



# Pawtal HQ

**PREMIUM**

**Your friendly user guide**

Everything you need to run your pet-care business — explained simply.

# What's inside

## GETTING STARTED

1 · Creating your account & logging in

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2 · A quick tour of your screen

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## YOUR CUSTOMERS & DOGS

3 · Adding a customer and their dog

---

4 · Bringing your customers in from a spreadsheet

---

## BOOKINGS

5 · Adding a booking

---

## LET CUSTOMERS BOOK YOU ONLINE

6 · Turning on online booking

---

7 · Saying yes (or no) to booking requests

---

## GETTING PAID

8 · Taking card payments

---

## MESSAGES THAT SEND THEMSELVES

9 · Confirmations, reminders & review requests

---

## SETTINGS & HELP

10 · Your business details & branding

---

11 · Getting help

---

12 · Becoming a founding member

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# Getting started

## 1 · Creating your account & logging in












Your free trial lets you make 5 bookings before you pay anything — plenty to have a proper go.

- 1 Go to the Pawtal HQ Premium website and click the **Start free trial** button.
- 2 Type your business name, your email, and pick a password. Then click **Create account**.
- 3 You're in! Next time, click **Log in** and use the same email and password.

**Tip:** Write your password down somewhere safe. If you ever forget it, use the “Password” link to reset it.

## 2 · A quick tour of your screen

Down the **left-hand side** is your menu. You tap these to move around. Here's what each one does:

-  **Calendar** — see all your bookings
-  **Customers** — the people who use you
-  **Pets** — their dogs (and cats!)
-  **Bookings** — a simple list of every booking
-  **Invoices** — bills for your customers
-  **Booking requests** — people asking to book online
-  **Online payments** — take card payments
-  **Import data** — bring in your customer list
-  **Getting started** — a tick-list to set everything up
-  **Help & support** — reach us anytime
-  **Business settings** — your name, logo & prices

4 Happy Paws  
Powell HQ

Calendar

Search...

Trial: 7/6 bookings

Become a founding member

Your free trial is full. The newest 5 bookings stay active — 2 older bookings are locked (view-only) until you add a licence. Become a founding member →

2026 Today Boarding Appointments

Unpaid Deposit Paid Vaccs expired

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Getting started

Business settings

Booking requests

Online payments

Import data

Help & support

Team

Password

Two-factor

Log out

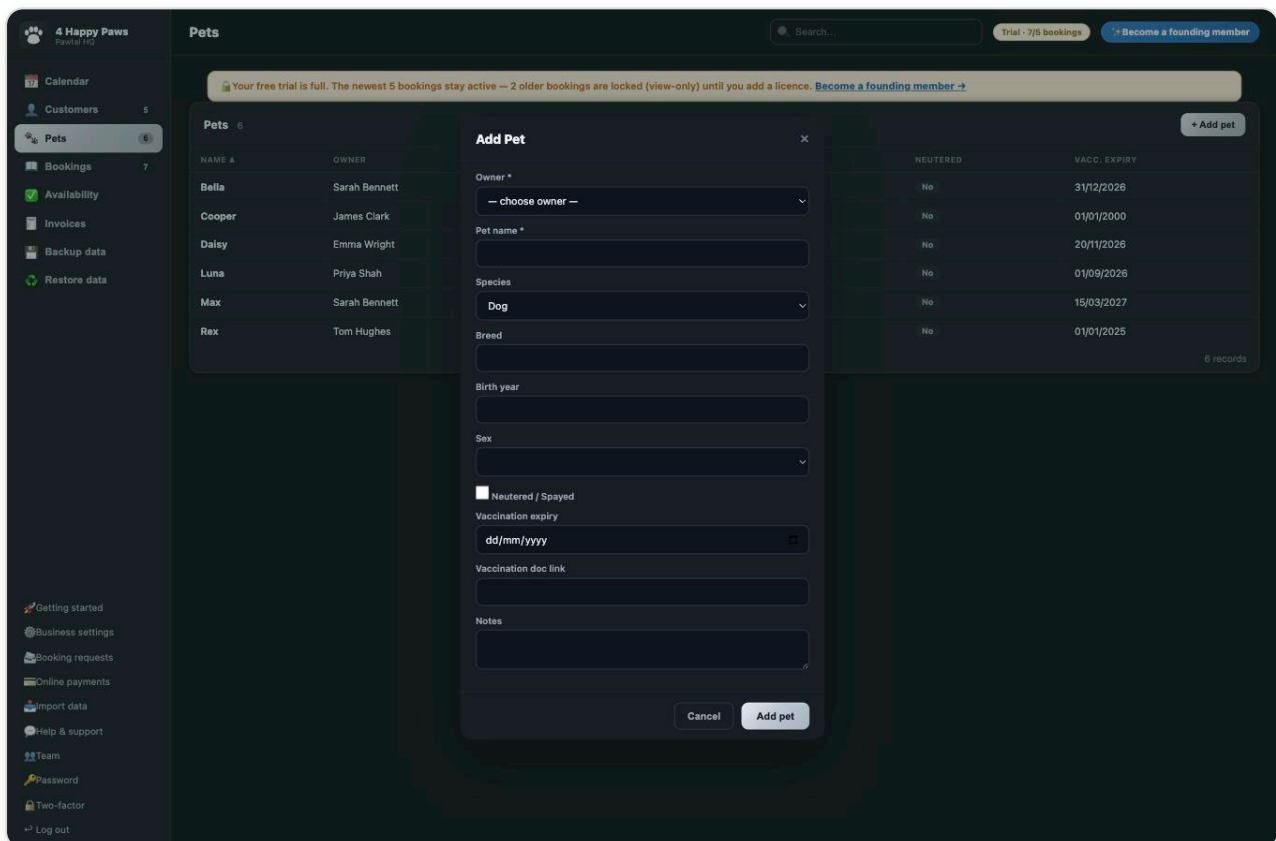
Your dashboard — the calendar, with bookings in traffic-light colours (green = paid, amber = part-paid, red = unpaid).

