

WHAT WE FOUND

Fifteen things buyers look for, and how often breeder sites have them

Twenty-three independent cat and dog breeder sites, read on 28 August 2026. They were found the way a buyer finds them, through ordinary searches like “ragdoll kittens Oregon” and “golden retriever breeder Minnesota”, taking the organic results rather than the ads. Marketplaces, directories and registry pages were left out.

Every site is named on the last page with its address. A count you cannot check is not evidence, and there is enough of that in this industry already.

What a buyer is looking for	Had it	
A contract you can read before you commit	3 of 23	
The breeder's full name anywhere on the site	2 of 23	
Testimonials or references	4 of 23	
Health test results, not the claim	5 of 23	
A FAQ page or section	7 of 23	
An application form	8 of 23	
Availability updated within three months	8 of 23	11 clearly older, 4 undateable
A price you can actually read	11 of 23	
“What happens next” explained	12 of 23	
Shipping or pickup information	13 of 23	
What the animal goes home with	13 of 23	
A visible date on the availability page	14 of 23	
The waitlist explained in writing	14 of 23	More than the words join our waitlist
A phone number	14 of 23	
A specific town or city	20 of 23	

THE THREE THAT MATTER MOST

Not price. Half of them publish one, and most explain the waitlist, so the market has moved on those. What almost nobody does is tell you who you are buying from, show you the contract before you commit, or put an actual test result on the page.

Two sites out of twenty-three gave the breeder's full name. On a site asking for a deposit of several hundred dollars, from a buyer who has been told by every guide they have read to check who they are dealing with.

WHAT TO DO THIS WEEK, IN ORDER

- Put your full name on the site, next to your town. It costs nothing, and only two sites in twenty-three had done it.
- Publish the contract, or a plain summary of what it says. Three sites out of twenty-three let a buyer read it first.
- Replace “health tested” with the results. Test name, result, date, laboratory. Five sites did this.
- Put a visible Updated date at the top of the availability page and change it whenever you touch the page.
- Write the FAQ. Start with the six questions you answered by email this month. Seven sites had one.

TWO THINGS WORTH SEEING

The availability page that never ages. Litters from a year ago still listed with prices attached, as though the page were current. A visitor cannot tell which parts are live, so they assume none of them are.

The empty testimonial section. A heading like “What our families say” with nothing underneath it. That is worse than having no testimonials, because it reads as something that used to be there.

The twenty-three sites

Named so the numbers above can be checked. Nothing here is a criticism of these breeders, most of whom are doing the animal part far better than the website part. That is rather the point.

Site	Address		Built on
Moonseed Ragdolls	moonseedragdolls.com	Cat	Wix
Texcoons Maine Coon	texcoons.com	Cat	Wix
Rosa's Maine Coons	rosasmainecoons.com	Cat	WordPress
RM Bengal Kittens	rmbengalkittens.com	Cat	WordPress
Sunova Siberians	sunovasiberians.com	Cat	Wix
Meg's Royal Dolls	megsroyaldolls.com	Cat	GoDaddy
BigTexCoons	bigtexcoons.com	Cat	Wix
Colorado Bengals	coloradobengals.org	Cat	Wix
WildEdge Bengals	wildedgebengals.com	Cat	Squarespace
Angel of Siberia	angelofsiberia.com	Cat	WordPress
Rainier Siberians	rainiersiberians.com	Cat	WordPress
High Society Farms	highsocietyfarm.com	Dog	WordPress
Mid Michigan Goldens	michigangoldens.com	Dog	GoDaddy
Legend Golden Retrievers	legenddogs.com	Dog	Website.com
Dog Gone Doodles	doggonedoodles.com	Dog	WordPress
Rock House Frenchies	rockhousefrenchies.com	Dog	Wix
Liberty Labradors NC	libertylabradorsnc.com	Dog	Squarespace
Northland Goldens	northlandgoldens.com	Dog	Squarespace
Yankee Doodles & Poodles	yankeedoodlesandpoodles.com	Dog	WordPress
Keystone Classic Doodles	keystoneclassicdoodles.com	Dog	WordPress
Hidden River Retrievers	hiddenriverretrievers.com	Dog	GoDaddy
Ruff Country Labradors	ruffcountrylabradors.com	Dog	Wix
Happy Valley Doodles	happyvalleydoodlespa.com	Dog	Google Sites

Platform split: Wix 7, WordPress 8, Squarespace 3, GoDaddy 3, one each on Website.com and Google Sites. Not one custom build in the sample.

Breeder Web Studio builds websites for cat and dog breeders, and writes the words that go on them. The full list of what the twenty-three sites had, and did not have, is at breederwebstudio.com/templates.

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