

# 10 Parts of the Perfect Pet Sitter Website

**JOSH CARY**

**Your Path to Landing in Google,  
Receiving More Traffic,  
and Winning More Clients!**



# Hello.

Thank you for requesting and accessing this guide. We are confident that it will assist with improving your website visibility and allow you to set a specific plan to make it happen. This guide contains the following sections:

- Introduction
- See The Puzzle Differently
- The Ten Parts of a Perfect Website
- What Each Part Does
- Why Each Part is Important
- Wrapping it All Up



Josh Cary  
Founder, PetSittingOlogy

# Introduction.

If you knew the specific, small, yet significant adjustments to make to your current pet business website in order to get your phone ringing more often, would you make those changes?

Believe it or not, sometimes it's the slightest adjustments that make the biggest impact. And your website is no different.

You are about to discover the ten areas on your current website that have the biggest impact on your Google rankings and I'll hand you the exact subtle changes you can make right now to receive more visibility.



# Introduction. CONTINUED

I've been at this for quite some time (building websites for local small businesses since the '90s and working exclusively with pet professionals since 2009) and I know what works and what doesn't.

I can tell you one thing that doesn't work... Simply having a website online with a handful of the usual pages and hoping for the best.

Times have changed and in order to appear higher on that coveted first page of Google when a potential client is searching for the service you provide, a small amount of effort is required.



# Introduction. CONTINUED

But if I've learned one thing about the professional pet sitter it's this: We are not afraid of hard work! In fact, pet sitters, as you know, are some of the hardest working people on the planet.

So, together with a bit of proven strategy and a game plan, your website will be growing in visibility in no time.

Are you ready to put a plan in place, to set some time aside to gain an understanding of an effective website, and to watch your website soar in the search rankings?!

Of course you are! Let's do this.



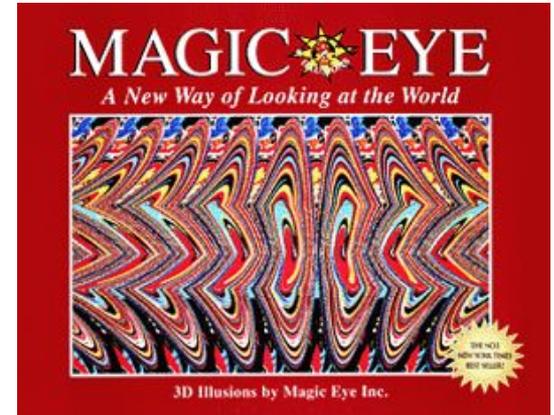
# See The Puzzle Differently.

Do you remember those crazy eyeball bender images that were all the craze in the '90s called Magic Eye? You'd be expected to relax your eyes and stare intently at this blob of an image and miraculously it would eventually appear and you would finally 'see' the glorious image.

Your website is similar in many ways.

At this point, when you look at your own website, it may appear a confusing jumble of pictures, content, and links. You may not be sure what to make of it anymore.

That's going to all change today.



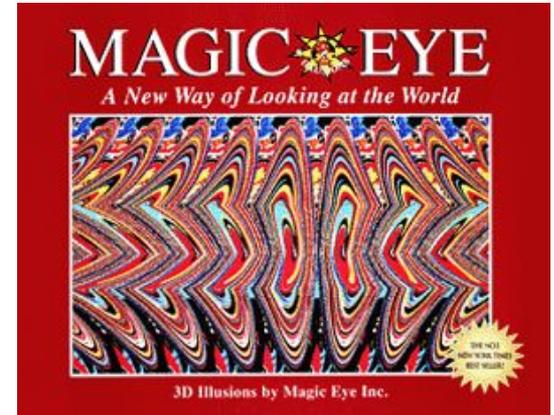
# See The Puzzle Differently. CONTINUED

I certainly get it: managing your website can feel like a full time job. (Not to mention, it can be downright frustrating and confusing.)

Who can keep up with all pieces to this great big puzzle we call SEO (search engine optimization)?