## PART 2

# Your customers & dogs

## 3 · Adding a customer and their dog

- 1 Click 👤 **Customers** in the menu, then the **+ Add** button.
- 2 Type their name, phone number and email. Click **Save**.
- 3 Now click 🐾 **Pets**, then **+ Add**, and choose that customer as the owner.
- 4 Fill in the dog's name, breed and — importantly — the **vaccination expiry date**. Click **Save**.




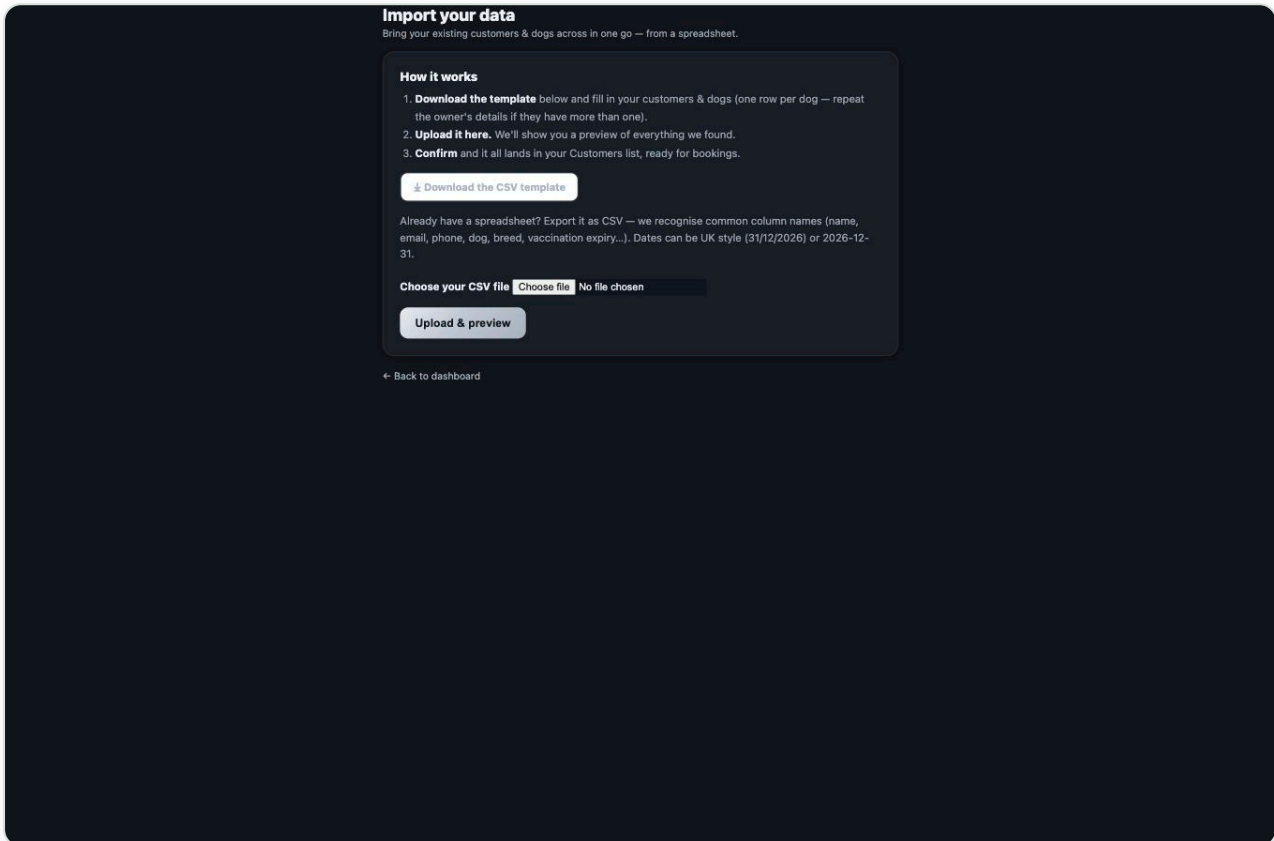
*Adding a dog — don't forget the vaccination expiry date.*

**Good to know:** If a dog's vaccinations are out of date (or blank), its bookings show a striped “check vaccinations” pattern on the calendar — so you never miss it.

