SPECIALTY STUDY · 33 US CITIES · NOVEMBER 2026

What 103 Top-Ranking Veterinarian Websites Have in Common

62 median mobile speed score, out of 100

402 median words on a service page

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This report is also available online:
perridm.com/veterinary-website-design-11-2026



THE STUDY

Introduction

What separates a veterinary website that acquires new pet parents from one visitors leave with the back button? At the start of November 2026, I took a closer look at 103 top-ranking Google results for “veterinarian” across 33 U.S. cities of all sizes to see what the best-ranking sites are doing right. Almost all of them nail the basics: 95% put their phone number front and center, and 87% link to their Facebook page. But when I dug deeper, I found some surprising gaps and easy improvements. Here’s a look at how top veterinary clinics handle contact options, trust signals, search content, backlinks, social media, and design.

At a glance

94%
have a Google Business Profile

74%
show the phone number in the header

62%
show an appointment, call or contact button in the header

22%
have a blog updated in the last 12 months

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SECTION 1

Content and search

Most websites I studied have a blog, but few keep it going: 62 of 103 (60%) have one, yet only 23 of 103 (22%) updated theirs in the last 12 months. Just 16 of 103 (16%) have an FAQ section on the homepage or a service page. In the main headings of the homepage (the H1 or an H2), clinics name their city far more often than what they do: the city is there on 45 of 103 sites (44%), while “veterinarian” is there on only 14 of 103 (14%).

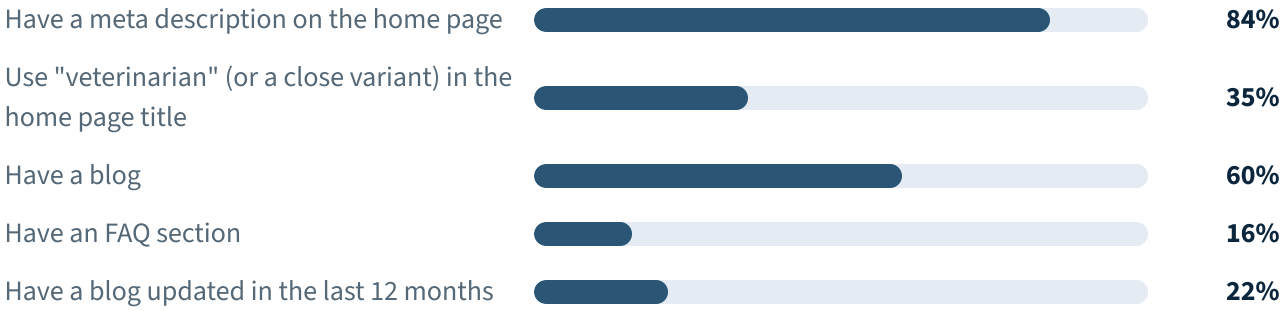
546
median words on the home page

402
median words on a service page

62
median mobile speed score (of 100)

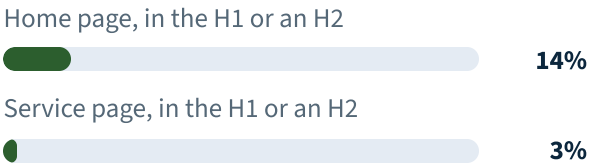
22%
have video on the home page

Pages and words



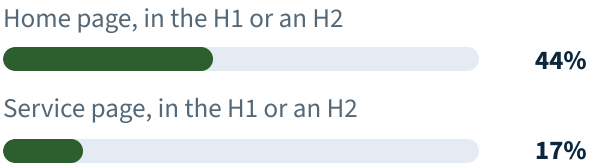
Share of 103 sites.

"Veterinarian" in the headings



The search phrase, or all its words, in the H1 or an H2. Share of the pages read.

