

HAPPY TAILS WEBSITE

DRAFT #4 - Website Content & Build Notes

Hi Steve,

We've pulled together what we'd like for the updated Happy Tails website.

Our goal is a site that's **warm, simple, family-owned, dog-centered and very easy to navigate on a phone**. We want to use our actual dogs, staff, facility, photos and videos rather than stock photography.

Our basic philosophy is:

Short. Sweet. Feel the vibe. Book the appointment.

Here's what we're thinking.

HOME

Happy Tails Dog Grooming & Daycare

Your Dog's Home Away From Home Since 2000

For more than 25 years, Happy Tails has been caring for Flint-area dogs like they're part of our own family.

We're a three-generation family business offering professional grooming, small-group doggie daycare, overnight boarding and enrichment - with plenty of play, patience and individual attention along the way.

BUTTONS: BOOK AN APPOINTMENT | CALL HAPPY TAILS

We'd like four simple service choices on the home page:

GROOMING

Professional all-breed grooming with decades of experience and a gentle approach.

[EXPLORE GROOMING]

DOGGIE DAYCARE

Small groups, familiar friends, outdoor play, activities and plenty of room to be a dog.

[EXPLORE DAYCARE]

BOARDING

A comfortable home-away-from-home with personal attention and overnight options.

[EXPLORE BOARDING]

ENRICHMENT

Walks, games, puzzles, scent work, manners and activities for happy bodies and busy brains.

[EXPLORE ENRICHMENT]

Build note: We'd like a strong Happy Tails photo or short video near the top rather than a lot of text.

GROOMING

Professional Grooming With a Gentle Touch

Happy Tails offers professional all-breed grooming Monday through Saturday.

From puppies experiencing their first groom to seniors and sensitive dogs who need a little extra patience, our goal is to make grooming as safe and comfortable as possible.

Typical Full-Groom Prices

Size	Regular Breeds	Doodle/Poodle Coats
Small / Micro	\$60 / \$65	\$65 / \$70
Medium / Mini	\$75 / \$80	\$80 / \$85
Large / Standard	\$90 / \$95	\$95 / \$100
XL / Giant	\$115 / \$120	\$110 / \$115

These are typical price ranges. Final pricing may vary based on breed, coat type and condition, styling requested, temperament and time required.

Grooming Add-Ons

- **Specialty Shampoo** - +\$5
- **Blueberry Facial** - +\$5
- **Paw Balm/Massage** - +\$5
- **Nail Polish** - +\$5
- **Hot Oil Treatment** - Small +\$5 | Medium +\$10 | Large/XL +\$15
- **Natural Flea Bath** - Small +\$5 | Medium +\$10 | Large/XL +\$15

Our flea baths use natural products rather than chemical pesticides and are **not a flea preventative**.

We work hard to keep Happy Tails flea-free. If fleas are discovered, we may ask that Capstar be given before the dog enters the salon or postpone the groom until the dog has been appropriately treated.

Keeping our clients and our shop flea-free is a team effort.

De-Shedding Treatment

Designed for double-coated dogs and includes specialty products plus the additional blow-out and brushing time needed to remove loose undercoat.

Small **+\$10** | Medium **+\$15** | Large **+\$20** | XL **+\$25**

Heavy coats requiring substantial additional time may be priced accordingly.

Creative Color

Pet-safe dyes, chalks and color crayons.

\$10 per color/per area

Larger or more detailed creative designs can be quoted individually.

Matted Coats

Matting services are performed at the groomer's discretion.

Your dog's comfort and safety come first. We will not put a dog through painful brushing or dematting simply to preserve a longer haircut.

When matting cannot be safely and comfortably removed, we may recommend a shorter haircut.

We will not cause a dog pain for the sake of appearance - at any price.

New Grooming Clients

Current **rabies vaccination is required**. Distemper and Bordetella are recommended.

New grooming clients require a **\$25 deposit**, which is applied toward the groom.

The deposit is forfeited for a no-show or cancellation with less than 24 hours' notice.

BUTTON: BOOK A GROOMING APPOINTMENT

Image/video note: We'd like real grooming photos and eventually a short video showing bathing, drying, de-shedding, clipping/scissoring, nails and Creative Color.

DOGGIE DAYCARE

Come Play With Us!

Happy Tails daycare is built around smaller groups, familiar friends and individual attention.

We get to know the dogs - their personalities, friendships, play styles and routines.

Days may include outdoor play, ball games, nature walks, tunnels, ramps, activities, enrichment and, of course, time hanging out with their friends and our staff.

Regular attendance helps dogs become comfortable with the routine, staff and other dogs, so our pricing rewards consistent weekly schedules.

Daycare Pricing

Schedule	1 Dog	2 Dogs
2+ days per week	\$25/day	\$40/day
1 day per week	\$28/day	\$45/day
Occasional/Drop-In	\$35/day	\$55/day
5 days per week	\$100/week	\$160/week

More than two dogs? Ask us about family pricing.

Daycare Vaccinations

Required: Rabies | Distemper | Bordetella

Image/video note: We have a short Happy Tails daycare video we'd like featured prominently on this page, along with real outdoor photos.

BUTTON: ASK ABOUT DAYCARE

BOARDING

Their Home Away From Home

We want boarding at Happy Tails to feel familiar, comfortable and personal.

