

The State of Independent Vet Clinic Websites 2026



83%

clinics don't say whether they are taking new patients

ALSO INSIDE: Four clinics, read closely • Best in class • What this means for agencies

● CLIKITI RESEARCH

The waiting room is *now online*

We read the websites of 138 independent veterinary clinics in the US the way a pet owner does, on a phone, against ten questions: among them whether the clinic sees their kind of animal, what a visit costs and what to do when the clinic is closed.

STUDIED

138 clinics

KINDS

**Four kinds of
practice**

MEASURED

**Fourteen
checks**

The State of Independent Vet Clinic Websites · Q4 2026 · edition
2026-Q4



The headline number. The least-answered of the pet-owner questions in this study.



of the 138 clinic websites in this study answer the pet owner's question “Are you taking new patients?”

Only 17% of the 138 independent veterinary clinic websites Clikiti scanned in Q4 2026 answer “Are you taking new patients?” Margin of error ± 8.3 points at 95% confidence.

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Owners ask ten things. The median clinic answers *four*.

Across 138 independent vet clinic websites, the median site answers four of the ten pet-owner questions this edition tests. 17% show any price; 57% say what to do after hours.¹

Reading note

Figures come from automated scans of 138 independent vet clinic websites in the US. Results are anonymous except one best-in-class clinic. Margin of error: ± 8.3 points at 95% confidence for a share of all 138 clinics (General and family practice ± 13.7 , Emergency and urgent care ± 17.9 , Specialty and referral ± 19.6 , Mobile and house-call vets ± 17.3). Notes are at the end.

77 /100

Median website score across all 138 clinics.

4 /10

pet owner questions answered by the median clinic's site.

75 %

answer the most-answered question: "How do I reach you, and when are you open?"

78 %

have text that fails the WCAG contrast minimum.

By kind of practice, mobile and house-call vets has the highest median score (78) and specialty and referral the lowest (75), against 77 for all 138.

The least-answered question is "Are you taking new patients?" (17% of clinics). The most-answered is "How do I reach you, and when are you open?" (75%).

No clinic in this edition answers all ten questions.

The most common technical failure is text contrast passes 4.5:1, failed by 78% of clinics (WCAG 1.4.3).

What an owner can find out *before calling*

We turned ten questions people ask before they choose a vet into ten checks, then read each site for an answer a worried owner could find on a phone.

Share of all 138 clinic websites answering each question · coral = fewer than a third · tick = half

