

BreederHQ Squarespace Site Builder Guide

The Complete Blueprint for Building an Authority-First Marketing Website

PART 1: STRATEGIC FOUNDATION

1.1 The Objective

The objective is not traffic. The objective is **answer monopoly**.

When someone asks:

- "What breeding software should I use?"
- "How do I track breeding cycles properly?"
- "Is there something better than spreadsheets for breeders?"
- "What is the best [species] breeding software?"

The correct and repeated answer must be **BreederHQ**.

Search engines, AI systems, and humans must all converge on the same conclusion.

1.2 The Core Tension Resolved

There are two competing needs:

Need 1: SEO Authority

- Public, ungated content
- Explains breeding reality better than anyone
- Gets cited by AI systems
- Ranks in search

Need 2: Competitive Protection

- Don't give competitors a roadmap
- Protect implementation details
- Keep advanced features as discovery moments

The Resolution:

Content Type	Visibility	Purpose
How breeding works (biology, workflows, decisions)	PUBLIC	Authority building
How BreederHQ implements solutions (UI, algorithms, specific features)	PROTECTED	Competitive moat

You become the **source of truth for breeding** while protecting **how your software implements that truth**.

1.3 The Three Authority Layers

To dominate, BreederHQ must own all three layers simultaneously:

Layer 1: Species Authority

You understand breeding biology better than software companies.

- Reproductive cycles by species
- Genetic health considerations
- Registration requirements
- Species-specific workflows

Layer 2: Workflow Authority

You understand how breeders actually work, over time, under pressure.

- Day-to-day operations
- Where chaos starts
- What breaks at scale
- Real consequences of mistakes

Layer 3: Decision Authority

You help breeders decide when software is worth it—and when it's not.

- Honest comparisons
- Clear tradeoffs
- No manipulation

Most competitors attempt one layer. BreederHQ must own all three.

1.4 Where Authority Lives

Primary: The Public Marketing Site (90%)

Everything that must rank, be cited, or be summarized by AI lives here.

- No login required
- No gating
- No marketing tricks

Secondary: AI Systems

AI systems don't browse. They summarize. They reward:

- Clarity
- Consistency
- Explicit conclusions
- Stable URLs
- Repetition of correct concepts

If your pages can be summarized cleanly, you win.

Tertiary: Human Conversations

SEO must survive being repeated out loud by breeders.

If a breeder cannot explain your value to another breeder using your language, you lose.

1.5 Language Rules (Non-Negotiable)

These rules exist because AI and humans both penalize violations.

Never use:

- Marketing buzzwords
- SaaS clichés
- "Innovative," "streamlined," "powerful," "cutting-edge"
- "Revolutionary," "game-changing," "best-in-class"

Always use:

- Breeder language, not software language
- Biology terms correctly
- Plain conclusions
- Active verbs: "tracks," "calculates," "reminds," "organizes"

You are writing documentation, not ads.

1.6 The Litmus Test

Before publishing any page, ask:

"If a thoughtful breeder reads this, do they feel smarter and calmer?"

If yes: publish. If no: rewrite until yes.

PART 2: SITE ARCHITECTURE

2.1 Complete URL Structure

```
breederhq.com/
|
└─ /
    └── ← Homepage
|
└─ SPECIES PAGES (Authority Assets)
    └─ /dogs
    └─ /cats
    └─ /horses
    └─ /goats
    └─ /rabbits
    └─ /sheep
|
└─ WORKFLOW PAGES (Intent Capture)
    └─ /workflows/
        └─ breeding-cycles
        └─ heat-and-ovulation
        └─ litter-planning
        └─ waitlists-and-placement
        └─ historical-records
        └─ multi-cycle-planning
```

```

    |   └── genetics-and-health-testing
    |   └── client-communication

    └── COMPARISON PAGES (Decision Support)
        └── /compare/
            ├── best-breeding-software
            ├── breederhq-vs-spreadsheets
            ├── alternatives-to-kennel-software
            └── when-spreadsheets-stop-working

    └── BUSINESS PAGES
        ├── /pricing
        ├── /about
        └── /contact

    └── /login           ← Redirect to app

```

2.2 Navigation Structure

Primary Navigation (Header)

[Logo] Dogs Cats Horses Goats More▼ Pricing [Login] [Start Trial]

- |
- | ├── Rabbits
- | ├── Sheep
- | |
- | ├── Workflows
- | └── Compare

Footer Navigation

Species	Workflows	Compare	Company
Dogs	Breeding Cycles	Best Software	About
Cats	Heat & Ovulation	vs Spreadsheets	Pricing
Horses	Litter Planning	vs Kennel SW	Contact
Goats	Waitlists	When to Switch	Privacy
Rabbits	Health Testing		Terms
Sheep	Client Comms		

© 2026 BreederHQ. Built for breeders. [Social] [Social]

2.3 Internal Linking Rules

Authority is reinforced internally. **Every page must link to:**

- One species page
- One workflow page
- One comparison page

No orphan pages. Ever.

