Name of the Tool	The Pet Directory - Australia
Home Page	
Logo	
URL	www.petdirectory.com.au/
Subject	Pet adoption – Australia - Directories
Accessibility	Free
Language	English
Publisher	Pet Industry Association of Australia

Brief History	Subject to research
Scope and Coverage	It also offers pet product competitions. It helps the promotion of pet industry in Australia, the U.S. and other countries. Advertisers include breeders of dog, cat, bird, fish, small animals such as guinea pigs, rats and mice, rabbits and so on.

Kind of Information	The Pet Directory content includes information on dog, cat, bird, fish, small animals such as guinea pigs, rats and mice, rabbits, ferrets and hamsters, farm animals such as chickens, miniature goats, alpacas, llamas, and sheep, reptiles, hermit crabs, lizards, snakes, wildlife and more.
	Information on TV shows, competitions, training schools, news flash, business etc. are also given in the separate directory of small pets.
	The pet events are provided with date, duration, heading and a brief description. Two types of listings can be seen :
	    ▪ Classified listings
	    ▪ Private animal rescue listings
	These listings are free for people wishing to find a home for a pet.
	Dogs, puppies and cats are displayed here for sale. Information are provided on their brief description, breed type, age, body colour, location, photo and other such specifications. An example is given below :
	
	Registered pure breed categories are kept separately with some important information. One of the examples is shown below :
	
	Pet industry news and splash news are given with heading, description, photo, URL etc.
	Another important thing is marketing or advertising. Both web advertising and

Harley2 - staffy cross
price: donation on applicat
Harley is a female cattle staffy cross and a very reluctant surrender. She had been with her owner all her life but due to a marriage break up he could no longer keep her as he could not find any accommodation that would ... [click for more info]
EATONSVILLE, NSW, AUSTRALIA

Add a comment...

Facebook Comments Plugin
Pet Directory Member Number: #279
Category Name: REGISTERED PUREBREED DOGS & PUPPIES

website designing can be done by following the guidance of given examples. Visitors can submit their marketing enquiries by filling up a given form. The services are described with discussion on some topics like SEO, CMS, custom website development, website design etc.

There is a large section for kid containing information on articles, free products, discount coupons, photo gallery, book reviews, club house etc.

Articles on specific category are provided with photos and brief description. Such as, an article of aquarium is like :

3 TYPES OF AQUARIUM FISH – 3 ENVIRONMENTS
Aquarium fish come in three different varieties and each one needs its own water environment. Aquarium fish species within these three clusters all have individual requirements and individual levels of maintenance. It is best to choose fish based on the size of the tank, water hardness, fresh or marine water and the compatibility of some fish species with others.

Job vacancies are enlisted with description and specifications under the heading of pet industry career resources.

It provides information on lost and found pets in Australia including the pet type, lost or found date, pet code, color, sex, breed, contact detail etc. An example is shown below :

Listing Type: **Lost Pet**
Pet Type: **Cat**
Breed: **Domestic**
Pet Status: **Lost**
Date Lost: **1-1-2017**
Contact Name: **sara**
Contact Phone: **72263770**
Pet Name: **fury**
Sex: **male**
Color: **white and brown**
Postcode where lost: **5084**
Description of area lost: **nelson and cromwell**
Description: **mediam white and tabby**
Lost Pet Code: **#102**

Special Features	➢ Hyperlinks of related websites are attached. Some of those are Pet Pacific, aristopet, nutrience, Red Sea etc. ➢ Some important distributors to pet industries are highlighted and their respective locations (the locations of showrooms and head offices) are shown on maps. ➢ International pet directories can be seen by clicking on their respective flags.

	➢ Online shopping can be done.
Arrangement Pattern	In case of specific pet directory, different topics are arranged alphabetically as shown below: ■ Accessories, Equipment, & Products ■ Boarding, Pet Minding & Walking ■ Cleaning, Sanitise & Disinfect ■ Food & Treats & Supplements ■ Grooming & Hydrobathing Services ■ Insurance Country-specific pet directories can be seen by clicking on their flags.those countries are arranged alphabetically as seen below : GREECE HUNGARY INDONESIA
Remarks	This pet directory is known as the "Who's Who" of the Pet Industry. It can be considered as world's largest online pet directory. Pets. It is an outstanding service to the "Australian Pet Industry" by PIAA, the Pet Industry Association of Australia. It also helps to know information on how to adopt a pet, pet breeding, pet rescue, boarding and minding, pet product competitions and online marketing of pets.
Comparable Tools	➢ Myposhpetz: Pet Services in India (www.myposhpetz.in/) ➢ The Pet Directory (www.the-pet-directory.com/) ➢ Pet Directory - Simply Pets Directory (www.simplypets.com/pet-directory/)
Date of Access	10th February' 2017.