## 4 · Bringing your customers in from a spreadsheet

Already have a list of customers and dogs? Bring them all in at once instead of typing them.

- 1 Click  **Import data** in the menu.
- 2 Click **Download the CSV template** and fill it in (one row per dog — repeat the owner's details if they have more than one).
- 3 Click **Choose your CSV file**, pick your filled-in file, then **Upload & preview**.
- 4 Check the preview looks right, then click **Confirm & import**. Done!



*Bring your customers and dogs in from a spreadsheet.*

**Tip:** Dates can be UK style (31/12/2026) or 2026-12-31 — both work.

## PART 3

# Bookings

## 5 · Adding a booking

- 1 Click **Calendar**, then click the **+ Add** button (or a day on the calendar).
- 2 Pick the service (boarding, day care, walking...), choose the dog(s), and set the dates.
- 3 The price works itself out from your settings. Click **Save**.

The screenshot shows the 'Add Booking' form in the Happy Paws system. The form is open over a 'Bookings' table. The table has columns for PET, OWNER, DUE, PAID, and BALANCE. The 'Add Booking' form has fields for Service (Boarding), Customer (Priya Shah), Dogs (Luna), Start (21/06/2026, 10:00), End (22/06/2026, 18:00), Amount due (£) (0.00), Deposit paid (£), Balance paid (£), and Notes. There are also buttons for 'Repeat weekly', 'Cancel', and 'Add booking'.

PET	OWNER	DUE	PAID	BALANCE
Cooper	James Clark	£90.00	£45.00	£45.00
Bella	Sarah Bennett	£120.00	£120.00	£0.00
Luna	Priya Shah	£80.00	£30.00	£50.00
Rex	Tom Hughes	£200.00	£0.00	£200.00
Daisy	Emma Wright	£60.00	£60.00	£0.00
Max	Sarah Bennett	£160.00	£0.00	£160.00
Luna	Priya Shah	£70.00	£70.00	£0.00


*Adding a booking — pick the service, the dog(s) and the dates.*

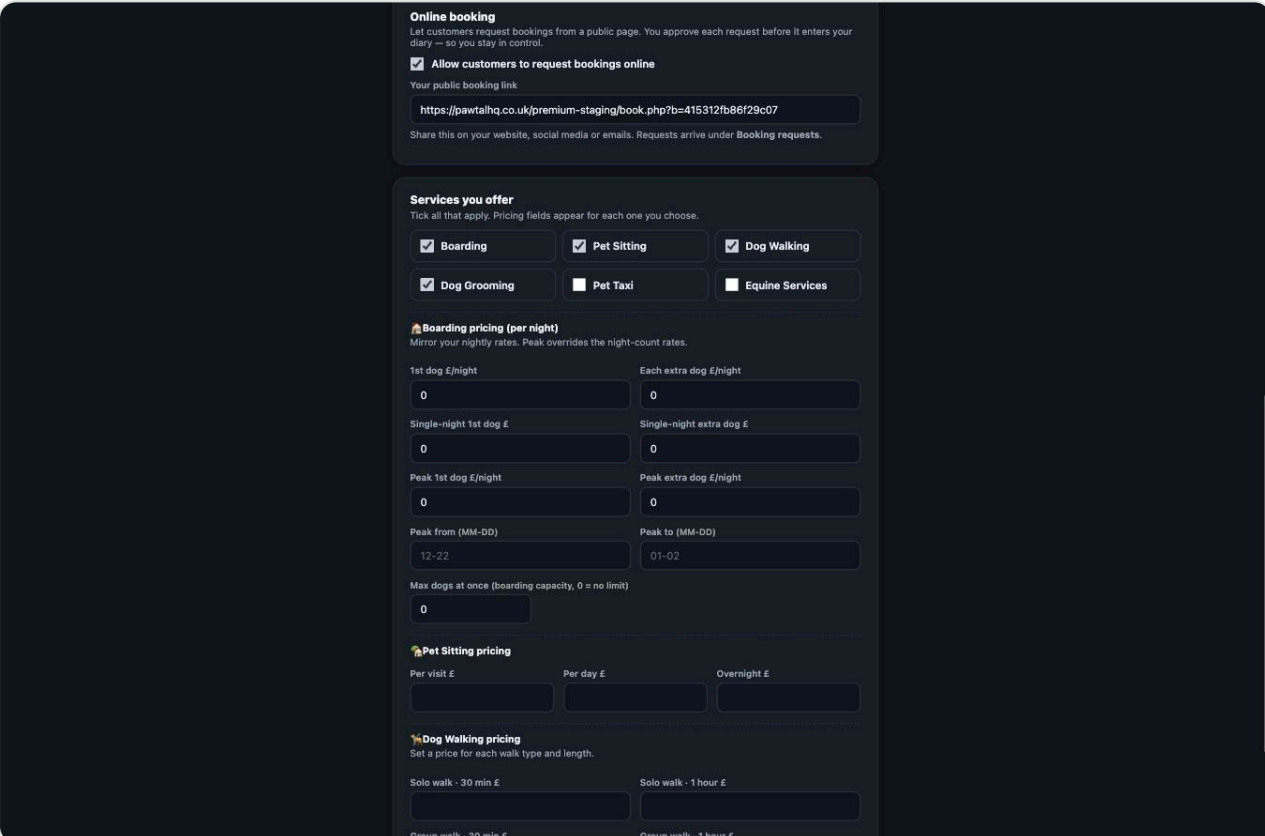
**Tip:** The coloured bars on the calendar tell you about payment at a glance — **green** = paid, **amber** = part-paid, **red** = unpaid.