Knowing what to do and how to do it is challenging, especially when things change so frequently in the world of Google rankings and web design.

**At the end of the day, you want one simple thing:** to receive more calls from potential clients looking to book your service.

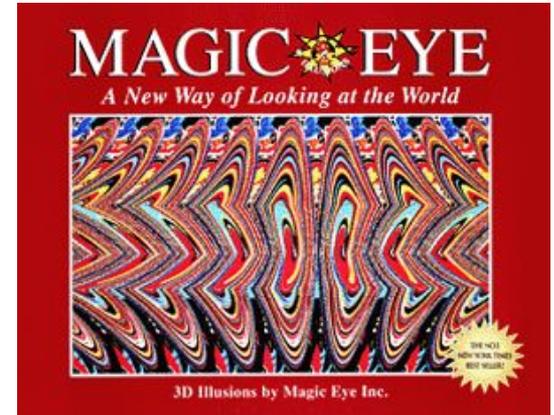


# See The Puzzle Differently. CONTINUED

Many of our PetSittingOlogy web design clients see these exact results early on in the process, and it does not happen by accident.

Thankfully, there are **small adjustments you can make right now** to your website that will have an immediate and positive impact to landing in Google, driving more traffic to your website, and securing more clients.

I've been building websites for small businesses since 1999, and exclusively for the pet industry since 2009, and I know first hand what changes to your website make a difference and what have little or no impact.



# See The Puzzle Differently. CONTINUED

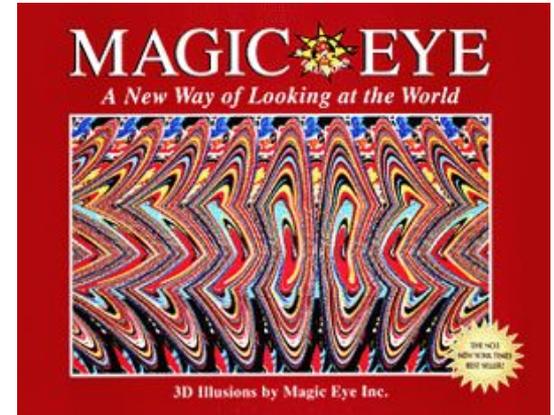
Hundreds of our pet sitting business colleagues have implemented these elements and report success regularly.

I'm confident you can achieve the same!

You are about to see your own website with a new set of eyes.

**Here are the Top Ten parts** of a pet sitter website that will get Google to take notice, have more people visiting your site, and get your phone ringing more often.

*Side Note:* If you need a helping hand to implement any of these on your own website, please reach out to us at any time.



**1**

**STRONG  
CALL TO ACTION**



# 1) STRONG CALL TO ACTION

**What It Does:** When a potential client visits your website for the first time, she is looking for guidance, direction and a path in which to follow. We all require this, in fact, when we are presented with anything new and your job is to lead the user towards the goal (end result) you want to achieve. This goal could be to pick up the phone and call you, send in an email, schedule service online or fill out a form.

**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 informational brochure. Placing a Call to Action greatly increases the chances that your visitors will make contact with you.

***Additional Tip:*** A call to action is a specific message designed to tell the website visitor exactly what they should do next. For example: “Call now” “Contact us today” or “Schedule service here” are examples of common uses of a call to action.

# 1) STRONG CALL TO ACTION: EXAMPLES

**Real World Example:** When consulting with or building a client's website, we are sure to place a call to action across most, if not all, pages. A call to action embedded at the end of each page's content will increase the number of inquiries you receive by gently guiding your visitors in the direction you want. Try placing one specific call to action at the bottom of your pages and watch your inquiries increase.

*To find a qualified professional dog walker or pet sitter in your area please visit our [“Pet Sitters”](#) page.*

**Call Us Today!**

We know you want the most loving care for your furry friend and may have some questions.

Call us today, and we'll be happy to answer them for you!

Call 404-343-1161

# 1) STRONG CALL TO ACTION: ACTION PLAN

**Let's Take Action:** Ask yourself and find the answer to this one powerful question...

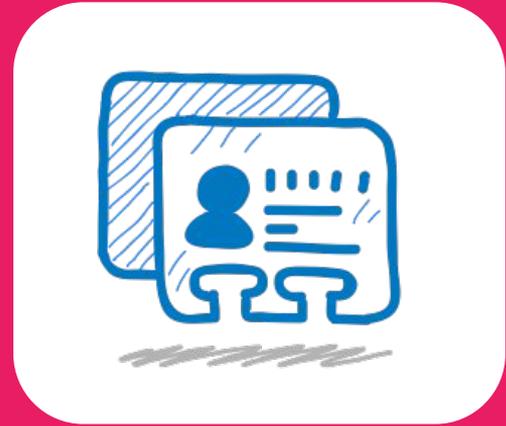
**“What’s the ONE THING I want every website visitor of mine to do before leaving my site?”**

This could be “I want each visitor to pick up the phone and call” “send in an email” “fill out my form” “create a profile in my scheduling software” or something else.

Once you determine your own personal website goal, look through your website pages and make sure that you now have a strong call to action in place that supports that goal and leads the visitor down the path you want them to follow.

2

# PROMINENT CONTACT FORM



## 2) PROMINENT CONTACT FORM

**What It Does:** Chances are, having a prominently placed contact form on all your website pages will support your overall goal. A contact form sitting subtly in plain view (either in the right side or in the footer area) will increase the chance your visitor will make contact. It says "**We are here for you as soon as you feel ready to get in touch!**" When shopping around (in life or online), we don't like to feel pressured, but we do like to know someone is close by if desired.

**Why It's Important:** When a visitor has looked through your site and has 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 easily-accessible contact form quickly accomplishes this.

***Additional Tip:*** Be aware of the total amount of information you ask for on the form. Make sure you are asking for just the most needed pieces to get the ball rolling. If you require too much to be filled out, you risk the chance your user will pass because it looks too intimidating or time-consuming to finish filling out the form.

**3**

**CLEARLY-IDENTIFIED  
SERVICE LOCATION**



# 3) CLEARLY-IDENTIFIED SERVICE LOCATION

**What It Does:** You'd be surprised how many websites make no mention of the area, town, or neighborhood they serve or the information is buried somewhere. While it's bad practice to "stuff" service area locations in a block of text in the footer, or feel the need to reiterate the area you serve simply to increase the number of times it's listed, it is important to quickly show your visitors the scope of location area you serve. Do not take it for granted that it's evident what city, state, town, area, or neighborhood you serve.

**Why It's Important:** Is your full business name, street address, and phone number accurately displayed on your website? While I fully understand the argument with "I don't want to list my home address on my website", do know that Google wants to see your full address as it's another strong signal of trust and credibility and assures Google that you are serving that area. You want to use that exact address when you fill out your [Google My Business profile](#) so Google can more often show your website in the local Maps section of a Google search when a relevant potential client is searching for your service.



# 3) CLEARLY-IDENTIFIED SERVICE LOCATION: EXAMPLES

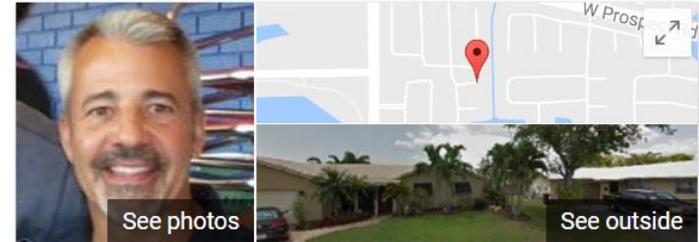
See how these two instances of our friend Anthony Mucci's pet sitting website business address match? The image on the left shows how it's listed on his website. The bigger image on the right is part of a Google search result (found in the right side column, when applicable).

You increase your chances of appearing in the Google result "One Box" by filling out your Google My Business profile and making sure your full address matches the physical address on your site.

**Fully Bonded & Insured!**

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Daily Dog Walkers & Pet Sitters  
1910 NW 43rd Street  
Fort Lauderdale, Florida 33309  
954.892.9358



## Daily Dog Walkers & Pet Sitters of Fort Lauderdale ★

[Website](#)

[Directions](#)

4.9 ★★★★★ 35 Google reviews

Pet sitter in Oakland Park, Florida

**Address:** 1910 NW 43rd St, Fort Lauderdale, FL 33309

**Phone:** (954) 892-9358

**Hours:** Open today · 7AM–9PM ▾

[Suggest an edit](#)

Reviews

[Write a review](#)

[Add a photo](#)



"We own a seasonal home in Coastal Maine and travel often to spend time there"

4

SOCIAL PROOF



# 4) SOCIAL PROOF

**What It Does:** We all like to feel like we are part of the in-crowd. And we all want to make sure we are not making the wrong decisions in life. For example, a busy restaurant with a full parking lot is immediately more attractive than a restaurant with no cars. Why is that? That's social proof in the works.

Whether it's a parking lot full of cars, dozens of online reviews, a list of awards won, raving testimonials or a mention in the press, we take comfort knowing that others have successfully utilized a product or service we ourselves are looking into using.

**Why It's Important:** Find ways to accurately and descriptively add elements of social proof to your website to assure your potential clients that you are the absolute correct choice for them. Display videos, images and reviews to show your version of a "full parking lot." Think of ways to get creative in this regard and you will outshine the others around you.



**5**

**MOBILE-FRIENDLY  
WEBSITE**



# 5) MOBILE-FRIENDLY WEBSITE

**What It Does:** When it comes to search engine optimization and high Google rankings, it's all about serving your ideal visitors and giving them a positive user experience in what they are searching for. Since more searches are now done on mobile devices like phones and tablets, websites that are designed to read well on these devices are more in demand than ever. Having a mobile-friendly website design is a must today.

**Why It's Important:** Google knows that if a search user is using their mobile device to find a pet sitter, displaying websites that are perfectly optimized for mobile creates a better user experience. If Google displays a website that is not mobile-friendly for a mobile search, the experience will not be a positive one and will cause the viewer to back out and try another site.

*Additional Tip:* Google announced that as of April 21, 2015, they will rank mobile-friendly websites higher in the results over non-mobile-friendly sites when a search user is searching on mobile device. To rank as high as possible in Google's search pages, a mobile-friendly site is no longer a luxury, it's a necessity.

# 5) MOBILE-FRIENDLY WEBSITE: ACTION PLAN

**Let's Take Action:** This one is quick and simple. Your website is currently either mobile-friendly, or it's not.

**“How can I determine if my website is truly mobile-friendly?”**

Hopefully you realize by now that Google is on your side and wants nothing more than to display your extraordinary website high in the search results every time someone is searching for the service you provide. It's true. By working with Google to create a fantastic website that the search user finds valuable and relevant makes both you and Google the hero. You and Google serve the same person.

Is your web page mobile friendly? Check below.

<https://search.google.com/search-console/mobile-friendly>

**6**

**VALUABLE CONTENT**



# 6) VALUABLE CONTENT

**What It Does:** This part is the true heart and soul of all your efforts. Call it blogging, writing articles, answering questions, educating your users, or creating content, it's important to get a plan in place.

The good news is that it's infinitely easier (and much less intimidating) than you realize. You are already creating all the content you'll ever need every single day.

How? Each email you reply to... Every phone call you take... Every conversation you have with clients, potential clients, and pet owners in your local community... each of those conversations are loaded with information that can and should be shared with your visitors!

*Additional Tip:* The very fact that you live and breathe this business 24/7 means you already have all the content topics and ideas swirling around your head. You simply need to have a system in place to document these pieces of content and share them with the world.

## 6) VALUABLE CONTENT CONTINUED

**Why It's Important:** In years past, keyword placement was all the focus. Unfortunately, it became too easy for website owners to manipulate the search results by placing keywords on the page that may not have anything to do with the content or topic of the page.

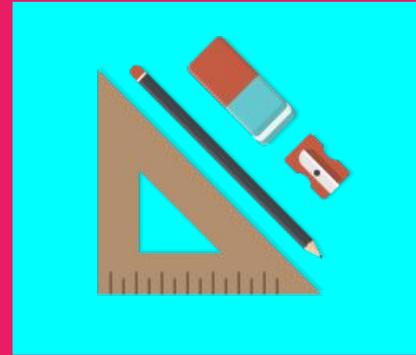
Google quickly understood that a better option is to analyze web pages that are educating the search user around a specific topic. In our case, the topics are pet sitting, dog walking, cat sitting, pet taxi, pet first aid, pet nutrition, pet care, etc.

The more you offer valuable, informative, educational content to your audience around the topics you know about, the more Google will see you as the go-to website for all things on that subject and raise you higher in their search results.



7

# VISUALLY APPEALING LAYOUT & DESIGN



# 7) VISUALLY APPEALING DESIGN

**What It Does:** Did you know you have about 3-5 seconds to capture the interest of, and make a positive first impression on, your website visitors? Online, we all ‘judge a book by its cover’ (at least at first) to determine whether to invest our time further or not. Having a professional, modern, and good-looking website will give you the best chance to capture the attention of your users.

**Why It’s Important:** Aside from a professional design, you need to be certain your content is laid out on the page in a way that allows your visitors to skim. Nobody has time to read everything on the page (we are all guilty of this), so designing short paragraphs with bullet lists and nice images help create the positive experience that has been proven to work best.

*Additional Tip:* Believe it or not, Google can tell how much time a user spends on your website after clicking through from a search result. If it’s not much time, Google determines that it may not offer what the searcher was looking for. It’s important that your website is engaging with plenty of information with well laid out pages.

8

GOOGLE ANALYTICS



# 8) GOOGLE ANALYTICS

**What It Does:** How do you monitor the effectiveness of your current website? Is it by the number of email submissions you receive? Is it by the number of phone calls you get? If so, you should install this free (and very useful) tracking tool from Google. It provides a complete overview of what Google thinks of your site, and will show behavior patterns of your visitors, whether it's where they are geographically located or how much time they spend on each of your pages.

**Why It's Important:** Just like going to the doctor each year to get a physical exam, understanding and monitoring your Analytics will provide a baseline from where to work. This will help create a game plan of exactly where you most need to focus. Without this insight, any changes or adjustments may be based on false assumptions.



9

ATTENTION-GRABBING  
HEADLINE



# 9) ATTENTION-GRABBING HEADLINE

**What It Does:** When a pet parent enters a search term into Google for a service you provide, your goal is to appear high on that search results page. The way to do this is to have on your website pieces of content that Google matches to the search question. From there, you want the user to click through and land on your site. Now the real work begins.

The pet parent needs confirmation from your website that it is in fact the absolute perfect company for their needs. Greeting them with a succinct and powerful, headline will allow them to feel they are in the right place.

Speak directly to your perfect clients by highlighting your strengths and your perfect clients will speak directly to you!



# 9) ATTENTION-GRABBING HEADLINE CONTINUED

**Why It's Important:** Every visitor who arrives on your website has a handful of questions they need answered before feeling confident that you are the ideal service provider. Offering an opening headline allows you to quickly and instantly connect with your ideal clients.

Think about what you offer and who you are looking to attract and write a short sentence speaking directly to that person.

*Example:* Large Dogs and Playful Puppies Are Our Specialty!

*Example:* We have a Way With Elderly/Senior Dogs and Cats!

*Example:* Have a Pooch that Loves the Outdoors? You've Come to the Right Place!



# 9) ATTENTION-GRABBING HEADLINE ACTION PLAN

**Let's Take Action:** There is a great big TRAP with this one I want to first make clear...

Your goal is to determine the one very specific thing you do extremely well. What are you exceptionally good at in terms of serving your human or pet clients? What do you know you do better than anyone else? **That is the angle of the HEADLINE you should create.**

So, what's the trap? You clearly do a whole lot more than help elderly dogs, or acclimate rescue puppies into a household, or give the perfect shot of insulin.

Do not feel that honing in on that ONE SPECIFIC thing you do better than all others will prevent you from attracting clients for all your other amazing services. By laser focusing on your one main strength, you will GROW your business in a way you couldn't predict.

**10**

**ONGOING  
WEBSITE UPDATES**



# 10) ONGOING WEBSITE UPDATES

**What It Does:** Google's main responsibility is to its customer, the search user, and it has the job of displaying the absolute best search results for any search query.

You want your website to appear as often as possible and for the most variety of search terms. What's the best way to achieve that? Add useful, relevant, and engaging **content** to your website on a regular basis.

What is **content**? Articles, blogs, photos, and question and answer pages are all sources of information Google looks at to decide where your business will come up in search results.

*Additional Tip #1:*  
In Google's own words:

“ The key to creating a great website is to create the best possible experience for your audience with original and high quality content.”

[Source]

# 10) ONGOING WEBSITE UPDATES CONTINUED

**Why It's Important:** As you know, there are many possible places a pet parent can go for their pet care needs. Google determines the quality, usefulness, and trustworthiness of your website in part by the quality of your content.

By adding useful content that your audience will enjoy tells Google that you are open for business, serious about your profession, and a reputable business in your local community.

*Additional Tip:* Not sure how to create the perfect blog post? See our article on [How to Create the Perfect Blog Post \[Checklist\]](#)

*Additional Tip #2:*  
In Google's own words:

“ If people find your site useful and unique, they may come back again or link to your content on their own websites. This can help attract more people to your site over time.

[Source]



**WRAP UP  
WITH LOVE**



# WRAP UP WITH LOVE

Websites are the best way for the world to see that you provide quality and professional pet care services. And the way to get more eyes to see your site is provide the world (and Google) a quality site with all the parts lined up in the best, easiest-to-read way.

By adjusting the ten elements I've listed here, you are more likely to have Google take notice, have more people visit your site, and hear your phone ringing more often.

I absolutely love helping the professionals in our industry in this regard. If you need a hand with anything we spelled out here, or simply want to chat, I am all ears.

<http://petsittingology.com/>

## *Additional Tip:*

We are always available to assist and help, as needed. Please get in touch with any follow-up questions or thoughts you may have.

[joshua@petsittingology.com](mailto:joshua@petsittingology.com)

Call or Text: (646) 807-8718

Online: [petsittingology.com](http://petsittingology.com)



**Stephanie Dutton-Dorris**

13 mins



Thank you Josh Cary and team! My website is bringing in the people! Two new clients today from googling. I'd say it's working!

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**Janet Buchwald** ▶ **PetSittingOlogy Training Center**

9 mins · Nashville, TN · 



I landed another customer yesterday. She said she based her decision on comparing my web site to my competitor's sites. Enough said. Thank you **Josh Cary!**

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# About JOSH CARY

Founder of PetSittingOlogy and The Josh Cary Collective (<https://joshcary.com>)

Josh Cary is a respected and well sought-after speaker and business consultant within the professional pet care industry. Since 2008, after growing his own pet sitting business, Josh provides his industry with the tools, support, and resources to build and maintain a thriving pet business.

With a strong focus on digital marketing, blogging, content creation, search engine optimization (SEO), and website development, Josh's passion remains on working closely with pet sitters so they can become the best person and business professional possible.

He also holds an annual pet care conference in Las Vegas (currently in its fifth year) that has welcomed to the stage admired voices in the Veterinary community including Dr. Andy Roark, Dr. Jessica Vogelsang, Mikkel Becker, and Dr. Sue Ettinger.

With a documentary movie about the professional pet sitting industry in production, Josh greatly enjoys the connectivity between us all and loves bringing helpful, genuine, and resourceful people to his audience and industry at large.



**TEAMWORK**  
makes  
the  
**DREAM WORK.**



**Contact Anytime**

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# 10 PARTS OF THE PERFECT PET SITTER WEBSITE

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