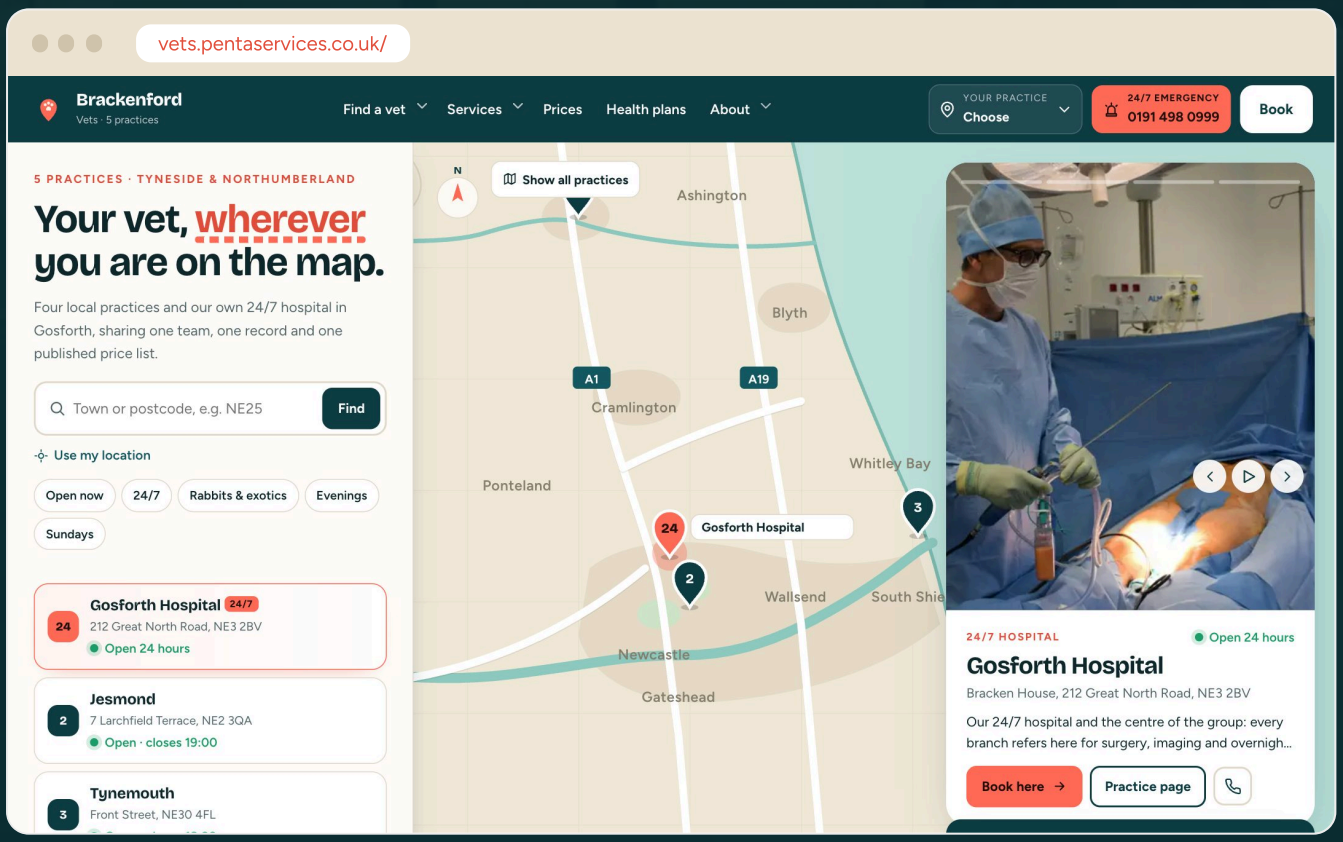
penta SERVICES

November 2026

WEBSITE GUIDE FOR VET GROUPS AND MULTI-SITE PRACTICES

A vet website that puts every practice on the map

Ready-made, fast and built to be found on Google and AI assistants. A practice finder with a live map, online booking by practice, vet and species, a 24/7 symptom checker, health plan comparison, a vaccination planner, new pet registration and a price list ready for the CMA rules. We adapt it to your group, host it and keep it updated.



Ready Site · Corporate Website package

Live preview: vets.pentaservices.co.uk

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TRY THE LIVE DEMO

vets.pentaservices.co.uk

Brackenford Vets is a fictional group of five practices in Tyneside and Northumberland. Every name, price, plan, review and phone number in the demo is a sample that we replace with your own. The CMA rules described are the real 2026 rules.

1 · AT A GLANCE

Built for how owners choose a vet

Owners look for a vet when something is wrong, when a new puppy or kitten arrives, or when they move house. They search on a phone and want to know quickly: which practice is nearest and open now, what it costs, and how to book. A group website must answer that for every practice at once, and make the 24/7 number impossible to miss.

What owners check first

- Which practice is nearest, and is it open right now?
- Is this an emergency, and who answers at night?
- How much is a consultation, a vaccination or a spay?
- Can I book online with a vet who knows my kind of pet?
- Is there a plan that spreads the cost?

What the website gives them

- A map-first practice finder with live open or closed status
- A 24/7 emergency line on every screen and a symptom checker
- A full, searchable price list with an estimate builder
- Booking by practice, species, reason, vet and time
- Health plan comparison with monthly prices and savings

24
pages, including a page for every practice

7
main tools: finder, booking, triage, plans, vaccines, registration, prices

5
practices on one map, with live opening status

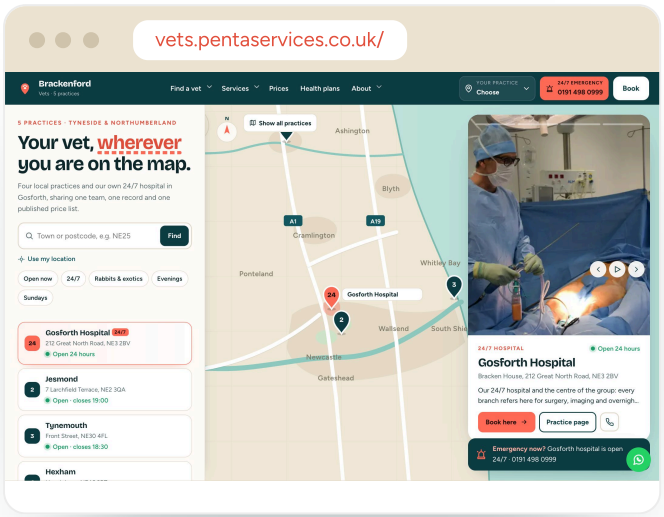
105
automated checks run on every tool before launch

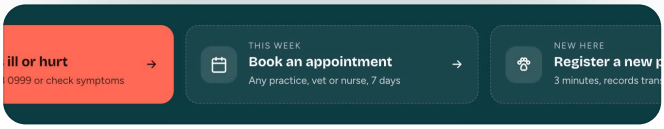
Who it's for

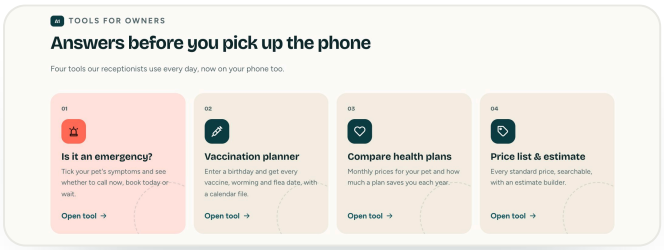
Vet groups with 2 to 20 practices · Independent multi-site practices · Practices with a 24-hour hospital · Out-of-hours and emergency clinics · Rabbit and exotics clinics · Practices preparing for the CMA rules

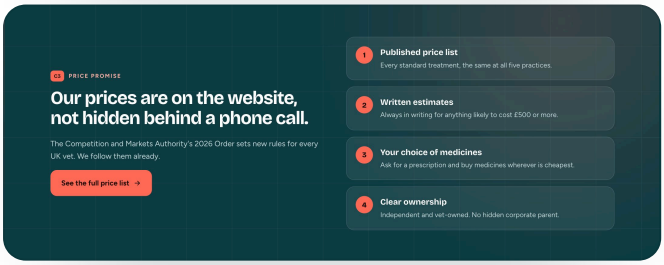
The homepage, section by section

In five seconds an owner sees the nearest practice, whether it is open, and the emergency number.









