

How to Create a Dog Listing That Gets Clicks

Get more views. Attract better buyers.
Create listings that actually convert.





How This Guide Works

A simple step-by-step guide to help you create dog listings that get more clicks.



Follow step-by-step.

Each step shows you exactly what to do inside the Pupify app.



Takes 5–10 minutes.

Quick to follow. Easy to apply. Big impact on your results.



Works for all puppy listings.

Whether you're a breeder, rescue, or rehoming a dog, this guide is for you.

Let's make your listing stand out!





Create a **Strong** Listing Title

Your title is the first thing buyers see — make it clear, simple, and easy to find.

What to do

- **Use breed + key traits**
(Example: “Jack Russel Terrier - Male”)
- **Keep it short and clear**
(Avoid long or complicated titles)
- **Add what matters most**
(Gender, size, or standout trait)
- **Think like a buyer**
(What would someone search for?)

Start here



Pro Tip

Clear titles get more clicks — and more clicks bring better buyers.



Good Example:

Jack Russel Terrier - Calm Female



Avoid

Super cute tiny baby puppy ready now!!



Add High-Quality Photos

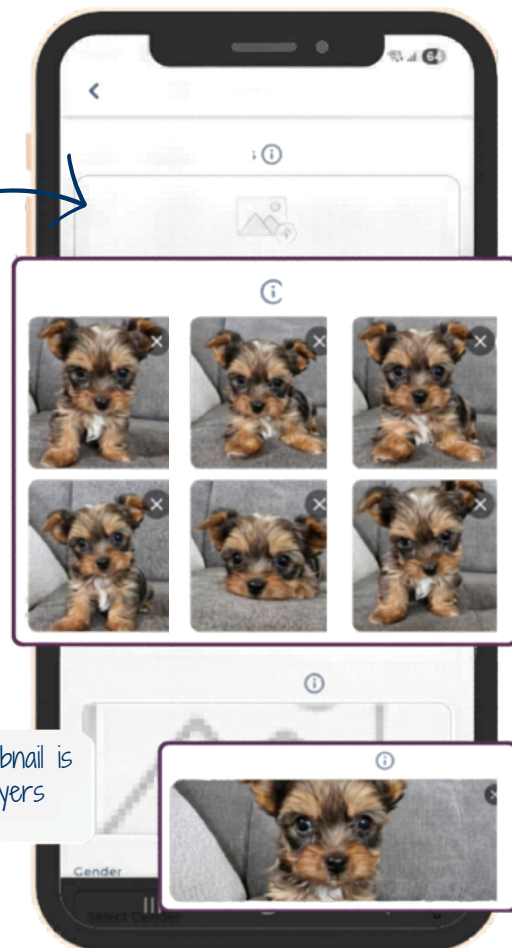
Great photos stop the scroll and get more clicks on your listing.

What to do

- **Use clear, bright photos**
(Natural light works best)
- **Show multiple angles**
(Face, side, full body)
- **Include lifestyle shots**
(Puppy playing, being held, interacting)
- **Keep backgrounds clean**
(Avoid clutter or distractions)

Add your photos here

Listing Thumbnail is the photo buyers see first.



Pro Tip

Better photos = more views, more messages, and faster sales.



Good Example:

Clear, bright photo of puppy looking at camera.



Avoid

Dark, blurry, or far-away images



Write a **Strong** Description

Help buyers understand the puppy and feel confident reaching out.

What to include

- **Personality**
(Calm, playful, social)
- **Raised in**
(Home, kids, other pets)
- **Best home fit**
(Active, quiet, first-time owner)
- **Standout traits**
(Temperament, habits)

Health, vaccines, and vet details are already covered in your listing fields — no need to repeat them here.

Write here



Pro Tip

Buyers don't just choose a puppy — they choose the right fit.



Good Example:

Friendly, playful, family-raised.
Great with kids.



Avoid

Cute puppy ready now. Message for details.



Set Price & Build Trust

Clear details and fair pricing help buyers feel confident reaching out.

What to do

- **Set a clear price**
(Avoid “message for price”)
- **Be honest and accurate**
(Use checklist fields properly)
- **Complete all health details**
(Vaccines, vet check, deworming)
- **Offer in-person meetings**
(Builds trust with buyers)

Start here



Pro Tip

Transparent listings build trust — and more messages.



Good Example:

\$2,500 • Vaccinated • Vet checked • In-person available.



Avoid

Message for price. Details in chat.



