

## IMPLEMENTING TODAY'S TECHNOLOGY IN YOUR PRACTICE: ADDITIONAL TABLES

In the November/December 2011 issue of *Today's Veterinary Practice*, the article *How Practices Can Thrive in an Online Environment* (page 83) provided information in the form of several tables titled:

- Table 1. Six Ways to Improve Your Website Now
- Table 2. Improve Your Email Contact with Clients
- Table 3. Why Businesses Have a Facebook Presence

- Table 4. Your Facebook Page: Three Critical Points
- Table 5. Eight Ways to Make Your Blog Great
- Table 6. Management Software: What Else It Should Do for You.

Following are additional tables that complement the topics discussed in the article. To read the full article, select *Back Issues* from the top navigation bar of the homepage; then choose the issue from the list.

TABLE 7. GOOGLE ANALYTICS

### What You Can Track

- How many clicks on a page (what's getting the most attention)
- Users who find you through a search engine
- The amount of time users surf your site

### Additional Applications

- Alerts sent directly to your phone or email
- Ability to set up client surveys



TABLE 8. TWELVE BUSINESS APPLICATIONS FOR YOUR IPAD

<b>Square Up</b> <a href="https://squareup.com">https://squareup.com</a>	Take credit card payments from any place, at anytime.
<b>MightyMeeting</b> <a href="http://mightymeeting.com">mightymeeting.com</a>	Save demonstration videos and presentations to share in online meetings.
<b>iDisplay</b> <a href="http://www.shapeservices.com">www.shapeservices.com</a>	Turn your iPad into a second monitor for your computer.
<b>Drop Box</b> <a href="http://dropbox.com/ipad">dropbox.com/ipad</a>	File all your photos, documents, and videos in an online folder for 24/7 access.
<b>Dragon Dictation</b> <a href="http://nuancemobilelife.com">nuancemobilelife.com</a>	Text or email, update Facebook, or tweet just by using your voice.
<b>iThoughtsHD</b> <a href="http://ithoughtshd.com">ithoughtshd.com</a>	Create mind maps for your ideas or plans.
<b>Evernote</b> <a href="http://evernote.com">evernote.com</a>	Take notes, create to-do lists, search through images, and share your memories
<b>Google Analytics</b> <a href="http://www.google.com/analytics/index.html">www.google.com/analytics/index.html</a>	Receive insight into website traffic and marketing effectiveness.
<b>Whiteboard</b> <a href="http://itunes.apple.com/us/app/whiteboard">http://itunes.apple.com/us/app/whiteboard</a>	Write notes, sketch charts, and record brainstorming sessions in this ideal environment
<b>Veterinary Differential Diagnosis Application</b> <a href="http://ellenstechnologies.com">ellenstechnologies.com</a>	Systematically walk through a differential diagnosis—from clinical signs to possible causes to potential diagnoses.
<b>dvm360 Application</b> <a href="http://dvm360.com/ipad">dvm360.com/ipad</a>	Find news, medicine and business information, and team training...all in one place
<b>DVM Calc Application</b> <a href="http://itunes.apple.com/us/app/dvm-calc">http://itunes.apple.com/us/app/dvm-calc</a>	Select from 26 practical, 15 constant rate infusion, and 10 toxicity calculators.

TABLE 9. MONITOR YOUR ONLINE PRESENCE

<b>Google Alerts</b> googlealerts.com	Sets up an alert that emails you anytime your business name, personal name, or selected topic(s) are posted to the Internet. (Reviews, video, social media, websites, etc. can all be tracked.)
<b>Technorati</b> technorati.com	Tracks blog postings for key words identified by you. Wondering whether someone has posted a link to your site or is mentioning you in a blog or discussion? This is your tool.
<b>TweetDeck</b> tweetdeck.com	Even if you aren't a tweeter, this service will let you know what's being said about you on Twitter.
<b>BoardTracker</b> boardtracker.com	Follow any mention of your name or business on discussion boards or forums.
<b>Social Mention or Topsy</b> socialmention.com or topsy.com	This service tracks you or your business in a broad variety of social media—Facebook, Twitter, Digg, Google +, etc.

TABLE 10. MOBILE APPLICATIONS YOU HAVE TO TRY

Apple (iPhone)	Android
<b>Quickoffice:</b> Update Microsoft Word or Excel files	<b>Google Voice:</b> Want visual voice mail, voice mail turned into text, or free conference calling? Here you go.
<b>Itterminal:</b> Accept credit card payments wherever you are	<b>Intuit GoPayment:</b> Accept credit card payments wherever you are
<b>Dropbox:</b> Access files from your computer on your phone	<b>Dropbox:</b> Access files from your computer on your phone
<b>Evernote:</b> Store files, video, and pictures online for access 24/7	<b>Evernote:</b> Store files, video, and pictures online and access 24/7
<i>Find more at itunes.com</i>	<i>Find more at androidapps.com</i>