**Goal:** Give a platform to our business, make buying westies easier, inform regularly on litters

**Website purpose:** Inform customers about available litters, costs, and contact information

**USP:** Our westies are not only the cutest ones in Colorado but also the healthiest and happiness at an excellent and affordable price

**Q:** When do you want your westie? What breed is best for my family? Where can I buy a dog?

**Final Pitch:**

What breed is best for my family? Where would I buy it? These are some questions you might have when considering adopting a dog. Here at Bejar Westies, we know that “Westies are the besties!”. As dog breeders with 10+ years of experience, we want you to have an easy, straightforward, and transparent adopting experience. Our website provides regular updates on available litters, pricing and costs, contact info, and cute puppy photos. With us, you will notice that our westies are not only the cutest in Colorado but the happiest at an excellent and affordable price. So tell me, when do you want your westie? :)

**Pitch draft 1:**

Growing up with a dog can give you some of the most fun and stressful experiences. Here at Bejar Westies, we strive to make your adoption process easy and straightforward. Our website informs you about available (and upcoming) litters, cost information, and contact information. Our Westies are not only the cutest ones in Colorado but also the healthiest and happiest at an excellent and affordable price. That said, when would you like your westie?

**Pitch draft 2:**

Do you remember the memories you made with your dog? Most of them were awesome, and even though some were crazy, you miss those days. Here at Bejar Westies, we want you to have an easy and straightforward adoption process. Our website gives regular updates about current litters, pricing and delivery, and our contact information. Our Westies are not only the cutest ones in Colorado but also the healthiest and happiest at an excellent and affordable price. So tell me, when do you want your westie?