## Let customers book you online

### 6 · Turning on online booking

Give customers a link so they can ask to book you, day or night. You still approve every request — you stay in control.

- 1 Click  **Business settings**.
- 2 Find the **Online booking** box and tick “**Allow customers to request bookings online.**”
- 3 Click **Save**. Your personal booking link now appears — copy it and share it on your website, Facebook or in emails.



**Online booking**  
Let customers request bookings from a public page. You approve each request before it enters your diary — so you stay in control.

**Allow customers to request bookings online**

Your public booking link

<https://pawtalhq.co.uk/premium-staging/book.php?b=415312fb86f29c07>

Share this on your website, social media or emails. Requests arrive under **Booking requests**.

**Services you offer**  
Tick all that apply. Pricing fields appear for each one you choose.

**Boarding**     **Pet Sitting**     **Dog Walking**

**Dog Grooming**     **Pet Taxi**     **Equine Services**

**Boarding pricing (per night)**  
Mirror your nightly rates. Peak overrides the night-count rates.

1st dog £/night	Each extra dog £/night
<input type="text" value="0"/>	<input type="text" value="0"/>
Single-night 1st dog £	Single-night extra dog £
<input type="text" value="0"/>	<input type="text" value="0"/>
Peak 1st dog £/night	Peak extra dog £/night
<input type="text" value="0"/>	<input type="text" value="0"/>
Peak from (MM-DD)	Peak to (MM-DD)
<input type="text" value="12-22"/>	<input type="text" value="01-02"/>
Max dogs at once (boarding capacity, 0 = no limit)	
<input type="text" value="0"/>	

**Pet Sitting pricing**

Per visit £	Per day £	Overnight £
<input type="text"/>	<input type="text"/>	<input type="text"/>


**Dog Walking pricing**  
Set a price for each walk type and length.

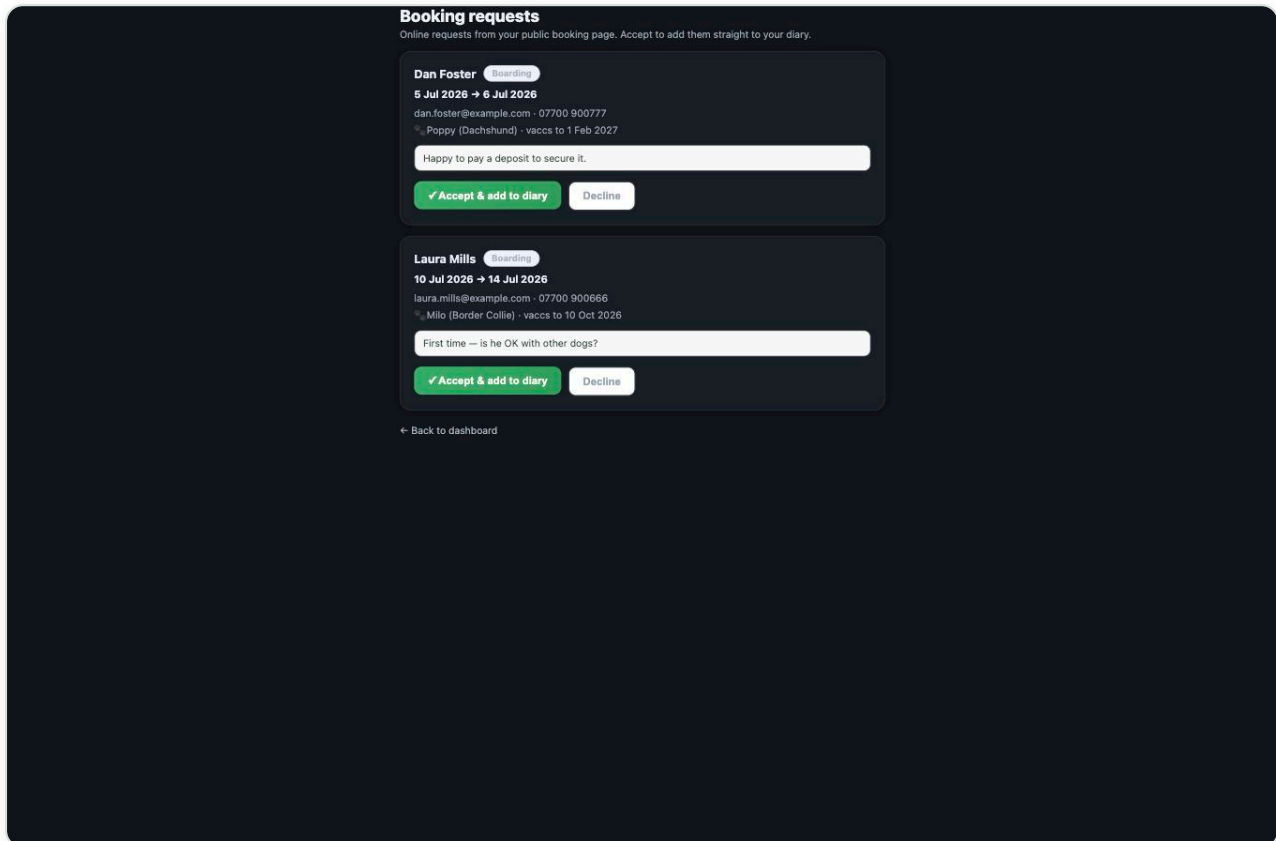
Solo walk - 30 min £	Solo walk - 1 hour £
<input type="text"/>	<input type="text"/>
Group walk - 30 min £	Group walk - 1 hour £
<input type="text"/>	<input type="text"/>

