



1 Scrolling Slideshow

WHAT WE DO & HOW WE DO IT a :30-sec slideshow presentation

1) Together we'll establish the perfect care for your pet during your absence.

Whether it's dog boarding in a loving sitter's host home, or daily visits to your home caring for your cat, the attention is always one-on-one, personal and professional.



4 Bold Headlines

Professional Pet Sitting Services

Animals LLC – pronounced (juh • leesh • uh)'s Animals – is a **fully insured and bonded** service. We have the knowledge, professionalism and expertise to care for you are away. Our network of New York City pet sitters across Manhattan, Queens can provide in-home or host-home dog boarding, dog daycare, dog walking, cat sitting, cat boarding, hotel visits or sleepovers for your pet's well being. Since we are not a kennel or boarding house, we can assure your furry family member all the love and attention they can handle while getting the run of the sitter's home, or kept company in your home! Call us today and see how we're different and why our clients return...

Consistency and Assurance

We know how important consistency is for the well-being of an animal. Wouldn't it be wonderful to establish a relationship with a professional and loving pet sitter that you can count on each and every time you must head out of town without your best friend? After a brief intake (with absolutely no membership fees or dues!), all your info will remain on file and a quick call to us will have you reserved with your pet sitter.

We happily provide services to pets of all breeds and sizes, and we have pet sitters on staff who are able to administer all types of medications and injections, for the well being of your pet.

Why put your pet in a cage or boarding house when they can be cared for in a sitter's home – while being the only pet receiving the attention. Call us anytime for your free pet consultation so we may properly match you with your ideal sitter. Whether you are leaving tomorrow on a last-minute emergency, or planning for the future, we are here to help. No pet sitting job is too big or too small!

Cat Sitting, Dog Boarding, and More!

For your convenience, our pet sitters are located all throughout New York City, Manhattan, Brooklyn and Queens, including the following neighborhoods:

- | | |
|----------------------|---------------------|
| Battery Park City | Midtown West |
| Chelsea | Morningside Heights |
| Chinatown | Murray Hill |
| East Village | NoHo / Nolita |
| Financial District | Soho |
| Flatiron District | Sugar Hill |
| Gramercy Park | Tribeca |
| Greenwich Village | Union Square |
| Harlem | Upper East Side |
| Inwood | Upper West Side |
| Little Italy | Washington Heights |
| Lower East Side | West Village |
| Meatpacking District | Bronx |
| Midtown | Brooklyn |
| Midtown East | |

P.S.... This is a partial list!

For the record, we service most all neighborhoods in Manhattan, Brooklyn and Queens! We are a full service pet sitting company here to offer you personalized care for your dog, cat, bird, reptile, hamster, fish or any other animal you may call your pet!

We specialize in providing exquisite care in the following areas: dog boarding ny, cat boarding ny, cat sitting ny, pet sitting ny, pet care ny, dog walking ny, hotel visits in ny, doggie daycare ny and more.



Kat & Bob

Working for Albia's Animals has been one of the best "jobs" I've ever had, although it's too much fun to be considered a job. I love animals and boarding animals is a brilliant solution to my pet-less life. The service is a win-win situation for all parties involved; I get to take care of animals and their owners can feel comfortable knowing their loved one has quality and personal care. The only downfall is that I miss them when they leave!

8 Testimonial from our Pet Sitter

2 Quick Bullet List

Why Choose Us, You Ask?

1. Private In-Home Boarding!
2. Customized Service!
3. Fully Bonded & Insured!

3 Social Accountability



Contact Us Today!

We answer most emails the same day.

Your Name

Your Email

Contact Phone

Subject

Pet's Location

(Approximate) Dates of Service

Departure Date

Return Date

Questions, Comments or Instructions

How Did You Hear About Us?

Send >

5 Prominent Contact Form

7 Easy-to-Read Service Area

Gift Certificates Available!