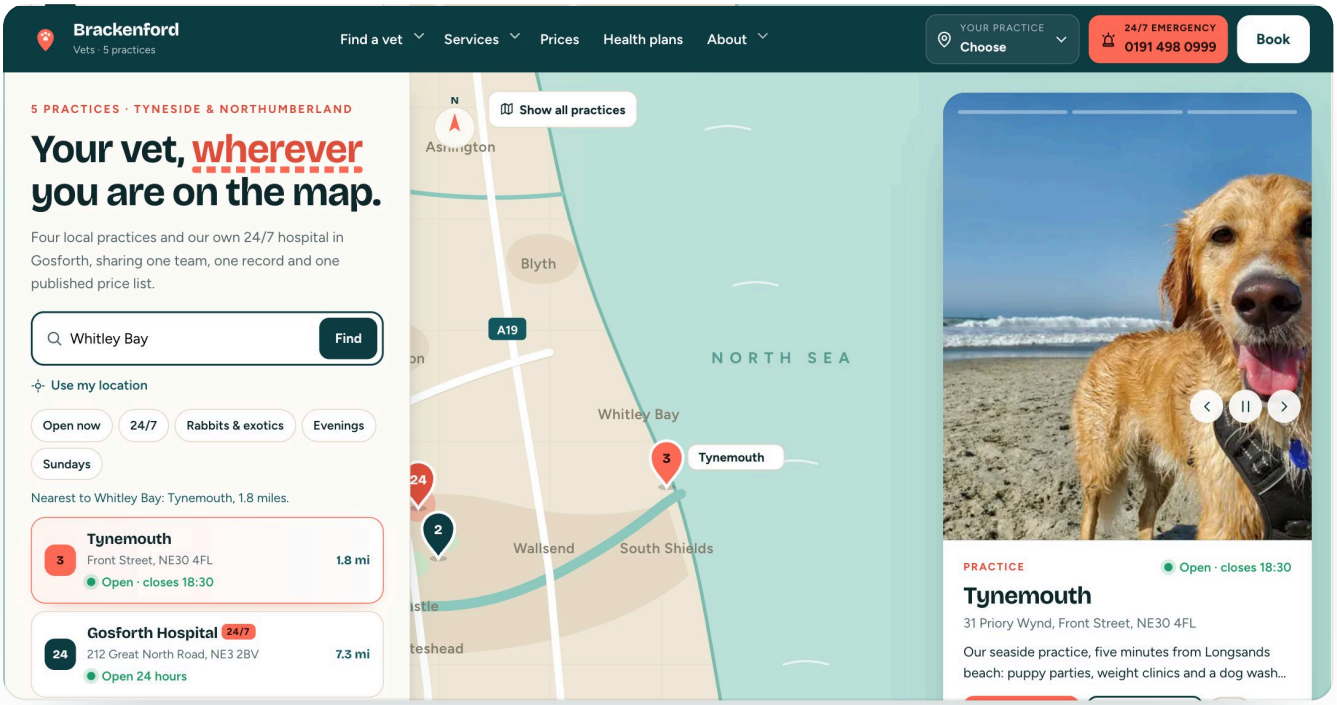
1. **Map-first hero**
   A practice finder beside a live map of your area, with a photo slider for the selected practice.
2. **Three routes**
   My pet is ill, book an appointment or register a new pet: one tap each.
3. **Four tools**
   Symptom checker, vaccination planner, plan comparison and price list.
4. **Services with prices**
   Every service with a starting price and where it is offered.
5. **Price promise**
   How you follow the CMA rules: prices, estimates, prescriptions and ownership.
6. **Plans, team and reviews**
   Plan prices by pet, team by practice in tabs, reviews pinned to practices and vet advice.

WHY IT WORKS

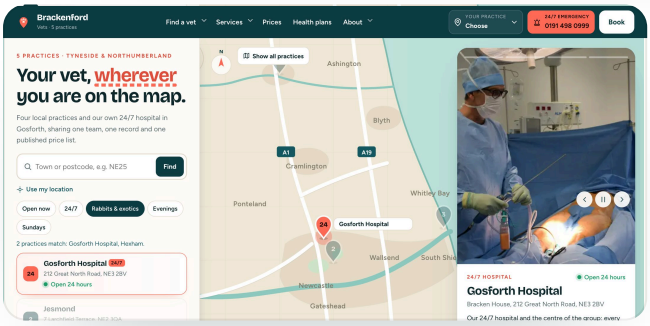
Most vet group websites open with a stock photo and a phone number. This one opens with the question owners actually have, where is my nearest vet and is it open, and answers it before they scroll.

Every practice on one live map

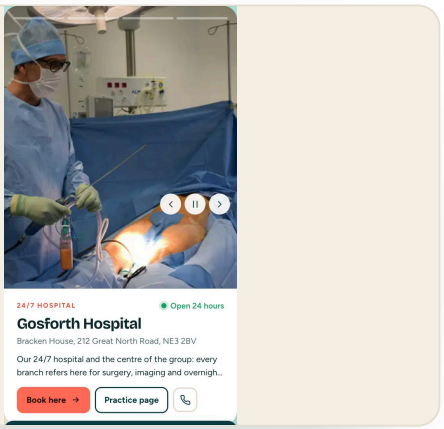
The homepage hero and the Find a vet page share one finder. Owners type a town or postcode, or use their location, and the map flies to the nearest practice.



Search for Whitley Bay: the map zooms to the nearest practice and the list is sorted by distance.



Filter by open now, 24/7, rabbits and exotics, evenings or Sundays.



The practice postcard: a photo slider for each practice, live status and Book here.

1 Live open or closed

Open, closing soon or closed, with the next opening time, from each practice's hours in UK time.

2 Search and distances

Towns and postcode districts across your area, or the phone's location, give distances in miles.

