

<b>Site Goals</b>	Provide a loving caring experience for new and current customers that allows quick access to information needed for the care of there pets.
<b>Site Specific Keywords and phrases</b>	Love, attention to detail, veterinarian, household pets, pet services, exotic pets, quality, ease of convenience, emergency contact information, office hours, vet services, simplicity, fun, exciting, Veterinary, veterinarian, emergency, contact information, emergency services, ask a vet online, find a vet, dog health issues, pet hospital, 24 hour pet vet, local veterinarians, vet services, contact
<b>Industry keywords and phrases</b>	local vet, local veterinarian, veterinarians near me, exotic pet vet, dog health care, low cost vet services, emergency vet near me.
<b>Average User keywords and phrases</b>	Slim line the design of the main page to reflect a quick viewing experience by a mobile user that has minimal pictures, content but includes the main information needed to get into contact with the Clinic in a timely fashion. New Users and current users will be able to utilize there mobile devise so that it is a fast service to make appointments, cancel there appointments, talk to a specialist regarding there pets day-to-day needs as well as there emergency needs as well all from there phone or tablet platform.
<b>Utilize "mobile-first" approach</b>	

## Kirkman Road Veterinary Clinic, Inc.

ID	Global Navigation/Sub-category section / titled sections	Page Title/Placement	URL	Comments	Original Content	Keywords
		<b>Logo / Upper left hand corner</b>	<a href="http://mykrvc.com/">http://mykrvc.com/</a>	Logo will be modified to reflect a fun theme that will attract new customers as well as spread the word of the current customers.	KirkmanNewLogo_HiRes21.png	<b>vet, animals, exotic</b>
0.0	Home <title>	Main UX Page / floated right	<a href="http://mykrvc.com/">http://mykrvc.com/</a>	Main Header for page	images utilized in the scrolling images tag on the home page	veterinary services, kirkman, vet clinic
1.0	Services <title>	Services UX Page / floated right	<a href="http://mykrvc.com/services">http://mykrvc.com/services</a>	Main Header for page		animal dental hygiene, routine care
1.1	Surgery	Services UX Page / utilized within a drop-down menu	same as the services URL	ID# 1.1 - 1.8 will be arranged in a list format with information regarding the service floated left of the service; services page will be scued down to reflect a more mobile influence for the new and current users. With these items listed out on the top of the page so the user can click on the service to be provided and be guided to the information regarding that said service quickly without having to scroll down the page	words from there page will be placed within the site; <a href="http://mykrvc.com/surgery">http://mykrvc.com/surgery</a>	emergency, surgery, bloat, health issues
1.2	Dental Care	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/dental-care">http://mykrvc.com/dental-care</a>	tooth decay, missing teeth, plaque
1.3	Boarding	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/boarding">http://mykrvc.com/boarding</a>	kennel, overnight stay, clean, comforting
1.4	Vaccinations	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/vaccinations">http://mykrvc.com/vaccinations</a>	preventatives, healthy, precautions
1.5	Exotic Animal Care	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/exotic-animal-care">http://mykrvc.com/exotic-animal-care</a>	exotic, care, education, health, increased
1.6	Full Service Pharmacy	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/pharmacy">http://mykrvc.com/pharmacy</a>	existence on-demand, 24-7, emergency medications, diy
1.7	Microchipping	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; site has not been made yet so there is no URL	safety, pet security, lost and found, internal tag
1.8	Preventative Care	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; information was provided on the home page <a href="http://mykrvc.com/">http://mykrvc.com/</a> towards the bottom	proper hygiene, information, care, health, stop before it starts
2.0	About Us <title>	About Us UX Page	<a href="http://mykrvc.com/about">http://mykrvc.com/about</a>	main header for page, to 1.1 - 2.1 will be arranged on the page as listed content with sub-paragraph information below there respective header information. Since the list is so small there will be the Titled Section and then information concerned that said section. All information will be evenly spaced and presented to the user in a professional manner with care take to font size, text format and usability by any customer (future or present) to be utilized.	originally doesn't have a URL, it is just a hover over button with a drop down	
2.1	Our Facility	About Us UX Page, placement floated left	<a href="http://mykrvc.com/about">http://mykrvc.com/about</a>	This will be combined with the Clinic Information as the title states the same thing and it is a redundancy to keep both	words from there page will be placed within the site	clean, peaceful, enjoyable, attentive
2.2	Our Team	About Us UX Page, placement floated left	<a href="http://mykrvc.com/about">http://mykrvc.com/about</a>	Names and pictures will be utilized again but there information will be a slide out upon scroll over	words from there page will be placed within the site	caring, loving, hard working, dedicated, professional
2.3	On Site Lab	About Us UX Page, located below the	<a href="http://mykrvc.com/about">http://mykrvc.com/about</a>		words from there page will be placed within the site;	quick, results, better health alternatives, diagnosis
3.0	Contact Us <title>	Contact UX Page	<a href="http://mykrvc.com/contact">http://mykrvc.com/contact</a>	Main Header for all pages		24-7, always here for you
3.1	Phone(titled Section)	Placement will be within a bordered section, containing the name of the company, address of there location and phone numbers for normal and	<a href="http://mykrvc.com/contact">http://mykrvc.com/contact</a>	Clinic Information content of original page will be merged with the Contact Us page to present clarity and a one stop click for there contact needs.	words from there page will be placed within the site;	
3.2	Address(titled section)	map of the location will be placed below the navigational bar, a directions link will be placed into the page for quick access to a directions finder like google directions	<a href="http://mykrvc.com/contact">http://mykrvc.com/contact</a>		words from there page will be placed within the site;	
3.3	Directions		<a href="http://mykrvc.com/contact">http://mykrvc.com/contact</a>	Includes a pin pointed map; as well as written directions to the clinic	words and images from original page will be placed within the site;	
3.4	Email Correspondence	Contact page email correspondence / placement floated left next to the map and directions information	<a href="http://mykrvc.com/contact">http://mykrvc.com/contact</a>	Form filled out by the New Customer or Current customer	words and images from original page will be placed within the site;	

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4.0	Social Networking <title>	Social Networking / Place information either within the footer or within the content of the home page	<a href="http://mykrvc.com/social-networking">http://mykrvc.com/social-networking</a>	information within the social networking site is detailed as a connection for current and new clients to go but there is no clear justification for location within its own nav tab, so placement within the Home Page would be more liable for placement because you want to get that information out to the client (current/future) as soon as possible.	<a href="http://mykrvc.com/social-networking">http://mykrvc.com/social-networking</a>	connections, informative, broad, think outside the box
5.0	Pet Portal	Link/image placement on right hand side of the page	<a href="https://www.vetsecure.com/kirkmanroadv.com">https://www.vetsecure.com/kirkmanroadv.com</a>	Seems to be a login for access to your pet records and so forth. I think that a link to this on the home page would be a necessity as it pertains directly to there pet and the pets located at the bottom of all pages within the site, will contain the Privacy Policy, Terms of	border, image and text will be utilized the same way as original page; <a href="https://www.vetsecure.com/kirkmanroadv.com">https://www.vetsecure.com/kirkmanroadv.com</a>	informational, educational, knowledgeable, up-to-date
6.0	Footer	bottom of every page				legal jargon