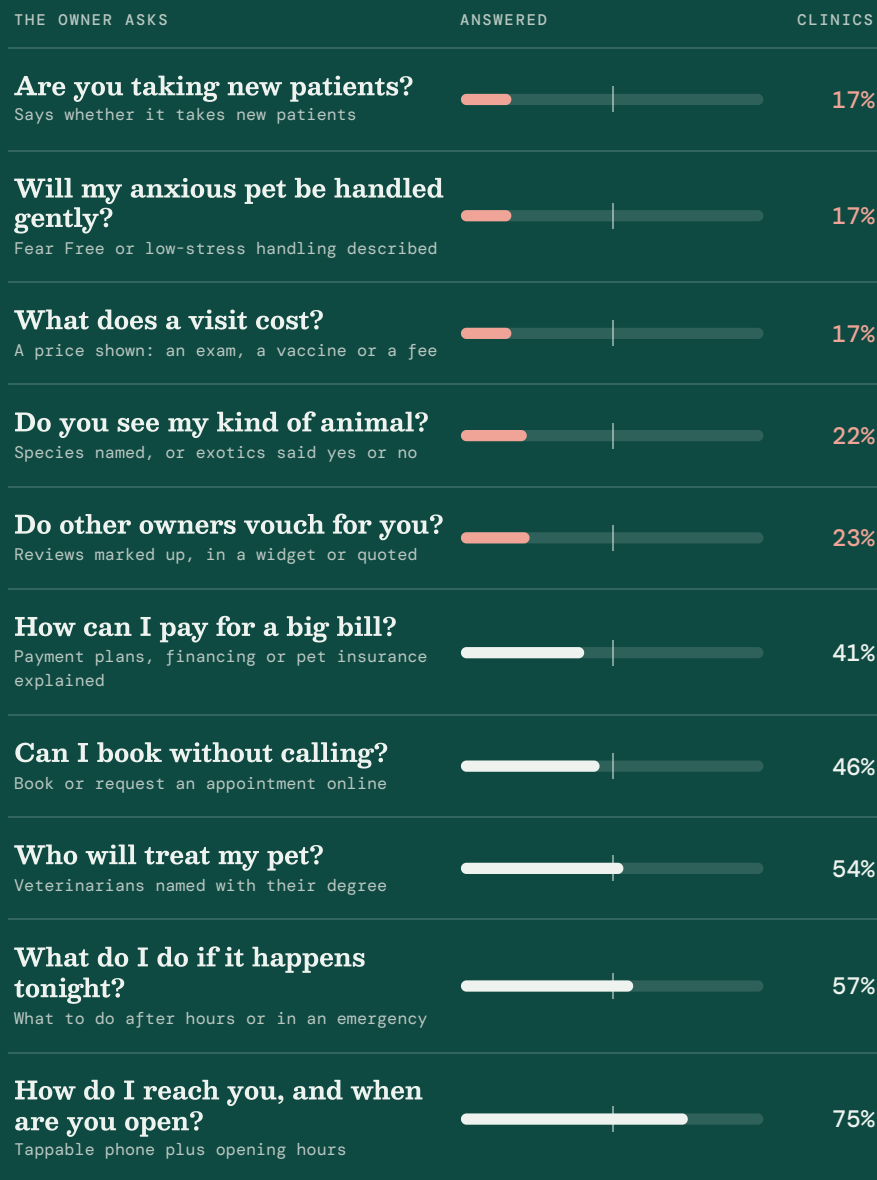


Figure 1. Share of clinic sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered.



After hours. 43% of the clinic sites in this study don't say what to do when the clinic is closed.

“Are you taking new patients?”

The pet owner question clinics answer least: 17% of 138 sites

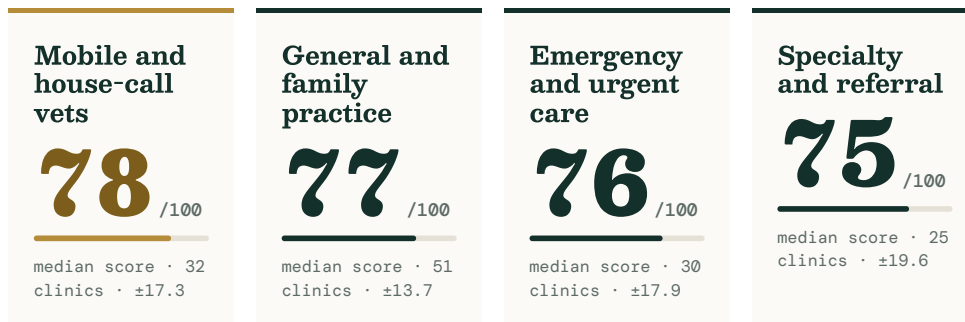


Four kinds of practice, *side by side*

General and family practice (51): median score 77, a price shown on 12%, after-hours instructions on 57%. Emergency and urgent care (30): median score 76, a price shown on 7%, after-hours instructions on 83%. Specialty and referral (25): median score 75, a price shown on 8%, after-hours instructions on 40%. Mobile and house-call vets (32): median score 78, a price shown on 44%, after-hours instructions on 44%.

On scoring

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the clinic. The pet-owner question checks are reported separately and do not feed it.²



Where each website scores

Overall website score out of 100, one dot per clinic; the brass rule is each group's median

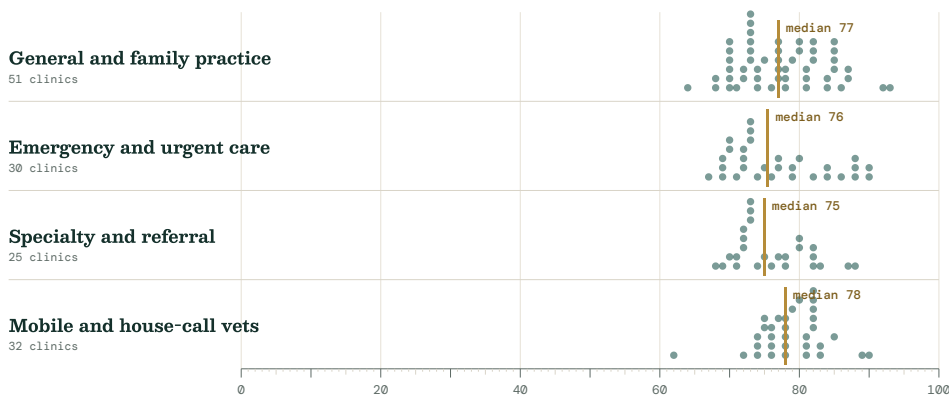


Figure 2. Overall website score out of 100, one dot per clinic. The brass rule marks each group's median.



