

What we need to build your site

This is everything a finished site needs. Most of it you already know off the top of your head. Where your current site already has something right, tick it and skip it, and we take it from there. Anything you cannot answer is fine to leave blank: it stays off the site until you can, and nothing gets filled in with a guess.

Send it back by email, or we go through it together on a call. Whichever you prefer.

Your business

- ☐ The business name, spelled exactly the way it should appear everywhere.
- ☐ The year you started breeding. A year, not "over a decade".
- ☐ Your registered cattery or kennel name, and which registry. TICA, CFA, AKC, UKC or other.
- ☐ Who should be named on the site, and what each person does.
- ☐ Your town and state. The site shows the town. Tell us if you also want the street address shown.
- ☐ The phone number and email address buyers should use.
- ☐ Which you prefer buyers use first: the form on the site, email or phone.
- ☐ The best times to reach you, if you want them shown.

What you breed

- ☐ Every breed you breed.
- ☐ The colors and patterns you work with.
- ☐ Anything you do not do. For example no shipping, no breeding rights, no early pickups. This saves you the same email every week.

Your adults

- ☐ For each adult: name, sex, breed, color, and date of birth or year of birth.
- ☐ Each adult's registry and registration, if you show it.
- ☐ Health testing for each adult: which tests, who ran them, and the results as files or photos. A buyer trusts a result they can read.
- ☐ Two or three good photographs of each adult.

Kittens or puppies

- ☐ Each one currently listed: name, sex, color, date of birth, sire and dam, price, and whether it is available, reserved or sold.
- ☐ When the current litter goes home.
- ☐ If you have no litter right now, whether you want the site to say when the next one is expected.

Buying from you

- ☐ Your price, or the price range you are happy to publish.
- ☐ What the price includes. Vaccinations, spay or neuter, microchip, registration papers, a starter kit, anything else.
- ☐ The deposit: how much, whether it is refundable, and what it holds.
- ☐ How your waitlist works, in your own words.
- ☐ The age at which a kitten or puppy goes home.
- ☐ How a buyer applies or gets in touch, and what you ask them first.
- ☐ Your contract and your health guarantee, as files. These go on the site for buyers to read before they write to you.
- ☐ Pickup, delivery, flight nanny or shipping: which you offer, to where, and who pays.
- ☐ Whether you want buyers from other states, and which states.

Photographs

- ☐ Your best photographs of your adults and your last litter, at full size, straight from the phone or camera. Do not resize them or send them through a messaging app. This is the one thing that holds a build up.
- ☐ Who took the photographs, and that you have permission to use them.
- ☐ Your logo, if you have one, as the largest file you have.

In your words

- ☐ How you started, and why this breed. A few sentences in an email is plenty. We write it up.
- ☐ Anything you have already written that you like: an about page, a FAQ, your waitlist rules.
- ☐ Reviews from buyers, in their exact words, with where each one came from and the buyer's permission to use it. We never reword a review or add a star rating that was not there.

Accounts and access

- ☐ Your current web address, and where it is registered. Add us as a user on that account. Never send a password by email.
- ☐ Where your current site is built (Wix, Squarespace, GoDaddy, WordPress, Weebly, other) and access to it.
- ☐ Links to your Facebook, Instagram, TikTok or YouTube, if you want them on the site.
- ☐ Whether you already have a Google Business Profile, and the email address it is under.
- ☐ Whether you want to add and retire animals yourself from your phone. The editor comes with every build. Most breeders say yes.

On your current site

- ☐ Anything on the current site that is out of date or wrong. Where the current site is right, we take it from there and you do not need to send it again.
- ☐ Any page on the current site you want to keep as it is.

☐ Any page you want gone.