3 Map with numbered pins

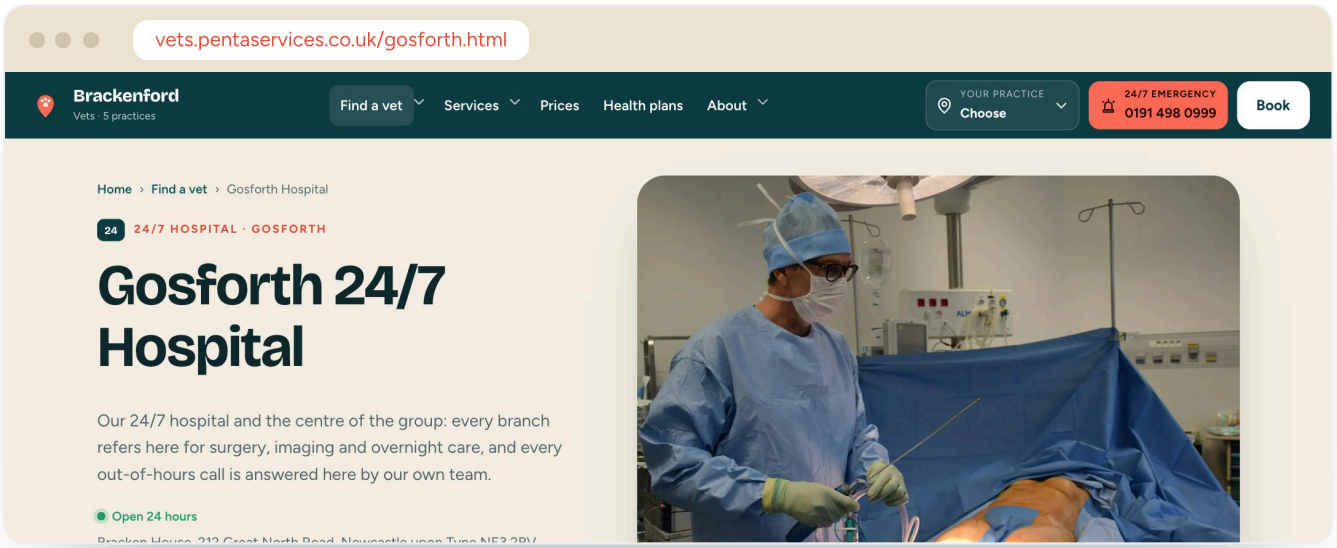
An illustrated map of your area, drawn for your practices. The 24/7 hospital pulses.

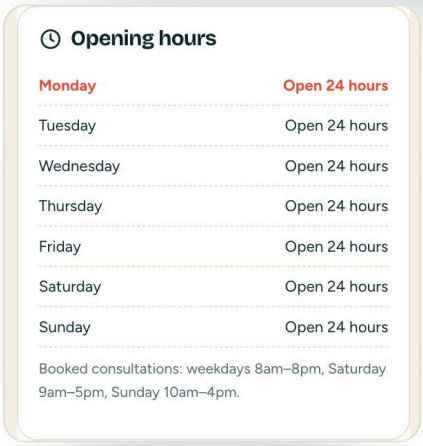
4 A premium slider

Ken Burns photos, progress bars, pause, arrows, keyboard and swipe. Left alone, it tours every practice.

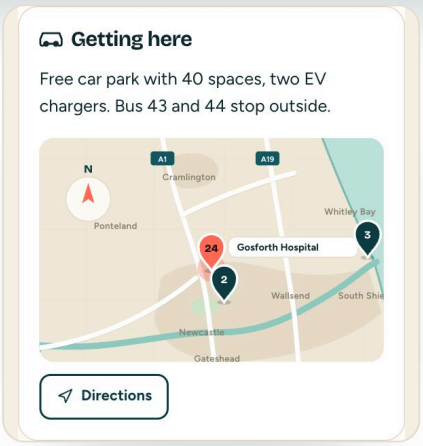
A page for every practice

Each practice gets its own page, written to rank for “vets in [town]”, with its own photos, hours, team and directions.

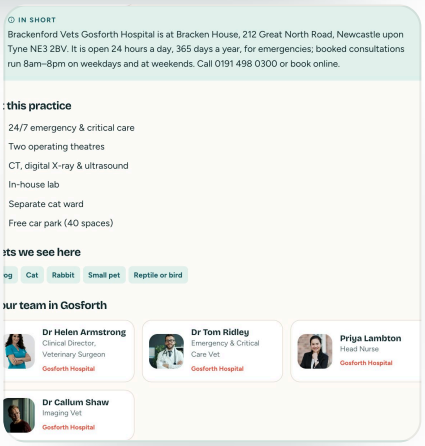




Opening hours with today highlighted, and out-of-hours cover.



Getting here: parking, transport, mini map and directions.



Facilities, pets seen and the team at that practice.

1 **Photo gallery and live status**
A swipeable gallery, live open status, address and a Book at this practice button.

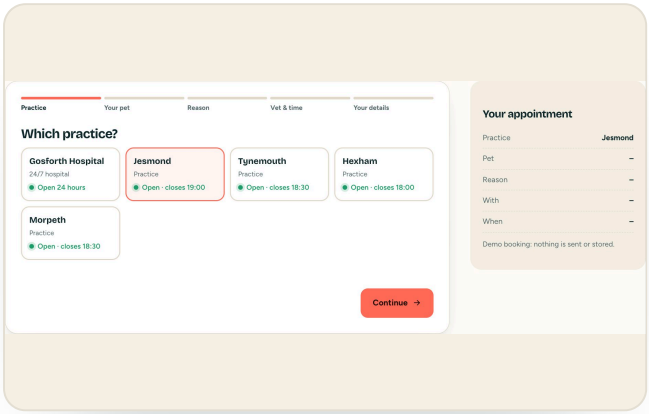
2 **Answer-first summary**
Address, hours and out-of-hours number in one sentence for Google and AI assistants.

3 **Team at this practice**
Vets and nurses with bios, interests and qualifications.

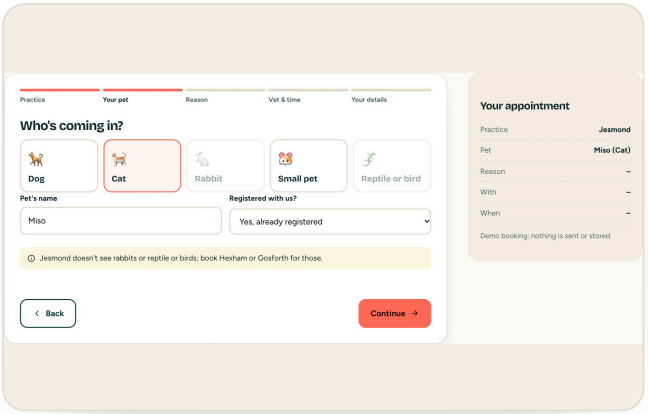
4 **Local structured data**
VeterinaryCare data with address, map position and hours for each practice.

Book online in five steps

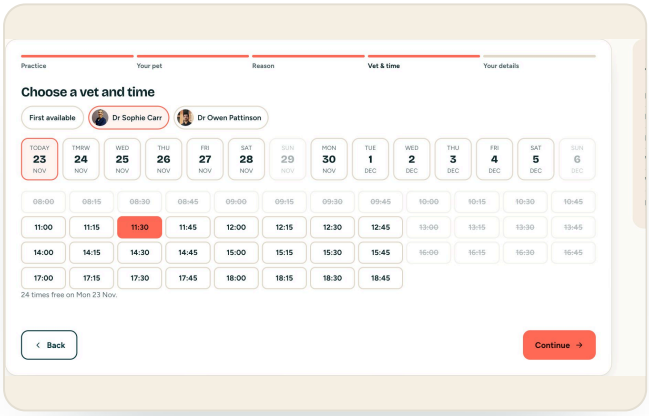
Owners book any practice, any day, without waiting on the phone.



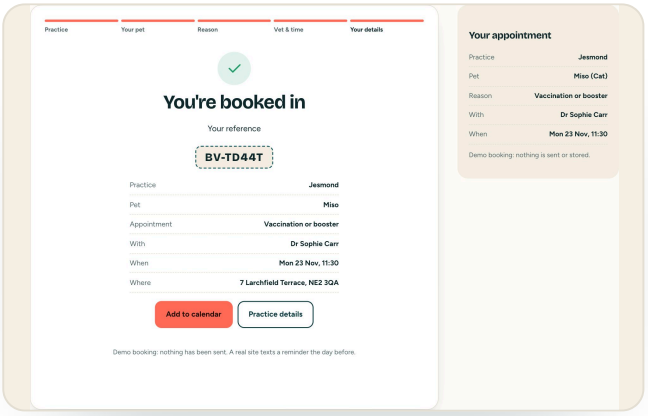
Step 1: choose a practice, with its live status.



