Marketplace Tutorial
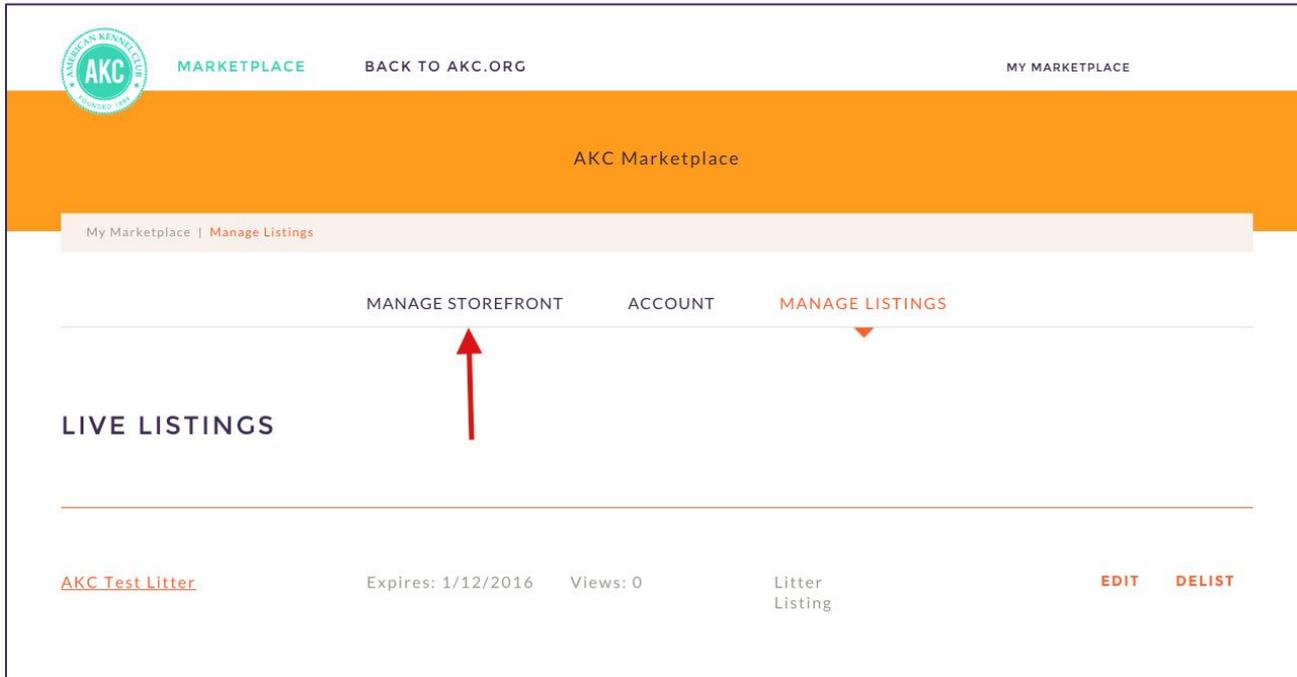
How to update your Marketplace Storefront

Step 1: Click on Manage Storefront

Once your litter has been added to Marketplace, you can update your Marketplace Storefront by clicking "MANAGE STOREFRONT."

Step 2: Storefront - Overview

This page is where you can update your Marketplace Name, Custom URL, and breeding program/kennel description. All of the fields are editable so you can customize them as much as you want.

OVERVIEW   LOCATION   TYPE   PHOTOS & VIDEOS   BILLING & PAYMENTS

MARKETPLACE NAME:*
This is the name that you would like your store or organization to appear as in search results.

CUSTOM URL:*
This is your personal URL that you can use to promote your store. For example: marketplace.akc.org/your-store-name. Please keep in mind, only letters, numbers and hyphens are valid.

AKC Test Storefront

marketplace.akc.org/   akc-test-storefront

DESCRIBE YOU OR YOUR BUSINESS:*
Provide details around your club/service and share your history, philosophy, etc.

This is a description of my breeding program and/or kennel.

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Step 3: Storefront - Location

This page is where you can update your name, website, email address, phone number, and address.

You can hide fields like your home address, but things like email address and zip code are mandatory. That way, prospective dog owners can easily search and contact you.

Step 4: Storefront - Type

Here you can provide more information about yourself and your breeding program. You can indicate when you first started breeding as well as which breeds you're involved with.

Additionally, this page holds the Breeder Profile, which will look familiar from OBC.

