Image Roller | The new images will brighten the whole site. Using happy images will appeal as a HAPPY place to be for animals. | If client wants to keep some of the images. Make sure to do some image bright and contrast for a brighter image. |
| St. Francis Homepage | Facebook button | Click-able image of link to facebook, Free floating with no place holder | http://www.bestvetcharlotte.com/wpimages/wpacc576d8_0f.jpg | The new CSS styling the Facebook link will be cleaner and featured on every page. I am thinking of placing it on footer of page. | St. Francis Hospital for Animals, St. Francis Animal Hospital, St. Francis Facebook | Moving the facebook logo to the footer will allow the page to be dedicated to the business alone and not a social network. | Use smaller facebook icon, maybe include a twitter link too. |
| St. Francis Homepage | Navigation buttons | Grey buttons with glare and a small shadow behind them | http://www.bestvetcharlotte.com/wpimages/wpee1cbbba.png, wp2d5a4829.png, wp0f4d5666.png, wpfc11dffb.png, wpb8a2ae50.png, wp34db5025.png, wpf8ba39cc.png, wp45088d97.png | Button will completely go away, they will replaced will simple text links styled through CSS. | St. Francis Hospital for Animals, St. Francis Animal Hospital, St. Francis Animal Hospital Navigation | Removing the old buttons will update the site alone. All clean sites have clean navigation | Test out some button features if you have to only. |
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| Services | List of Services | List of all the services provided by the Vets. <ol><li></ol> | http://www.bestvetcharlotte.com/our%20services.html | Create a table and columns for this section. Simple look! | St. Francis Hospital for Animals, St. Francis Animal Hospital, St. Francis Animal Hospital Services, Surgery, Pet X-ray, Pet Internal Medicine, Vaccinations, Orthopaedic, Pet General Medicine, Flea Treatment, Allergy Testing, Pet Wellness, Emergency Services | Creating Table and Columns for the services will clean and organize the listing. Also make the color of the text and boxes pop out like a sore thumb for better visibility buy anyone. | Colors to use is white input box area with blue text with a gradient blue box closing in content. |
| Services | ACL Repair | Information on animal ACL repair along with a link to download brochure | http://www.bestvetcharlotte.com/acl%20repair.html | Move this to Services instead of its own page. | St. Francis Hospital for Animals, St. Francis Animal Hospital, St. Francis Animal Hospital Services, Animal ACL Repair, Pet ACL Repair, Animal Joint Problems | Deleting this page and moving to the services page will minimize navigation menu. The service and information should be in Services. | See if the Brochure needs updating too or just delete that link. Have customer provide a new one if it is outdated! |
| Services | Laser Therapy | Page is dedicated to Laser therapy information | http://www.bestvetcharlotte.com/laser%20therapy.html | Move this to Services instead of its own page. | St. Francis Hospital for Animals, St. Francis Animal Hospital, St. Francis Animal Hospital Services, Animal Laser Therapy | Deleting this page and moving to the services page will minimize navigation menu. The service and information should be in Services. | Create and highlight this on the new Services page so it is still sectioned out. |
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| Your First Visit | Fill out forms and Payment Options | Page is dedicated to Patient fill out forms and information on payment options | http://www.bestvetcharlotte.com/your%20first%20visit.html | Change the name to (Check In) with an online fill-out form, Maybe have a button on homepage linked to this for quick reference for new and old clients. Delete payment options just added as a highlighted info on the same page. | St. Francis Hospital for Animals, St. Francis Animal Hospital, St. Francis Animal Hospital Form, Payment Options. | Changing the name to this page to Check In will give the client an exact notification to the function of this link and button. | Make only one form to fill out for new and old patents. |
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| About Us | Information on the Animal Hospital, Staff and Practice Philosophy | Page is dedicated to over all information on the hospital including their philosophy of their practice | http://www.bestvetcharlotte.com/about%20us.html | Make this one whole page not 3 pages of info. Clean it up with a proper text color for visibility. | St. Francis Hospital for Animals, St. Francis Animal Hospital, Dr. William Cooper, St. Francis Dr. William Cooper, St. Francis Staff, St. Francis Practice | Itemizing all these pages to one single page will clean up the amount of unnecessary pages. The Staff will have a better way of view their information. | Find out the names of the other staff members. Otherwise either delete them or just added their pictures to the bottom kind of like a small banner. |
| | | | | | | | |
| Links | Links to all the hospitals partners: Dog Links, Cat Links, Missing Links, General Links | Page is dedicated to all the link the hospital works with. (Partners) | http://www.bestvetcharlotte.com/links.html | Create a table and columns for this section. Simple organized look! | St. Francis Hospital for Animals, St. Francis Animal Hospital, Dogs, Cats, Missing Pet Searching Services, St. Francis Link, St. Francis Hospital for Animals Partners | Reorganized all the links and content into a table with columns for better visibility. Hide the link from page, link the name with HTML. | Make sure all these link actually work and delete dead links. |
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| Contact Us | White box with store hours and map link to google maps. | This is just a link to google maps and not actually embedded into the site. | https://maps.google.com/maps?f=q&source=s_q&hl=en&geocode | Create a page for this within the site. This page will have a map located on the page along with content information to the St. Francis Hospital for Animals. | St. Francis Hospital for Animals, St. Francis Animal Hospital, Directions to St. Francis, St. Francis Hospital for Animals Contact, St. Francis Hospital for Animals Emergency Contact Number, St. Francis Animal Hospital google maps | This page will contain all information and maps for easy finding by everyone looking for an Animal Hospital. This page will give the whole site feel complete. | Figure out how to use google maps the best way possible. |