Step 2: the pet. Species a practice doesn't see are greyed out, with where to go instead.



Step 4: vet or nurse and a time from that practice's hours.



Confirmation with a reference and a calendar file.

1 Reason for the visit

Unwell, check-up, vaccination, nurse clinic, dental, pre-op or new pet. Choosing “unwell” shows the emergency number.

2 The right person

Vets or nurses are filtered by practice and species, or the owner picks first available.

3 Real availability

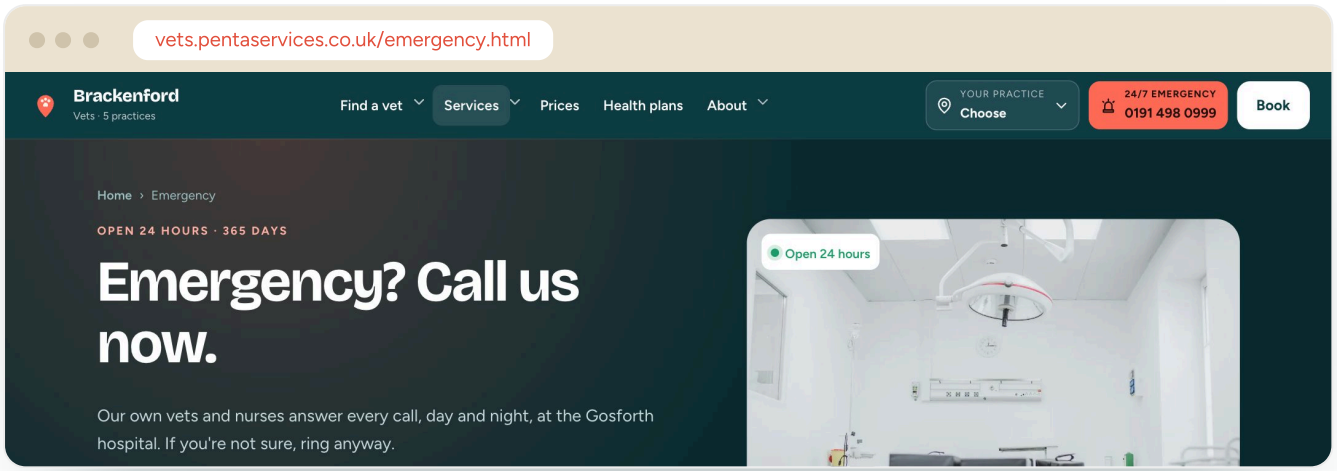
A 14-day calendar built from each practice's hours; booked and past times are greyed out.

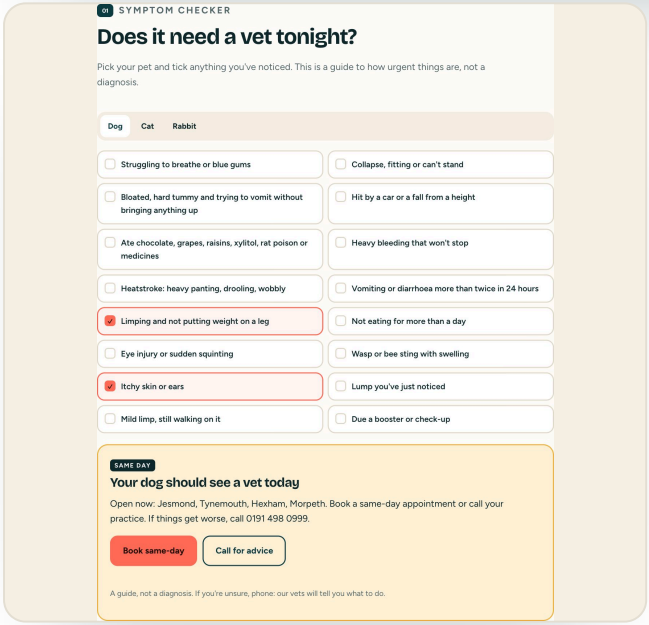
4 Your system

We connect the form to your practice management system or booking provider, or send it to reception.

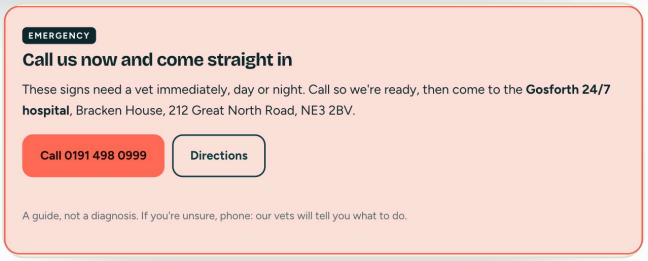
The 24/7 number and when to use it

An emergency page and a symptom checker for dogs, cats and rabbits signpost owners to the right level of care.





Same-day symptoms: the result names the practices open now.



Emergency signs: call now, with the hospital address and directions.

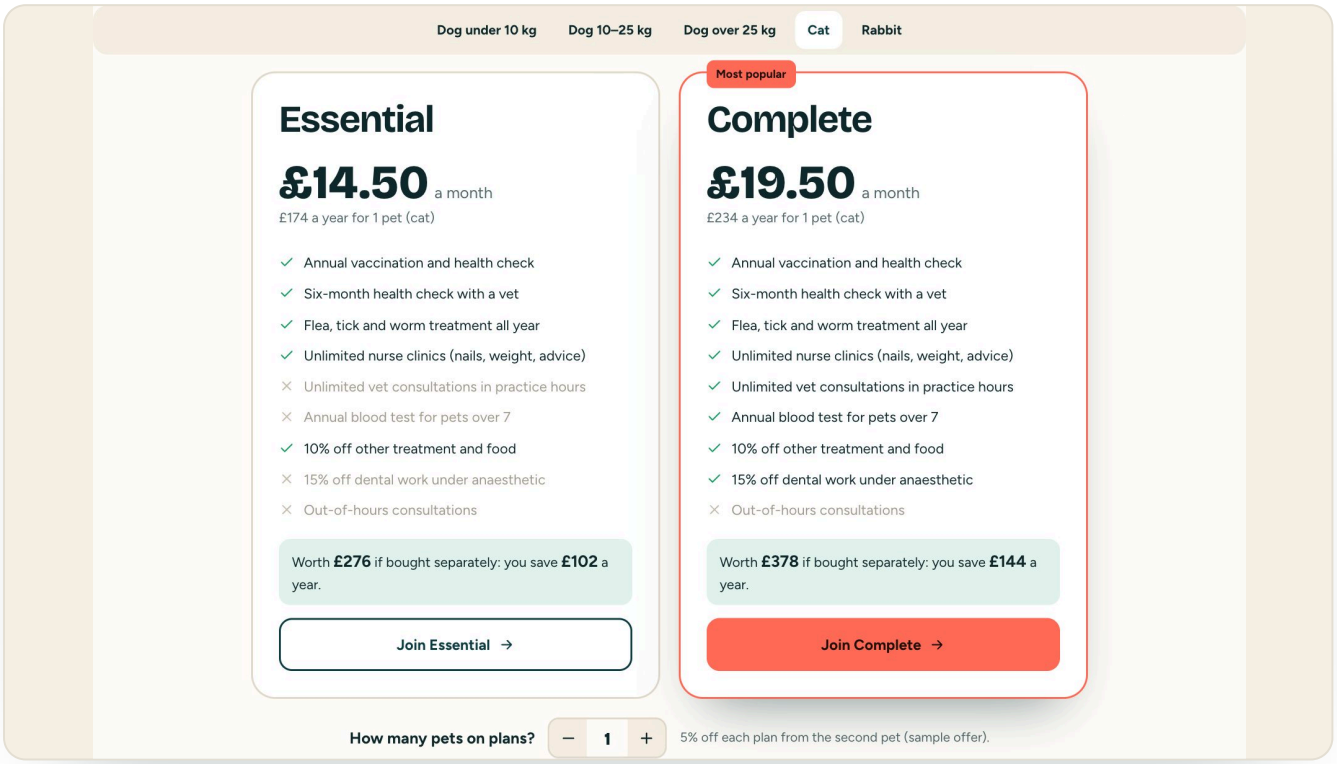
1. **Three levels**
   Emergency now, see a vet today, or book a routine appointment, from the symptoms ticked.
2. **Knows the time**
   Late at night, a same-day result sends owners to the 24/7 hospital instead of a closed practice.
3. **On the way**
   First-aid tips, out-of-hours prices and the common emergencies explained.

