

Case study • Veterinary network • 2026

From fragmented to **found.**

How a multilingual veterinary network re-launched across 4 websites, 3 languages and 3 countries, and grew organic search within its first 60 days.

Next.js + headless CMS

Multilingual SEO

Analytics setup

Citation building

4
sites on one platform

EN, DE, FR + trade portal

+184%
Germany clicks

2nd vs 1st month after launch

+132%
France clicks

2nd vs 1st month after launch

176
keywords ranked by month 2

across all 3 markets



This project is so much more than a website. It is the expression of a shared ambition: give every independent veterinarian the tools to make their practice shine, speak to all of Europe in its own language, build a brand worthy of our community, and create a scalable platform ready for future expansion.

Laure G., CMO of the veterinary network

01 • BACKGROUND

The **challenge**

A fast-growing veterinary network, a community of independent clinics across Germany, France and the rest of Europe, needed a complete digital overhaul. Its web presence was split across separate country domains, had no unified brand and low organic search visibility. Leadership wanted to sign up independent clinics at scale, attract investors and tell its story in several languages.

VitalUP Marketing was brought in to oversee the platform build and run the full digital launch: architecture guidance, SEO, analytics and ongoing content, against a hard launch deadline.

Low organic presence

Few pages indexed in Google and little search traffic to build on.

4 separate properties

Global investor site, German and French sites, and a trade purchasing portal.

Scattered domains

Country sites (.de, .fr) disconnected from the global brand.

Hard launch deadline

A go-live date with no room for a slow, iterative soft launch.

3 languages

English, German and French audiences, each with different needs.

GDPR compliance

EU rules required analytics and consent to be set up correctly.

02 • ARCHITECTURE

The build

Built from the ground up on a modern headless setup for speed, room to grow and true multilingual flexibility. One CMS runs two brands, the network itself and its German trade purchasing group, and it is built to scale: hundreds of partner clinic domains can be added on the same platform without a rebuild. German and French live at /de and /fr with hreflang tags, and every page is rendered on the server, so search engines could index everything from launch day.

FRAMEWORK

Next.js 14

App Router with server rendering

CONTENT

Payload CMS

Headless, multi-tenant, API-first

DATA

PostgreSQL

Relational, hosted on AWS

HOSTING

AWS (EC2 + RDS)

Scalable, hosted in the EU

DEPLOYS

Docker

The same environment every time

CODE

GitHub

Repository owned by the client

03 • STRATEGY

SEO and launch plan

Four workstreams ran in parallel, so a tight timeline didn't cost any depth.

Analytics foundation

GA4 and Google Tag Manager with a custom market variable to split traffic by language from day one. Search Console set up as three separate properties.

Multilingual content

Search-optimized titles, descriptions and page copy in English, German and French, including about 40 team bios, concept pages and investor content.

Local citation building

Listings in 15 German and 42 French directories to build local authority and consistent name, address and phone details.

Migration and indexing

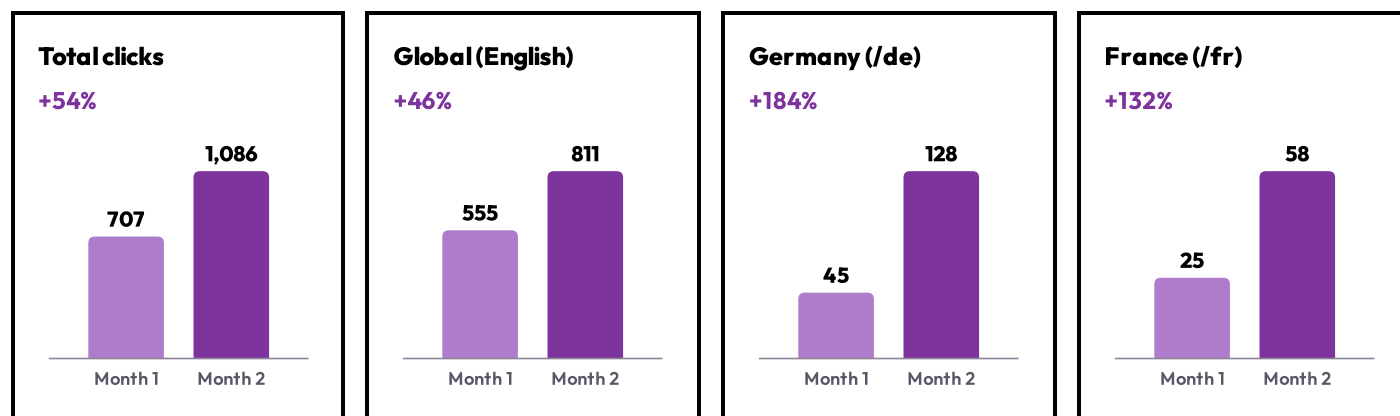
301 redirects, hreflang and canonical tags across every property. Pages Google wasn't indexing dropped from about 140 to 57 in the first month.

04 • RESULTS

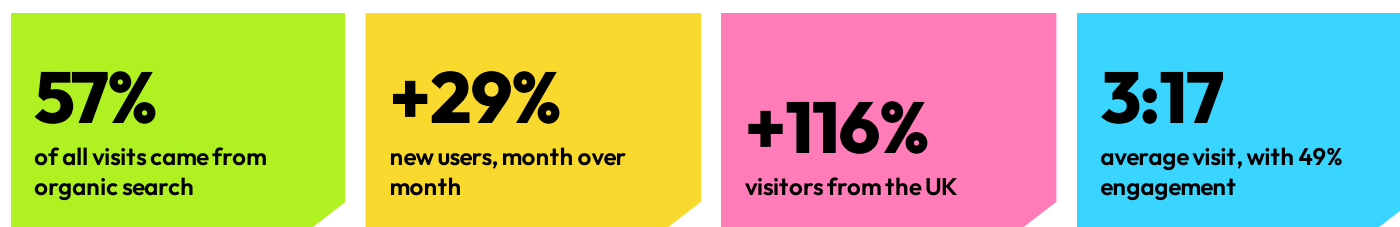
Two months **after launch.**

Traction from day one. The network started with low search visibility, yet earned 707 search clicks in its first month after the re-launch, then grew substantially in every market in month 2.

■ Month 1 ■ Month 2



Beyond clicks, in month 2 after launch



“ Collaboration, innovation, international reach = success. A huge thank you to the VitalUP teams for their commitment, their expertise, and their ability to turn a vision into a concrete reality. This is only the beginning.

Laure G., CMO of the veterinary network

Launching in **new markets?**

We plan the build, the SEO and the analytics together, so you're found in every language from launch day.

Book a free strategy call

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