

Adopt a Pet
tail talk
Webinars

Welcome! Housekeeping:

- * Introduce yourself in the chat! Where are you from? What organization?
- * If you have questions, please use the QA (not the chat).
- * This webinar is being recorded. We will email you the link when it is done.



Established in 2008 as a separate 501c3 to help more dogs get adopted.



Our Vision

We see a day when all dogs are safe, secure, cared for, fed well, and loved



Our Mission

Supporting 501c3 organizations working to end pet homelessness by helping dogs in need find loving homes



Our Impact

Grants



6,200+

grants given out to caring, committed shelters and rescue organizations



800,000+

dogs helped



\$12M+

donated

Best Practices



**BARK TO BASICS:
CREATIVE ADOPTION
IDEAS FOR DOG
ADOPTIONS**

Maximize dog exposure in your community for more adoptions



**BUILD YOUR DOG
ADOPTION
SUPER HIGHWAY**

Increasing engagement with your community to get more pets adopted faster.



Thought Leadership



Shelter Advisory Council



Collaborative Partnerships



Dogs & Data Initiative



Working Together

Apply for a Grant

Application cycle typically opens from March – April each year

<https://www.pedigreefoundation.org/shelters-grant/> for more information.

Sign up for the PEDIGREE Foundation Newsletter

<https://www.pedigreefoundation.org/> and scroll to the bottom of the page.

The Data Driven Guide to Adoption Marketing

April Huntsman, CAWA



Agenda

- Search Trends Data
- Adopt a Pet Search Data
- Potential Adopter Interests





Google Trends Data

Using Google Trends

Compare up to 5 search phrases

Adjust area (country, state and even metro) and also timeframe

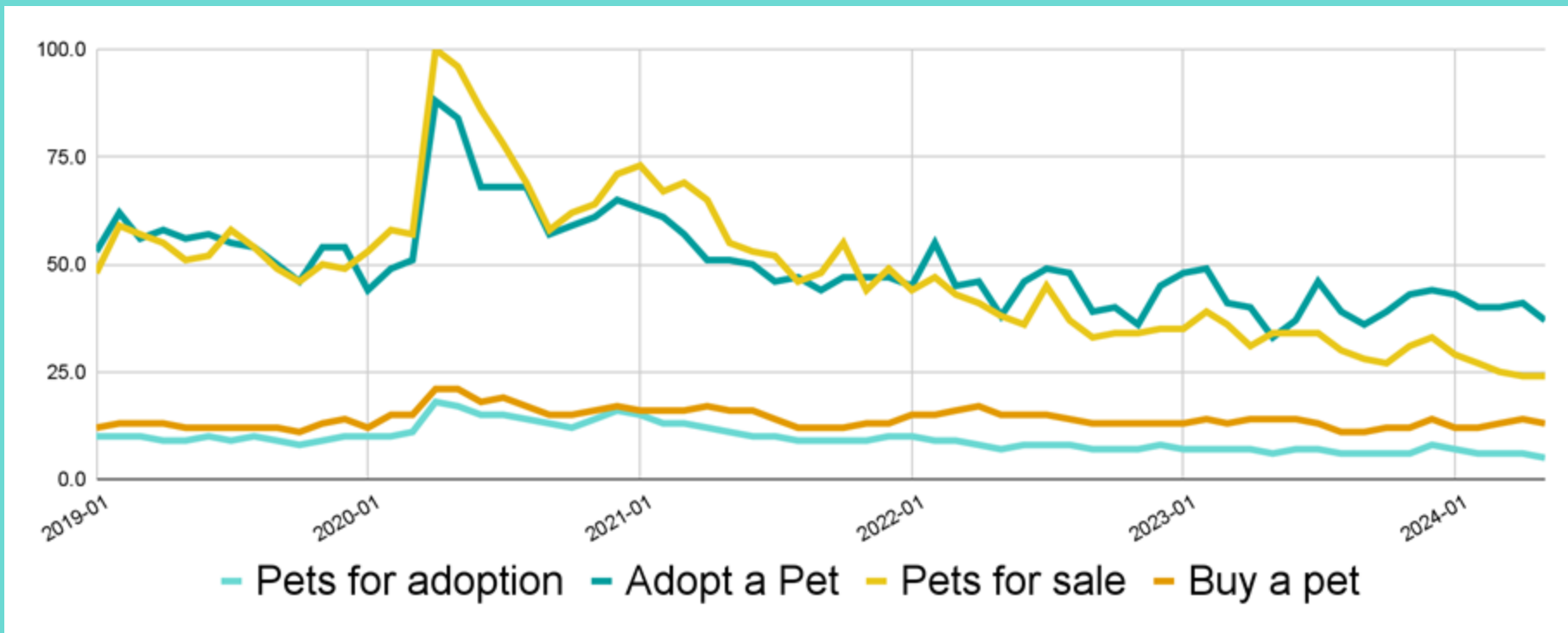
Hover to see details, average score and notes from Google