SAFE WORDING

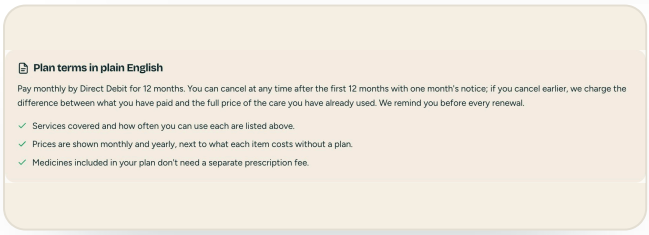
The checker is clearly a guide, not a diagnosis, always shows the emergency number and is written with your clinical team before launch.

Plans that sell themselves

Owners pick their pet and see both plans side by side, with monthly and yearly prices and what they save.

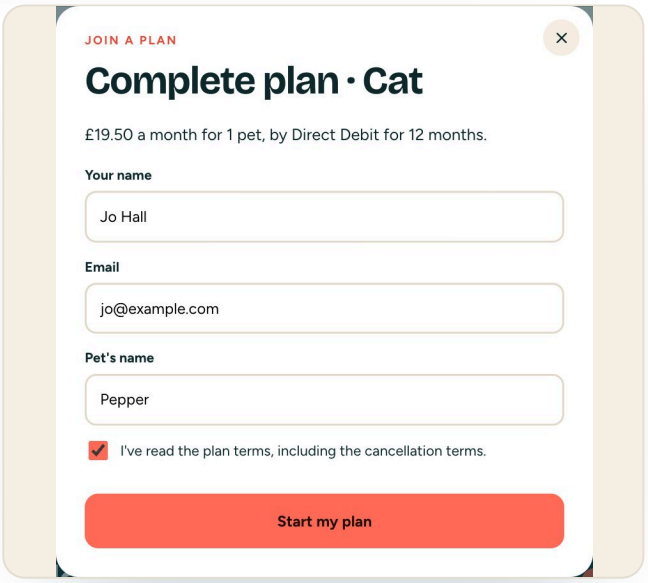


Two plans for five types of pet, with the saving against pay-as-you-go.



Plan terms in plain English, including cancellation.

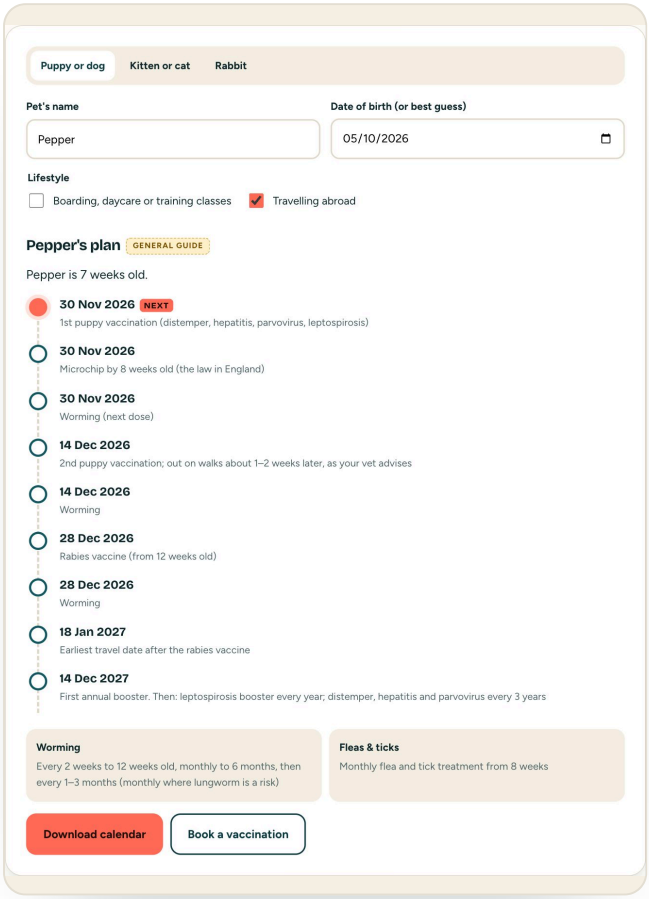
1. **Savings shown**
   What the plan items would cost separately, and the saving per year.
2. **Multi-pet discount**
   Add more pets and the monthly total updates.
3. **CMA-ready information**
   Services covered, how often, monthly and annual prices, standalone prices and cancellation terms.



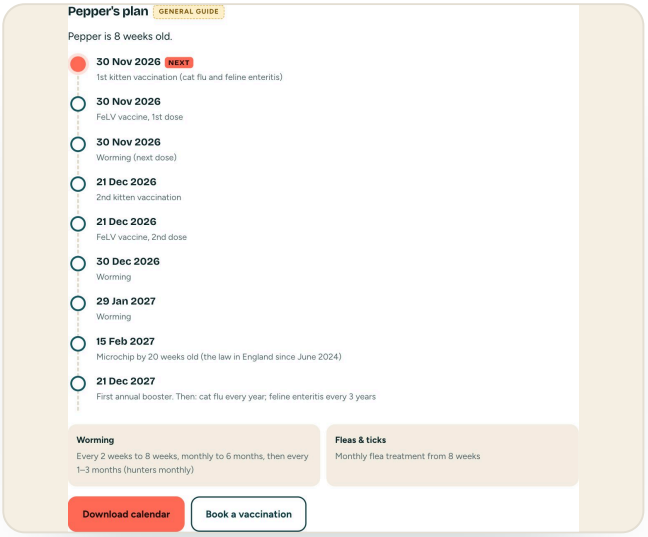
Sign-up with a plan reference.

Every jab and wormer, with dates

Owners enter a birthday and lifestyle and get a dated plan for a puppy, kitten or rabbit.



A puppy plan with travel: primary course, booster, microchip, rabies and worming dates.



An outdoor cat: FeLV added, and the 20-week microchip rule.

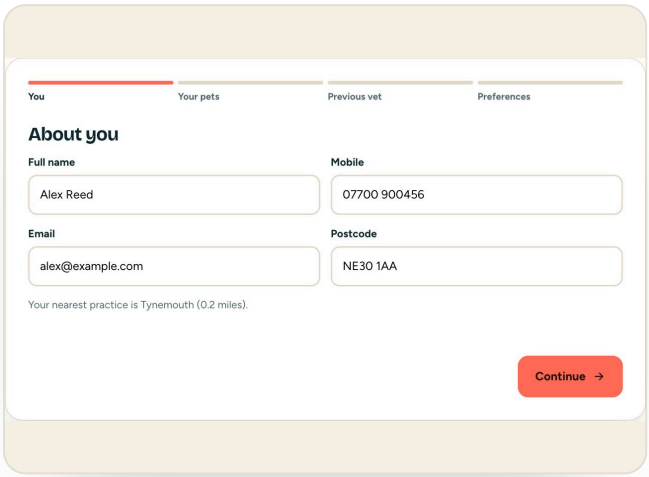
1. **Personal timeline**
   Past, next and upcoming dates, with the next one highlighted.
2. **Lifestyle extras**
   Kennel cough for boarding, rabies and the 21-day wait for travel, FeLV for outdoor cats.
3. **Microchip law**
   Dogs by 8 weeks and cats in England by 20 weeks.
4. **Calendar and booking**
   Download every date to a calendar, or book the vaccination.