*Switch on online booking and share your public link.*

**Don't want it?** Just leave the tick off (or untick it) — online booking turns off and you take bookings the usual way.

### 7 · Saying yes (or no) to booking requests

- 1 When someone books online, you get an **email**, and it appears under  **Booking requests**.
- 2 Open **Booking requests** to see who, which dog, and the dates.
- 3 Click **✓ Accept & add to diary** — it creates the customer, the dog and the booking for you. Or click **Decline**.




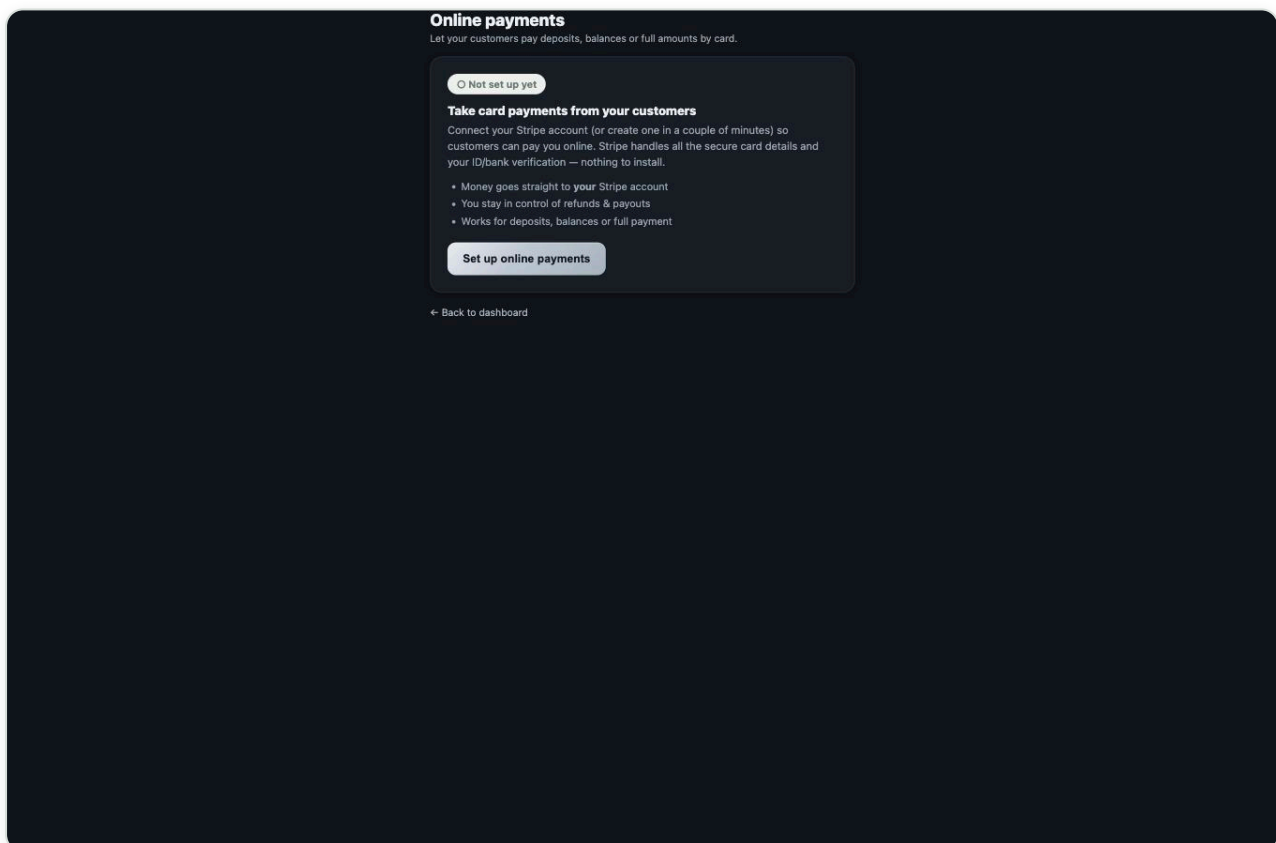
*Accept a request to add the customer, dog and booking in one click.*