trends.google.com

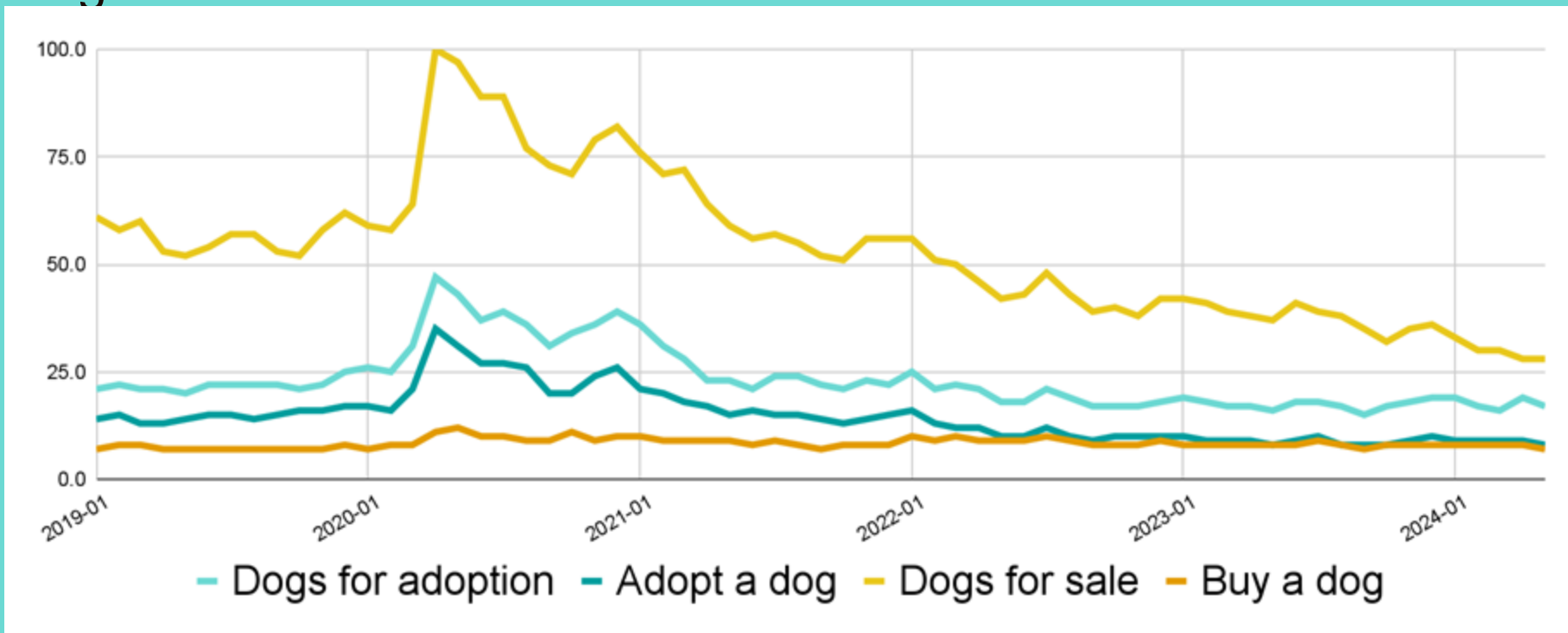
What are pet seekers searching?

Pet Search Phrases



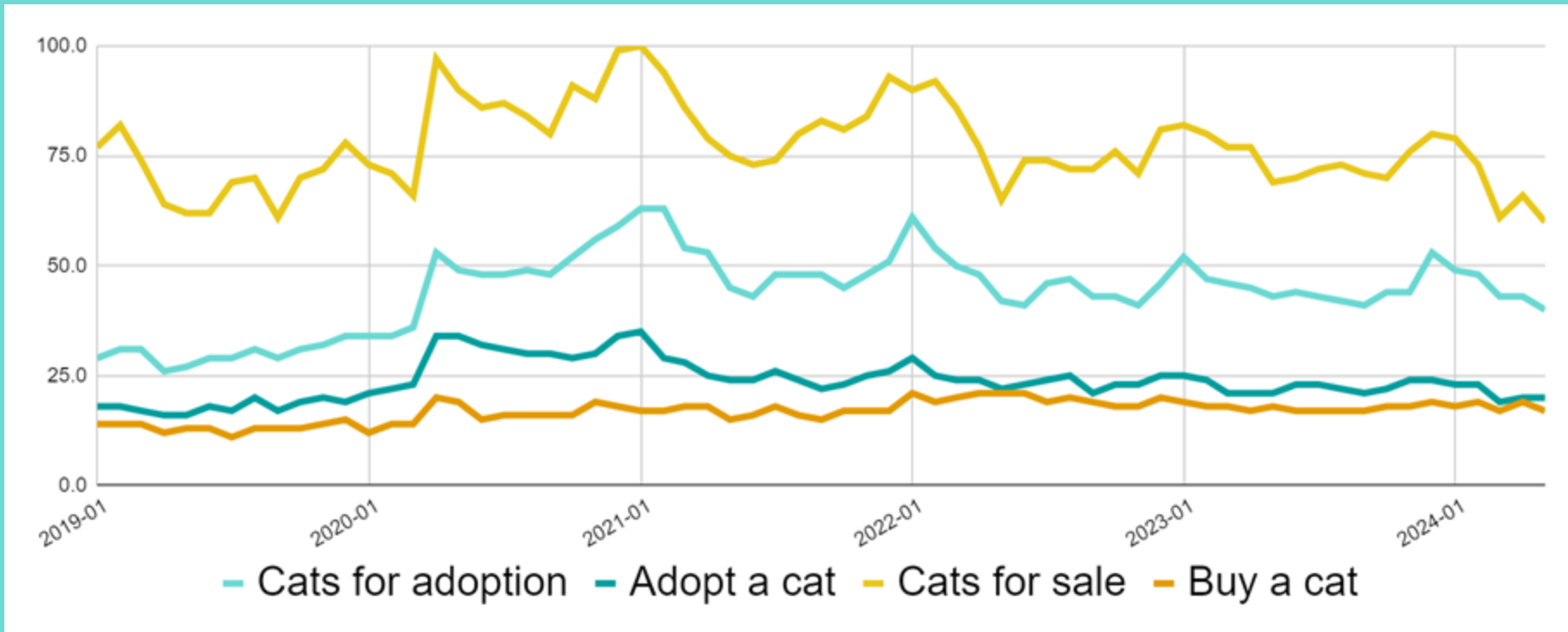
What are pet seekers searching?