BRINGS PUPPIES IN

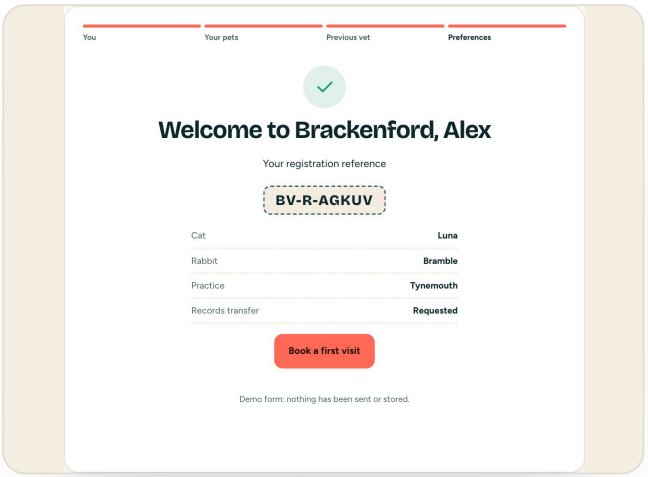
New owners search for vaccination schedules before they choose a vet. The planner answers the question and ends with a booking.

Register in three minutes

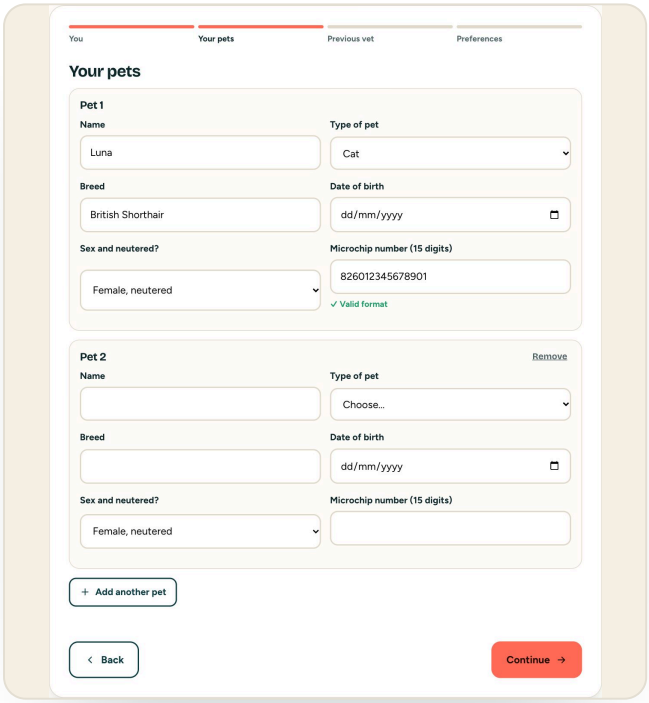
One form for the owner and up to four pets, with permission to request records from the previous vet.



Owner details, with the nearest practice suggested from the postcode.



Done: a registration reference and a first-visit button.

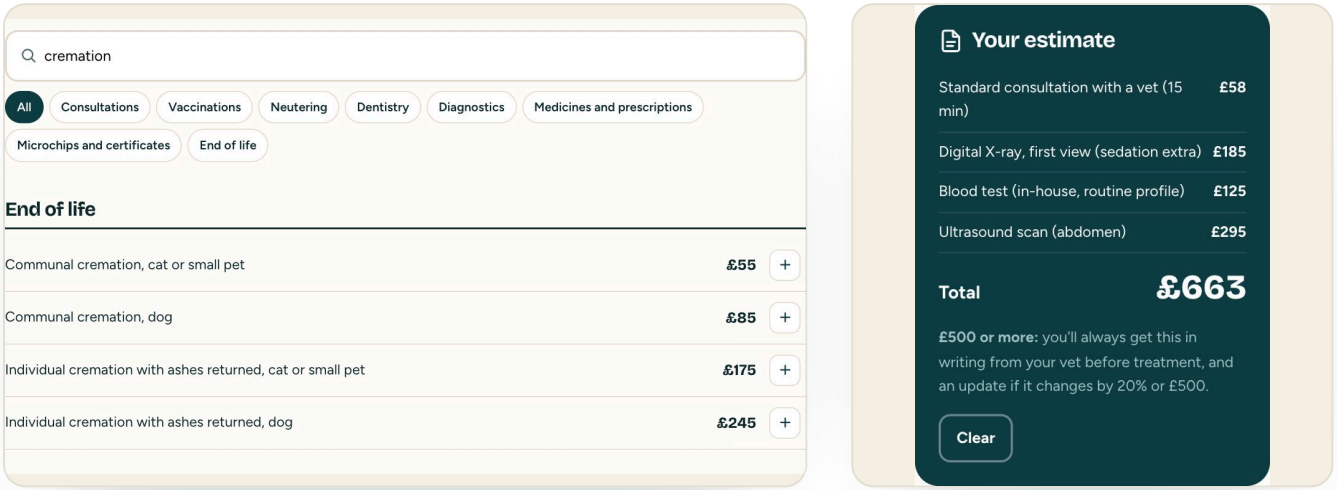


Pets, with a 15-digit microchip check.

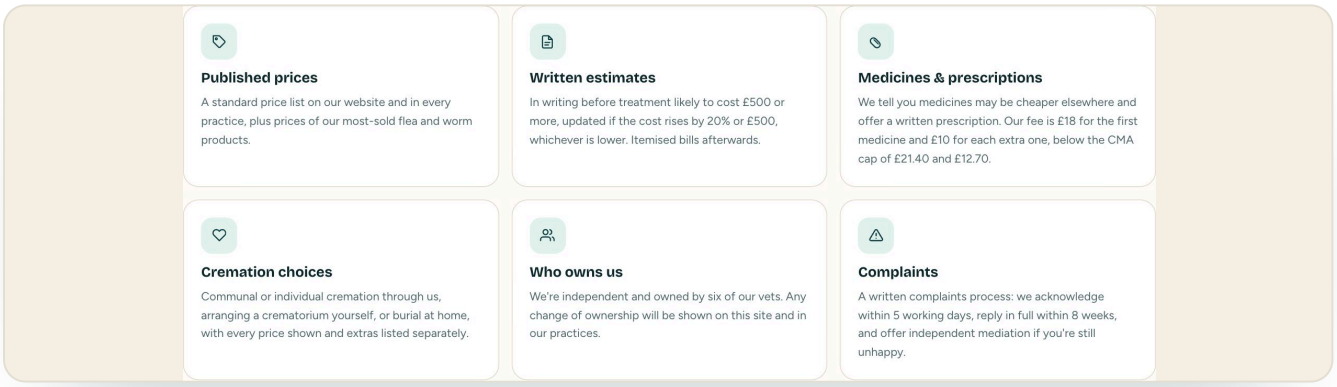
1. **Microchip check**
   Checks the number format and reminds owners of the microchip law.
2. **Records transfer**
   A consent tick so reception can request clinical records straight away.
3. **Into your system**
   Sent to your practice management system or reception email.

Open prices, ready for the new rules

The Competition and Markets Authority's 2026 Order requires vets to publish standard prices, give written estimates for treatment likely to cost £500 or more, offer prescriptions with a capped fee and show who owns the practice.