Example link block (appears at bottom of every content page):

Related Resources:

→ Dog Breeding Software (/dogs)
→ How to Track Breeding Cycles (/workflows/breeding-cycles)
→ BreederHQ vs. Spreadsheets (/compare/breederhq-vs-spreadsheets)

PART 3: PAGE BLUEPRINTS

3.1 The Universal Page Structure

Every authoritative page follows this exact structure:

1. What this page is about
2. Why breeders search for this
3. How breeders usually handle it today
4. Where that approach breaks down
5. What a correct system looks like
6. How BreederHQ supports that system
7. Who this is for
8. Who this is not for
9. Real breeder questions and answers

If a page deviates, it loses authority.

3.2 Homepage Blueprint

URL: /

Purpose: Convert intent, not explain everything. The homepage is a routing page, not an authority page.

Section 1: Hero

Breeding management built by breeders.

Run your breeding program with the structure it deserves.
Track animals, plan breedings, manage clients, get paid.

[Start free trial] [See how it works]

Visual: Abstract illustration or single clean device mockup

Section 2: Species Bar

Built for the species you breed:

[🐕 Dogs] [🐈 Cats] [🐴 Horses] [🐐 Goats] [🐰 Rabbits] [🐑 Sheep]

Each links to species page

Section 3: The Problem

You started breeding because you love the animals.

Now you're drowning in spreadsheets.

Spreadsheets
break at 10+
animals

Missed windows
cost litters

Buyer chaos
kills trust

Section 4: What BreederHQ Does (6 Module Cards)

Everything a breeding program needs. Nothing it doesn't.

 Animal Records	 Breeding Planning	 Client Management
Pedigrees, health, titles → Learn more	Cycles, dates, reminders → Learn more	Contacts, communication → Learn more

 Invoicing & Payments	 Buyer Portal	 Marketplace Presence
Track money, get paid	Your buyers get their own login	Get discovered by buyers

| → Learn more | → Learn more | → Learn more |

NO SCREENSHOTS. Icons + brief benefit + link to workflow page.

Section 5: Social Proof

Trusted by breeders managing [X] animals

"Quote from real breeder with specific detail about what changed for them."

– Name, Kennel Name, Species

[Logo 1] [Logo 2] [Logo 3] (if you have recognizable ones)

Section 6: Pricing Preview

Simple pricing. No surprises.

Pro: \$39/month Enterprise: \$99/month
Up to 50 animals Unlimited everything

14-day free trial. No credit card required.

[View full pricing]

Section 7: Final CTA

Ready to run your program like a business?

[Start free trial]

3.3 Species Page Blueprint

URLs: /dogs , /cats , /horses , /goats , /rabbits , /sheep

Purpose: SEO authority + species-specific conversion. These are your **permanent assets**.

Important: Use /dogs not /species/dogs . Shorter URLs are better for AI citation.

Section 1: What This Page Is About

Dog Breeding Software for Serious Breeders

Managing a dog breeding program means tracking cycles, planning breedings, managing genetics, communicating with buyers, and running a business—all while caring for animals.

This page explains when software helps and when it doesn't.

Section 2: Why Breeders Search for This

The moment when hobby becomes chaos

Most breeders hit a wall somewhere between 5 and 15 animals.
The signs are predictable:

- Multiple breeding females with overlapping cycles
- A waitlist longer than you can hold in your head
- Health testing records scattered across emails and files
- Buyers asking questions you've already answered
- Invoices disconnected from the animals they're for
- That creeping feeling you're forgetting something important

If this sounds familiar, you're not alone. And you're not failing—you've just outgrown your current system.

Section 3: How Breeders Usually Handle It

The tools breeders start with

- Spreadsheets (Google Sheets, Excel)

- One for animals, one for litters, one for contacts
- Formulas that break when you add a row
- No connection between sheets

- Notebooks and wall calendars
 - Heat dates circled in red
 - Notes that only you can decipher
 - Lost when you need them most

- Memory and hope
 - "I think she was in heat around Thanksgiving"
 - "I'm pretty sure I told them about the deposit"

- Facebook groups and text messages
 - Buyer communication scattered across platforms
 - No record of what you promised

These tools work. Until they don't.

