

Help More of Your Dogs Find Homes

Tips for increasing interest in your posted pups



→ From photos to descriptions, what you include when you post your adoptable pets online determines how interested families will be. Optimize your efforts to help find more dogs more forever homes!

No. 1 USE A PHOTO

This may seem obvious, but posts without photos are often passed over for those with images.

IF OUTDOORS, photograph your dogs running, playing or interacting with people, not just standing still.

TRY THIS



IF INSIDE, a more natural setting is preferred versus a studio setting. Try to photograph the dog with people (being held or just petted). Avoid images of dogs laying alone and looking sad.

IF A STUDIO SETTING IS USED, it's better to use a solid color backdrop (like blue fabric) instead of against a white or beige wall.

MAKE THE DOG COMFORTABLE

when taking pictures. Open or closed mouth, close up or long range shot - these variables don't impact interest, so go with what the dog prefers.

BE SELECTIVE ABOUT ACCESSORIES. Scarves can be used to cover collars, but avoid any distracting props or toys (unless the dog is engaged in play).



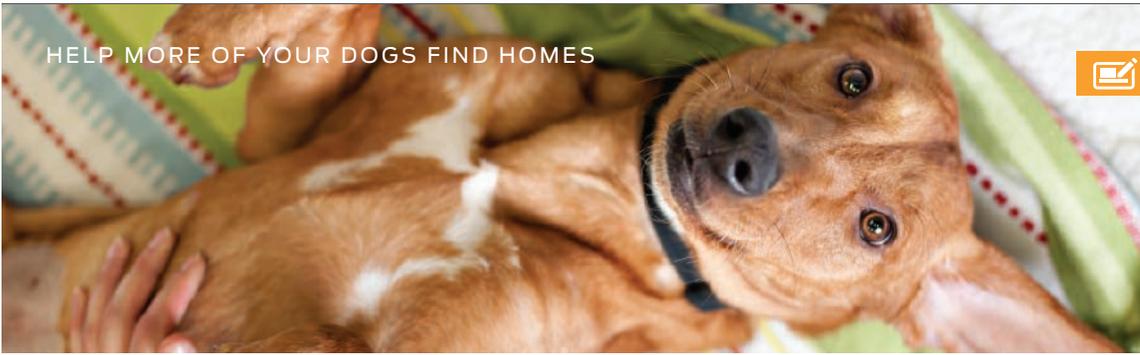
AVOID THIS

Match the setting and position of the dog with the dog's personality—this is his time to shine, so let him put his best paw forward!

more →

HELP MORE OF YOUR DOGS FIND HOMES

 Pet Posting Tip Sheet



No. 2

DESCRIBE THE DOG'S PERSONALITY AND BEHAVIOR

- > Focus on the positives, but be honest. It's important to know if the dog gets along with other dogs, cats, kids, men, women, etc.
- > Include information on general health, spay/neuter and vaccination status.
- > Highlight their skills and training, and if they know fun tricks, consider posting a video as well to show them off.
- > Most adopters are looking for moderately energetic dogs, so unless you need to warn adopters of a highly energetic candidate, be careful with the descriptors you use concerning energy levels.
- > Keep descriptions positive and useful - don't focus on a dog's sad past. Help him find his happy future by sharing all of his potential.

LIKE THIS



No. 3

REMEMBER - BE REAL

You're a person telling another person about an incredible dog. Don't try to be too formal, but instead focus on staying conversational.

TRY THIS



Buddy has an infectious smile and loves playing fetch, sitting pretty and watching TV with his favorite human.



Once abandoned and left roaming on his own, Buddy has had a hard life. He is terrified of men as a result.

AVOID THIS

No. 4

MOST IMPORTANTLY

Have fun!

 Purina invested in a research study (2015 Radius Pet Adoption Photo/Text Research Study) to help identify how to best optimize online pet postings to increase adoptions. Purina believes pets and people are better together, and is working proactively to support animal welfare organizations in their mission to help more adoptable pets find forever homes.