Searchable price list with an estimate builder.



How the group follows each rule.

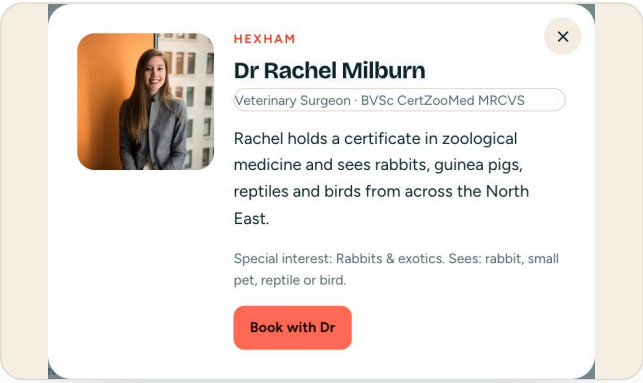
1. **Search and filter**
   Owners find a price by typing "spay" or "booster", or by category.
2. **Estimate builder**
   Add items to see a total; over £500 the written-estimate rule is explained.
3. **Every rule covered**
   Price list, parasite products, estimates, prescriptions, cremation choices, ownership and complaints.

BE READY EARLY

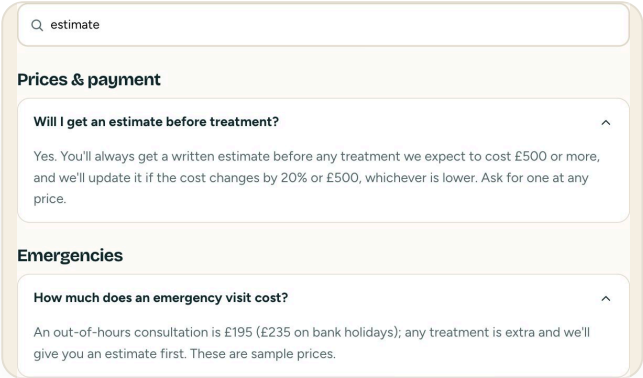
Groups with 15 or more sites must publish price lists from 22 December 2026; smaller groups from 22 March 2027. This page is built to the rules, so you only add your own prices.

The pages that build trust

Owners want to know who will treat their pet and who owns the practice.



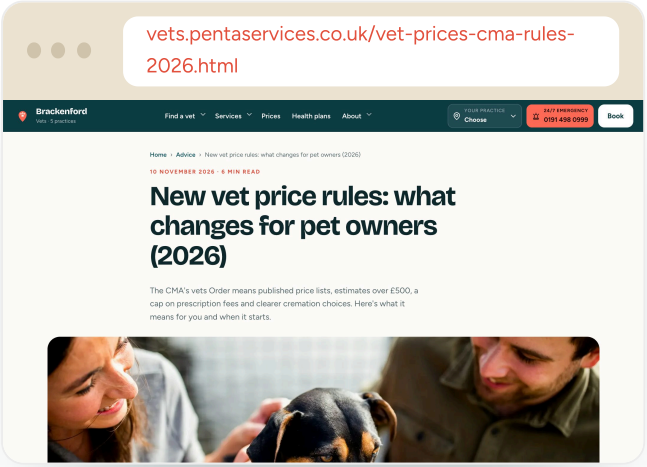
Team filtered by practice and pet, with bios.



FAQ with instant search.

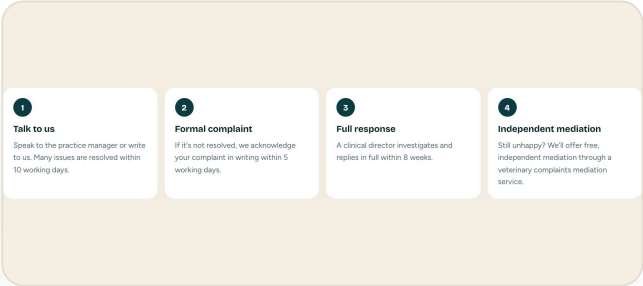
1 Team by practice
Filter by practice and by the pets each vet sees most; each card opens a bio.

2 FAQ
Booking, prices, emergencies and plans, with FAQ structured data.



Vet-written guides, such as the CMA rules.

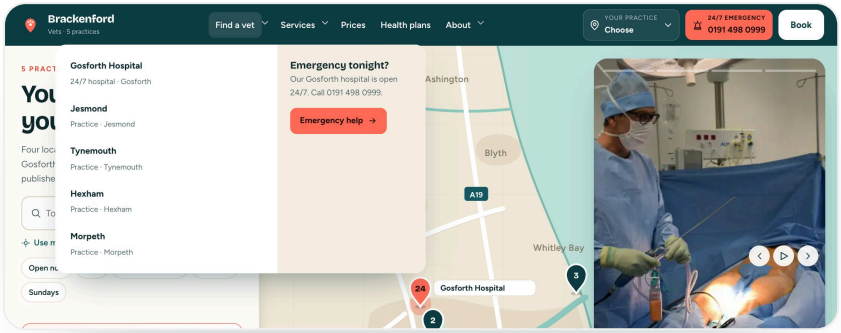
3 Advice articles
Answer-first guides to what owners ask Google and AI assistants.



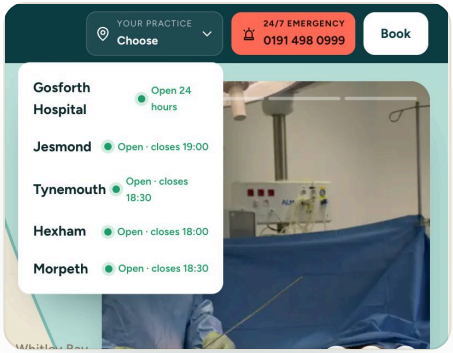
Every practice on one page, plus the complaints process.

4 Contact and complaints
A form, every practice's number and the written complaints process.

Small touches that build confidence



Menus list every practice and tool.



"Your practice" is remembered across the site.

Map-first slider

Practice photos, Ken Burns, progress bars, pause, keyboard and swipe.

Practice finder

Search, location, filters, distances and live status.

Online booking

Practice, species, reason, vet, time, reference and calendar file.

Symptom checker

Emergency, same day or routine, for dogs, cats and rabbits.

Plan comparison

Monthly and yearly prices, savings and sign-up.

Vaccination planner

Dated plan with lifestyle extras and a calendar file.

Registration

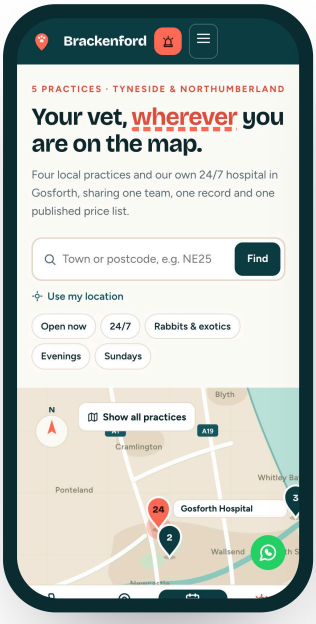
Owner and pets, microchip check and records transfer.

Price list

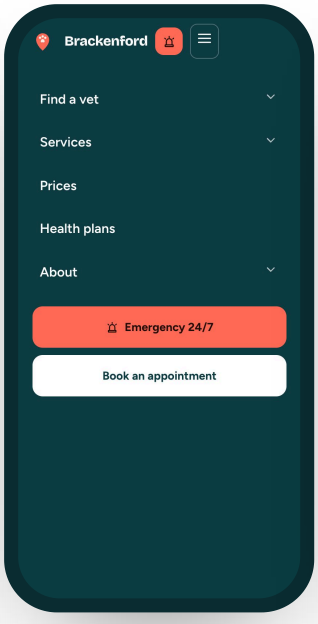
Search, filter and estimate builder.