# Getting paid

## 8 · Taking card payments

Let customers pay deposits or balances by card. The money goes straight into your own account.

- 1 Click  **Online payments**, then **Set up online payments**.
- 2 You'll be taken to **Stripe** (the secure payment company) to connect or create your account. Follow their steps — it takes a few minutes.
- 3 When it says “**✓ Connected,**” you're ready. A “Pay online” link is added to your booking confirmation emails automatically.




*Connect your Stripe account to start taking card payments.*

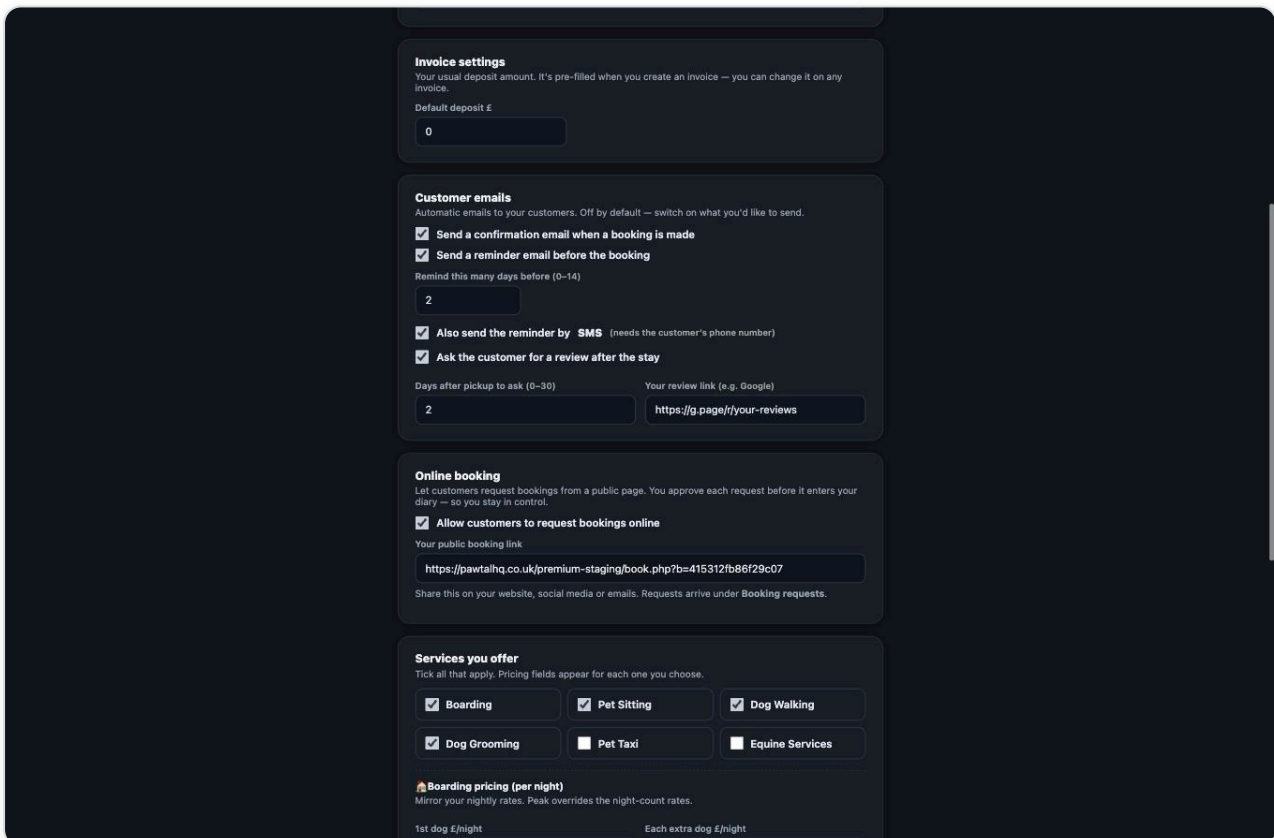
**What it costs:** Stripe takes their small card fee, and Pawtal HQ takes just **1%**. Everything else is yours.

# Messages that send themselves

## 9 · Confirmations, reminders & review requests

Let Pawtal HQ do the chasing for you. Turn on as many or as few as you like.