Happy Tails is located next to our home, the facility has 24-hour surveillance, and boarding dogs receive regular care plus late-night potty opportunities.

We've known many of our boarding dogs for years, and we try to accommodate the individual needs of seniors and anxious dogs whenever possible.

Boarding Pricing

Weekly Happy Tails daycare clients - \$35/night

Boarding-only clients - \$45/night

Boarding-only dogs must be pre-qualified before their first stay.

Dog Butler / Doggie Slumber Party

For dogs who enjoy extra human companionship overnight, we offer our Dog Butler service.

A Happy Tails team member stays overnight with participating boarding dogs, giving them company, comfort and a cozy slumber-party experience.

Dog Butler - +\$30 per family/per night

Image note: We have real photos of Andre and Peko with the dogs that we'd like to use here, and we'll be adding more intentional Slumber Party photos/video.

BUTTON: ASK ABOUT BOARDING

ENRICHMENT

More Than Just Playtime

Some dogs need to run. Some need to think. Most need a little of both.

Happy Tails enrichment may include:

Nature walks | Scent games | Puzzles | Manners/obedience refreshers | Ball games | Tunnels | Ramps | Agility-style activities

Activities vary depending on the dogs attending, the weather and what each dog enjoys.

Happy brains. Happy bodies. Happily tired dogs.

BUTTON: ASK ABOUT ENRICHMENT

ABOUT HAPPY TAILS

Three Generations. One Big Love of Dogs.

Happy Tails opened in **February 2000**, when Amy and her mother, Bernice, turned a lifelong love of dogs into a family business.

Amy began her professional animal-care career working in veterinary care and later managing a large boarding kennel before attending grooming school in **1988**.

Grace grew up at Happy Tails and today represents the third generation of the family business.

After retirement, Amy's husband John joined the crew and quickly became **"Uncle John"** to the daycare dogs.

More than 25 years later, we're still what Happy Tails was always meant to be:

A family taking care of other families' dogs.

Build note: We deliberately want this section kept short. We'd rather let the photos tell the story.

MEET THE HAPPY TAILS TEAM

We'd like to use real, candid photos of our staff with the dogs instead of formal headshots wherever possible.

Amy - Owner & Groomer

Professional groomer since 1988. Amy especially enjoys working with senior, nervous and sensitive dogs who may need a little extra patience.

Photo: Amy grooming the large brown Newfoundland.

John - Daycare / "Uncle John"

John spends his mornings with the daycare crew and has become part playmate, part activities director and occasionally part dog furniture.

Photo: John sitting surrounded by the dogs.

Grace - Reception & Administration

Amy's daughter and the third generation of Happy Tails. Grace handles scheduling, clients and much of the organization that keeps everything straight.

We also have a childhood photo of Grace in the original shop that could be incorporated into the About section.

Alex - Groomer

Our resident **Doodle Queen** and grooming-room singer. Alex brings skill, patience and plenty of personality to her grooms. If you hear "STOP... in the name of love..." coming from the grooming room, there's a pretty good chance she's singing to a dog.

Tabitha - Groomer

Tabitha has been part of Happy Tails for more than 10 years. She started as a bather and was trained by Amy to become a professional groomer.

Taz - Groomer

Taz has been part of the Happy Tails family for **three years**. She's a talented part-time groomer with **exceptional scissor skills** and an eye for beautiful finishing work.

Photo: Use the provided illustrated groomer image for Taz.

Anna C. - Groomer in Training

Anna started with Happy Tails as a bather and is continuing her hands-on education as a groomer.

Austyn - Head Bather

Austyn helps keep the grooming department moving - bathing, drying, brushing and getting dogs ready for their groomers.

Anna M. - Bather & Daycare Attendant

Anna works on both sides of Happy Tails, helping with grooming as well as caring for our daycare dogs.

Peko - Daycare Attendant & Dog Butler

Peko is a familiar face to our daycare dogs and one of our trusted overnight Dog Butlers.

Andre - Daycare Attendant & Dog Butler

Andre cares for our daycare crew and provides overnight companionship for boarding guests through our Dog Butler service.

CONTACT

Ready to Join the Happy Tails Family?

Happy Tails Dog Grooming & Daycare

G-1230 W. Bristol Rd.

Flint, MI

810-238-7485

Grooming appointments available Monday-Saturday.

BUTTONS: BOOK AN APPOINTMENT | CALL HAPPY TAILS | GET DIRECTIONS

Contact Form

Name | Phone | Email | Dog's Name | Service Interested In | Message

BUILD NOTES FOR STEVE

We'd like the site designed **mobile-first**, since many clients reach us through their phones and Facebook.

- Tap-to-call throughout the site
- Easy appointment/booking requests
- New-client forms if possible
- The debit/credit **Swipe** integration we've discussed
- Google Maps/directions
- Social-media links
- Ability to display short videos/Reels
- Pricing and hours that we can easily update
- Google Review link/QR capability
- Individual pages/links suitable for future QR codes
- Real Happy Tails photography rather than stock photos whenever possible

We have photos selected for most of the staff and services and can send those separately in whatever format is easiest for you.

The overall goal is **not a huge website**.

We want people to quickly understand who we are, see the dogs and staff, find the service they need and contact or book with us.

Thanks,

Amy

Happy Tails Dog Grooming & Daycare