

To stand out to future employers, bone up on SEO

Veterinary students often start discussing and planning for their first job interview in their third and fourth year of school. Every student will graduate with a veterinary degree, but what will make them different? What leverage will they use to negotiate their worth? What makes them stand out among their colleagues to potential future employers?

Understanding how Google and other search engines utilize data and key words may prove to be not only an asset to graduates' future practice but may make them a more valuable employee. In the latest Fountain Report, veterinary marketing expert Kelly Baltzell discusses the essentials in knowing to whom and when a veterinary hospital will show up in searches by prospective clients.

Of importance is also the rising discussion of AI and where it may take its place in our profession. With recent utilization of AI in social media, it is only a matter of time before business leaders take advantage of this tool to better their business and experience for their clients. I recommend veterinary students take a moment to understand the marketing world of search engines and profit in knowledge as they continue on their career path.

Read the column [here](#).