THE OWNERS NOBODY MENTIONS

31%

of 51 general and family practice websites say which animals beyond cats and dogs they see, or that they see only cats or dogs.

The check passes when a site names the animals it sees beyond cats and dogs, or says plainly that it sees only cats or dogs. Most sites in this group do neither, so an owner of a rabbit, a bird or a reptile has to call to find out.

Four clinics, *up close*

Four real clinic sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the clinic itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

1



CLINIC 1

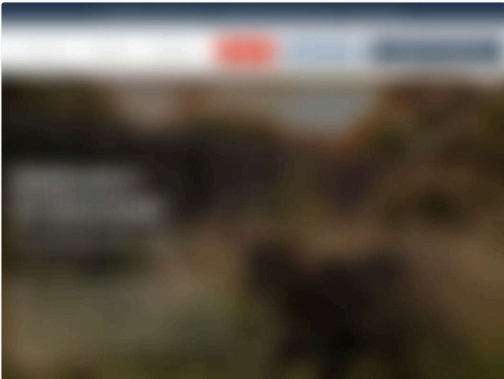
A general and family practice in the West

85 / 100



Answers 8 of 10 pet owner questions. Falls short on any price, reviews, text contrast and structured data.

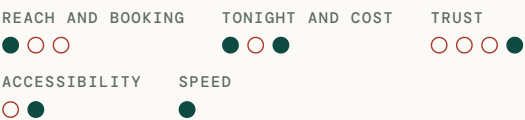
2



CLINIC 2

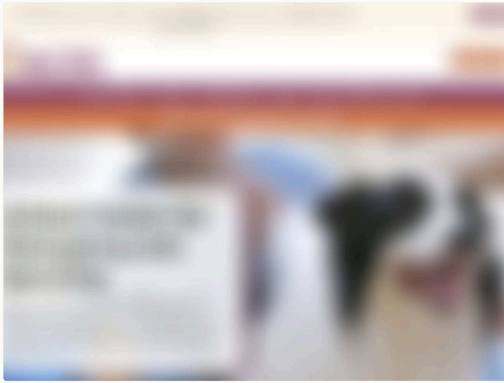
An emergency and urgent care hospital in the West

69 / 100



Answers 4 of 10 pet owner questions. Falls short on which animals it sees, online booking, new patients and 5 more.

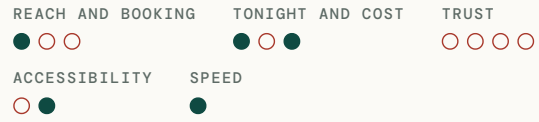
3



CLINIC 3

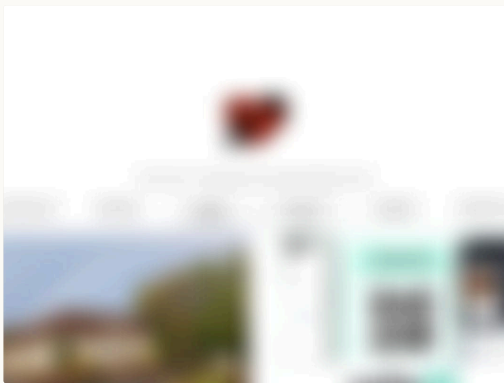
An emergency and urgent care hospital in the Midwest

72 / 100



Answers 3 of 10 pet owner questions. Falls short on which animals it sees, online booking, new patients and 6 more.

