eDogAdvisor lets the dogs out!

New review site launches for dog owners

London, UK – 22 August, 2014 – Today, new social 'petworking' website eDogAdvisor, has launched its unbiased, user-generated review site for UK dog owners. At present there are numerous specialist sites for most breeds, but information is limited and the content is rarely impartial and does not offer the opinions and perspectives of end-users. eDogAdvisor aims to fill a gap in the market by providing user reviews for all the services that dog owners need such as vets, food, insurance, kennels, groomers and pet friendly holidays in a single place.

There are 9 million dogs in the UK with nearly a quarter (23%) of households owning at least one. So, a site where dog owners can give an open and honest account of the services they have used will make a huge difference when it comes to planning both the care of our four-legged friends and any leisure trips and activities.

Co-founder Richard Jaques, owner of Cotswold Web Services, said "We are delighted to be able to launch a site that will enable dog owners to make an informed choice on where to go to get the best for their dog. We will also be raising awareness on key issues such as Puppy Farming and the work of dog rescue centers, and hope eDogAdvisor will become the UK's largest community for dog owners".

The site itself has been developed with users in mind with useful information presented in a manner that is easy to search. It's incredibly easy to post a review with users only required to add their personal details to create a free profile. Once a user has created a profile they will also be able to view the highest rated providers in their area for each category. All users on the site leaving reviews will be automatically entered into monthly competitions for pooch related prizes.

High profile guest bloggers such as TV vet Marc Abraham and Dog Behaviorist Nick Jones will be sharing their views on all aspects of dog ownership and breeds and the website will also use its social channels to communicate with its users.

For the future, eDogAdvisor plans to launch the 'Get the best for your dog awards' for the highest rated services on the site and launch the eDogAdvisor app.

About eDogAdvisor

eDogAdvisor is a new user-generated review site for UK dog owners. It is the brainchild of Adam Shepherd and Richard Jaques of Cotswold Web Services who developed the idea from a love of dogs and website technology. Cotswold Web Services were established in 2007 and have been involved in numerous bespoke development projects including the Moreton Show website and show management system, Vislor Dog Training, and Sports Challenge.

For more information on eDogAdvisor, visit www.edogadvisor.co.uk

Press contact
Sophie Morrow

sophie@nspr.co.uk
07756 909440