

## www.thegooddogguide.com

The UK's Dog Friendly Online Information Directory

# About us

We help upto 2 million dog owners a year, to find local pet businesses to assist them with day to day services, companies to supply pet products direct to their doors, pet friendly holiday accommodation, pubs, restaurants, walks and beaches as well as attractions and events they can enjoy with their four legged friends.

Our website is desktop, tablet and mobile friendly, helping dog owners get information quickly, efficiently and easily while at home or on the move.





# Why advertise with us

We specialise in promoting only dog friendly businesses and services, to UK dog owners. With a range of listing options, banner advertising and social media packages we can help all dog friendly businesses with affordable advertising. Getting your business promoted online could not be any easier.

We believe in total transparency, every advertiser benefits from their own account. Providing you with a live view counter to keep a check on how many dog owners are viewing your business on The Good Dog Guide.

With 3 listing packages to choose from, we have an advertising option to suit every budget with no hidden extras. Ranging from a free listing to our top Premium package costing just £48.00 per year. All our listed businesses benefit from their own profile page which can include essential links to your website, email and social media, your company logo, unlimited text, images and videos all about the services and products you offer and most importantly your full contact details making it quick and easy for dog owners to contact you.

With our banner advertising we can promote your business across the whole of our website, or just within the specific Counties you cover. Our banners create brand awareness for your company, promote your services and products and link to your own website, driving more traffic and dog owners directly to your business.

We have a large social media following, with thousands of UK dog owners engaging with us daily on Twitter(X), Facebook and Instagram. As a Premium listed business you will have access to tweet your business daily to our Twitter followers or we can do it for you with our Twitter(X) tweet package, which can be created especially to suit your business needs.

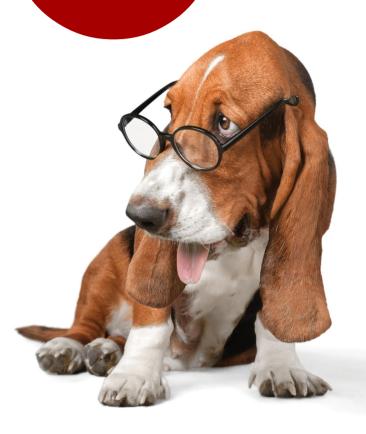
Take full advantage of our **FREE PAGE BUILDING** service, using information from your website or details you provide we will design your premium listing profile page for you and even update it regularly when requested, all for no extra charge.

The more information we can provide UK dog owners about your dog friendly business the better!

We are here to help your business grow.

Our top gold premium package costs

just £40
+Vat per year!