Designed for the phone

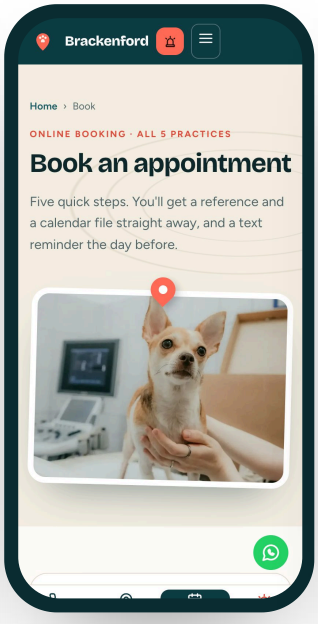
Most owners look for a vet on a phone, often in a hurry. The map, the finder and every tool work on a small screen, and a bar keeps Call, Find, Book and the 24/7 line one tap away.



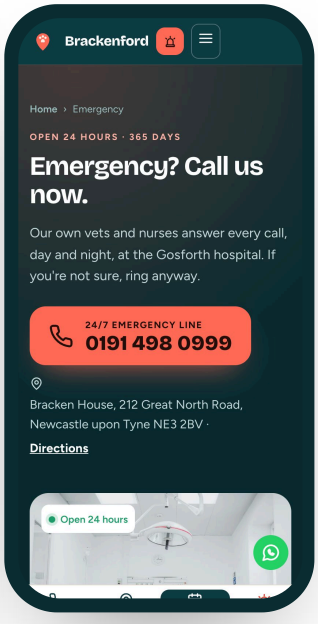
Map hero



Menu



Booking



Emergency



Your brand, found on Google and AI assistants

The demo uses a map-first layout in deep petrol, coral and warm sand, with Bricolage Grotesque headings and Figtree text. We replace them with your logo, colours, fonts, photos, practices and copy, and redraw the map for your area.

Search engines (SEO)

- A unique title and description on every page
- VeterinaryCare structured data for the group and each practice, plus Service, FAQPage, Article, Person and Breadcrumb
- A page for every practice and every tool
- Google Business Profile for each practice, sitemap and fast loading

AI assistants (GEO)

- Answer-first summaries on every practice, price and tool page
- Facts AI tools can quote: prices, hours, the 24/7 number and the CMA rules
- Consistent practice names, addresses and phone numbers everywhere
- AI crawlers allowed, with an llms.txt summary of your practices and tools

Searches the site is built around

vets near me · 24 hour vet [city] · emergency vet near me · vet prices [town] · puppy vaccinations cost · pet health plan · rabbit vet [area] · register with a vet

LOCAL FOR EVERY PRACTICE

Each practice page has its own address, hours, photos and team, so each can rank in its own town, while the group site ranks for the services you all offer.

15 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourvets.co.uk).

Updates and support
We keep the site updated and secure and make your changes.

Google Business Profiles
Each practice's Google Maps listing set up and linked.

Privacy and cookies
Privacy notice and cookie consent for your country.

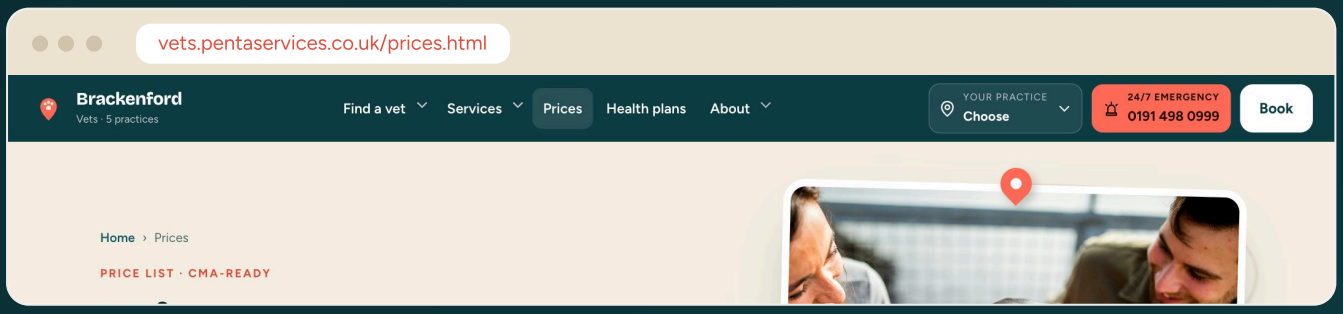
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£34 · US$45
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Corporate Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need and what we do

What we need from you

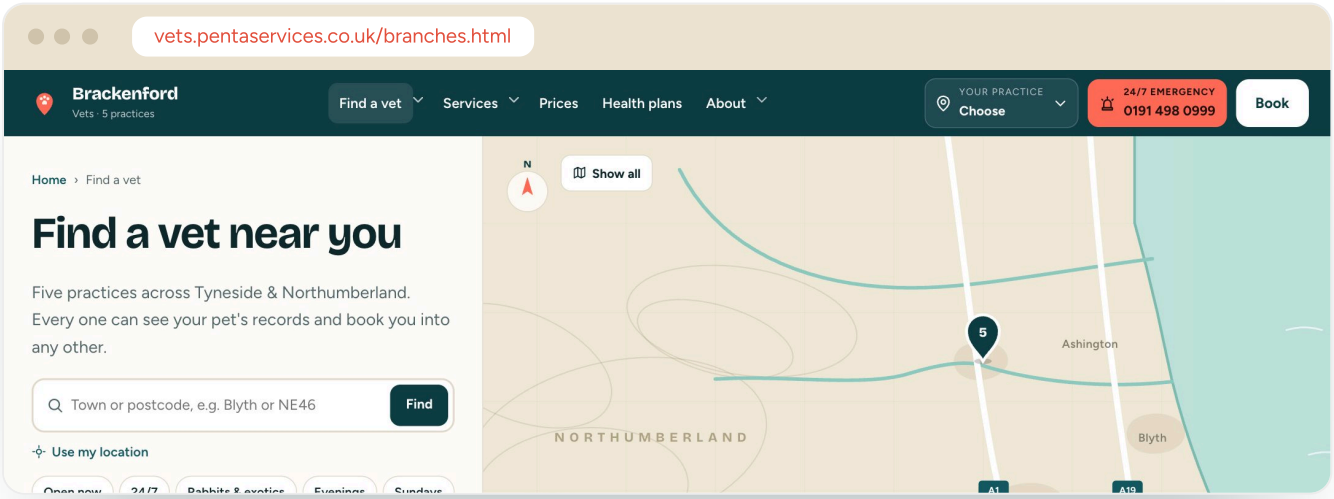
- Logo and colours, if you have them (otherwise we design them)
- Each practice's address, phone, opening hours, parking and photos
- Your price list, plan prices and terms, and parasite product prices
- Your out-of-hours arrangements and emergency number
- Vets and nurses per practice, with photos and short bios
- Ownership statement, complaints process and reviews

What we do

- Adapt the design to your brand
- Draw the map for your area and load every practice
- Connect booking and forms to your practice system or email
- SEO, structured data and a Google Business Profile per practice
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your group: your practices, services, prices, plans and clinical wording. The symptom checker and vaccination planner are reviewed by your vets before launch. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that fills your appointment book?

1. **See the demo**
   Open the demo on your phone and computer. Try the finder, booking, symptom checker, plans and price list.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, practices, hours, prices, plans, team profiles and photos.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: vets.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. Every practice on the map, every price in the open and every owner one tap from the right vet.