

BASIC INFORMATION	
Site's Main Objective	St. Francis Hospital for Animals is a site dedicated to providing veterinary care for pets. They are striving to attract new clients to their practice
Keywords	st francis hospital in st francis veterinary hospital st francis pet hospital st francis vet hospital francis hospital st francis hospital for animals charlotte saint francis pet hospital st francis hospitals st francis hospital for animals hospital charlotte dog hospital hospital in charlotte st fransis hospital stfrancis hospital dog hospitals st francise hospital emergency dog hospital dog hospital emergency veterinary animals veterinary hospital veterinary animal veterinary hospitals hospital veterinary pet veterinary veterinary emergency veterinary hospital services emergency veterinary hospital top veterinary hospitals emergency veterinary services veterinary emergency hospitals best veterinary hospital veterinary animal hospital charlotte veterinary hospital best veterinary hospitals charlotte veterinary veterinary charlotte emergency veterinary hospitals veterinary hospital emergency
Home Page <title></title>	St. Francis Hospital for Animals

Sub Page <title></title>	St. Francis Hospital for Animals- About Us St. Francis Hospital for Animals- Services St. Francis Hospital for Animals- Your First Visit St. Francis Hospital for Animals- Contact Us
INDUSTRY INFORMATION	
Industry terms	vet veterinary animal vet animal vet care saint francis vet vet animal the vet hospital vet hospital vet emergency emergency dog vet emergency vet emergency vet service urgent vet care emergency vet care emergency vet services vet hospitals animal emergency vet animals vet
Services Offered	Internal Medicine Vaccinations Surgery/Orthopaedic Preventative Dentistry Complete Lab Services X-Ray Facilities General Medicine Ultrasound Examinations Bronchoscopy/Endoscopy Allergy Testing Micro chipping Flea and Parasite Control Prescription Pet Foods Early Morning Drop-Offs Wellness Exams Dermatology Emergency Service
USER-ORIENTED INFORMATION	

Sample Searches	bestvetcharlotte.com st francis animal hospital charlotte nc st francis animal hospital charlotte vet charlotte 28270 animal practice
Theme and content	veterianian charlotte, nc, local veterinarianians, animal hospital, pet hospital, animal emergency care
Sub Page Searches	St. Francis services, St. Francis staff, St. Francis telephone number
Key Phrases	animal hospital, best veterinarianian, pet hospital, best pet hospital, St. Francis, bestvetcharlotte, pet, animal, pet emergency, animal emergency
MOBILE FIRST	
Design Approach	Since I have removed some unnecessary pages, but not content, it should be easy to implement large mobile buttons into the site. The mobiel site will not be separate from the main site, only media queried to adjust for multiple devices. The contact information will be made a priority since St. Francis is an emergency center.
ABOUT US- OUR STAFF	
Sub-Section	No sub-sections
Description	Provides information about staff members
Content	Images, text, float left and right presentation
Placement	Full Page
Keywords	St. Francis staff, Annette Celender, Willaim Cooper, Dr. William Cooper, Ashley Mauldin, Manager, Veterinarian, staff
Assets	text content from original site, images from original site
Notes	Will have to ask permission to use this content
ABOUT US- PRACTICE PHILOSOPHY	
Sub-Section	No sub-sections
Description	Explination of perspective of medical team at St. Francis
Content	Mainly text from site. Haven't decided on images
Placement	Whole page
Keywords	philosophy, beliefs, perspective
Assets	text from original site, probably images
Notes	Haven't decided whether or not to display images
YOUR FIRST VISIT- FORMS	
Sub-Section	No sub-section
Description	Forms for new clients and boarding agreement
Content	HTML Forms with separate links to each
Placement	Whole Page
Keywords	sign up, appoinments, new client, boarding, vacation, extended stay
Assets	Code
Notes	Need to look at existing forms in depth
YOUR FIRST VISIT-PAYMENT OPTIONS	
Sub-Section	No sub-section
Description	Description of payments accepted
Content	Form for payments since the hospital does not require payment up front

Placement	Whole Page
Keywords	Bill, payment, pay bill, payment options, billing options
Assets	Code
Notes	This will be a dead link without php
SERVICES	
Sub-Section	No sub-section
Description	Explains all services provided by the clinic
Content	Removed ACL and Laser Surgery pages and added them to this page. Will include content from original page, but will research and add more information to each service
Placement	Whole page
Keywords	services Internal Medicine Vaccinations Surgery/Orthopaedic Preventative Dentistry Complete Lab Services X-Ray Facilities General Medicine Ultrasound Examinations Bronchoscopy/Endoscopy Allergy Testing Micro chipping Flea and Parasite Control Prescription Pet Foods Early Morning Drop-Offs Wellness Exams Dermatology Emergency Service
Assets	web content and original content
Notes	Look in a couple of the veterinary books on the bookshelf
CONTACT US	
Sub-Section	No sub-section
Description	Provides map, directions, email and phone number for clinic
Content	Google maps integration, email link
Placement	Whole page
Keywords	phone, email, directions, map, contact number, where
Assets	Google maps, code, email
Notes	Will have to research all of the contact information for the clinic