



NVA Website Platform Premium Add-Ons

Expanding your website to include new and innovative features



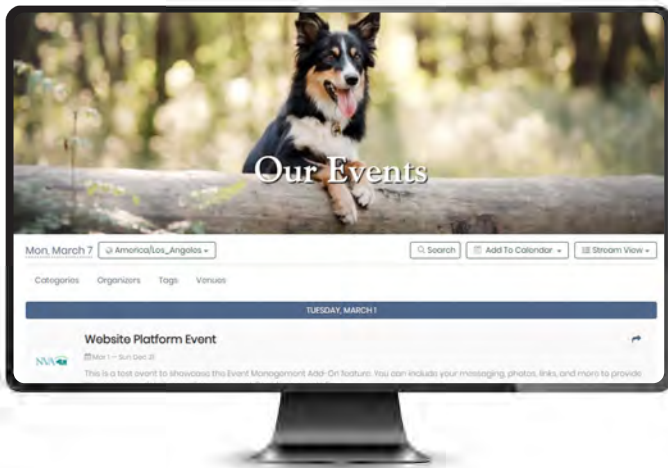
March 2022

NVA Web Platform

Premium Add-On: Event Management

Display Real-Time Events on Your Website

The Event Management Add-on for the NVA Website Platform is a feature integrated with the NVA website to allow real-time events to be displayed on your site. This feature is available by opt-in per location. A new page will appear on your site to showcase all current and upcoming events associated with your location.



Self-Managed Events

You'll have the ability to create, edit, and manage an unlimited number of online events and have them display immediately on your website.



STANDARD PRICING

- New Add-On Setup – \$0
- Monthly Service – \$25/calendar



QUESTIONS?

Feel free to contact us at marketing@nva.com or reach out to your Marketing Business Partner for more details.



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“The event management tool is user friendly and was instrumental in the success of a large, inaugural CE event!”

DORI SWAIM,
FIELD MARKETING MANAGER

Event Management

Frequently Asked Questions



How can I benefit from this event management feature?

If your location often hosts events for your clients, your community, or other business or hospitals, it's a great tool to help promote your events online. Not only will you get more visibility for your events, but also direct more traffic and referrals to your location. We also understand that it may not be the best fit for all locations, and that's OK, as it'll only be added if you opt-in.



Am I able to edit events on my own?

Yes! Once we have set up the initial page and event management tool (and possibly an event), you will then have access to the Admin Portal to create, edit, and remove events whenever you need to.



How do I request the Event Management Premium Add-On?

Simply send us an email with the appropriate details to marketing@nva.com. Include the title "Event Management Add-On Request", and the names and emails of the users you'd like to have access to manage your calendar.

NVA Web Platform

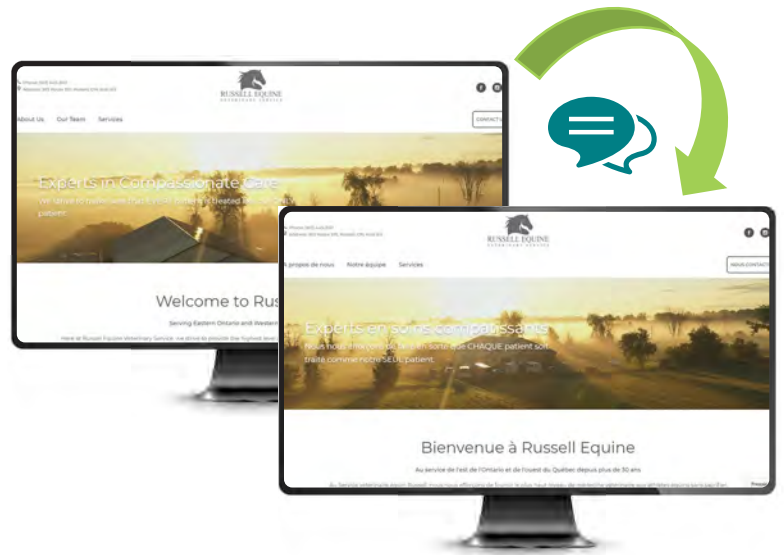
Premium Add-On: Language Translations

Translate Your NVA Website in Real-Time

The Translation Add-on for the NVA Website Platform is a feature integrated with the NVA website to allow for real-time translations. Each location can opt-in to request this feature and select the desired language(s) to include. A drop down will appear on your website to allow the user to select their desired language, and once selected, the content will automatically be translated.

Customized Translations

You also have the option to personalize translations for your location to ensure the messaging is clear and matches your voice.



STANDARD PRICING

- New Add-On Setup – \$0
- Monthly Service – \$25/language/website



QUESTIONS?

Feel free to contact us at marketing@nva.com or reach out to your Marketing Business Partner for more details.



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“The translation tool works very well, and clients are excited that our website now has a French option!”

MARYSE JOANETTE, HM
#721, RUSSEL EQUINE
VETERINARY SERVICE

Language Translations

Frequently Asked Questions



How can I benefit from this translation feature?

Having multiple languages available helps your clients better understand your location and your services. Your translated pages are automatically indexed on Google following best practices in multilingual SEO, allowing for more traffic, clients, and referrals. We also understand that it may not be the best fit for all locations, and that's OK, as it'll only be added if you opt-in.



Can I change some of the auto-translated text?

Of course! Although we try to make it easy by implementing auto-translations, there are times when some adjustments are required. Send us a message at marketing@nva.com mentioning “Translation Update” and include the edits you'd like to make, and we'll be happy to update it for you.



How do I request the Translation Premium Add-On?

Simply send us an email with the appropriate details to marketing@nva.com. Include the title “Translation Add-On Request”, the language(s) you'd like to have available on your website and any custom translation requests you may have.