Dog Search Phrases



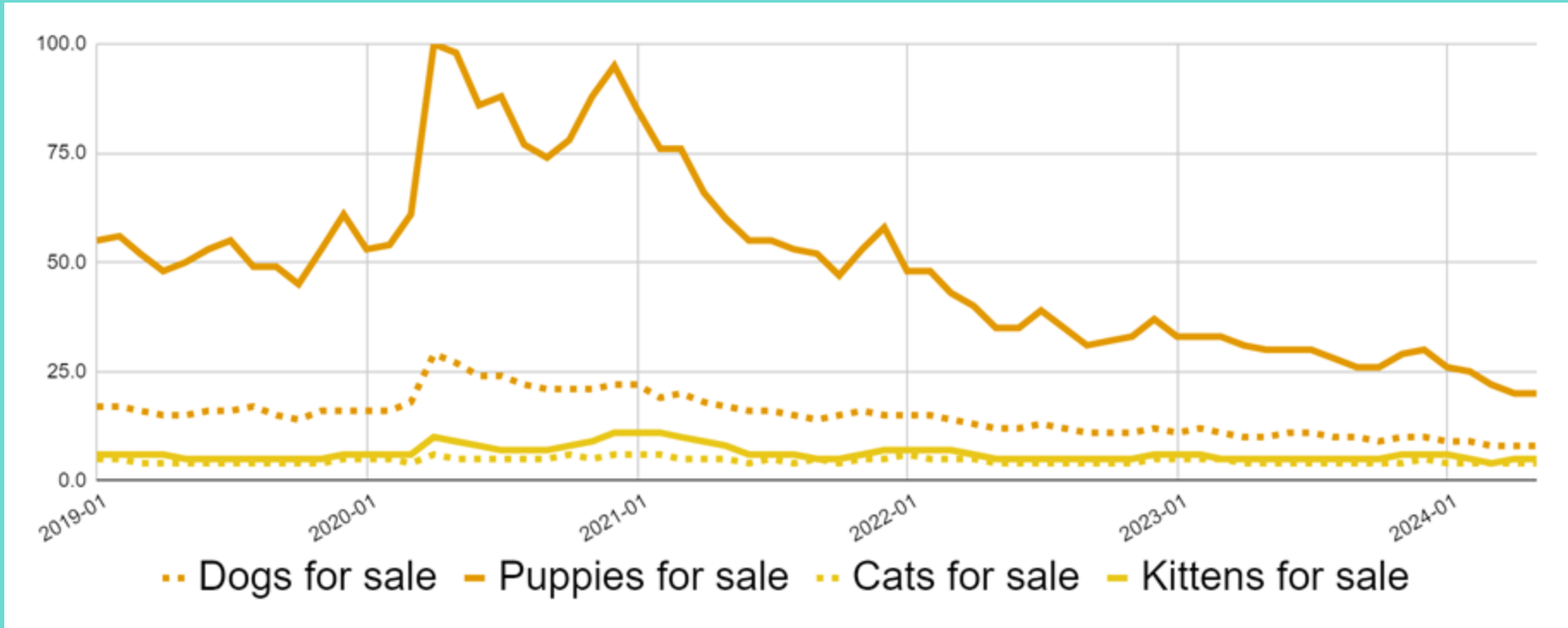
What are pet seekers searching?

