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**Anything in white is from the old master plan that hasn’t been addressed, yellow highlights are new notes.**

**General notes:**

Call to action on EVERY PAGE to schedule appt/Book Now – can this be on the top bar next to the phone number? or too cluttered

The ‘request an appointment/book now’ page will need to be updated to link to our online scheduling tool Rapport. You’ve got this in there but we need to have a landing page first, before the link to the scheduling portal. Text:

“If you have an emergency, urgent appointment request or questions please call 503-648-1643.

Current clients can book routine appointments using our online scheduling tool. [Book Now button]

New clients booking routine appointments or current clients requesting a boarding or surgical appointment, please call us at 503-648-1643 or complete the form below.” Then a form like you originally had to email us a request.

Starting in June we’ll be open at 8am on Sunday so Sat & Sun hours will be the same. Sunday is now 8-5 like Saturday

Logo

* More use of the logo – I want to see the mark more. Can be the one without text. Use as a button? Or something else. You guys are creative

There are so many subpages on our current site and I want to make sure we don’t lose any content – is there a list I can double check to make sure everything makes it through the transition?

**Homepage**

Need a slide for birds with text “We treat birds” or similar – Image needs to be of a pet bird, not a wild bird (I love that photo! But it’s misleading and my bird vet will freak)

Add Cat Friendly Practice® logo somewhere- maybe split the AAHA section left/right CFP? The top bottom split thing looks weird to me. Can we make it side to side or do something different with this?

**Our Team**

There are a few more I’ll send you in a separate email. Please move Dr. Scott Loepp into the Administrative Team Section.

**Cat Friendly Practice ®**

Change logo to the new one I sent you (this is the only spot I still see the old one)

Link the staff member names in the text to their Bios

**FAQs**

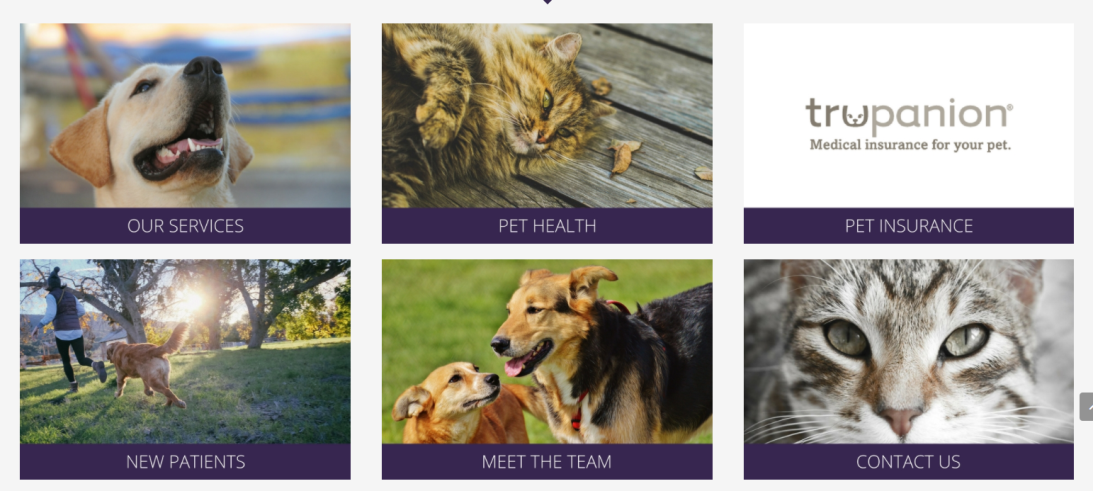
Eliminate Pet Portal and Where is the hospital located FAQs

Forms link on Boarding FAQ is broken

Emergency link to guidelines is broken

**OUR PATIENTS**

Could we make the service buttons have pictures instead of just the blue squares- I feel like the field of blue squares is boring and doesn’t engage. Like these (or if you have some type of icons for that would work for each service instead I’m open to that):



**Dogs**

* Senior Pet Care (consolidate <http://frontiervet.com/services/senior-pet-health/> and <http://frontiervet.com/services/common-health-concerns-in-senior-pets/> into single page)
* Boarding (link to Boarding service page)

**Birds**

These two aren’t there:

* I found a baby bird outside! (link to blog post <http://frontiervet.com/2016/05/26/i-found-a-baby-bird-what-can-i-do/>)
* We love birds (link to blog post <http://frontiervet.com/2016/02/28/we-love-birds/>)

**Rabbits & More**

Text: “We provide general care for rabbits and other small mammals like guinea pigs, hamsters and gerbils. For specialized care of these and for care of other exotic pets like reptiles, amphibians and ferrets, we recommend Dr. Burgess at Southwest Animal Hospital in Beaverton <http://www.swanimalhospital.net/> 🡨 Make this linked to “Southwest Animal Hospital”, not separate link

Menu – only this link on this page, remove others:

* Boarding (link to boarding service page)

**SERVICES**

See highlights:

**Emergencies**

Text: “If you have an emergency during business hours (link to hours), please call 503-648-1643 or come directly to the hospital (link to directions). For bird emergencies, always call first to ensure our avian veterinarian is available.

