



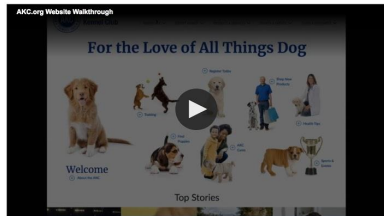
New Website Help Guide

Welcome to the new and improved AKC website. Let's get you to the best information for your needs.

Please click on the link below that best describes you.

- I'm a Dog Owner
- I'm a Dog Breeder
- I'm a Dog Sport Participant
- I'm a Dog Sport Judge
- I'm an AKC Club Delegate

Video Webinar



New Website FAQ For Dog Owners

Below are some frequently asked questions about finding information on the new AKC.org website. If you have a moment, we encourage you to read the step-by-step instructions or watch the video to familiarize yourself with the structure of the new site to help you during future visits.

Select your device:

- Desktop Instructions
- Mobile Instructions
- Please note: Larger tablets will be similar to desktop/laptop and smaller tablets will be similar to mobile/phone.

Desktop Instructions

How do I find information about choosing the right dog for me?

Follow These Step-by-Step Instructions:

- Click on the top navigation section Breeds A-Z (screenshot)
- Select a relevant link under Choosing the Right Breed or Prospective Dog Owners (screenshot)

Video Instructions:

- Watch Demonstration

Quick Link:

- Find A Match Tool
- Answer These 5 Questions To Find The Right Dog For You

How do I find a list of small/large dogs?

How do I find information about dog training, health, and care?

How do I find puppies that are for sale?

How do I register my dog?

How do I find the right dog sport for me?

How do I find AKC training programs like CGC and STAR Puppy?

How do find the list of the most popular dog breeds?

Mobile Instructions

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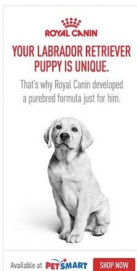
How do I find the right dog sport for me?

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How do find the list of the most popular dog breeds?



Recommended For You



Challenge

Address navigation changes for multiple audiences following the redesign and relaunch of AKC.org, a website that includes dozens of sections and thousands of pages.

Solution

Our team created a Help Guide center that provided guidance based on the user type/persona: Dog Lover, Dog Breeder, Dog Sport Participant, Dog Sport Judge, Club Delegate. We also addressed user technology (desktop or mobile), and included one top-view video webinar.