Cat Search Phrases



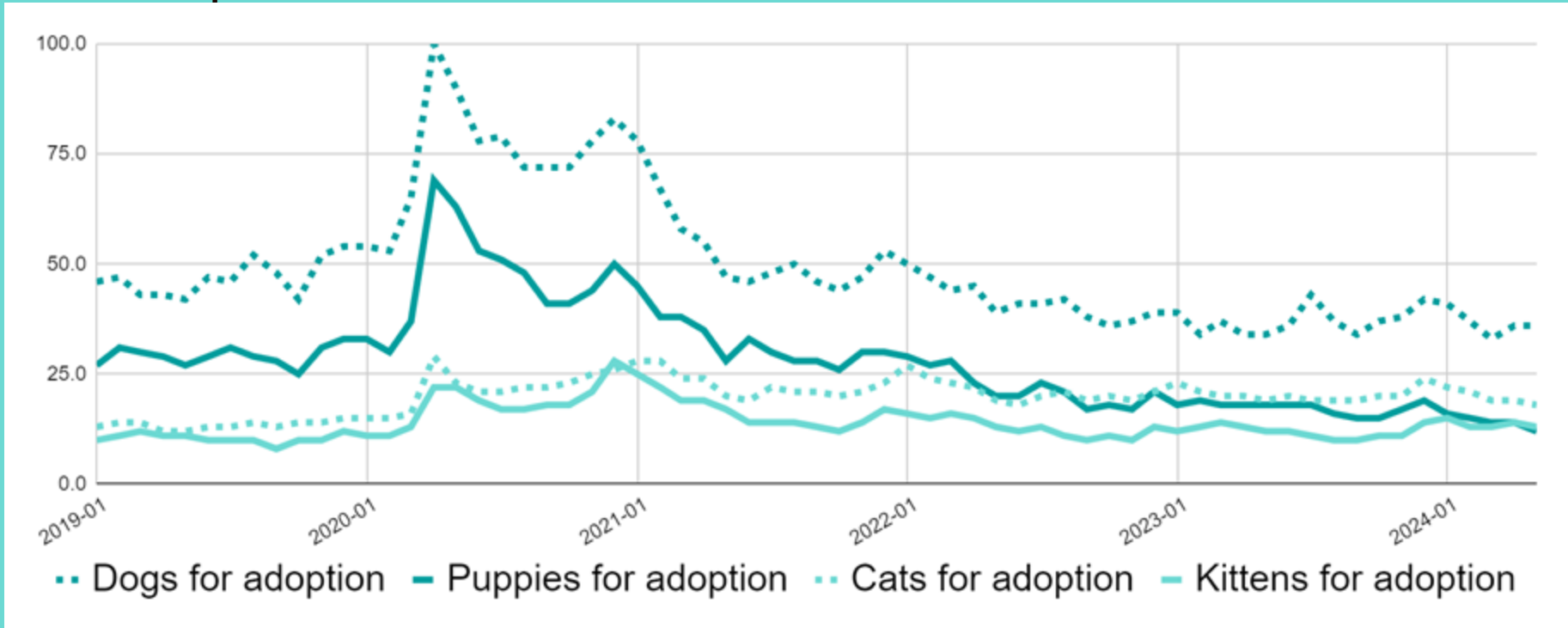
What are pet seekers searching?

“For sale” Search Phrases



What are pet seekers searching for?

“For adoption” Search Phrases



“Adopt a dog near me”

67% of all clicks on the results page go to the top five listings

Sponsored



Valley Animal Center
<https://www.valleyanimal.org>

Valley Animal Center - No Kill Dog Shelter

Your contributions make a big impact on the animals in our care. Join our cause...

[Adoptable Dogs](#) · [Adoptable Cats](#) · [Adoption Services](#) · [Dog Park](#) · [Pet Grooming](#) · [Foster](#)



Sponsored



Path of Hope Rescue
<https://www.pathofhoperescue.com>

Puppies & Dogs For Adoption | Rescue Puppies

With Your Help, we can **rescue** more **dogs** Together! You can save lives. Foster a **puppy** Today! **Animal Shelter & Rescue. Pet Adoption Service.**



Sponsored



BWAR
<https://www.bwar.org>

Dog Rescues - Dog Rescue

We Envision A Community Where All Companion Animals Are Valued, Cared For...

[Adopt](#) · [Found An Animal](#) · [Dog Foster Care](#) · [Career Opportunities](#) · [Pet Resources](#)



Sponsored



animalhumanem.org
<https://www.animalhumanem.org>

Animal Humane - Westside Adoption Center - Adoptable Pets

Join Us in Thanking All of Our Partners for Saving Lives with Their Generous Support



City of Albuquerque (.gov)
<https://www.cabq.gov/pets/adoptions>

Adoptions – City of Albuquerque

Find information about adoptable, lost, or found **pets**. City Focus. Find information about requirements, and responsibilities when **adopting a pet**.

[Search For a Adoptable Pet](#) · [Pet Adoption Information](#) · [Lost & Found Pets](#)



Animal Humane
<https://animalhumanem.org/adopt>

Adoptions & Admissions | Animal Humane New Mexico

Want to visit a **pet** located at our Main Campus, Westside **Adoption** Center or PetSmart Everyday **Adoption** Center? Our locations perform adoptions seven days a week ...

[Adoptable Dogs](#) · [Lost & Found](#) · [Admissions](#) · [Cats Around Town](#)



Animal Humane
<https://animalhumanem.org/adopt/adoptable-dogs-...>

Adoptable Dogs | Animal Humane New Mexico

Albuquerque, NM 87108 505.255.5523. Hours: 10 am – 6 pm 7 Days a Week. Westside **Adoption** Center. 10141 Coors Blvd. NW **Albuquerque, NM** 87114 505.323.7387 (**PETS**)



Watermelon Mountain Ranch
<https://www.wmranch.org>

Rescue Dogs Cats | Watermelon Mountain Ranch | United ...

New Mexico's largest no-kill animal **shelter**, Watermelon Mountain Ranch is a **pet rescue** and advocacy organization savings thousands of **dogs** and cats each ...

[Adopt a Dog](#) · [Adopt](#) · [Adopt a Cat](#) · [Cat & Dog Surrender](#)



City of Albuquerque (.gov)
<https://www.cabq.gov/pets/adoptions/search-for-a-...>

Search For a Lost or Adoptable Pet

Information about searching for a lost or adoptable **pet**. Foster **Pets**. AWD is offering Virtual Foster **Adoption** service. The virtual meet-and-greets are designed ...

“Buy a dog near me”

Sponsored



Pawrade

<https://www.pawrade.com>

Find Puppies For Sale In Albuquerque

Pawrade is your trusted source to find a healthy **puppy** for sale **near** you in...