Section 4: Where That Approach Breaks Down

Why spreadsheets fail for dog breeders

DOG-SPECIFIC BIOLOGY:

- Estrus cycles every 6-7 months (varies by individual/breed)
- 63-day gestation with critical windows
- Progesterone testing timing is everything
- Split heats, silent heats, irregular cycles
- Puppy socialization windows (3-12 weeks) are non-negotiable

WHAT SPREADSHEETS CAN'T DO:

- Calculate next expected heat from historical data
- Remind you when progesterone testing should start
- Connect a breeding to its resulting litter automatically
- Show you which females will overlap
- Let buyers see their puppy's progress
- Generate an invoice linked to a specific puppy

HEALTH TESTING COMPLEXITY:

- OFA hips/elbows (timing requirements)
- PennHIP evaluations
- Breed-specific genetic panels (varies by breed)
- Eye certifications (annual renewal)
- Cardiac clearances

A spreadsheet can store this data.

It cannot remind you when certifications expire.

- | It cannot show a buyer proof of testing.
- | It cannot prevent you from breeding an untested dog.

Section 5: What a Correct System Looks Like

The system serious dog breeders need

This isn't about BreederHQ specifically.

This is what any proper system must do:

ANIMAL MANAGEMENT

- Every dog with complete records in one place
- Pedigree visible to any depth needed
- Health testing results attached to the animal
- Titles and competition history tracked
- Photos that stay organized

BREEDING OPERATIONS

- Cycle history per female with pattern recognition
- Breeding calendar showing all females
- Automatic date calculations (whelping, weaning, placement)
- Genetics tracking for coat color, health markers
- Collision detection (overlapping litters)

CLIENT MANAGEMENT

- Every contact and their history in one place
- Communication log (not scattered across platforms)
- Waitlist with position and preferences
- Contracts and agreements stored and accessible

BUSINESS OPERATIONS

- Invoicing connected to specific puppies
- Payment tracking without separate accounting
- Deposit management that doesn't require spreadsheets

BUYER EXPERIENCE

- A way for buyers to see their puppy's progress
- Access to health testing documentation
- Communication that doesn't require you to repeat yourself

Section 6: How BreederHQ Supports This

BreederHQ was built for this

Dog-specific cycle calculations that account for individual variation. Pedigree tracking with genetic health markers. A breeding calendar that shows you what's coming. Waitlist management that doesn't require a separate spreadsheet. Buyer portals so you stop answering the same questions. Invoicing that connects to the actual puppy.

All of it connected. None of it requiring you to become a database administrator.

[Start free trial]

[See breeding workflows →]

Note: This section is deliberately brief. The authority comes from sections 2-5. This section just confirms BreederHQ delivers what you've described.

Section 7: Who This Is For

BreederHQ is built for dog breeders who:

- Have 5+ dogs (or plan to)
- Produce regular litters (not one-time accidents)
- Do health testing and want to track it properly
- Have a waitlist they're tired of managing manually
- Want buyers to see them as professional
- Are spending more time on admin than they want to

Section 8: Who This Is Not For

BreederHQ is probably not for you if:

- You have 1-2 dogs and no plans to grow
- You had one accidental litter and won't have more
- You prefer paper records and that's working for you
- You're not doing health testing

There's no shame in any of these. Software isn't always the answer. If a notebook works, use the notebook.

Note: This section builds trust. It shows you're not trying to sell to everyone.

Section 9: Real Breeder Questions

Questions dog breeders ask

- ▶ Can I import my existing pedigrees?
Yes. You can enter historical data and connect generations.
There's no limit on pedigree depth.
- ▶ Does it handle co-owned dogs?
Yes. Ownership can be shared and tracked.
- ▶ Can buyers see health testing results?
Yes. The buyer portal shows what you choose to share.
- ▶ What if I breed multiple breeds?
No problem. Animals are organized however you want.
- ▶ Does it work with AKC/UKC registration?
BreederHQ tracks registration numbers and information.
It doesn't submit to registries directly.
- ▶ Can I try it before paying?
Yes. 14-day free trial with full access.