Step 5: Storefront - Photos & Videos

This page is where you can add photos or videos to your Storefront. Click the green button to start adding.
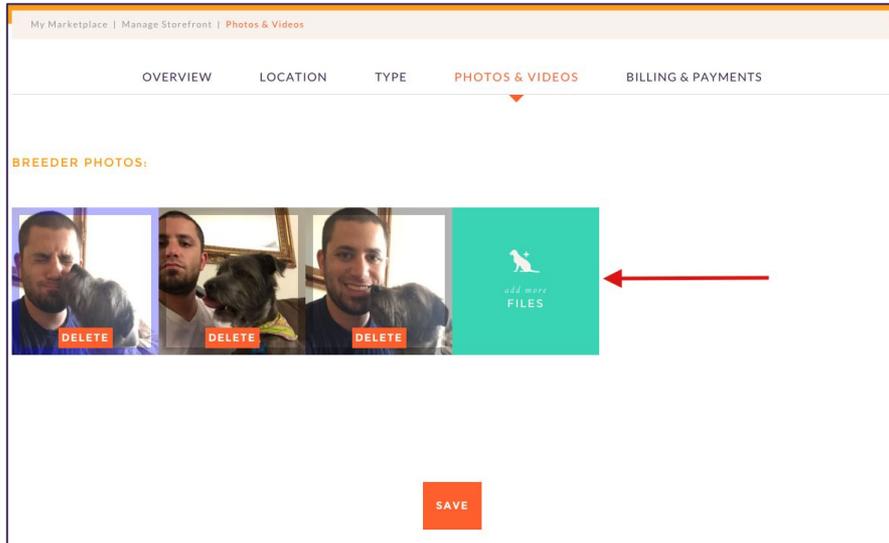
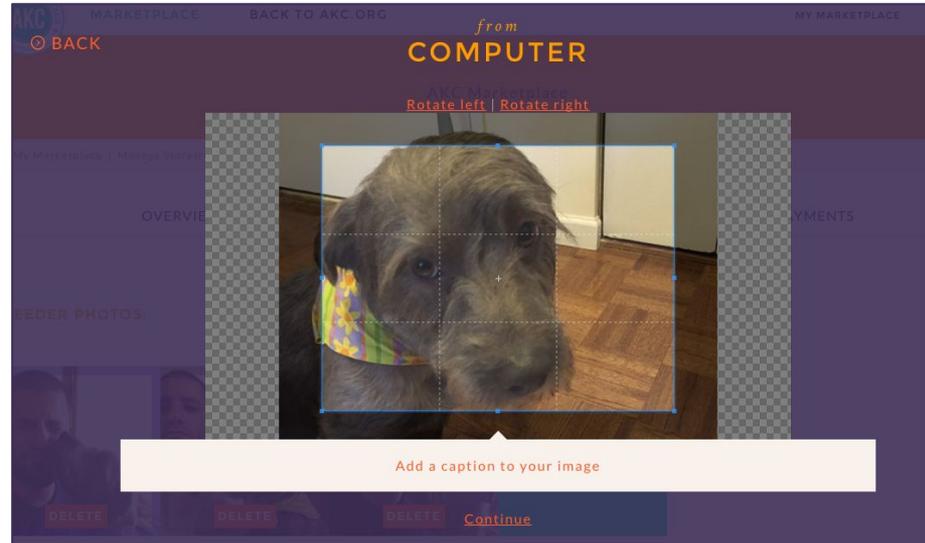You have the ability to crop, zoom in/out, and rotate the photo until it's just right. You can also add a caption to your image.

You can select a primary photo which will be the main image that visitors see when they visit your Storefront. To do this, click on one of your uploaded photos and click the orange "Make Primary Photo" button. You'll see a blue border around your photo, indicating that it's your primary.

Step 6: Storefront - Billing & Payments

In the Billings & Payment section you can upgrade to a paid account or update your billing information.

A paid account means that your Storefront will continue to show up in Marketplace even if you don't have any active listings. Some breeders like doing this so they can showcase their breeding program all year long.

My Marketplace | Manage Storefront | Billing & Payments

OVERVIEW   LOCATION   TYPE   PHOTOS & VIDEOS   BILLING & PAYMENTS

UPGRADE TO OUR MONTHLY PLAN

○ $20 SIGNUP FEE & $10/MONTH

UPGRADE TO OUR ANNUAL PLAN

● $99/YEAR

BILLING ADDRESS:

FIRST NAME:*

Steve

LAST NAME:*

Pessah

ADDRESS 1:*

260 Madison Avenue

ADDRESS 2:

4th Floor

Thanks!