- 1 Click  **Business settings** and find the **Customer emails** box.
- 2 Tick what you want: a **confirmation** when a booking is made, a **reminder** before the stay, and a **review request** afterwards.
- 3 To send reminders by **text message too**, tick “**Also send the reminder by SMS.**” (The customer needs a phone number saved.)
- 4 For review requests, paste your review link (for example your Google reviews page). Click **Save**.




*Choose which automatic messages to send — including SMS reminders.*

**Tip:** Reminders are brilliant for cutting no-shows. The review request is sent at the perfect moment — just after a happy stay.

## Settings & help

### 10 · Your business details & branding

- 1 Click  **Business settings**.
- 2 Add your business name, address, contact details and upload your **logo**.
- 3 Tick the **services** you offer and set your **prices** — these are used to work out booking costs for you.
- 4 Click **Save**. Your logo and details now appear on invoices and customer emails.

**Set up your business**  
A few details to get you started — you can change these any time.

**Business details**  
Business name  
4 Happy Paws  
Contact email phil@philruston.co.uk Contact phone  
Business address  
Logo (PNG/JPG, shown on invoices)  
Choose file No file chosen


**Bank details**  
Printed on invoices so customers can pay by bank transfer.  
Account name · Sort code · Account number

**Invoice settings**  
Your usual deposit amount. It's pre-filled when you create an invoice — you can change it on any invoice.  
Default deposit £  
0

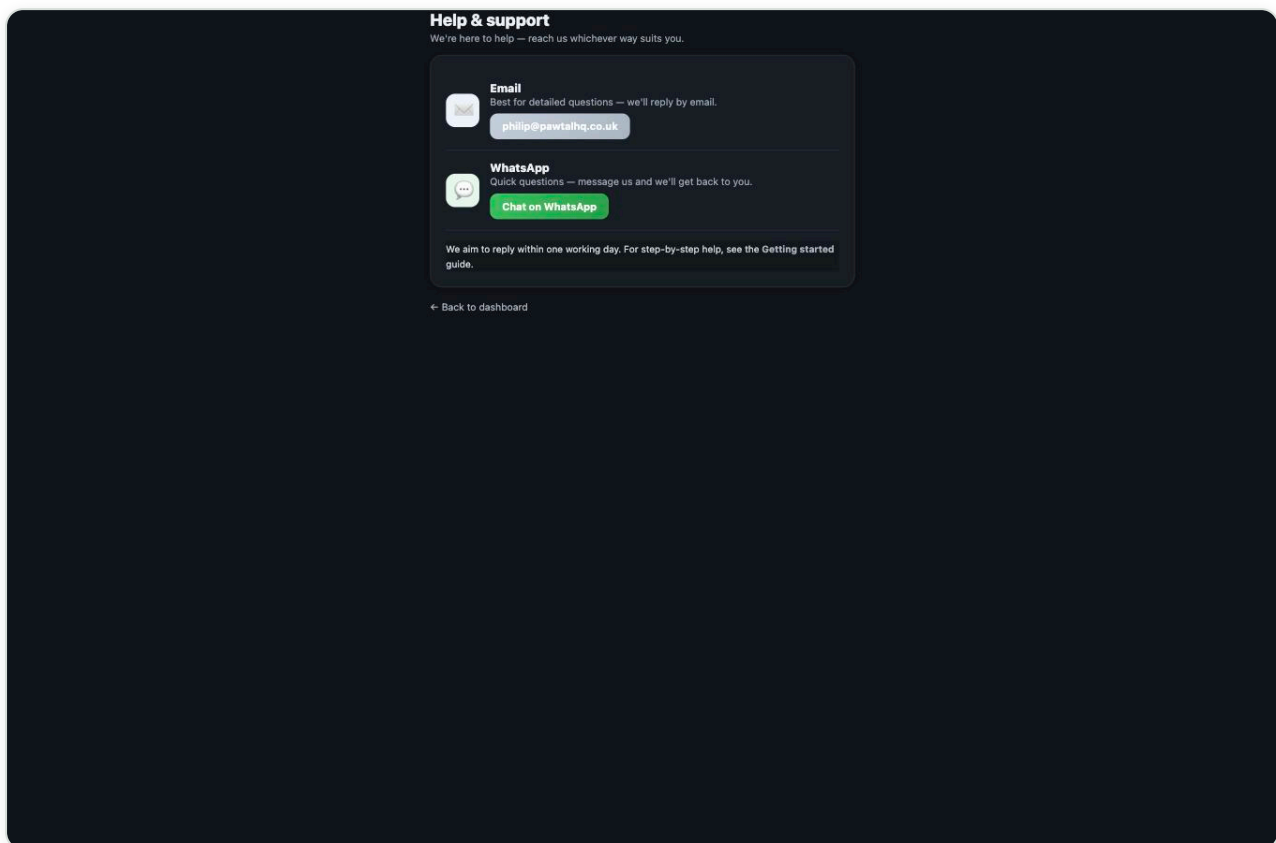
**Customer emails**  
Automatic emails to your customers. Off by default — switch on what you'd like to send.  
 Send a confirmation email when a booking is made  
 Send a reminder email before the booking  
Remind this many days before (0-14)  
2  
 Also send the reminder by SMS (needs the customer's phone number)  
 Ask the customer for a review after the stay  
Days after pickup to ask (0-30) Your review link (e.g. Google)

*Your business details, logo and prices — all in one place.*

### 11 · Getting help

- 1 Click  **Help & support** in the menu.
- 2 Choose **Email** for detailed questions, or **WhatsApp** for quick ones — tap the button and message us.