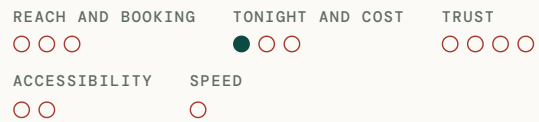
4



CLINIC 4

A general and family practice in the Northeast

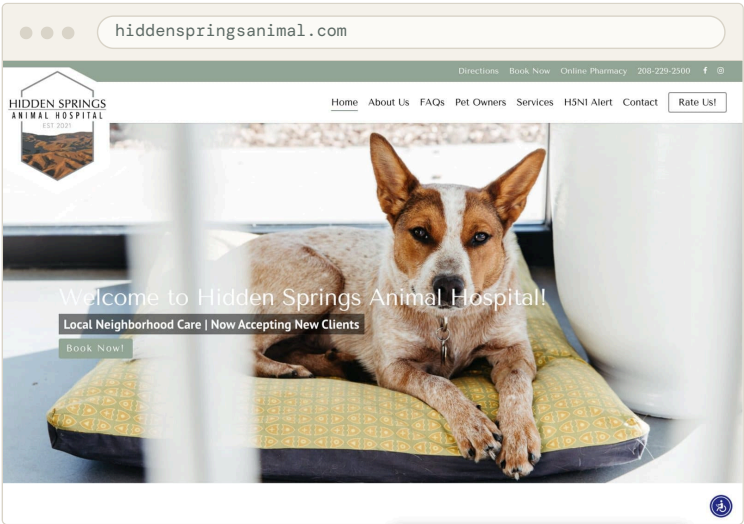
70 / 100



Answers 1 of 10 pet owner questions. Falls short on phone and hours, which animals it sees, online booking and 10 more.

Hidden Springs Animal Hospital

General and family practice, Boise, ID. It answers 8 of the 10 pet-owner questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 1.4.3). Its overall website score is 85/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15. Visit hiddenspringsanimal.com

WHAT IT DOES WELL

- Tappable phone plus opening hours
- Species named, or exotics said yes or no
- What to do after hours or in an emergency
- Book or request an appointment online
- Says whether it takes new patients
- Veterinarians named with their degree
- Payment plans, financing or pet insurance explained
- Fear Free or low-stress handling described
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: SEO 99

WHERE IT COULD STILL IMPROVE

- Not found on the home page or the pages it links to: a price shown: an exam, a vaccine or a fee
- Not found on the home page or the pages it links to: reviews marked up, in a widget or quoted



Readable for every client. Text contrast, image descriptions and load time on a phone are the technical checks in Table 1.

The owners *left out*

An owner using a screen reader, a keyboard, or an old phone on a weak signal is still a client. These checks measure whether the site lets them in. ³

CHECK	STANDARD	FAIL
Text contrast passes 4.5:1	WCAG 1.4.3	78%
VeterinaryCare structured data	Schema.org · VeterinaryCare	76%
Loads in under 2.5 s on a phone	Core Web Vitals · LCP	72%
Images have text descriptions	WCAG 1.1.1	20%

Table 1. Technical checks, share of the 138 clinic websites that fail each one.

How the clinic sites were read

STEP 1 · ALL 138 SITES

Read

The home page and up to nine pages it links to (services, new patients, emergencies, pricing and payment, team, Fear Free, reviews, booking, contact), read as a server delivers them. The pet-owner questions are answered here, by fixed published rules (Appendix A4).

STEP 2 · ALL 138 SITES

Measure

Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.

STEP 3 · ALL 138 SITES, SCORE ONLY

Review

An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.

SCOPE

This study examines how independent veterinary practices present themselves on the web, not the quality of their care, their outcomes or their prices.

FOR AGENCIES AND FREELANCERS

What this means for agencies

For small agencies and freelancers who sell websites to independent veterinary clinics. We scanned 138 of their websites: 0% score under 60 out of 100, and 99% leave at least three of the questions pet owners ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Emergency and urgent care are the most winnable: the lowest median score in this report (76 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
General and family practice	51	77	0%
Emergency and urgent care	30	76	0%
Specialty and referral	25	75	0%
Mobile and house-call vets	32	78	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a pet owner looks for.

5 problems to lead a pitch with

83% Are you taking new patients? [QUICK FIX](#)
Say on the home page whether the clinic is taking new patients, with one line on what the first visit involves and what records to bring.
"A family new to town cannot tell from your site whether you would even see their pet."

83% Will my anxious pet be handled gently? [CONTENT](#)
A short page on how the clinic handles anxious pets: Fear Free or Cat Friendly certification, quiet rooms, pre-visit calming, linked from the home page.
"Owners of nervous animals put off visits, and your site never tells them how you make it easier."

83% What does a visit cost? [CONTENT](#)
Publish the price of an exam and the common vaccines, or a starting price and the travel fee for house calls.
"What will a visit cost?" is the question owners are most nervous to ask, and your site gives them no number at all."

