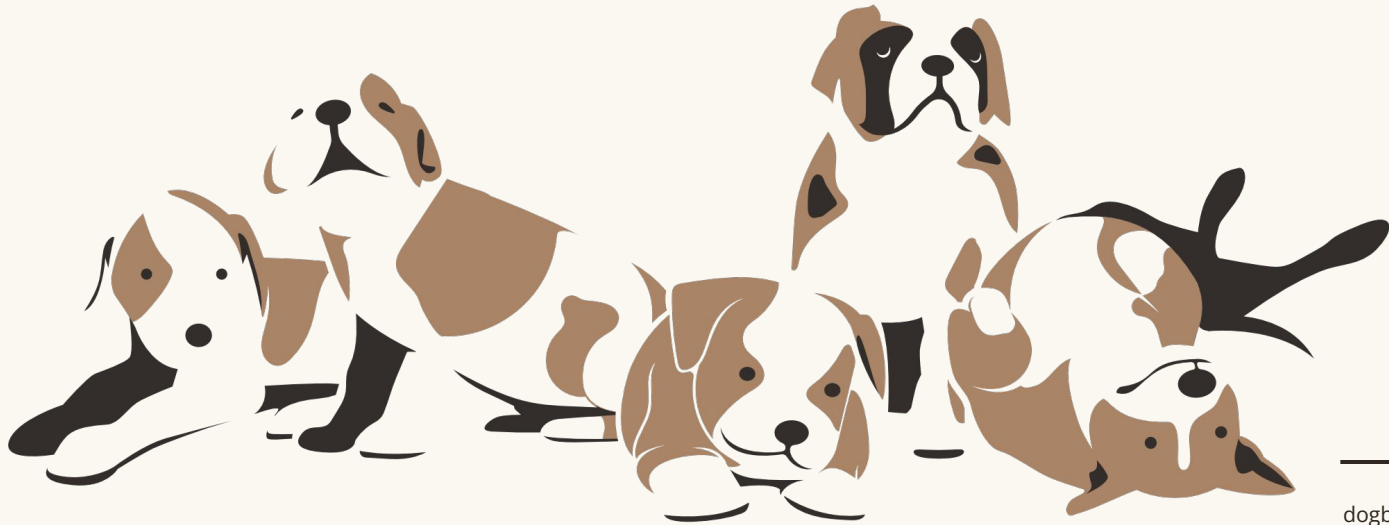


What's Your Breeder Website Missing?



The Essential Checklist for Dog Breeders

Most web designers build beautiful websites. But they don't understand breeders' unique needs — systems that save time on litter updates, content that filters inquiries, and a website you can always access and update.

This checklist reveals the 7 must-have features every breeder website needs — including one that most web designers don't build.

Use this checklist to see if your website has the features that save time, filter inquiries, and attract better homes.

1. Can You Update Litter Info in Minutes, Not Hours?

★ **What to look for:**

- A place to update litter status that automatically displays across your entire website
- No need to edit multiple pages or pay a developer for every change
- Puppy-level tracking (individual photos, status, personality notes)

★ **Why it matters:**

- You shouldn't spend 2-3 hours updating your website every time a puppy's status changes. A proper breeder website has a custom management system that updates dog and litter information across all relevant pages automatically.

★ **Red flag:**

- If you have to edit 5 different pages to update one litter, your website is costing you hours every month.



2. Does Your Website Answer Questions So You Don't Have To?

★ **What to look for:**

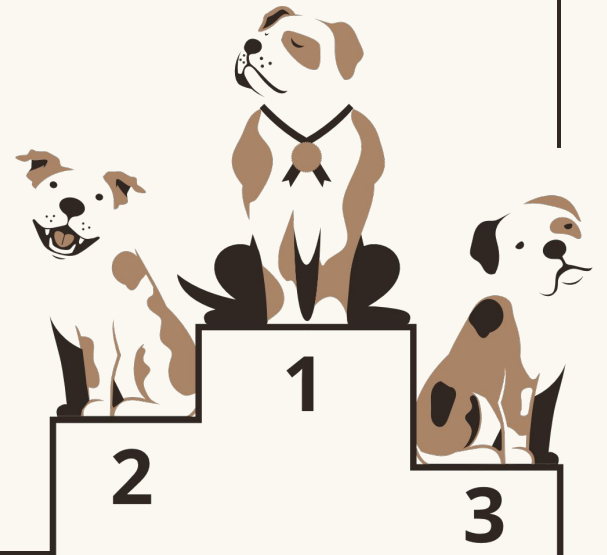
- Clear, easy-to-find FAQ section
- Automated email responses when families submit forms
- Information organized so visitors can find answers themselves

★ **Why it matters:**

- Breeders report getting 10-20 emails per week asking the same questions. Your website should do the teaching for you.