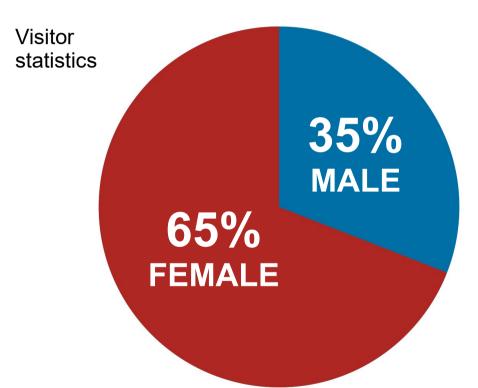


# Engagement

Upto **2 Million**Annual visits

Upto17 MillionPages viewed annually

72 Million
Hits annually



Average of pages viewed per visit

2.5
Average of minutes spent on site per visit

Social media





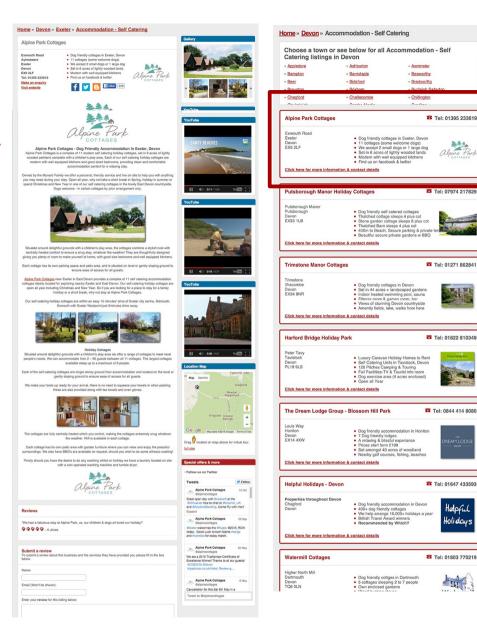




# Premium listing

Premium listed businesses are shown first on our search pages, receiving more views from our visitors and generating a higher amount of enquiries, bookings and product sales. Your premium profile page will benefit from unlimited text and images, providing as much information as possible about your business. Include essential links to your website/social media and an email contact form, making it quick and easy for dog owners to contact you, make an enquiry, place a booking or purchase a product.

- Rotating at the top of searches
- 50% off additional listings
- Free page building service
- · Company contact details
- Map location
- 24/7 access to make changes
- · Live listing performance updates
- Email link
- Highlighted listing strip
- Company logo
- Website, Social media, Blog links
- Description unlimited words
- Up to 100 images
- 6 Bullet points
- YouTube videos
- Special offers section
- · 'Tweet Now' feature
- 5 mile radius extension included



£48.00 per year

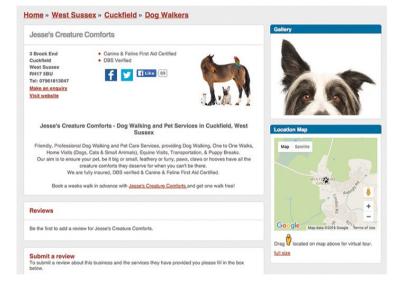


comcoff.com

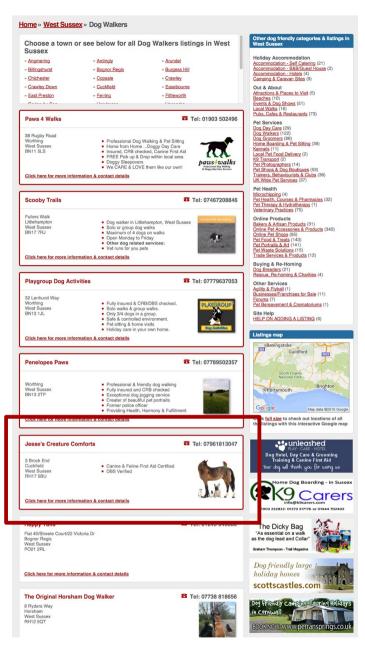
# **Basic listing**

Basic listings are shown above free listed businesses. Your basic profile page will benefit from 120 words and 1 image, along with essential links to your website/social media and an email contact form, making it quick and easy for dog owners to contact you, make an enquiry, place a booking or purchase a product.

- Free page building service
- · Company contact details
- Map location
- 24/7 access to make changes
- · Live listing view statistics
- · Highlighted listing strip
- Company logo
- · Website, email links
- · Social media, Blog links
- 120 word limit
- 1 image
- 2 bullet points
- 'Tweet Now' feature
- 5 mile radius extension included