6 Gift Certificate Availability

Pet Care Services

- Dog Boarding, Dog Walking, Dog Daycare
- Cat Sitting, Cat Boarding, Sleepovers
- Exotic Animal Care
- Birds, Turtles, Reptiles, Rodents, etc.
- Non-Neutered Spayed Animals
- Puppies, Elder Pets, Handicapped Pets
- Hotel Visits, In-Home Visits
- Personalized & Customized Care
- Oral Intra-venous Injections, Medications

For your convenience, we happily accept



9 Direct Call To Action

Have More Questions? Ready To Reserve? [Contact Us Today!](#)

10 Relevant Logos



An Introduction To This Report



Thank you for downloading my pet sitting website report.

The poster on the previous page is a screenshot of my pet sitting business website, Alitia's Animals <http://www.alitiasanimals.com>.



In the Summer of 2008, my wife and I opened for business. The partnership was perfect: she would handle the day-to-day operations (handling phone calls, speaking to clients, passing off jobs to the pet sitters on our team...) and I would handle the website (building and designing it, marketing it, optimizing it for the search engines...).

I took my 12+ years experience of building websites for small businesses and applied everything I learned to the Alitia's Animals website.

Within our first year, we served New York City with over \$94,000 in pet sitting services!

How?

Well, it would be completely remiss of me not to acknowledge the impeccable sales and 'people' skills Alitia tirelessly brought day in and day out.

For my part, I quickly understood that there was more to building a good website than only making sure you ranked high in Google for your chosen keywords.

Of course, making sure Google values your website is a big priority, but equally as important, is...

...Making sure that when a visitor lands on your site, she is inspired and excited to take action by getting in touch with you.

That is what I believe to be the simple line between succeeding in your pet sitting business and not succeeding.

If, once a visitor is on your site, she quickly loses interest and clicks the back button, it won't matter how high you rank in Google and you'll find it difficult to sustain your business.

So What Are These 10 Elements?

The elements outlined here are 10 elements that have contributed to the success of my pet sitting business website.

We receive many calls and many email service submissions on a daily basis.

What I present to you is a breakdown of each element that works to convert visitors into leads.

I offer you what each element is and why exactly each element works as a part of the whole picture.

You are free to copy, use or emulate any of these elements on your own website to achieve the level of success you are looking for.

I only ask that you keep me posted on your progress and share your stories with me so we can celebrate together.

Thanks again for allowing me to share this with you.

-Joshua



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8 Testimonial from our Pet Sitter

9 Direct Call To Action

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10 Relevant Logos

1) Scrolling Slideshow

What It Does: Puts your best foot forward by allowing you to highlight a few of the most important benefits that your visitors will appreciate. Whether it showcases an award you've won, a testimonial you've received, or answers a question, the scrolling slideshow makes a powerful impact.

Why It's Important: Studies show that you have about 3 to 5 seconds to capture the visitor's attention before they hit the back button and look elsewhere. The scrolling slideshow is a good technique to quickly engage your visitor. An engaged visitor is more likely to stick around and get in touch with you.

2) Quick Bullet List

What It Does: Similar to the scrolling slideshow, the quick bullet list is designed to further engage your visitor, and display an easy-to-read and understand piece of information. This will work best in the form of a question and answer. We pose the question, "Why Choose Us, You Ask?" and list the top 3 reasons for the visitor.

Why It's Important: Every visitor will come to your site with some questions in mind that they need answered before they will feel ready to get in touch with you and take the next steps. Your quick bullet list will act to answer some of the possible questions your visitor will have.

3) Social Accountability

What It Does: Social accountability simply means that you are part of and responsible to a community or group. We are more apt to trust a person, site or business that is actively involved in a reputable social community.

Why It's Important: When a visitor to your site sees that you are part of a bigger community, it puts them at ease knowing that you are not operating in an isolated bubble, but rather in a responsible manner. This helps establish trust by immediately creating accountability – something every visitor will appreciate.

4) Bold Headlines

What It Does: The kiss of death for many websites is long, often difficult to read, paragraphs of text. Rarely do website visitors read every single word on the page, but rather look to scan the content to get a good overview of what is on the page.