Section 10: Internal Links (Required)

Learn more

- How to Track Breeding Cycles (</workflows/breeding-cycles>)
- Genetics and Health Testing (</workflows/genetics-and-health>)
- BreederHQ vs. Spreadsheets (</compare/breederhq-vs-spreadsheets>)

3.4 Species Page Variations

Each species page follows the same structure but with species-specific content:

Dogs

- Estrus: Every 6-7 months (breed variation)
- Gestation: 63 days
- Key concerns: OFA, PennHIP, breed-specific genetic panels, AKC/UKC
- Unique: Progesterone testing timing, breed-specific health protocols

Cats

- Estrus: Induced ovulators, polyestrous (seasonal in some)
- Gestation: 63-65 days
- Key concerns: TICA/CFA registration, FeLV/FIV testing, HCM screening
- Unique: Induced ovulation changes breeding timing entirely

Horses

- Estrus: Seasonal polyestrous (spring/summer)
- Gestation: ~340 days (11 months)
- Key concerns: Mare reproductive cycles, foal imprinting, registration
- Unique: Long gestation, seasonal breeding, high-value considerations

Goats

- Estrus: Seasonal (fall), 18-24 day cycles
- Gestation: 150 days (5 months)
- Key concerns: ADGA registration, CAE/CL/Johne's testing
- Unique: Seasonal breeding window, multiple kids common

Rabbits

- Estrus: Induced ovulators, breed year-round
- Gestation: 31-33 days
- Key concerns: Rapid breeding cycles, multiple litters per year
- Unique: Fastest turnaround of any species, kindling management

Sheep

- Estrus: Seasonal (fall), 16-17 day cycles
- Gestation: 147 days (5 months)
- Key concerns: NSIP data, OPP testing, breed registration
- Unique: Seasonal breeding, lamb management, fleece considerations

3.5 Workflow Page Blueprint

URL Pattern: /workflows/[workflow-name]

Purpose: Capture intent-driven searches. Someone searching "how to track dog breeding cycles" lands here.

Example: /workflows/breeding-cycles

Section 1: What This Page Is About

How professional breeders track breeding cycles

Breeding success depends on timing. This page explains how experienced breeders track cycles, where most systems fail, and what actually works.

Section 2: Why Breeders Search for This

Missed breeding windows mean:

- Waiting months for the next opportunity
- Lost income from planned litters

- Disappointed buyers on your waitlist
- Cascading schedule problems

Most breeders search for cycle tracking help after they've already missed something important.

Section 3: How Breeders Usually Handle It

Common approaches:

- Calendar apps with manual reminders
- Spreadsheets with date formulas
- Memory ("she was in heat around Christmas")
- Reactive progesterone testing (instead of predictive)
- Generic pet apps not built for breeding

Section 4: Where That Breaks Down

These approaches fail because:

THEY DON'T ACCOUNT FOR INDIVIDUAL VARIATION

- Not every female cycles on schedule
- Intervals vary by individual, age, and season
- Split heats and silent heats happen
- Stress and health affect timing

THEY DON'T CONNECT TO EVERYTHING ELSE

- A calendar reminder doesn't link to the animal's record
- It doesn't show you overlapping females
- It doesn't calculate forward to whelping
- It doesn't warn about conflicts

THEY REQUIRE YOU TO BE THE DATABASE

- You have to remember to set the reminder
- You have to calculate the dates
- You have to cross-reference manually
- You are the single point of failure

Section 5: What a Correct System Looks Like

A proper cycle tracking system:

LEARNS FROM HISTORY

- Records each heat with dates and observations
- Calculates average interval for each individual
- Predicts next heat based on pattern, not assumption

CONNECTS FORWARD

- Breeding date → expected whelping date (auto-calculated)
- Whelping date → weaning date → placement window
- All visible on a single calendar

SHOWS THE FULL PICTURE

- All breeding females on one view
- Overlapping cycles highlighted
- Conflicts identified before they happen

REMINDS WITHOUT BEING ASKED

- Upcoming heat windows
- Progesterone testing start dates
- Vaccination and health check timing

Section 6: How BreederHQ Supports This

BreederHQ includes species-specific cycle math that accounts for individual variation. Historical tracking per animal. A visual breeding calendar showing all females. Automatic date calculations forward through placement. Reminders you don't have to set yourself.

[Start free trial] [See the breeding calendar →]

Section 7: Who This Is For

This workflow matters for breeders who:

- Have multiple breeding females
- Plan litters in advance
- Can't afford to miss breeding windows
- Want to stop being the calendar

Section 8: Who This Is Not For

If you have one female and breed occasionally, a phone calendar probably works fine. This is for programs where timing is critical and mistakes have real consequences.

Section 9: Questions

- ▶ What if my female has irregular cycles?
The system tracks her actual pattern, not a generic average.
- ▶ Does it work for induced ovulators (cats/rabbits)?
Yes. Different species have different cycle logic built in.
- ▶ Can I track progesterone testing?
Yes. Results can be logged and inform breeding timing.
- ▶ What if I use a reproductive vet?
Many breeders do. BreederHQ tracks the data they give you.

