

How to Build a Pupify Profile People Trust

Complete The Den. Tell your story.
Help dog owners feel confident connecting with you.



Turn The Den Into Your Business Home

The Den is your business home on Pupify. It's where dog owners can learn about you and explore your active listings. To get started, create your Buyer account. Connie will then send you an invitation code to unlock The Den.



TELL PEOPLE WHO YOU ARE

Use your About section to introduce your business and explain what makes it different.



SHOW YOUR BUSINESS

Add clear, real images that help people understand your dogs, services, products or business environment.



KEEP IT CURRENT

Update your profile, gallery, credentials and listings as your business grows.



Pupify - Seller Support

connie@pupify.ca

Info

Gallery

Listings

Docum

Quick Intro

Helping Canadian breeders, dog service providers, and pet businesses get the most from Pupify. Questions, feedback, or need assistance? We're here to help.

Full Bio

Welcome to Pupify Seller Support!

We're currently inviting a limited number of breeders, tr...

[Read More](#)



Email
connie@pupify.ca

Let's build a profile people feel good about visiting!

Complete the Profile Essentials

Start with the basic information dog owners need to recognize and understand your business.

What to add

- ✓ Correct business name
- ✓ Official logo or clear profile image
- ✓ Location and service area
- ✓ Accurate contact information
- ✓ Website or social media links, when available
- ✓ Correct business category
- ✓ Current business details

Business Logo



Cover Photo



Business Name

MacKay's Tiny Terriers

Email



Good Example:

A recognizable logo, accurate location and complete contact information.



Avoid:

Missing details, an outdated logo or information that no longer reflects your business.



Pro Tip:

Use the same business name, logo and colours people see on your website and social media.

Write an About Section That Feels **Personal**

Your About section should help people understand who you are, what you do and why you care about your work.

What to include

- ✓ Your name or the people behind the business
- ✓ What your business offers
- ✓ Where you are located or which areas you serve
- ✓ Why you started the business
- ✓ Your experience or approach
- ✓ What you want customers to know about you
- ✓ The types of dogs or customers you work with



A simple way to start:

"We're [business name] in [location]. We [what you do] and focus on [what matters most in your work]."



Write in a natural, conversational way. Your About section should sound like a real person, not a formal advertisement.



Good Example:

A warm introduction that explains the person, purpose and care behind the business.



Avoid:

"We offer the best services at the best prices. Contact us today!"



Pro Tip:

Write for someone discovering your business for the first time.

Full Bio

Hi! We're Richard and Connie, and together we're MacKay's Tiny Terriers.

Read More

Build a Gallery That Shows the Real Business

Your gallery gives dog owners a closer look at your business before they contact you.

Images to include

- ✓ You or the people behind the business
- ✓ Dogs in your care or breeding program
- ✓ Your services being provided
- ✓ Your products or workspace
- ✓ Your facility or home environment, when appropriate
- ✓ Behind-the-scenes business moments
- ✓ Clear examples of your work

Photo tips

- ✓ Use clear, bright images
- ✓ Choose real photos from your business
- ✓ Keep backgrounds clean
- ✓ Include a useful variety
- ✓ Update the gallery regularly
- ✓ Make sure every photo supports your business story



Avoid:

Dark, blurry, heavily filtered or unrelated images.

Info

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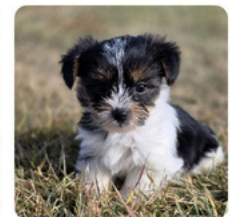
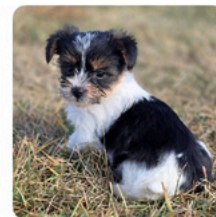
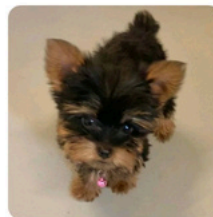
Documents

All

Highlights

Media

Behind the Scenes



Pro Tip:

A smaller collection of strong, relevant images is better than a large gallery filled with repeated photos.

Add Credentials and Business Information

Relevant credentials and complete business information help people understand your experience and professional background.

What to consider adding

- ✓ Training or education related to your work
- ✓ Certifications, when applicable
- ✓ Professional memberships, when applicable
- ✓ Business licences, when applicable
- ✓ Awards or relevant recognition
- ✓ Other information that supports your experience



Only add information that is accurate, current and relevant to your business.



Do not use credentials to suggest that Pupify has verified or endorsed your business.

Documents

Use the Documents section only for appropriate business information. Review every file before uploading it and avoid including unnecessary personal or sensitive information.



Pro Tip:

Clear, accurate information builds more confidence than exaggerated claims.



The Den



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Listings

Documents

Reviews



Pupify Founding Member Program – S...

Information for service providers participating in Pupify's 60-Day Founding...

View

Connections

Requests



Puppy pup collars

Handcrafted collars and leash...

Message

Disconnect



schnauzer shenani...

a niche app for schnauzer own...

Message

Disconnect



LANA Healthy Livi...

I am a healthy living coach and...

Message

Disconnect

Connect Your Profile to Active Listings

A strong Den should give dog owners something useful to explore and a clear next step to take.

What to do

- ✓ Create focused listings for your puppies, services or products
- ✓ Use clear titles and strong images
- ✓ Complete every relevant listing field
- ✓ Keep prices and important details accurate
- ✓ Remove or update outdated information
- ✓ Respond to listing-based messages promptly
- ✓ Use Feeds to share business updates
- ✓ Build genuine connections inside Pupify



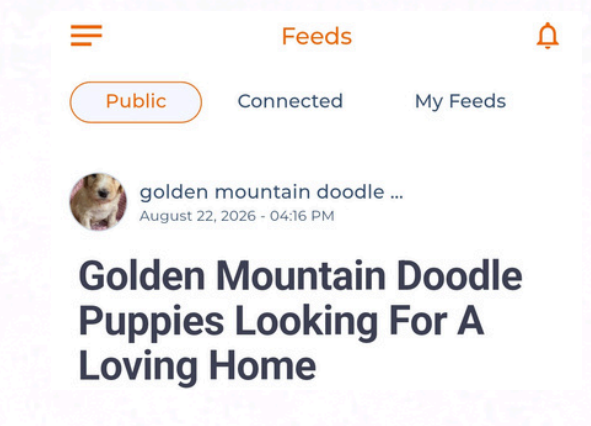
Your Den and your listings should tell the same business story. Keep your name, services, location, images and information consistent.



Good Example:
A complete Den with current images, accurate details and several focused listings.



Avoid:
A polished profile with no active listings or listings containing outdated information.



Pro Tip:
Start with one strong listing, then add two more focused listings over the next few days.

YOU'RE READY

Your Pupify Profile Is Ready to Grow

You now have the building blocks for a clear, welcoming and trustworthy business presence on Pupify.

Your final checklist

- ✓ Correct business name added
- ✓ Official logo or profile image uploaded
- ✓ Location and service area confirmed
- ✓ Contact information completed
- ✓ About section written
- ✓ Gallery images added
- ✓ Relevant credentials included
- ✓ Business information reviewed
- ✓ First focused listing published
- ✓ Profile and listings checked for accuracy



Your profile does not need to be perfect on the first day. Keep your information accurate, add to The Den as your business grows and give dog owners more reasons to feel confident connecting with you.



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Info Gallery Listings Docum

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