The city name in the headings



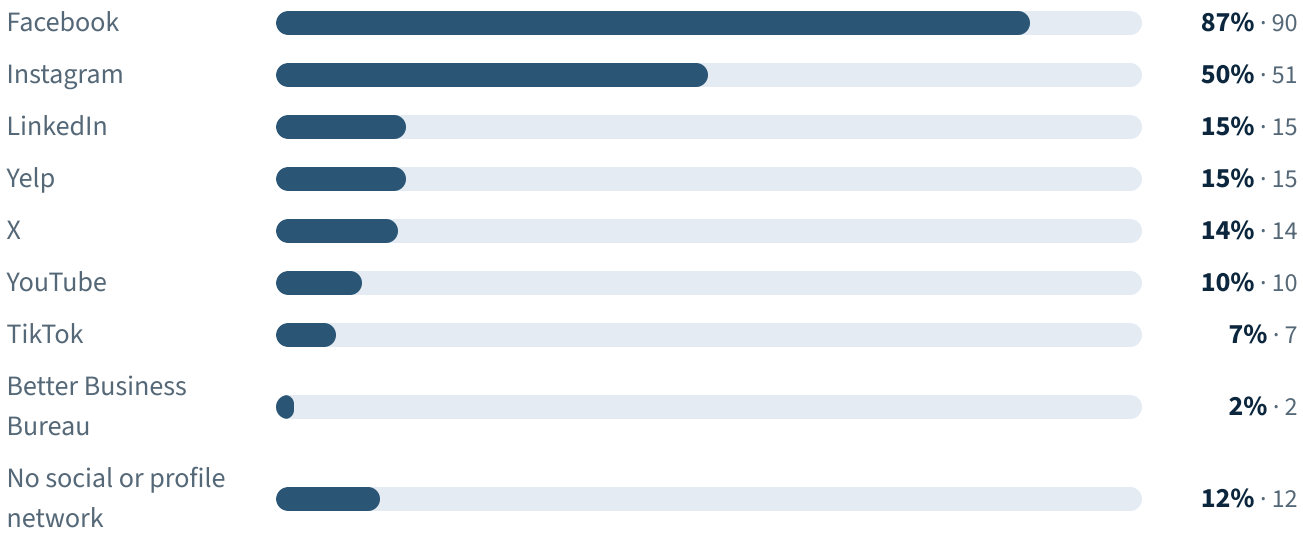
Only the exact name of the city the site ranked in counts. Share of the pages read.

SECTION 2

Social media

Facebook is the one network nearly every site links to: 90 of 103 (87%). Instagram is next at 51 of 103 (50%), and after that the numbers drop fast; LinkedIn and Yelp are each at 15 of 103 (15%), and every other network is lower. 12 of 103 sites (12%) link to no social or profile network at all. Those 12 clinics may still be active on social media, but none of the pages I reviewed link to it.

Social networks linked from the site



Also: Wikipedia 2% · 2, Angi 1% · 1, MapQuest 1% · 1. Number and share of 103 sites linking to each network.

SECTION 3

Backlinks from other websites

Most of the veterinarian websites I studied have backlinks from a similar number of other websites. The median site has backlinks from 133 different websites (referring domains), and 75 of 99 sites (76%) have backlinks from 50 to 199 websites. Only 21 of 99 sites (21%) have backlinks from 200 or more websites, so a clinic that earns links from local groups, shelters or directories has room to stand out. (Four sites had no backlink data, so this section covers 99 sites.)

133
median linking websites

1,554
most linking websites

4
fewest linking websites

Backlinks from other websites

Websites linking to each site



Under 10 **1%** 10 to 49 **2%** 50 to 199 **76%** 200 or more **21%**

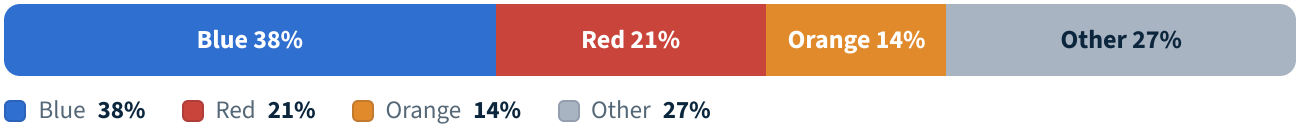
Share of 99 sites. Linking websites (referring domains).

SECTION 4

How the sites look

Most veterinarian websites open with a picture: 75 of 103 (73%) fill the first screen of the homepage with a photo or image, and 18 (17%) use video. Blue is the most common main color, on 39 of 103 sites (38%), well ahead of red on 22 (21%). The pages tend to be full rather than airy: the median homepage is 28% white space, and more than half (54 of 103) have less than 30%. For headings, 82% use a sans-serif font, but no single font stands out; the most common, Roboto, is on just 6 of 103 sites. Behind the scenes, WordPress runs 42 of 103 sites (41%).

Main color



Blue **38%** Red **21%** Orange **14%** Other **27%**

Share of 103 sites.

What the sites are built on

WordPress	**41%**
Next.js	**8%**
Squarespace	**7%**
Wix	**6%**
Astro	**1%**

Also: Gatsby 1%. Share of 103 sites.

Builders on the WordPress sites

Divi	**29%**
Beaver Builder	**19%**
Elementor	**17%**
Avada (Fusion Builder)	**10%**
No builder found	**17%**

Also: WPBakery 7%, Block editor (Gutenberg) 2%, Spectra (block add-on) 2%. Share of 42 WordPress sites. A site can use more than one.