Medical emergencies are a scary part of pet ownership. When pets get hurt in an accident or have a life-threatening medical condition, they need emergency care just like humans. Emergencies always take priority at Frontier, and our team of veterinarians and technicians are here for your pet 7 days a week (link to hours).

**Urgent & Illness Care**

Text: “When your pet isn’t feeling well it’s hard on the whole family. We are here to help your furry family member get back to being their happy, healthy self. We see urgent care and illness cases as scheduled appointments and on a work-in or dropoff basis 7 days a week (link to hours).

From chronic conditions like allergies and arthritis, to urgent wound care and sudden symptoms, we have the resources to treat and manage all your pet’s health concerns.“

Menu:

* Senior Pet Care (consolidate <http://frontiervet.com/services/senior-pet-health/> and <http://frontiervet.com/services/common-health-concerns-in-senior-pets/> into single page)
* NEW – Chronic Disease Management – acupuncture link isn’t there, says (link to service page)

**Preventive Care – looks like this entire section was missed**

All this text needs to be updated, currently is from old site (it’s slightly different):

Text: “What is preventive care?

Preventive care, also known as wellness, is essential to helping your pet live a long, healthy, and happy life. When most people think of preventive care for their pet, they think of vaccines. While vaccinations are very important, there are actually four cornerstones of preventive care which are equally essential. Our Whole Health Plans incorporate all four of these cornerstones:

* **Exams** - At Frontier, an exam is not just a complete physical examination and health assessment, but an opportunity for your veterinarian to know and appreciate your pet as an individual. No two pets have the exact same lifestyle. Our veterinarians take the time to understand your pet and use this knowledge as the basis for medical recommendations.
* **Lab Tests** - Diagnostics like blood and urine tests help to determine if all body systems are functioning as they should. They also screen for genetic and breed-specific health issues and check for chronic conditions like kidney and liver disease. Early detection and treatment of chronic disease is critical to helping your pet live a long, healthy life with your family. Early management of chronic or age-related conditions is less costly and risky than emergency treatment once the disease progresses.
* **Parasite Screening** - Internal parasites can make your pet seriously ill, but fortunately they are also easy to prevent. Twice-a-year intestinal screens are recommended by the Companion Animal Parasite Council (CAPC) and our veterinarians. Preventive routine deworming against parasites such as roundworm, which can infect humans and cause serious illness, is important to the health of your entire family.
* **Vaccines** – Vaccinations are an easy way to protect your dog from life-threatening illnesses like distemper, while vaccines like rabies protect your whole family because rabies is fatal to both people and pets in your household.”

Menu – none of these are there

* Whole Health Plans- new brochure PDFs attached in separate email
* Core Care Plans- new images attached in separate email
* Microchip Pet ID
* Nutrition
* Weight Management
* Parasite Prevention & Treatment
* Senior Pet Care (consolidate <http://frontiervet.com/services/senior-pet-health/> and <http://frontiervet.com/services/common-health-concerns-in-senior-pets/> into single page)
* NEW- Spay/Neuter – text is attached in separate email
* NEW- Bird Preventative Care – text is attached in separate email
* NEW- Puppies
* NEW- Kittens
* NEW- Bird Nail, Wing & Beak Trimming- text is attached in separate email

**Boarding**

I want the Medical Boarding and Boarding rates to be on this page instead of being linked PDF’s but I need to get you updated info on rates, is attached in separate email. These are linked pdfs right now, not pages

**Testimonials**

Testimonials –LOVE the way these look!!! I believe there is a review landing page that Rapport creates from surveys they send out for us. I’ll check get you the info on this if this is the case. There is a reviews page, which I sent in an email. We’d like this somehow incorporated because these reviews go out to every client that visits so it’ll update in real time <script type="text/javascript" src="<https://rapport2.appointmaster.com/surveys19238/3hRL0N3h2852/sv.js>"></script>

**Current Specials**

* We do another different special almost every month and I need to have the linked page url in advance since I send info in our monthly email newsletter – will I have access to update these myself? It may be challenging if I can’t. Can we make it like a 2nd blog format? Just an idea. How should we handle this?

**Blog**

This isn’t one of our posts – not sure where it came from http://frontiervet.wpengine.com/pet-spayed-neutered-procedures-expensive/

Misc:

There are missing links or links that aren’t highlighted – is there a way to run a check for these?

This page <http://frontiervet.wpengine.com/senior-pet-health/> as above is supposed to be consolidated with “health concerns in senior pets”. The link to whole health plans and “weather and arthritis in senior pets” go to our old site, and needs the pet age table updated to the image I emailed a while ago.

<http://frontiervet.wpengine.com/acupuncture/> doesn’t link to Bruiser’s story

none of the links on this page work http://frontiervet.wpengine.com/pets-parasites/

“Our blog” below links to old site.