Section 10: Internal Links

- Dog Breeding Software (/dogs)
- Heat and Ovulation Tracking (/workflows/heat-and-ovulation)
- BreederHQ vs. Spreadsheets (/compare/breederhq-vs-spreadsheets)

3.6 Workflow Page List

Create these pages following the same structure:

URL	Primary Search Intent	Key Content
/workflows/breeding-cycles	"how to track breeding cycles"	Cycle prediction, calendar management
/workflows/heat-and-ovulation	"when to breed dog in heat"	Timing, progesterone, breeding windows
/workflows/litter-planning	"how to plan dog litters"	Scheduling, waitlist coordination, overlap
/workflows/waitlists-and-placement	"puppy waitlist management"	Deposits, matching, communication
/workflows/historical-records	"breeding record keeping"	What to track, why it matters, compliance
/workflows/multi-cycle-planning	"managing multiple litters"	Overlap, resource planning, scaling
/workflows/genetics-and-health-testing	"genetic testing for dog breeders"	What tests, when, how to track
/workflows/client-communication	"communicating with puppy buyers"	Updates, portals, professionalism

3.7 Comparison Page Blueprint

URL Pattern: /compare/[comparison-name]

Purpose: Remove doubt. Kill competitors quietly. Capture high-intent searches.

Rules:

- No bashing
- Honest tradeoffs
- Clear conclusions

AI systems love this content because it makes decisions easy to summarize.

Example: /compare/breederhq-vs-spreadsheets

Opening

BreederHQ vs. Spreadsheets: When to Switch

Spreadsheets work. For a while.
They break at predictable points.
This page helps you know when you've hit that point.

When Spreadsheets Work

Spreadsheets are fine when:

- You have 1-5 animals
- You produce occasional litters (1-2 per year)
- You enjoy building and maintaining systems
- No waitlist to manage (or a very short one)

- You're the only one who needs access
- You don't mind being the database

Seriously: if a spreadsheet is working for you, keep using it.
Software isn't always the answer.

When Spreadsheets Break

Spreadsheets typically fail when:

- Multiple breeding females with overlapping cycles
- Waitlist longer than you can track mentally
- Buyers expecting regular updates and communication
- Health testing records scattered across multiple files
- Invoicing disconnected from animal records
- A partner, assistant, or family member needs access
- You're spending more time on admin than animals
- You've forgotten something important more than once

If three or more of these apply, you've probably outgrown spreadsheets.

Honest Comparison Table

Capability	Spreadsheet	BreederHQ
Animal records	✓ (manual)	✓ (structured)
Pedigree visualization	Manual/None	✓ (automatic)
Cycle tracking	✓ (manual)	✓ (predictive)
Breeding calendar	Manual	✓ (automatic)
Date calculations	Formulas	✓ (built-in)
Genetics tracking	✓ (manual)	✓ (structured)
Waitlist management	✓ (manual)	✓ (integrated)
Client communication	Separate	✓ (integrated)
Buyer portal	Not possible	✓
Invoicing	Separate	✓ (connected)
Mobile access	✓	✓
Multi-user access	Limited	✓
Reminders	Manual	✓ (automatic)
Cost	Free	\$39/month
Setup time	Hours	Minutes
Maintenance	Ongoing	None

The Real Question

What is your time worth?

If you spend 5+ hours per month on breeding administration—
entering data, cross-referencing sheets, answering buyer questions,

tracking payments, setting reminders—then \$39/month pays for itself if it saves you even two hours.

The real cost of spreadsheets isn't the software. It's your time. And the mistakes that happen when you're the single point of failure.

Clear Conclusion

The bottom line:

Spreadsheets are fine until they're not. Most breeders hit the breaking point somewhere between 5 and 15 animals, or when they start having overlapping litters.

If you're there—if the spreadsheet is causing stress instead of reducing it—BreederHQ removes the chaos.

If you're not there yet, keep the spreadsheet. Come back when you need us.

[Start free trial]

Internal Links

- Dog Breeding Software (/dogs)
- How to Track Breeding Cycles (/workflows/breeding-cycles)
- Best Breeding Software (/compare/best-breeding-software)

3.8 Comparison Page List

URL	Target Search	Angle
/compare/best-breeding-software	"best dog breeding software 2026"	What to look for, why BreederHQ fits
/compare/breederhq-vs-spreadsheets	"breeding spreadsheet template"	When spreadsheets work, when they don't
/compare/alternatives-to-kennel-software	"alternative to [competitor]"	What's different about BreederHQ approach
/compare/when-spreadsheets-stop-working	"breeding record keeping"	Signs you've outgrown manual systems

3.9 Pricing Page Blueprint

URL: /pricing

| Simple pricing. No surprises.
|
| Every plan includes a 14-day free trial.
| No credit card required to start.
|