SECTION 4, CONTINUED

How the sites look

White space

28%
median share of the home page left as white space

36%
median share taken by photos and images

11%
median share in the main color



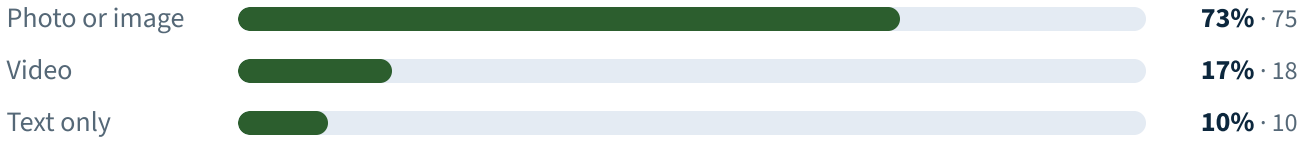
Under 30% white space **53%** 30% to 50% **24%** Over 50% **23%**

Measured on a screenshot of the full home page, 103 home pages.

SECTION 4, CONTINUED

The first screen, and fonts

The top of the home page



The first screen, on a desktop browser.

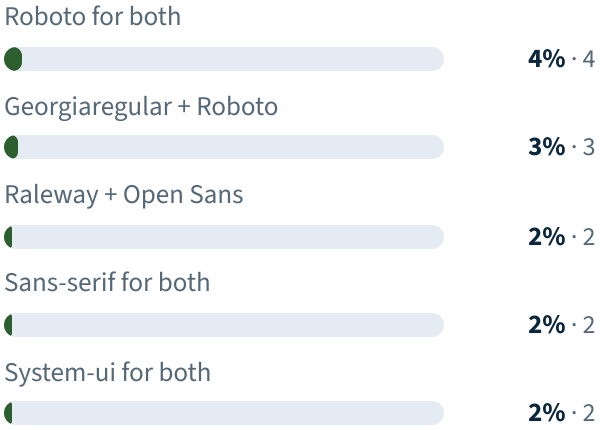
Heading fonts





Also: Playfair Display 3% · 3, Georgiaregular 3% · 3, Sans-serif 3% · 3, Arial 2% · 2, Lato 2% · 2, Lora 2% · 2, Manrope 2% · 2. Serif headings 18%, sans-serif 82%. Share of 103 sites.

Font pairings (heading + body)



Also: 212_baby_girlregular + Trustindex Poppins 1% · 1, ABeeZee + Abel 1% · 1, Alef Regular + Helvetica 1% · 1, Arial + Open Sans 1% · 1, Arial for both 1% · 1, Barlow + Open Sans 1% · 1, Barlow Condensed + Lato 1% · 1. Share of 103 sites.

SECTION 5

What makes these sites useful to visitors

Make the phone number easy to find

Most of these sites make calling easy: 98 of 103 (95%) show a phone number on the homepage or contact page, and 76 of 103 (74%) put it in the header, so a worried pet parent doesn't have to look for it. A header button helps too; 64 of 103 (62%) have one for booking, calling or getting in touch, a second way in for someone who'd rather not call.

What makes these sites useful to visitors

Show proof before the visit

The proof is often there, just not on the website: the typical clinic has 437 Google reviews, yet only 36 of 103 sites (35%) show reviews. More put words from clients on their own pages, with testimonials on 57 of 103 (55%). Credentials or certifications are on 58 of 103 (56%).

The Google Business Profile comes first

For a clinic found on Google, the profile is often the first thing a pet parent sees, before the website. 97 of 103 veterinarian businesses (94%) have one, and the typical profile has 437 reviews and a 4.6 rating. For many visitors, the website is the second impression, not the first.

A photo greets the visitor

The first screen of the homepage is a picture on most veterinarian websites: 75 of 103 (73%) open with a photo or image, and 18 more (17%) with video. Only 10 of 103 (10%) open with text alone. Before reading a word, a pet parent gets a feel for the place.

SECTION 6

Trust before the first appointment

Most veterinarian websites earn trust with credentials and clients' own words. Credentials or certifications are on 58 of 103 sites (56%), followed closely by testimonials on 57 of 103 (55%). On Google, the typical clinic has 437 reviews and a 4.6 rating, and gets about 4.5 new reviews a month.

What the sites show to earn trust



Share of 103 sites.