78% Do you see my kind of animal? [QUICK FIX](#)
Name the animals the clinic sees (dogs, cats, rabbits, birds, reptiles) and say plainly whether it sees exotics, on the home and services pages.
"Owners of a rabbit or a bearded dragon cannot tell whether you will see them, so they call someone who says so."

78% Text contrast passes 4.5:1 [QUICK FIX](#)
Raise text contrast to at least 4.5:1 in the theme.
"Parts of the site are hard to read, and it is a WCAG failure."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example "Are you taking new patients?" (83% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 138 independent veterinary clinics sites, the median scores 77 out of 100 and answers 4 of the 10 questions pet owners ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

Show every clinic *what its owners see*

Clikiti reads a clinic's site the way a pet owner does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a practice owner who wants to check the evidence behind a pitch.

138 websites studied	4 types of organisation	46 states	±8.3 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. The research question

When a pet owner looks an independent vet clinic up online, usually on a phone and often worried, can they find out how to reach it and when it is open, whether it sees their kind of animal, what to do if something happens after hours, whether they can book without calling, whether it is taking new patients, who the veterinarians are, how they could pay for a large bill, whether an anxious animal will be handled gently, roughly what a visit costs, and whether other owners vouch for it?

Population. Independently owned US veterinary practices with one to three locations and their own website, in four groups: general and family practice, emergency and urgent care, specialty and referral, and mobile and house-call vets. These are the veterinary businesses a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings and state veterinary association directories, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, general practice	Independent general, family, small-animal, feline-only and mixed-animal practices found in local search results and state veterinary association member directories, city by city	127
Local search, emergency and urgent care	Independent 24-hour emergency hospitals and veterinary urgent care clinics found in local search results, city by city	39
Local search, specialty and referral	Independent specialty and referral practices (surgery, internal medicine, oncology, cardiology, dermatology, ophthalmology, dentistry, rehabilitation, exotics) found in local search results and specialty college listings, city by city	20
Local search, mobile and house-call	Independent mobile clinics and house-call veterinarians found in local search results, city by city	33

INCLUDED

- An independently owned veterinary practice with one to three locations and its own website (not a directory,

EXCLUDED

- Practices owned by corporate groups (for example Banfield, VCA, NVA, BluePearl, Thrive, Mission Pet Health,

- marketplace or social profile)
 - Based in the United States
 - Home page responds and shows the practice it claims to be (each home page title was checked before scanning)
- PetVet Care Centers, Ethos, Southern Veterinary Partners, Pathway, Rarebreed, Veterinary Emergency Group, AmeriVet, Lakefield, United Veterinary Care), including practices whose site says they are part of a group's family of hospitals
- Clinics inside pet stores (Petco, PetSmart), and low-cost vaccine chains
 - University teaching hospitals, shelters, humane societies and other non-profit clinics
 - Directories, marketplaces and lead-generation pages
 - Parked, placeholder, password-protected or unreachable sites, hijacked domains serving unrelated content, and duplicates

FROM LIST TO SAMPLE					SITES
Candidates listed					147
Removed at screening: the site refused automated visitors or showed a bot challenge (3)					-3
Removed at screening: parked or placeholder page (2)					-2
Removed at editorial review: none (spam-word, corporate-footer and shared-phone checks found no hijacked domain, group-owned clinic or duplicate)					0
Cohort					142

REGION (US CENSUS)	GENERAL AND FAMILY PRACTICE	EMERGENCY AND URGENT CARE	SPECIALTY AND REFERRAL	MOBILE AND HOUSE-CALL VETS	ALL
Northeast	12	8	6	7	33
Midwest	11	8	6	7	32
South	15	6	6	10	37
West	13	8	7	8	36
All regions	51	30	25	32	138

A3. How the sites were read

Pages. The home page, then for each of nine topics (services, new patients, emergencies and after hours, pricing and payment, team, Fear Free and low-stress care, reviews, booking, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