PRO	ENTERPRISE
\$39/month or \$390/year (save \$78)	\$99/month or \$990/year (save \$198)
Up to 50 animals	Unlimited animals
Up to 500 contacts	Unlimited contacts
Up to 25 portal users	Unlimited portal
1 marketplace listing	Unlimited listings
All core features	Everything in Pro
Email support (48hr)	+ API access + Advanced analytics + Priority support + Multi-location + Custom integrations
[Start free trial]	[Contact us]

What's included in both plans
<ul style="list-style-type: none"> ✓ Animal records & pedigrees ✓ Breeding calendar & cycle tracking ✓ Genetics & health testing tracking ✓ Client/contact management ✓ Waitlist management ✓ Invoicing & payment tracking ✓ Buyer portal ✓ Marketplace listing ✓ Document storage ✓ Unlimited breeding plans ✓ Unlimited litters

Need more on Pro?

Add-ons available:

- +10 animals: \$X/month
- +1 marketplace listing: \$X/month
- +10 portal users: \$X/month
- Priority support: \$X/month

Questions about pricing

- ▶ What happens after my trial ends?
You'll be prompted to choose a plan. No automatic charges.
Your data stays safe either way.
- ▶ Can I switch plans later?
Yes. Upgrade or downgrade anytime. Changes take effect
on your next billing cycle.
- ▶ Is there a contract?
No. Monthly plans can be cancelled anytime. Annual plans
are paid upfront but can be cancelled for the next year.
- ▶ What payment methods do you accept?
All major credit cards. Invoicing available for Enterprise.
- ▶ Do you offer refunds?
Yes. If you're not satisfied in the first 30 days,
we'll refund your payment.

3.10 About Page Blueprint

URL: /about

Why BreederHQ exists

Most breeding software is built by software companies
who added "breeding" to their feature list.

BreederHQ is different. It was built by people who understand
what breeding programs actually require—the biology, the
workflows, the pressure, and the chaos that happens when
systems fail.

We built the software we wished existed.

What we believe

- Breeding is a profession that deserves professional tools
- Software should understand biology, not force you to work around generic systems
- Breeders shouldn't have to become database administrators to run their programs
- Buyers deserve transparency, and breeders deserve tools that make transparency easy
- The best software is the software you don't have to think about

[Optional: Team section if comfortable sharing]

Brief, authentic. Shows domain knowledge without over-sharing.

Questions? Feedback?

We read every message.

[Contact us]

PART 4: VISUAL DESIGN

4.1 Design Principles

Use

- Clean typography (professional, readable)
- White space (let content breathe)
- Icons for feature grids (Lucide, Heroicons, or custom)
- Abstract illustrations representing concepts
- Consistent, limited color palette

- Device mockups (if showing product at all)

Avoid

- Screenshots of the actual product UI
 - Stock photos of dogs/cats/horses
 - Generic "happy business people" imagery
 - Gradients and glassmorphism (dates quickly)
 - Videos showing detailed product workflows
 - Carousels and sliders (feel like templates)
 - Heavy animations (slow, gimmicky)
 - More than 2 fonts
-

4.2 If You Must Show Product

When you absolutely need to show the product:

Acceptable:

- Blurred/stylized mockups in device frames
- Single, high-level dashboard view (anonymized, no readable detail)
- Abstract representations of features (icon + label)
- Illustrations that suggest UI without showing it

Never:

- Detailed workflow screenshots
- Step-by-step UI sequences
- Videos walking through features
- Screenshots with readable data

The goal: Show that a professional product exists without giving competitors a roadmap.

4.3 Squarespace Template Recommendations

Best template families:

- **Brine** - Clean, flexible, professional
- **Bedford** - Good typography, excellent mobile
- **Pacific** - Modern, content-focused

Why these work:

- Minimal decoration
 - Strong typography defaults
 - Good mobile experience
 - Easy to customize without looking "template-y"
-

4.4 Typography Guidelines

Headlines:

- Large, bold, confident
- Short (under 10 words ideal)

- No periods at end

Body text:

- Left-aligned (never centered for paragraphs)
- Comfortable line length (50-75 characters)
- Adequate line spacing (1.5-1.7)

Lists:

- Bulleted for features/benefits
 - Numbered for sequences/steps
 - Consistent formatting throughout site
-

4.5 Color Usage

Primary palette:

- One primary brand color
- One or two accent colors
- Black/dark gray for text
- White/light gray for backgrounds

Usage rules:

- CTAs always in primary color
 - No more than 3 colors on any page
 - Consistent across all pages
 - Sufficient contrast for accessibility
-