Google reviews

4.6
median rating

437
median number of reviews

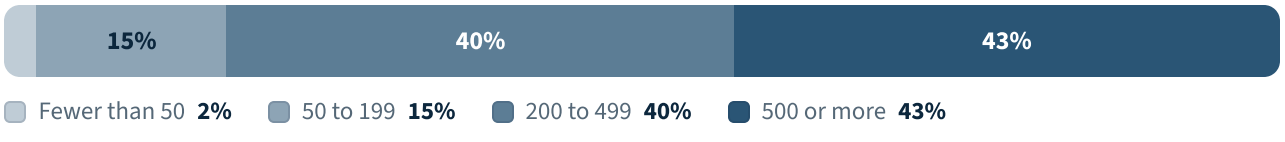
3,100
most reviews on one business

15
fewest reviews on one business

4.5
median new reviews a month, last 12 months

97
businesses with a Google Business Profile

How many reviews each business has



Share of the 97 businesses with a review count.

SECTION 7

Getting the call

A pet parent with a sick animal wants to reach someone fast, and most of these sites make that easy: 98 of 103 (95%) show a phone number on the homepage or contact page. The header is less consistent: 76 of 103 (74%) put the number there, and 64 of 103 (62%) have a button for booking, calling or getting in touch.

How the sites ask for contact



Share of 103 sites. Home page and two service pages read for each.

THE CITIES

The 33 cities

Large cities (11)

Las Vegas, NV
Chicago, IL
San Diego, CA
Nashville, TN
Portland, OR
Houston, TX
Denver, CO
Oklahoma City, OK
Phoenix, AZ
Baltimore, MD
Philadelphia, PA

Medium cities (11)

Orlando, FL
Madison, WI
Colorado Springs, CO
Chattanooga, TN
St. Louis, MO
The Woodlands, TX
Omaha, NE
Minneapolis, MN
Tulsa, OK
Lexington, KY
Knoxville, TN

Small cities (11)

Eureka, CA
Bangor, ME
State College, PA
Coral Gables, FL
Cookeville, TN
Marquette, MI
Terre Haute, IN
Muskegon, MI
Hattiesburg, MS
Twin Falls, ID
Burlington, VT

City sizes use each city's population from the US Census Bureau's 2024 estimates: Large is 500,000 or more • Medium is 100,000 to 499,999 • Small is under 100,000

MY RECOMMENDATION

Color and font recommendations for veterinarian websites

For a veterinary site, I would use dark red as the main color, with white text. It reads as warm and serious, which suits a client who is worried about a furry family member. Buttons are blue with white text, so they stand out against the red. Headings and body text are near-black on a white background, which is easy on the eyes. For fonts, I would use Roboto for headings, since its clean shapes look direct and calm, and Open Sans for body text, since it stays friendly and open at small sizes. Both are free on Google Fonts. On the homepage, I would put a photo of a dog or cat in the hero and use “veterinarian” and the city name in the H1.

Color palette

Aa

Main color

HEX #9A1C20
RGB 154, 28, 32

Aa

Buttons

HEX #0074B8
RGB 0, 116, 184

Aa

Headings

HEX #000000
RGB 0, 0, 0

Aa

Background

HEX #FFFFFF
RGB 255, 255, 255

Aa

Body text

HEX #000000
RGB 0, 0, 0

Fonts

HEADINGS: ROBOTO

Six jumpy gulls watch the lighthouse keeper fix a dazzling beam over the quiet bay

BODY TEXT: OPEN SANS

Six jumpy gulls watch the lighthouse keeper fix a dazzling beam over the quiet bay

Both free on Google Fonts. Fonts that need a license are left out.

THE DATA

Every site's colors

The main colors of all 103 sites, up to five each, with the site's main color first. Sites are numbered, not named, and grouped by main color.



THE DATA

Every site's fonts

The heading font and the body font of all 103 sites, the most used heading fonts first. "Same" means the site uses one font for both. A † marks a font that is not on Google Fonts: a font that comes with the computer, or one that needs a license.

	HEADINGS · BODY
1	**Roboto** · Open Sans
2	**Roboto** · Quicksand
3	**Roboto** · same
4	**Roboto** · same
5	**Roboto** · same
6	**Roboto** · same
7	**Montserrat** · Lato
8	**Montserrat** · same
9	**Montserrat** · same
10	**Montserrat** · Open Sans
11	**Montserrat** · Open Sans
12	**Poppins** · Open Sans
13	**Poppins** · same
14	**Poppins** · Roboto
15	**Poppins** · Varela
16	**georgiaregular †** · Roboto
17	**georgiaregular †** · Roboto
18	**georgiaregular †** · Roboto
19	**Josefin Sans** · Nunito
20	**Josefin Sans** · Nunito Sans
21	**Josefin Sans** · Open Sans
22	**Oswald** · Lato
23	**Oswald** · Raleway
24	**Oswald** · serif †
25	**Playfair Display** · Nunito
26	**Playfair Display** · Outfit
27	**Playfair Display** · Poppins
28	**sans-serif †** · Roboto
29	**sans-serif †** · same
30	**sans-serif †** · same
31	**Arial †** · same
32	**Arial †** · Open Sans
33	**Lato** · -apple-system †
34	**Lato** · same
35	**Lora** · same