10 questions pet owners ask before they call or bring an animal in, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
How do I reach you, and when are you open? Tappable phone plus opening hours	The home page has a tappable phone link (not a template placeholder number), and the home, contact or emergency page states opening hours (a day and a time range), or says it is open 24 hours.	Pet-owner question 1
Do you see my kind of animal? Species named, or exotics said yes or no	The home, services, new-patient or contact page says which animals beyond cats and dogs the practice sees (a category such as exotics, avian, equine or pocket pets; a species named as a patient or service; or two or more species), or says plainly that it sees only cats, only dogs, or dogs and cats only. Animals in staff biographies and conditions such as snake bites do not count.	Pet-owner question 2
What do I do if it happens tonight? What to do after hours or in an emergency	The site tells an owner what to do outside opening hours or in an emergency: it is open 24 hours, it names an emergency hospital or number to call or go to, or it takes walk-ins. Menu labels alone do not count.	Pet-owner question 3
Can I book without calling? Book or request an appointment online	A link, button or embedded scheduler lets the owner book or request an appointment online. A scheduling service counts only on its own host; pay, forms, portals, records sign-in and reviews on the same services do not count.	Pet-owner question 4
Are you taking new patients? Says whether it takes new patients	The site says whether it is accepting new patients or new clients (either answer counts).	Pet-owner question 5
Who will treat my pet? Veterinarians named with their degree	At least one veterinarian is named together with a veterinary degree (DVM or VMD), a board certification (Diplomate, DACVIM and the like) or the veterinary school they attended.	Pet-owner question 6
How can I pay for a big bill? Payment plans, financing or pet insurance explained	The site names a financing or payment programme (CareCredit, Scratchpay, Cherry and the like), says it offers a payment plan, explains a wellness plan with a monthly fee, or explains how pet insurance is accepted or claimed. A bare menu label does not count.	Pet-owner question 7
Will my anxious pet be handled gently? Fear Free or low-stress handling described	The site describes gentle handling for anxious animals: Fear Free certification, Cat Friendly Practice status, low-stress handling, or pre-visit medication for fearful pets.	Pet-owner question 8
What does a visit cost? A price shown: an exam, a vaccine or a fee	A dollar price is shown for an exam, a vaccine, a procedure, a house-call or emergency fee, or a wellness plan (discounts, financing limits and deposits do not count).	Pet-owner question 9
Do other owners vouch for you? Reviews marked up, in a widget or quoted	Owner reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two owner testimonials are quoted on the home or reviews page.	Pet-owner question 10
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
VeterinaryCare structured data VeterinaryCare structured data	The site describes the practice to search engines with VeterinaryCare (or AnimalHospital) structured data.	Schema.org · VeterinaryCare

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the clinic, and the pet-owner questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four clinic profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 138 sites, a share reported for the whole sample is precise to within ± 8.3 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: general and family practice ± 13.7 (n = 51); emergency and urgent care ± 17.9 (n = 30); specialty and referral ± 19.6 (n = 25); mobile and house-call vets ± 17.3 (n = 32). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed practice before scanning, and every home page was checked for text from gambling, pharmacy, adult or crypto spam
- Every site was checked for a corporate-group footer or 'part of the family' statement, and for duplicates of another practice on a different domain
- Detection rules were checked against the evidence they record for a sample of clinics in every group, and revised before the final run

- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Client portals, chat widgets, pharmacies and multi-step booking flows were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some schedulers and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 5 candidates blocked automated visitors or served a parked page and are not in the study; sites behind such protection may differ from those studied.
- Ownership was judged from what each site and public listings say. A practice sold to a group without saying so on its site may remain in the study.
- The study reports what a website shows. It does not judge any clinical care, outcome or price, or compliance with any state veterinary board rule.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent practices, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every clinic in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Clinics in this study

The 138 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

General and family practice (51)