Summer Sale: \$200 off Any Pawrade Puppy · Code ND200



Sponsored



Valley Animal Center

<https://www.valleyanimal.org>

Valley Animal Center | Dog & Cats Adoptions

We Are Easily Accessible to the Residents of the Entire Six-County Region it...

[View Gallery](#) · [Adoptable Cats](#) · [Dog Park](#) · [Pet Grooming](#) · [Adoption Services](#) · [Clinic Services](#)



Sponsored



rustysangelssanctuary.org

<https://www.rustysangelssanctuary.org> · [adopt-a-senior](#) · [dog](#)

Welcome To Rusty's Angels

View Our Available **Dogs** — We Are Dedicated In Providing A Safe & Caring...

[Adopt A Senior Dog](#) · [Foster A Senior Dog](#) · [Visit Our Resale Boutique](#) · [Become A Volunteer](#)



Sponsored



Path of Hope Rescue

<https://www.pathofhoperescue.com>

Rescue Puppies

Puppies & **Dogs** For Adoption — With Your Help, we can rescue more **dogs** Together! You can save lives. Foster a **puppy**...



Animal Humane

<https://animalhumanenm.org> · [adopt](#) · [adoptable-dogs...](#)

Adoptable Dogs | Animal Humane New Mexico

Albuquerque, NM 87108 505.255.5523. Hours: 10 am – 6 pm 7 Days a Week. Westside Adoption Center. 10141 Coors Blvd. NW **Albuquerque, NM** 87114 505.323.7387 (**PETS**)



Puppies

<https://puppies.com> · [find-a-puppy](#) · [new-mexico](#) · [alb...](#)

Find your puppy for sale in Albuquerque, NM

Puppies.com will help you find your perfect **puppy** for sale in **Albuquerque, NM**. We've connected loving homes to reputable breeders since 2003 and we want to ...



Craigslist

<https://albuquerque.craigslist.org> · [community](#)

[albuquerque pets](#)

Purchase MinPin in Milan, **NM** 2006. \$0. Milan, **NM** · Cockatiels and conure. \$0. **Albuquerque** · Fischer Lovebird. \$0. **Albuquerque** · 2 Indian Ringneck Parakeets. \$0.



Facebook · Albuquerque Area Pet Connection

15K+ followers

Albuquerque Area Pet Connection

Welcome to **Albuquerque** Area **Pet** Connection! Absolutely NO breeder posts, no animal sales, no exceptions. 3 - 4 million **pets** are euthanized killed each...



Puppies.com

<https://puppies.com> · [find-a-puppy](#) · [albuquerque](#)

Find your puppy for sale in Albuquerque, NM

Puppies.com will help you find your perfect **puppy** for sale in **Albuquerque, NM**. We've connected loving homes to reputable breeders since 2003 and we want to ...

Find Puppies for Sale in Albuquerque

Pawrade is your trusted source to find happy & healthy puppies from dog breeders near Albuquerque, New Mexico.

Trustpilot  4,700+ Reviews

Any Dog Breed

Any Gender ▾

Any Age ▾

Search



SMALL DOGS



FAMILY DOGS



EMOTIONAL SUPPORT



HYPOALLERGENIC DOGS



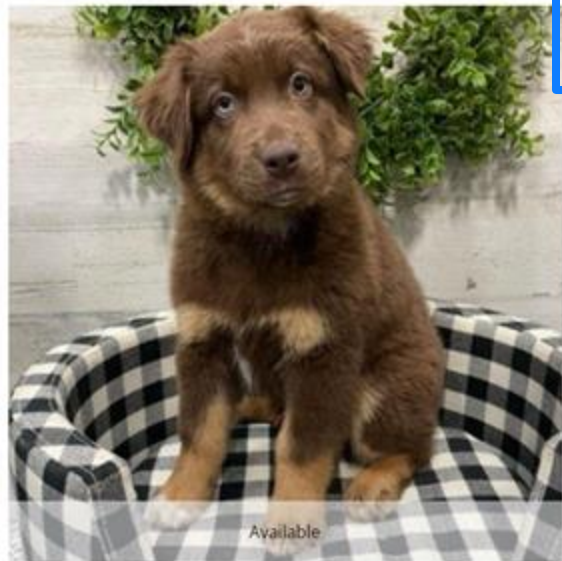
APARTMENT DOGS

These are just a few of the puppies we can bring to you in Albuquerque, New Mexico



Petland

Australian Shepherd



ALL PUPPIES

SHARE

SCHEDULE A PLAY TIME

AGE 11 weeks 2 days
SEX Male

Wilson

PETLAND JOPLIN CONTACT
JOPLIN, MO (417) 612-

(417) 612-9491

First Name Last Name
Your Name Your Name
Email Phone
Your Email xxxxxxxxxxxx

Message
How can we help you?

CALL

EMAIL



Schedule a Play Date with This Pet!

Petland Joplin

417-612-9491

SELECT A DATE

WED APR 17 2024

THU APR 18 2024

FRI APR 19 2024

- 10:00 AM
- 10:30 AM
- 11:00 AM
- 11:30 AM
- 12:00 PM
- 12:30 PM
- 1:00 PM
- 1:30 PM
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- 8:00 PM
- 8:30 PM

Key Takeaways

People search the “ dogs /puppies /cats /kittens for sale” **more often** than other phrases.

Turn this into an advantage by **adding those phrases** into your **SEO strategy** for your website.