£24.00 per year

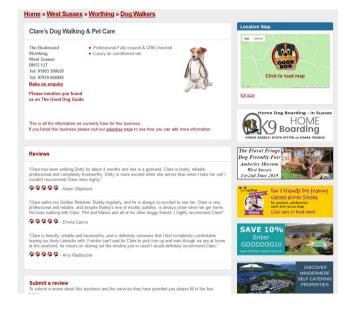


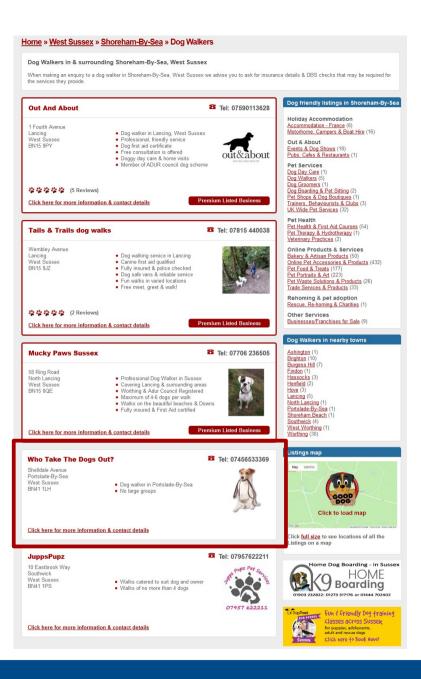


# Free listing

Free listings are shown below all Premium and basic listed businesses. Your free profile page will benefit from 2 bullet points, your company logo, phone number and email contact form. Links to your website and social media are not included with this listing option.

- Company contact details
- Map location
- 24/7 access to make changes
- · Live listing view statistics
- Company logo
- 2 bullet points
- 'Tweet Now' feature
- 5 mile radius extension included







# Banner advertising

Banner advertising is most effective for promoting your company, accommodation, services and products, across the whole of the UK or just within specific counties. Your banner would link straight to your own website, driving traffic and dog owners directly to your business.

### Floating banners

These prime position banners are shown on every page across the desktop version of our website. Placed on either side, they are always visible, floating up and down as the pages are scrolled.

Floating banner portrait size: 142px across x 325px down

A landscape banner is included with this option, to also give you full promotion across mobile versions of our website.

£60.00 per month

### Landscape banners

Shown on all county, town and category pages, across desktop and mobile versions of our website, these banners can be displayed UK wide or just within specific counties.

Landscape banner size: 300px across x 100px down

#### £120.00 per year or £60.00 per year for specific counties.

If you need a larger advert space or want to stand out even more from your competitors, we offer a double sized banner: 300px x 300px

£240.00 per year

## Special promotional package

This special package includes all forms of Good Dog Guide advertising, providing excellent promotion across the whole of our platform and to our 37,000+ Twitter followers.

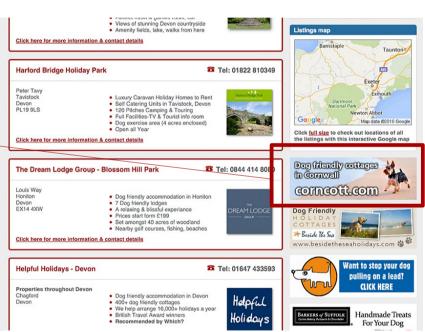
Floating banner, Landscape banner, Large landscape banner, Premium listing,

Twitter tweet package - 21 weekly tweets to our Twitter followers, VIP Twitter retweets

£120.00 per month

20% discount available for annual package (payable on one invoice)





All banners rotate, showing in different positions across the pages. You can either provide your own banner artwork or for a small charge we can design your banner for you.



## Twitter(X) packages

We have over 39,000 'dog loving' Twitter(X) followers, tweeting every couple of minutes we keep our followers up to date with dog friendly services and offers. Generating over 1.5 million impressions monthly, our tweets have a massive promotional reach.

Promoting your business, services and product offers on Twitter(X) could not be any easier!

Using our 3 monthly tweet package, we will tweet daily for you, to our followers. Each tweet will include a link to your website, an image/logo, relevant hashtags and @ you in, in you are a member of Twitter.

You do not need your own Twitter(X) account to use this service.

## Blog articles

We welcome articles for our Blog. If you'd like an article considered for inclusion, please email it along with any links or images to: info@thegooddogguide.com

There is no charge for general informative articles but if the article is to advertise a business or product a £36.00 admin fee is charged.



### 3 month promotion inc:

3 tweets a day, 7 days a week

Minimum of 260 tweets in total

Total cost £72.00





## Client testimonials

### Thinking of advertising your dog friendly business with us? Here's a few testimonials we have received from other advertisers.

"The Good Dog Guide is great! I advertised with them from the early days of my dog training career and they have been one of the few resources that have truly been worth the investment. I always found the process of getting ads up and running, and tweaking them occasionally, to be really easy. On top of that, Tiffany and the team are so personable, incredibly well organised and are genuinely keen to help that it make them a pleasure to work with. All in all, it's a no-brainer for me to recommend them. If you have a dog-related business, I wouldn't hesitate to give them a try."