	HEADINGS · BODY
36	**Lora** · Raleway
37	**Manrope** · Poppins
38	**Manrope** · Raleway
39	**Nunito Sans** · same
40	**Nunito Sans** · Open Sans
41	**proxima-nova †** · same
42	**proxima-nova †** · Quicksand
43	**Raleway** · Open Sans
44	**Raleway** · Open Sans
45	**serif †** · Arial †
46	**serif †** · Ubuntu
47	**system-ui †** · same
48	**system-ui †** · same
49	**212_baby_girl…** · Trustindex …
50	**ABeeZee** · Abel
51	**adelle †** · komet †
52	**aktiv-grotesk †** · same
53	**Alef** · Helvetica †
54	**Asap** · Lato
55	**avenir-lt-w01…** · avenir-lt-w0…
56	**Barlow** · Open Sans
57	**Barlow Condensed** · Lato
58	**Bebas Neue** · Roboto Condensed
59	**Cabin** · Montserrat
60	**Cinzel** · Arial †
61	**Crimson Text** · Karla
62	**DM Serif Display** · Montserrat
63	**Domine** · Mulish
64	**Droid Sans †** · Arial †
65	**EB Garamond** · same
66	**Exo** · system-ui †
67	**Fahkwang** · futura-lt-w01-light †
68	**FjallaOneRe…** · OpenSansSe…
69	**Gloock** · gilroy †
70	**GrenettePro †** · Geograph †

	HEADINGS · BODY
71	**Jockey One** · open-sans-v2 †
72	**Kanit** · same
73	**Karla** · Martel
74	**Kefa †** · Work Sans
75	**LatoBlack †** · DomineRegular †
76	**Libre Baskerville** · Lato
77	**LoraRegular †** · same
78	**Lusitana** · same
79	**Marcellus** · PT Serif
80	**Merriweather** · freight-sans-pro †
81	**Noto Serif** · Montserrat
82	**Nunito** · same
83	**Open Sans** · same
84	**Prompt** · sans-serif †
85	**PT Serif** · Roboto
86	**Rancho** · Roboto
87	**realist †** · same
88	**RubikRegular †** · KarlaRegular †
89	**Sentinel A †** · Ideal Sans A †
90	**Signika** · Source Sans Pro †
91	**Sofia** · Quicksand
92	**Sorts Mill Goudy** · EB Garamond
93	**Source Sans 3** · same
94	**source-sans-pro-sem…** · Arial †
95	**Spartan †** · same
96	**Times †** · Arial †
97	**Ubuntu** · Montserrat
98	**wf_53c601cef0c8445…** · DM …
99	**Work Sans** · same
100	**Zilla Slab** · Lato
101	**—** · Caudex
102	**—** · ff-meta-web-pro †
103	**—** · garamond-premier-pro †

ABOUT THIS STUDY

How I did this

This study looked at the websites of 103 veterinarian businesses that ranked in Google's top three (local results first) for "veterinarian" in 33 US cities of three sizes. Directories, marketplaces and chains (businesses that list more than five locations) were left out. Each site's homepage and two of its service pages were reviewed. These are the sites that rank: what they share tends to go with ranking, which is not proof that it causes it.

- "Video" is a player (YouTube, Vimeo and the like), a background video, or a pop-up from a play button, found on the page as it loads.
- "Main color" is the color family used most on buttons and large areas, leaving out white and gray.
- "New reviews a month" is the Google reviews dated in the last 12 months, divided by 12. For a business with more than 100 in that time, it is the newest 100 over the months they span.
- "Linking websites" is the number of other websites linking to the site (referring domains), from DataForSEO.
- "Top of the home page" is what fills the first screen on a desktop browser: a photo or image, or a video, covering a fifth of it or more; otherwise text.
- City sizes are by population within city limits, from the US Census Bureau's 2024 estimates.

Cite this study

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You're welcome to use any number or chart from this study. Please link back to the page above.

Need help with your veterinary clinic website?

Whether it's the site itself, bringing in more visitors from search, or a question about this study, I'm happy to help.

Request a quote: perridm.com/quote

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