Review & Publish

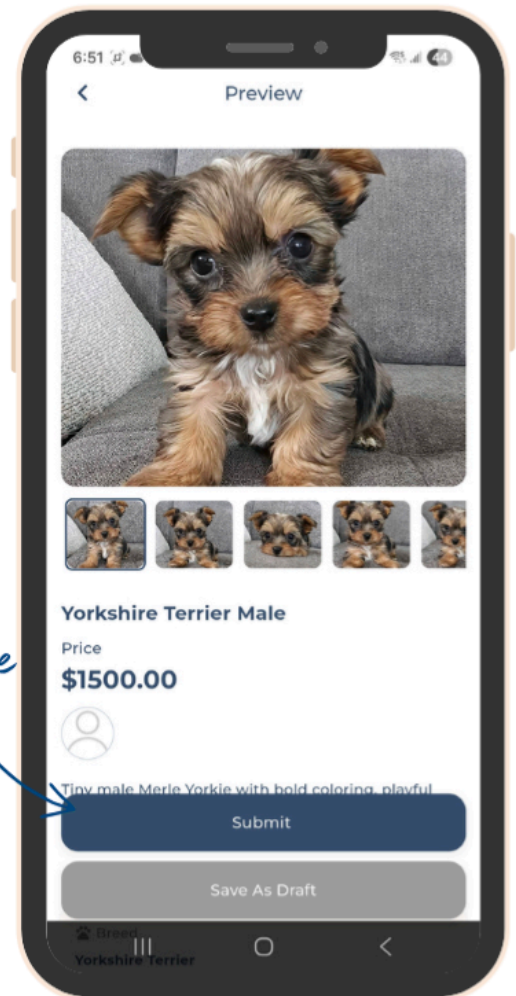
Make sure everything looks good before going live.

Why review matters

- **Builds trust**
Complete, transparent listings.
- **Better Quality**
All key details included.
- **More Messages**
Attract serious buyers.
- **Higher Success**
Connect with the right buyers sooner.

Need to edit later? You can edit or update your listing anytime from your dashboard.

Go live



Pro Tip

Complete listings get more views and better buyers.



Good Example:

Complete listing with photos, details, and clear price.



Avoid

Missing info, weak photos, or no price.



You're Ready to Go Live

You now have everything you need to create a high-performing listing on **Pupify**.

What to do next

Create your listing

Start a new listing in the **Pupify** app.

Add clear photos

Use bright, high-quality images.

Write a strong description

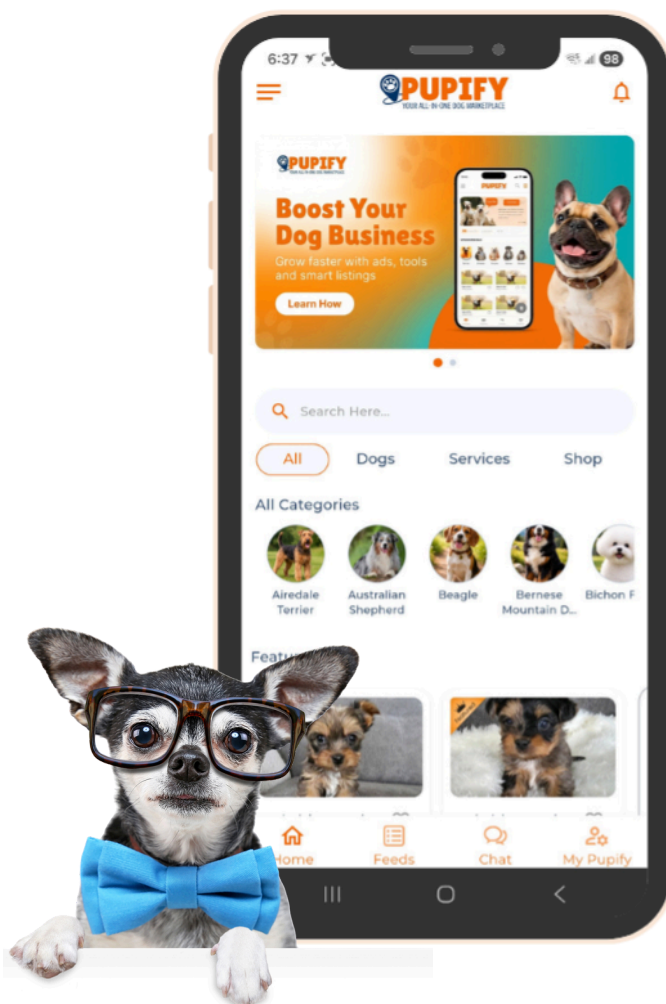
Help buyers find the right match.

Complete all details

Fill in key info to build trust.

Publish and go live

Review and post with confidence.



Pro Tip

The best listings are simple, complete, and easy to trust.

Share your listing

Get more views by posting it.

Respond quickly

Fast replies = better results.

Keep it updated

Fresh listings perform better.