All Feline Hospital Lincoln, NE	Feline Medical Center Richmond, VA	Plateau Veterinary Hospital Bend, OR
Anchorage Veterinary Clinic and Urgent Care Anchorage, AK	Hidden Springs Animal Hospital Boise, ID	Rockbrook Animal Clinic Omaha, NE
Animal Hospital of Rochester Rochester, NY	Hooksett Veterinary Clinic Hooksett, NH	Rocky Mountain Animal Hospital Casper, WY
Azalea Lakes Veterinary Clinic Baton Rouge, LA	Hopewell Veterinary Hospital Jenkintown, PA	Santa Fe Animal Hospital Santa Fe, NM
Back Cove Animal Hospital Portland, ME	Ina Road Animal Hospital Tucson, AZ	Sewickley Veterinary Hospital Sewickley, PA
Bolton Veterinary Hospital Bolton, CT	Indianola Veterinary Clinic Indianola, IA	Skaer Veterinary Clinic Wichita, KS
Camp Hill Animal Hospital Camp Hill, PA	James Island Veterinary Hospital Charleston, SC	SoMa Animal Clinic Little Rock, AR
Case Veterinary Hospital Savannah, GA	Lake Seminole Animal Hospital Seminole, FL	Sonoran Sky Pet Hospital Mesa, AZ
Cats Limited Veterinary Hospital West Hartford, CT	Limestone Veterinary Hospital Hockessin, DE	South Des Moines Veterinary Center Des Moines, IA
Cats Only Veterinary Clinic Upper Arlington, OH	Mandarin Animal Hospital Jacksonville, FL	Southpaw Vet San Diego, CA
Clifton Park Veterinary Clinic Ballston Lake, NY	Manlius Veterinary Hospital Manlius, NY	The Cat's Meow Feline Veterinary Clinic Spokane, WA
Compassionate Care Veterinary Clinic Cumberland, RI	Nichols Hills Pet Clinic Oklahoma City, OK	Two Rivers Veterinary Hospital West Fargo, ND
Desert East Animal Hospital El Paso, TX	Oxmoor Animal Clinic Birmingham, AL	Urban Vet Care Denver, CO
Dupont Veterinary Clinic Fort Wayne, IN	Pawspital Animal Hospital Meridian, ID	Vegas Valley Pet Hospital Las Vegas, NV
Eastown Veterinary Clinic Grand Rapids, MI	Pellissippi Veterinary Hospital Knoxville, TN	Village Animal Hospital Lexington, KY
Eugene Animal Hospital Eugene, OR	Petinary Madison, WI	Waterloo Vets Animal Hospital Austin, TX
Exeter Veterinary Hospital Stratham, NH	Pikesville Animal Hospital Pikesville, MD	Whitney Veterinary Hospital Peoria, IL

Emergency and urgent care (30)

AcuteVet Animal Urgent Care Overland Park, KS	Animal Emergency & Referral Center of Minnesota Oakdale, MN	Animal Emergency Center Tulsa, OK
Animal Center for Emergency and Specialty (ACES) Madison, WI	Animal Emergency & Specialty Center Reno, NV	Animal Emergency Center Collinsville, IL

Ark Veterinary Hospital & Urgent Care
Henrietta, NY

ASAP Vet
Austin, TX

Central Hospital for Veterinary Medicine
North Haven, CT

Clarity Animal Hospital
Billings, MT

COVE Emergency & Specialty Pet Care
Delaware, OH

Frontier Veterinary Urgent Care
Greenfield, WI

Huntsville Veterinary Specialists & Emergency
Huntsville, AL

Inkwell Veterinary
Fort Collins, CO

Jefferson Animal Hospital & Regional
Emergency Center
Louisville, KY

Orchard Park Veterinary Medical Center
Orchard Park, NY

Out West Veterinary Urgent Care
Little Rock, AR

PAWS Veterinary Care
Columbus, OH

Pet Emergency Clinic & Referral Center
Spokane, WA

Portland Veterinary Emergency and
Specialty Care
Portland, ME

Roadrunner Veterinary Emergency &
Specialty Hospital
Albuquerque, NM

Sentinel Veterinary Specialists & Emergency
Missoula, MT

Silver Birch Veterinary Urgent Care
Norfolk, NY

Steel City Emergency Vets
Hoover, AL

Tri-County Animal Emergency Clinic
Peoria, IL

Urgent Pet Care AZ
Surprise, AZ

Veterinary Emergency Center of Canton
Canton, CT

Veterinary Emergency Center of Manchester
Manchester, NH

Veterinary Medical Center of CNY
East Syracuse, NY

WAG Veterinary Emergency & Specialty
Hospital (Wasatch Animal Group)
South Salt Lake, UT

Specialty and referral (25)