#### Graeme Hall, Master Trainer & presenter of Channel 5's Dogs Behaving Very Badly

"Over the last couple of years of using The Good Dog Guide 90% of my work now originates from this source. In the past I have found advertising expensive and generally unsuccessful. TGDG is good value for money and the staff always helpful. I recommend them, without hesitation."

#### **Keith from Keith Rowley Dog Training**

"I wanted to say thank you for your great service, my bookings definitely increased from advertising with yourselves."

#### **Claire from Claire's Pampered Pets**

"Dear The Good Dog Guide. As a relatively new business in puppy and dog training I have found "The Good Dog Guide" to be a unique and very supportive professional team in regards to online/social media advertising. During Covid 19 restrictions in over 18 months to present day, the team has been innovative and diverse in promoting my business with additional advice via email. Well done team and thank you for your invaluable support! I would certainly recommend!"

#### **Denzle Founder of: D.Garricques Puppy & Dog Training Foundations**

"Fantastic!! My sister recommended the Good Dog Guide as a perfect place to tell dog owners about Moorview – my bungalow in Salcombe South Devon. From experience I know it is difficult to find suitable accommodation that welcomes dogs. Two days after placing my ad I had my first response – a booking for 2021! Placing the ad was made so easy and the support from the team excellent. Looking forward to welcoming many more Good Dog Guide supporters."

#### Wendy Foster - Moorview Salcombe

"Dear Tiffany, I would just like to thank you for your help the other day when you called to see if I was going to renew my listing with you.I must say that I never have any hesitation renewing for another year. I run a Sighthound Home from Home Boarding service and this is the 3rd year in a row that I have advertised through The Good Dog Guide. The annual price for my listing really is very reasonable and I have had a steady flow of enquiries from potential clients throughout the time I have been with you.It's always nice to talk to you. Thank you for your professional service. "

#### Rowan Foley at The Whippet Haven

"Thank you so much for all your support, you are an amazing team and I enjoy working with you."

#### **MyLuka Dog Training Solutions**

"I have used various advertisers for my business but no other comes close to The Good Dog Guide. I would recommend them to anyone who has a dog, wants a dog, knows a dog etc! They are fabulous at customer service, replying straight away to queries and if you want to update your listing then you can do this and it will get sorted very quickly. I have had a lot of enquiries through The Good Dog Guide and I am really grateful for their help and assistance. I would not want to lose this wonderful service. If I want a holiday with my dog I know where to come. Thank you so much. Five stars and more if I could."

#### Julie Carter @ MyLuka Dog Training Solutions

"Thanks so much for being my best advertiser over the years - value for money and real enquiries through it! Have recommended you to a few others locally."

#### Dogs4walkies

"When we started our dog friendly bed and breakfast in Beer, Devon we had no idea about marketing and selling it. My daughter who runs it is a cordon bleu cook and I am retired, so neither of us had a clue!! We started by looking on the internet for other establishments like ours and the name that kept popping up was 'the good dog guide ' so that was my number one choice, we did go with some other companies for a short while but due to the amount of guests we have got via the good dog guide we have gradually given up most of the others.) Once we got some guests who started writing on trip advisor we were away. When I look at the statistics that are available from the good dog guide it is quite clear where are guests are coming from. I especially like the ease of the Twitter connection and am following many useful links and they are following us. An excellent service and well done for targeting our exact customers.

Kind regards Jane Ware"

#### Westleigh



# Contact us

## **EMAIL:**

You can email us direct at - info@thegooddogguide.com

## **TELEPHONE:**

If you would like to talk to a member of the team please telephone 01903 250068

## **ADDRESS:**

The Good Dog Guide Ltd Amelia House, Crescent Road Worthing, West Sussex, BN11 1QR

## **ONLINE FORM:**

You can send us a direct message online at: www.thegooddogguide.com/contact



