

FREE SERVICE LISTING GUIDE

How to Create a Service Listing That Gets Bookings

Get more views. Build more trust.

Turn your services into booking opportunities.



- ✓ Get more views.
- ✓ Build more trust.
- ✓ Turn your services into booking opportunities.

MyPUPIFY
YOUR GUIDE TO SUCCESS ON PUPIFY

Create a Listing That Makes Booking **Easy**

This simple step-by-step guide will help you turn one of your services into a clear Pupify listing that dog owners can understand and feel confident booking.



FOCUS ON ONE SERVICE

- ✓ Create a separate listing for each service you want dog owners to discover.



SHOW PEOPLE WHAT TO EXPECT

- ✓ Explain what is included, who the service is for and how it works.



MAKE THE NEXT STEP CLEAR

- ✓ Complete your listing so dog owners can confidently request a booking.

Let's turn your service into a listing!



Choose One Clear Service

Focused listings are easier for dog owners to understand, find and book.



What to do

- ✓ Create one listing for one specific service
- ✓ Avoid combining several unrelated services
- ✓ Think about exactly what the customer is booking
- ✓ Choose the correct service category
- ✓ Create additional listings for your other services



Good Examples

- ✓ 30-Minute Solo Dog Walks
- ✓ One-on-One Puppy Training
- ✓ In-Home Dog Sitting
- ✓ Full Groom for Small Dogs
- ✓ Overnight Dog Boarding



Avoid

- ✓ Pet Services Available
- ✓ Everything Your Dog Needs
- ✓ Grooming, Walking, Sitting and More

< Dog Walk Solo

DOG WALK SOLO

A private one-on-one walk just for your smaller dog. Safe, focused, fun, and tailored to their needs.

✦ Trusted care when you can't be there ✦

OUR SERVICE INCLUDES

- Watering & Feeding
- Potty Breaks
- Exercise & Play time
- Lots of Love & Attention
- Cuddles & Snuggles

BOOK NOW

☎ 587-200-2075



Dog Walk Solo Walking & Exercise

Price Range

\$20.00 to \$60.00



Furever Homecare



Appointments

Pro Tip:

One focused service per listing gives your business more opportunities to appear in Pupify searches.

Write a Title That Gets Found

Your title is one of the first things dog owners see. Make it specific, clear and easy to understand.

What to include

- ✓ The exact service being offered
- ✓ The length or format, when relevant
- ✓ The type of dog or customer the service is designed for
- ✓ Your location when it adds useful information
- ✓ One important feature that makes the service different

Good Examples

- ✓ 30-Minute Solo Dog Walks — Red Deer
- ✓ One-on-One Puppy Training — Calgary
- ✓ Small Dog Grooming — Full Groom
- ✓ Overnight Boarding in a Home Environment

< Schnauzer Shenanigans Commu...



Schnauzer Shenanigans Community App

Avoid

- ✓ Dog Walking
- ✓ Training Available
- ✓ Best Groomer Around
- ✓ Message Me for Services



Pro Tip:

Think about the words a dog owner would use when searching for this exact service.

Use Photos That Build Confidence

Strong images help dog owners picture the experience their dog will receive.

What to do

- ✓ Add two or three clear images
- ✓ Use bright, natural lighting
- ✓ Show the service being provided
- ✓ Include a clean image of the environment
- ✓ Use real photos from your own business
- ✓ Keep backgrounds clean and professional
- ✓ Make the strongest image your listing thumbnail



If you add a video, place it after your main listing image so dog owners see a strong photo first.



Good Example

A clear photo showing the service, the environment and the level of care provided.



Avoid

Dark, blurry, distant or unrelated images that do not show what the customer is booking.



Pro Tip:

Real photos help dog owners understand your service and feel more connected to your business.

STEP FOUR

Explain Exactly What Is Included

Your description should answer the questions a dog owner may have before requesting a booking.



Start with a short introduction

Write one or two sentences explaining the service and its main benefit.

Personalized 30-minute solo walks designed to give your dog exercise, fresh air and one-on-one attention.



Include the important details

- ✓ What the service includes
- ✓ How long the service lasts
- ✓ Where the service takes place
- ✓ Which dogs are the best fit
- ✓ Your service area
- ✓ What the owner needs to provide
- ✓ Any important requirements or limitations
- ✓ What makes your approach different

Service Type

Dog Walker

Service Delivery Method

Client home



Emergency Handling Description

Commence First Aid that is required, emergency instructions discussed with owner will be followed and all contacts provided will be contacted. Contact the vet and brought to nearest veterinary hospital if needed.



Insurance Disclosure

Yes



Licensing / Certification

No

Walk Type

Maximum group size



Solo



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Leash policy (always on leash?)

Yes



Walk durations



Use the listing fields for information that already has a designated place. Keep your description focused, natural and easy to read.



Pro Tip:

Write as though you are explaining the service to a new customer who has never met you before.

STEP FIVE

Complete the Details and Publish

Complete information makes your business look prepared and helps dog owners decide whether the service is right for them.

Before publishing, check:

- ✓ Is the price or price range clear?
- ✓ Is the service area accurate?
- ✓ Is the length of the service included?
- ✓ Are availability details current?
- ✓ Have you completed every relevant listing field?
- ✓ Are your policies clear?
- ✓ Are any requirements or limitations explained?
- ✓ Do the images match the service?
- ✓ Is the listing easy to understand?



Good Example

Clear service, complete details, accurate price, strong photos and an easy-to-understand booking option.



Avoid

Missing information, unclear pricing, unrelated photos or asking customers to message for every basic detail.



Pro Tip:

Clear, complete listings attract better-matched booking requests and reduce unnecessary questions.



Preview



Pupify 60-Day Free Trial

Petpreneur (NEW 🍷)

Price Range

\$1.00 to \$1.00

Go live

Save As Draft

Days

Turn Your Service Into a **Booking Opportunity**

You now have the building blocks for a focused, trustworthy service listing on Pupify.



Your final checklist

- ✓ One specific service selected
- ✓ Clear listing title written
- ✓ Correct service category chosen
- ✓ Strong thumbnail image added
- ✓ Two or three service photos included
- ✓ Short introduction completed
- ✓ Full service details explained
- ✓ Price or price range added
- ✓ Service area confirmed
- ✓ Requirements and policies completed
- ✓ Listing reviewed and published



After publishing, share your listing, respond to booking requests promptly and keep your information updated.

CREATE YOUR SERVICE LISTING ON **PUPIFY**