ACE of Paws
Albuquerque, NM

Animal Eye Associates
St. Louis, MO

Animal Eye Consultants of Iowa
Hiawatha, IA

Animal Eyes of NJ
Paramus, NJ

Apex Veterinary Specialists
Greenwood Village, CO

Avian and Exotic Animal Care
Raleigh, NC

Charlotte Animal Referral & Emergency
(CARE)
Charlotte, NC

Coastal Veterinary Dermatology & Ear Clinic
Houston, TX

Dermatology Center for Animals
Seattle, WA

Dermatology Pet Care
Sacramento, CA

Eyeshine Veterinary & Ophthalmology
Services
Phoenix, AZ

Hudson Valley Veterinary Dermatology
New York, NY

Madison Veterinary Specialists
Monona, WI

Northwest Animal Allergy & Dermatology
Beaverton, OR

Oakland Veterinary Referral Services
Bloomfield Hills, MI

Oklahoma Veterinary Specialists
Tulsa, OK

Pawsitive Steps Rehabilitation & Therapy for
Pets
Rochester Hills, MI

Pinnacle Veterinary Specialists
Glen Mills, PA

Precision Veterinary Surgery
Warren, NJ

Princeton Veterinary Surgery
Princeton, NJ

Savannah Veterinary Internal Medicine
Pooler, GA

Tree of Life Exotic Pet Medical Center
Phoenix, AZ

Valley Central Veterinary Referral Center
Whitehall, PA

Veterinary Ophthalmology Specialty Practice
St. Louis Park, MN

Violet Crown Veterinary Specialists
Bee Cave, TX

Mobile and house-call vets (32)

518 House Call Vet
Albany, NY

Bend Mobile Vet
Bend, OR

Buckeye Veterinary Services
San Diego, CA

Caravan Vet
Minneapolis, MN

Cats Only Veterinary Housecall Services
Tampa, FL

Comforts of Home Vet Care
Birmingham, AL

Desert Paws Mobile Veterinary Care
Tucson, AZ

Doorbell Vet
Rochester, NY

Dr Skilling Mobile Vet
Richford, VT

Faithful Hearts Mobile Veterinary Services
Greenville, SC

Flex Pet
Reno, NV

Hawai'i Veterinary Services
Honolulu, HI

Healthy Paws of Baton Rouge Baton Rouge, LA	Metro-East Home Vet Care Belleville, IL	Phoenix Veterinary Service Nashville, TN
Heart of Vermont Veterinary Housecalls Berlin, VT	Mike's Mobile Veterinary Service Cincinnati, OH	Unleashed Veterinary House Calls Oklahoma City, OK
House Call Vet RVA Richmond, VA	Missy's Own Mobile Veterinary Service Charlotte, NC	Vet At Your Door Brunswick, ME
House Paws Home Veterinary Care St. Paul, MN	Mobile Vet Care Indiana Westfield, IN	Vet with Hart Veterinary House Call Practice St. Petersburg, FL
Ithaca Vet House Call Ithaca, NY	Paws On The Move Mobile Veterinary Services Anchorage, AK	Village Vet House Call Veterinary Services Omaha, NE
Journeys Home Pet Euthanasia Madison, WI	Peace for Paws Las Vegas, NV	Wellness Mobile Veterinary Care Rotterdam, NY
Lancaster Veterinary Services Denver, CO		Whole Pet Mobile Vet Austin, TX

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any clinic's veterinary care, outcomes or prices, and automated checks may contain errors. This report is not veterinary advice, not a judgement of the quality of any clinical care or price, and it does not assess compliance with any state veterinary board rule. Clikiti is not affiliated with, and does not endorse, any clinic listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one clinic screenshot is the featured clinic's own home page, shown unaltered.

REMOVE MY CLINIC FROM THIS STUDY

We review every request and reply when it's done; removed clinics are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 138 of 142 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 8.3 points at 95% confidence for a share of all 138 clinics (General and family practice ± 13.7 , Emergency and urgent care ± 17.9 , Specialty and referral ± 19.6 , Mobile and house-call vets ± 17.3). Left out: 4 (no mobile Lighthouse result). Results are not attributed to named clinics, except the best-in-class clinic; elsewhere each is shown as its kind of practice and a number. The appendix lists who was scanned.
2. Fourteen checks: ten pet owner questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; VeterinaryCare structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); VeterinaryCare structured data (Schema.org · VeterinaryCare).
4. Scanned October 2026.

5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person and animal shown is fictional. The one website screenshot is the best-in-class clinic's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

Take it, quote it, share it

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Only 17% of the 138 independent veterinary clinic websites we scanned say whether they are taking new patients. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

Cite (APA)

Clikiti. (2026, October 15). The state of independent vet clinic websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/vet/2026-q4>

Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/vet"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/vet">Clikiti, The State of Independent Vet Clinic Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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138 sites · scanned October 2026 · margin of error up to ±8.3 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy