

Quick tips to make every pet profile shine

Adopt a Pet's tried-and-trusted tips for creating pet profiles that get adopters' attention.

TIP #1:

Include personality traits

Pet profiles that have **three or more personality traits** selected in their Adopt a Pet profile get three times more interest! Examples: Affectionate, independent, playful, gentle, and many more that can be checked when you add or edit a pet directly on Adopt a Pet.

TIP #2

Be strategic with their bio

Best practice: Mix full sentences with bullet points for easy reading, and use emojis to add warmth and emotion. Keep bios between 150–200 words.

For harder-to-place pets: Longer bios can be effective. First-person POVs can boost engagement, and sad stories can build empathy—but use both sparingly and stay honest about the pet's personality or backstory.

Avoid: Long, multi-paragraph stories that create a wall of text. They can dilute emotional impact and work better for fundraising than for connecting with adopters.