Utilize **google ad grants** to get your organization’s **website** into the “**sponsored**” section above the organic search results.

Look at what **breeder/puppy sites** are doing and consider how your organization can compete.





Adopt a Pet Search Data

What criteria do pet seekers search for on Adopt a Pet?

March 2024 ~6.5M initial searches, +15% edit search

Initial Search

Age 54%

Breed 39% (Dogs)

Sex 16% (Cats)

Editing Search

Age +10%

Breed +7%

Sex +5%



What breeds are being searched?

Chihuahua



Shih Tzu



Dachshund



Yorkshire Terrier



Pit Bull Terrier



German Shepherd



Labrador Retriever



French Bulldog



Golden Retriever



Maine Coon

Siamese

Bengal

Sphynx

Ragdoll

Key Takeaway: Depending on the breed, including it for online listings will increase the chances of the dog showing up in the search results. Be thoughtful when using “Mixed Breed”.



Chihuahua:

5,876 views
Philadelphia, PA



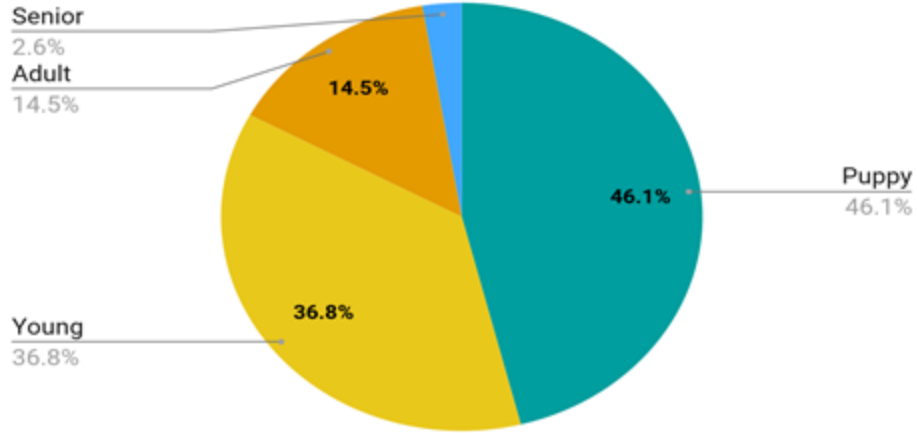
Pit Bull Terrier:

4,072 views
Palmer, AK

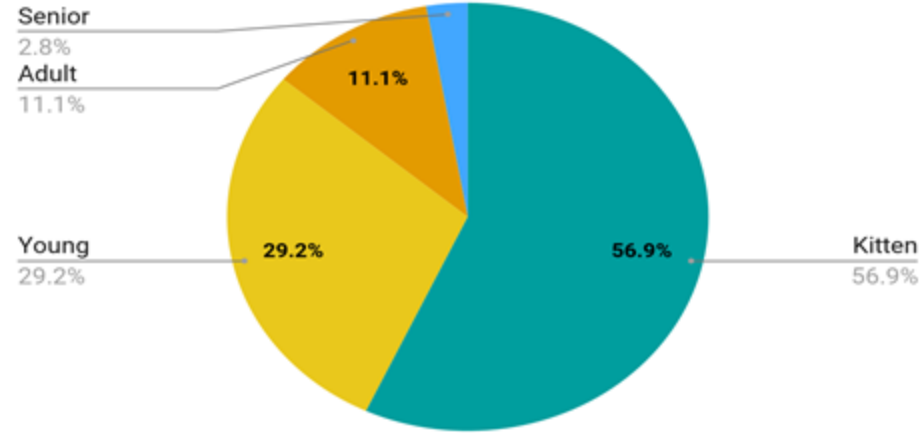
What criteria do pet seekers search for on Adopt a Pet?

What ages are being searched?

Dog Searches



Cat Searches



Puppy/young account for 82.9% of age searches in dogs

Kitten/young account for 86.1% of age searches in cats

What criteria do pet seekers search for on Adopt a Pet?

Additional Search Criteria

Size
16%
(Dogs)

Color
3%

Hair Length
2%
(Cats)

Cared for by
4%



Health

- Spayed/Neutered 4%
- Special needs <1%
- Vaccines up to date 3%
- Declawed <1%

Good with

- Good With Kids 6%
- Good With Dogs 7%
- Good With Cats 4%

Additional

- New on Adopt a Pet (48 hrs) 2%
- Housetrained 4%
- Bonded pair <1%
- Needs experienced adopter <1%
- Needs home fast <1%

How does this criteria impact adoption?

Likelihood of Adoption

59% More likely with **Housetrained** information (Dogs)

56% More likely with **Good with** information (All pets)

54% More likely with **Shot** information (All pets)