- 3 The 🚀 **Getting started** page also has a tick-list that walks you through setting everything up.



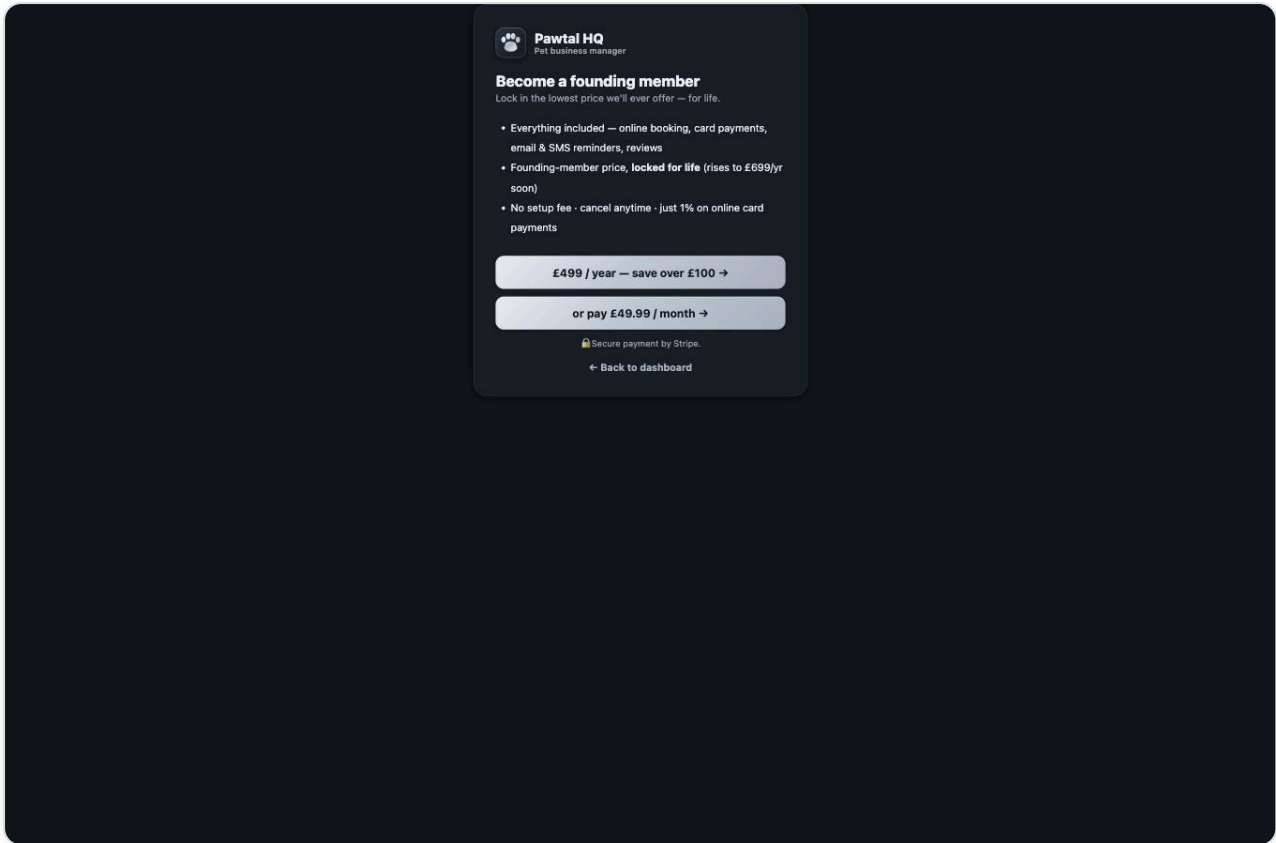
*Reach us by email or WhatsApp, whenever you need a hand.*

## 12 · Becoming a founding member

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When your free trial ends (or whenever you're ready), lock in the lowest price we'll ever offer.

- 1 Click the ✨ **Become a founding member** button (top of your screen) or open the **upgrade** page.
- 2 Choose **£499 a year** (best value) or **£49.99 a month**.
- 3 You'll be taken to Stripe to pay securely by card. That's it — your account unlocks straight away.



*Become a founding member — yearly or monthly, locked for life.*

**Founding members keep their price for life** — even when it later rises to £699 a year. No contract; cancel anytime.

Thank you for choosing Pawtal HQ Premium · Need a hand?  Help & support is always in your menu.