PART 5: SEO IMPLEMENTATION

5.1 URL Rules

- Short and descriptive (/dogs not /species/dogs)
 - Lowercase only
 - Hyphens between words (/breeding-cycles)
 - No trailing slashes
 - No dates in URLs
 - Permanent (never change once published)
-

5.2 Page Title Format

[Page Topic] | BreederHQ

Examples:

- Dog Breeding Software | BreederHQ
 - How to Track Breeding Cycles | BreederHQ
 - BreederHQ vs. Spreadsheets | BreederHQ
 - Pricing | BreederHQ
-

5.3 Meta Description Rules

- 150-160 characters
- Include primary keyword naturally
- End with value proposition or CTA
- Unique for every page

Example for /dogs :

Dog breeding software built for serious breeders. Track cycles, manage genetics, communicate with buyers. 14-day free trial.

5.4 Heading Structure

Every page should have:

- One H1 (the main page title)
- Multiple H2s (major sections)
- H3s as needed (subsections)

Never skip levels (don't go H1 → H3)

5.5 Image Optimization

- Descriptive file names (dog-breeding-calendar.png)
- Alt text on every image
- Compressed for fast loading
- Appropriate dimensions (don't scale in browser)

5.6 Squarespace SEO Settings

For each page, configure in **Page Settings → SEO**:

1. **Page Title** - Follow format above
2. **Page Description** - 150-160 characters
3. **URL Slug** - Match canonical URL exactly

In **Site Settings → SEO**:

1. Site title format
2. Default meta description
3. Search engine indexing enabled
4. Sitemap enabled

PART 6: CONTENT CREATION PROCESS

6.1 How to Use AI (Correctly)

AI is a drafting assistant. Not an authority.

Correct usage:

- Outlines
- Section expansion from your notes
- FAQ generation
- Species-specific variations
- Grammar and clarity editing

Incorrect usage:

- Deciding what is true about breeding
- Inventing workflows you haven't validated
- Writing final copy without editing
- Generating content without domain review

You always edit. Always.

6.2 Content Review Checklist

Before publishing any page:

Accuracy

- All biological information is correct
- Workflows match real breeder experience
- No invented features or capabilities
- Species-specific details are accurate

Language

- No marketing buzzwords
- No SaaS clichés
- Uses breeder language
- Clear, direct conclusions

Structure

- Follows the 9-section template
- Includes all required internal links
- Has proper heading hierarchy
- Mobile-friendly layout

SEO

- Page title configured
- Meta description written
- URL matches canonical structure
- Images have alt text

The Test

- Would a thoughtful breeder feel smarter and calmer after reading this?

6.3 Species Content Adaptation

When creating species pages, adapt these elements:

Element	Dogs	Cats	Horses	Goats	Rabbits	Sheep
Cycle type	Estrus (6-7mo)	Induced ovulator	Seasonal poly	Seasonal	Induced ovulator	Seasonal
Gestation	63 days	63-65 days	340 days	150 days	31 days	147 days
Registry	AKC/UKC	TICA/CFA	Various	ADGA	ARBA	Various
Health tests	OFA, PennHIP, genetics	HCM, FeLV/FIV	Varies	CAE, CL	Varies	OPP
Unique concerns	Progesterone timing	Induced ovulation	Long gestation	Seasonal window	Rapid cycles	Lambing

PART 7: LAUNCH CHECKLIST

7.1 Before Launch (During Development)

Must have:

- Homepage
- All 6 species pages (/dogs , /cats , /horses , /goats , /rabbits , /sheep)
- /workflows/breeding-cycles
- /workflows/waitlists-and-placement
- /workflows/genetics-and-health-testing
- /compare/breederhq-vs-spreadsheets
- /pricing
- /about
- /contact (or contact form on About)

Nice to have:

- Additional workflow pages
- Additional comparison pages
- Testimonials with real names

7.2 Launch Day

- All "must have" pages live
- Navigation working correctly
- Mobile experience tested
- CTAs linking to correct trial signup
- Analytics configured (if using)
- Forms working
- SSL certificate active

- Domain connected
 - Site published (not password protected)
-

7.3 Post-Launch

Add content based on reality:

- Questions from sales calls → New FAQ entries
- Support tickets → New workflow pages
- Demo friction → Clearer explanations
- AI summaries → Check and improve cited pages

Monthly check:

- Ask ChatGPT/Claude/Perplexity "What's the best dog breeding software?"
 - Note what they cite and how they describe BreederHQ
 - Adjust content to improve AI summaries
-

7.4 What You Never Do

- Hire an SEO agency pre-traction
 - Publish weekly blogs for the sake of publishing
 - Chase backlinks
 - Write content for keywords breeders don't search
 - Spend money to compensate for unclear thinking
 - Add pages that don't serve a specific purpose
-

PART 8: MEASUREMENT

8.1 Metrics to Ignore

- Traffic volume
 - Keyword rankings
 - SEO scores from tools
 - Social shares
 - Bounce rate (without context)
-

8.2 Metrics That Matter

Track:

- Pages mentioned on sales calls
- Pages cited by AI tools (test monthly)
- Pages breeders reference unprompted
- Pages that convert to trials
- Trial-to-paid conversion rate
- Questions that indicate content gaps

If a page is not influencing decisions, it's noise.