★ **Red flag:**

- If you're answering 'How much are puppies?' or 'What health testing do you do?' more than once a week, your website isn't doing its job.



3. Does Your Website Filter Out Tire-Kickers?

★ **What to look for:**

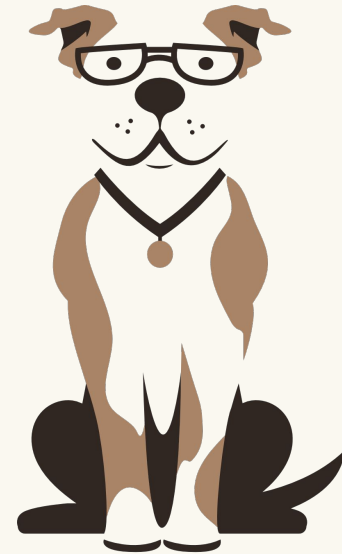
- Application or inquiry forms that require thoughtful responses
- Clear information about your process, pricing, and requirements
- Content that educates serious buyers and discourages impulse shoppers

★ **Why it matters:**

- The right website attracts better homes and reduces time wasted on unqualified inquiries. As one breeder put it: "A form to fill out prior to contact is a great way to weed out non-serious shoppers."

★ **Red flag:**

- If you're getting inquiries from people who clearly haven't read your website, your content isn't doing its job.



4. Can You Make Updates Yourself Without Paying Every Time?

★ What to look for:

- You have login access to your own website
- You can add/edit content using a visual editor (no coding required)
- You're not locked out or dependent on a developer for simple changes

★ Why it matters:

- One breeder said: "I hardly update my site because I have to pay for every update. I don't have a degree in it, I wish I could figure it out myself." You shouldn't have to pay your developer every time you need a simple change.

★ Red flag:

- If you don't have the password to your own website, or if you're afraid to touch anything because it might break, you don't have real control.



5. *Does Your Website Build Trust Without Triggering Puppy Mill Suspicions*

★ **What to look for:**

- Clean, simple design that reflects your ethics
- Authentic photos of your dogs and facility (not stock images)
- Content that sounds like YOU, not a marketing agency

★ **Why it matters:**

- Buyers are skeptical. "Sleek marketable breeder websites will always be a red flag for me." Your website needs to look trustworthy without looking like a sales pitch.

★ **Red flag:**

- If your website looks too "salesy" or generic, you might be losing great homes to breeders with more authentic presentations.



6. *Do You Control Your Online Presence, or Are You Relying on Facebook?*

★ **What to look for:**

- Your own domain name and website (yourkennel.com, not facebook.com/yourkennel)
- Content that can't be deleted or restricted by platform policies
- A platform that isn't subject to Facebook's breeder restrictions

★ **Why it matters:**

- "Facebook has been going after many breeders. They are removing posts and placing them in Facebook jail." Your website gives you access — no platform can restrict your content or shut down your account.

★ **Red flag:**

- If Facebook is your primary online presence, you're one policy change away from losing your entire audience.



7. *Does Your Website Show the Proof Buyers Are Looking For?*

★ **What to look for:**

- Clear information about health testing (not just "available upon request")
- Your code of ethics and commitment to the breed
- Details about enrichment, socialization, and puppy-raising practices
- Pricing and policies clearly defined

★ **Why it matters:**

- Buyers are doing their homework. If they can't find information about your health testing or ethics on your website, they'll move on to a breeder who makes it easy.

★ **Red flag:**

- If buyers have to email you to get basic information, you're making them work too hard.





What's Next?

If your website is missing three or more of these features, it's worth looking at what a purpose-built breeder website can do

Building a website for a breeding program is different from building a website for a business. The content has to earn trust without looking commercial. The design has to reflect your program, not a template.

And then there's the Dog & Litter Management System — a purpose-built tool that makes updating your dogs and litters fast enough that it fits into your day.

That's what we build.

Ready to see how it works?

[Book a free 30-minute demo](#) and we'll show you what's possible for your program.



About Turnkey Dog Breeding Websites

Turnkey Dog Breeding Websites was built around websites that work for breeding programs.

Our Dog & Litter Management System, interview-based content process, and breeder-focused design approach mean you get a site that fits how you actually work — not just a template with your logo on it.

dogbreedingwebsites.design