Why It's Important: Having bold headlines that break up short, 2-3 sentence paragraphs, give your visitors the chance to digest your page content. Make your visitors happy by creating a page that is scan-able and easy to understand. When a visitor understands what you are saying, they are much more likely to get in touch and become a client.

5) Prominent Contact Form

What It Does: One of the most important things to consider when building your website is the action you want every visitor to take before leaving your site. In our case, we want every visitor to get in touch via the contact form, so it makes sense to place a prominent form on the right side of every page to make it so simple for that to occur.

Why It's Important: When a visitor is ready to get in touch after looking through your pages, and have a complete understanding of who you are, what you do, how you do it and why you do it, the last thing you want to do is send them searching for the best way to make contact. Your job is to guide them through every step of their experience and an obvious

contact form easily accomplishes this.

6) Gift Certificate Availability

What It Does: Truth be told, the main idea behind making gift certificates available to your visitors is not to sell as many as possible (although that does have its own rewarding benefits). The first reason to promote this benefit is more psychological. When a business makes gift certificates available to its users, it looks impressive and professional. It also helps increase your sales and cash flow.

Why It's Important: By making gift certificates available, you are simply pre-selling your services in a bulk package. Whether it's in the form of a \$50 or \$100 purchase or 5 or 10 dog walks, you get your money up front, while locking in the client. It's a win-win on every level.

7) Easy To Read Service Area

What It Does: Just like it was mentioned in the number 4 bold headlines examples, your visitors come to your site with questions they need answers to, and want to be able to scan your site for the answer, without having to read every single word. Lists are a great way to give them what they want.

Why It's Important: Your service area is perhaps one of the most important questions your visitors need to know. While it's obvious to list your areas either by zip or neighborhood, it's also a good idea to make it clear that the list is merely a partial list, and not all inclusive. Why? Because you and your visitor may call an area something different and if she doesn't see the name on your list, she'll leave. Also, perhaps the job is right outside your area and you'd be more than happy to service it. You'd never know by limiting and locking in your service area list. Your

goal is to get each potential client to make contact and then decide if the job is a good fit.

8) Testimonial from Our Pet Sitter

What It Does: It's fairly obvious what testimonials and reviews from your current clients do to enhance your reputation and credibility. Now consider how it looks to have a testimonial from a pet sitter on your team posted on your site (or imagine a testimonial from a competitor – it's possible. I've received one!)

Why It's Important: By posting input and feedback from someone on your team, you not only humanize the pet sitters doing the work, you help paint the picture of your entire business.

9) Direct Call To Action

What It Does: If I was to only add one of these ten elements to my website it would certainly be the call to action. Your job as the website owner is to guide the visitor through the entire experience. Posting a direct call to action such as “Call Us Now” or “Get In Touch Today” walks your visitor down the exact path you want them to go.

Why It's Important: Your website's main function is to turn visitors into leads, and turn those leads into new, happy clients. Without guiding your visitor to take the proper steps, your website merely becomes an information brochure. Placing a call to action greatly increases the chances that your visitors will make contact with you.

10) Relevant Logos

What It Does: Including the logos of relevant and appropriate industry sites will help your visitor put a period on the end of the sentence, so to speak. Assuring your visitors that you have professional training (associations) or professional affiliations (rescue groups, local shelters) will aide in comforting them.

Why It's Important: We live in a socially connected society. The more ways you can help your visitor get a complete picture of your background, education, and training, the greater the chance she will be inclined to pick up the phone and connect.



See Special Message on Following Page...

“There's Always More Where This Came From!”



It's my pleasure to share with you tools and resources like this that account for the success in my own pet sitting business.

If you found this helpful – or just have a question or comment you'd like to share – I'm all ears.

Growing your pet sitting business is an ongoing process that takes commitment and dedication.

My commitment remains in helping each pet sitter overcome whatever obstacle is in their way.

Feel free to share this with your network, and please stay in touch.

-Joshua Cary

Creator & Founder, PetSittingOlogy Training Center