81% Current Adopt a Pet users ranked Adoption Fee as top in importance

3x Less likely to get adopted with no photo

Pet Profile Completion

	Cats	Dogs
Rehome	12%	15%
Shelters Rescues	0.1%	0.3%

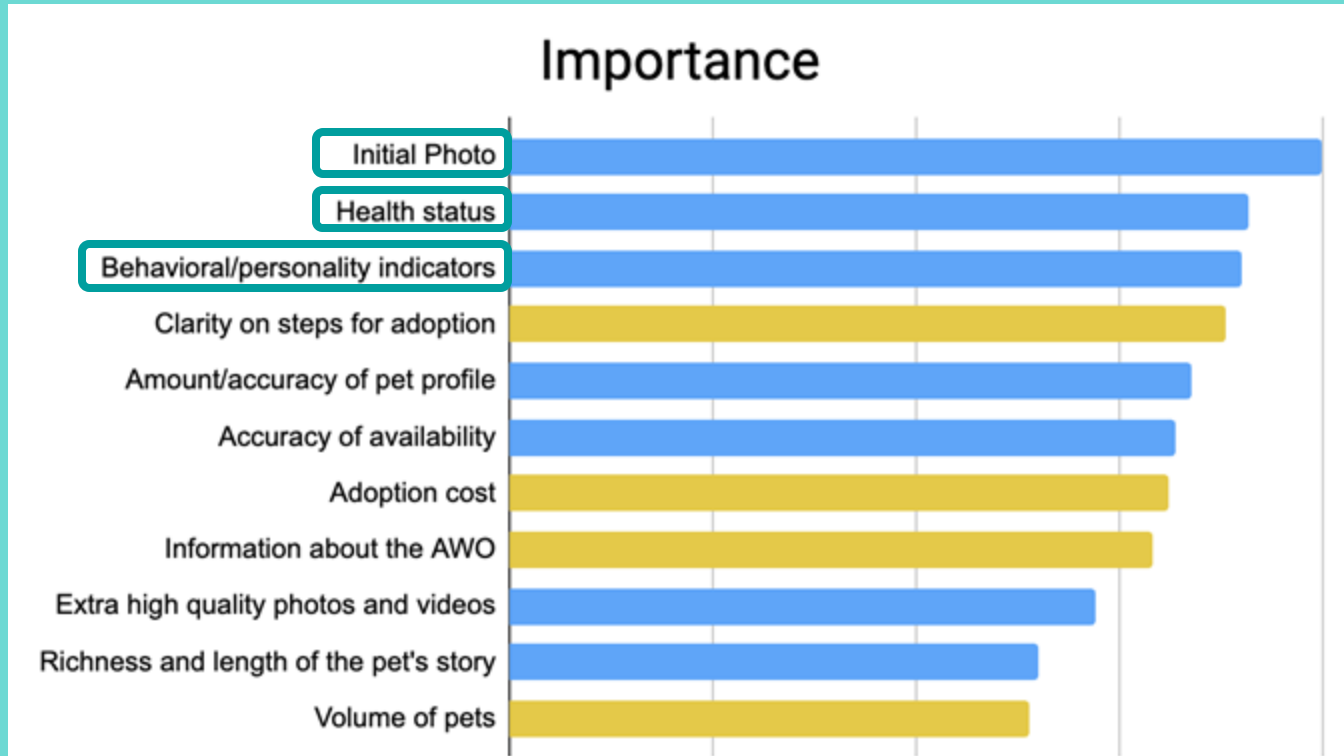
Rehome pets are more likely to have a richer profile – almost all optional fields filled out.





Pet Seeker Interests

What attributes/information are potential adopters most interested in?



Key Takeaway

Adding just one high quality photo increases engagement by

500%



Why do photos matter so much?

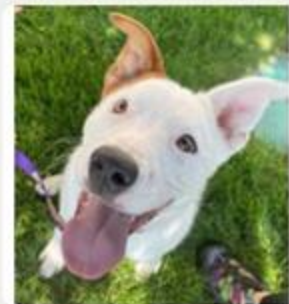


Graham

♂ Male, Young
📍 Maryville, IL

Cared for by:
Gateway 4 Paws

[See My Info](#)



*MOON

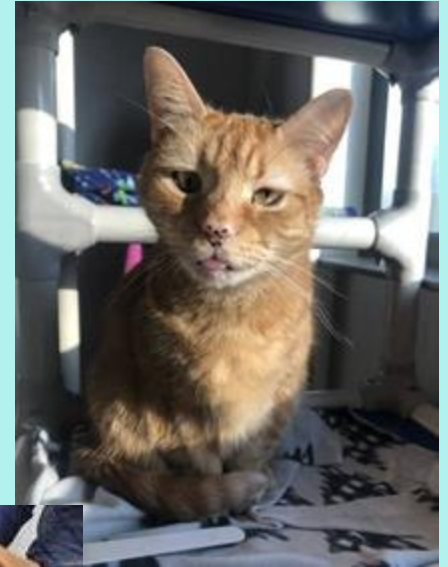
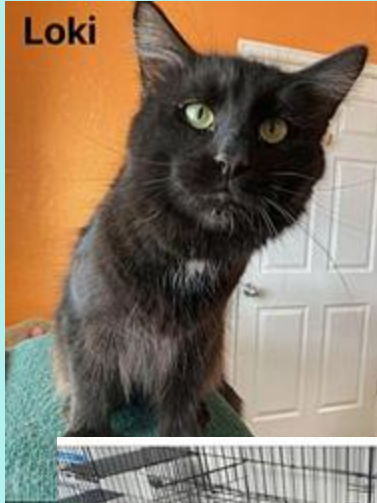
♀ Female, Puppy
📍 Brighton, CO

Cared for by:
Adams County Animal
Shelter/Adoptions


[See My Info](#)



Quick tips to improve photos



Why photos improve interest on Adopt a Pet




Scooter

🐾 Male, Senior
📍 Bentonville, AR

Cared for by:

[See My Info](#)




Mikey

🐾 Male, Puppy
📍 Windsor, CO

Cared for by:

[See My Info](#)



Bindi

🐾 Female, Adult
📍

Cared for by:

[See My Info](#)



Photos can impact your organization's reputation

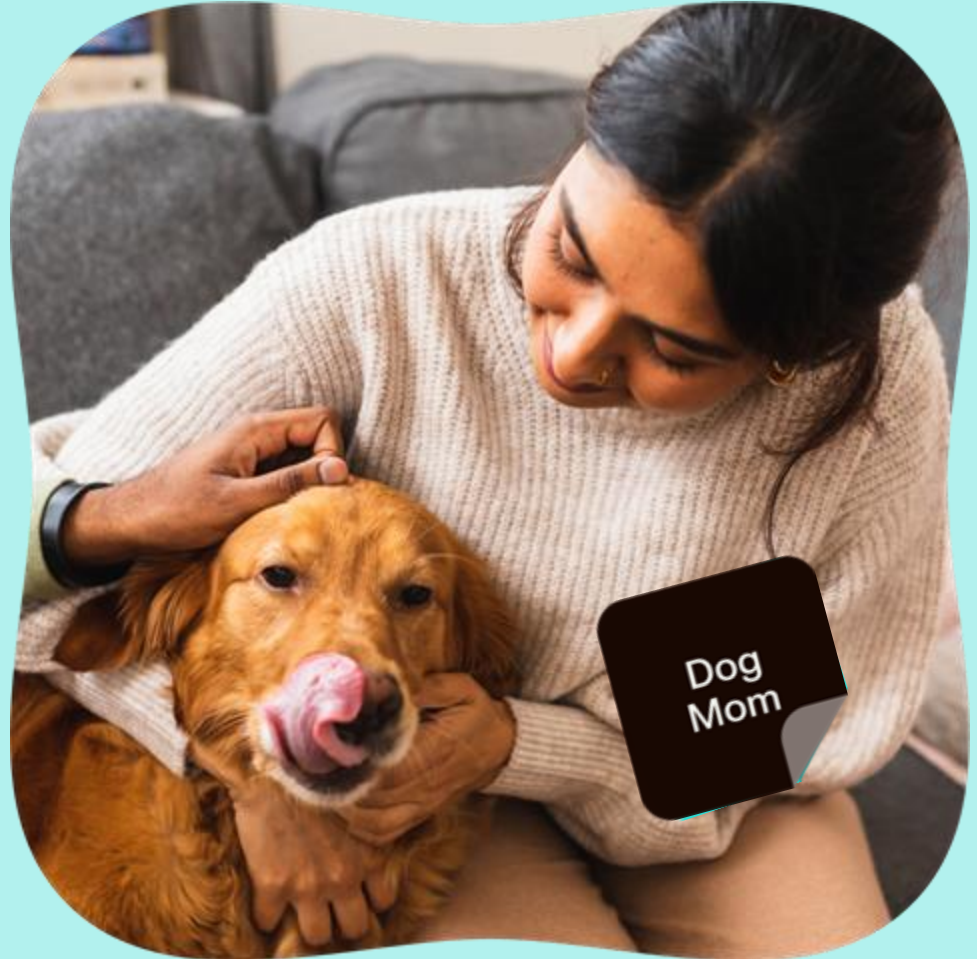
“In this day and age, not being able to take a quick picture of the dog, even in their kennels, is unacceptable.”

“It takes no effort to throw up a photo. If shelters don't put up a photo, I assume that they are not as invested and not well run if they can't even put up a photo.”



What about videos?

- Adding a video increases engagement by another 135%
- If you are going to talk in the video, keep it short and stay positive
- Short form content videos tend to perform best
- If it's noisy where you are recording, remove the audio or swap it for some music
- Put a few props in the video even if the pet will not engage with them



Personality traits

Launched in mid-May

Personality traits

- Adventurous
- Affectionate
- Athletic
- Chill
- Clever
- Communicative
- Confident
- Curious
- Enthusiastic
- Extroverted
- Food-motivated
- Gentle
- Goofy
- Independent
- Introverted
- Lazy
- Patient
- Playful
- Protective
- Quiet
- Quirky
- Resilient
- Shy
- Snuggly

My name is Chester!

Posted 1 day ago | Updated 20 hours ago



Cared for by Okandogs

Adoption process

1 Approve application

Adoption fee: \$200

This helps Okandogs with pet care costs.

Ask About Me



Not sure where to start with a new pet?
We've got your to-do list right here.

Sign Up

The Wildest

My basic info

Breed	Australian Cattle Dog/Shepherd (Unknown Type)	Weight	-
Color	Tan/Yellow/Fawn/Black	Sex	Male
Age	2 months old, Puppy	Pet ID	260
Size	Med. 26-60 lbs (12-27 kg) (when grown)		

My details

- Good with kids
- Good with dogs
- Good with cats
- Shots current

My personality

- Adventurous
- Athletic
- Clever
- Independent
- Playful

Where to get started!

1. Quality photo
2. Health status/indicators
3. Behavioral/personality indicators
4. Good with dogs/kids
5. Adoption fee or adoption fee ranges

Bonus: Estimated DOB or age (even giving a range/estimation is better than nothing!)

Bonus: When the pet came into your care or when it became available for adoption



What's next for Adopt a Pet?



Adoption Fee
Research



Photo & Video
Research



Dashboard &
Statistics

Questions?

April Huntsman, CAWA
helpdesk@adoptapet.com