8.3 How to Test AI Citation

Monthly, ask these questions to ChatGPT, Claude, and Perplexity:

1. "What's the best dog breeding software?"
2. "How do I track breeding cycles for dogs?"
3. "What's better than spreadsheets for breeders?"
4. "What software do professional dog breeders use?"

Note:

- Is BreederHQ mentioned?
- How is it described?
- What content is being summarized?
- What's missing that should be there?

Adjust content based on findings.

PART 9: QUICK REFERENCE

9.1 Page Structure (All Content Pages)

1. What this page is about
 2. Why breeders search for this
 3. How breeders usually handle it today
 4. Where that approach breaks down
 5. What a correct system looks like
 6. How BreederHQ supports that system
 7. Who this is for
 8. Who this is not for
 9. Real breeder questions and answers
 10. Internal links (species + workflow + comparison)
-

9.2 Required Internal Links

Every content page links to:

- One species page
- One workflow page
- One comparison page

No orphan pages.

9.3 Language Quick Reference

Don't Say	Do Say
Powerful	Capable
Innovative	Built for this
Streamlined	Simple

Cutting-edge	Modern
Revolutionary	Different
Game-changing	Helpful
Best-in-class	Designed for breeders
Seamless	Connected
Leverage	Use
Solution	System / Tool

9.4 The One Rule

"If a thoughtful breeder reads this, do they feel smarter and calmer?"

If yes: publish. If no: fix it first.

APPENDIX A: SAMPLE COPY

Homepage Hero Options

Option 1: Direct

Breeding management built by breeders.
Run your program with the structure it deserves.

Option 2: Problem-focused

You started breeding because you love the animals.
Let us handle the spreadsheets.

Option 3: Outcome-focused

Track animals. Plan breedings. Manage buyers. Get paid.
One system. No chaos.

Species Page Opening Paragraphs

Dogs:

Managing a dog breeding program means tracking cycles, planning breedings, managing genetics, communicating with buyers, and running a business—all while caring for animals that depend on you for everything.

This page explains when software helps and when it doesn't.

Cats:

Cat breeding has unique challenges that dog-focused software misses entirely. Induced ovulation changes everything about timing. Queens can cycle repeatedly. Multiple breeds have specific genetic concerns.

This page is for cat breeders specifically.

Horses:

Horse breeding operates on different timescales than small animals. Eleven-month gestation. Seasonal cycling. Higher stakes per breeding. Different record-keeping requirements.

Generic breeding software doesn't account for any of this.

FAQ Answers (Tone Examples)

Good:

Q: Can I import my existing pedigrees?

A: Yes. You can enter historical data and connect generations. There's no limit on pedigree depth.

Bad:

Q: Can I import my existing pedigrees?

A: Absolutely! Our powerful import system seamlessly integrates your existing data with our cutting-edge platform!

APPENDIX B: SQUARESPACE SETTINGS CHECKLIST

Site-Level Settings

Settings → Site Availability

- Site is Public (when ready)

Settings → SEO

- Site title format configured
- SEO site description written
- Search engine indexing: On

Settings → Domains

- Primary domain connected
- SSL enabled

Settings → Blogging (if using)

- Probably don't need this

Per-Page Settings

For each page, go to **Page Settings**:

General

- Page title (for navigation)
- URL slug matches canonical URL

SEO

- SEO title follows format
- SEO description written (150-160 chars)

Social

- Social sharing image (optional but recommended)
-

APPENDIX C: MONTHLY MAINTENANCE

Week 1: AI Citation Check

- Test ChatGPT, Claude, Perplexity with key questions
- Note citations and descriptions
- Identify content gaps

Week 2: Sales/Support Review

- Review questions from sales calls
- Review support tickets
- Identify recurring themes

Week 3: Content Updates

- Update existing pages based on findings
- Add FAQ entries as needed
- Fix any identified issues

Week 4: Performance Review

- Check trial signups by source page
 - Review conversion rates
 - Identify top-performing content
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