

The Pup Guide



**Everything you need to know before and after
bringing a dog home.**

**From choosing the right dog to feeding, training,
and protecting them for life.**



**Bringing a dog into your life is exciting.
It can also feel overwhelming.**

Owning a dog is a long-term commitment — and one of life's most rewarding experiences.

When you choose carefully, feed well, train consistently, and plan ahead, you give your dog the best possible start.

A little preparation now makes a lifetime of difference.

Whether you're thinking about getting a dog or already have one at home, this guide will help you make confident decisions from day one.

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Choosing Your Dog

There is no right or wrong way to get a dog. What matters most is choosing a dog that fits your life.

Buying a puppy can be appealing. You raise them from a young age and shape their behaviour early. Puppies need time, patience, and consistency. The first few months are often intense and tiring.

If you buy a puppy, always see them with their mum. Ask about health checks and vaccinations. Avoid sellers who rush you or refuse visits. Responsible breeders care where their puppies go.

Rehoming a dog is another wonderful option. Many rescue dogs already have some training and a known temperament. Older dogs are often calmer and easier to settle.

Rehoming organisations carefully assess dogs and help match them to suitable homes. Adoption can be incredibly rewarding and often suits first-time or busy owners.

Matching A Dog To Your Life

Choosing a dog based on looks alone often leads to problems later.

Think about where you live. A high-energy dog may struggle in a small flat. A dog with little exercise needs may feel overwhelmed in a busy household.

Be honest about your time. Dogs need daily walks, mental stimulation, and company. Some cope better with being left alone than others.

Consider everyone in the household. Children, other pets, noise, and routines all matter.

Breed traits can give guidance, but every dog is an individual. Training, routine, and environment shape behaviour far more than labels ever will.



Daily Care That Builds a Happy Dog



Food plays a big role in your dog's health. It affects their energy, digestion, skin, and behaviour.

There is no single best food for every dog. Some do well on dry food. Others prefer wet, fresh, or raw diets. What matters is quality and balance.

Choose food that suits your dog's age, size, and activity level. Introduce new food slowly to avoid stomach upset. Always provide fresh water.

Training starts on day one. Dogs thrive on routine and clear boundaries. Short, positive training sessions work best.

Reward good behaviour. Stay consistent. A well-stimulated dog is far less likely to develop behavioural problems.

Planning for Your Dog's Health - Understanding Your Options

Many vets offer monthly health plans. These are often mistaken for insurance.

Vet plans help spread the cost of routine care. They usually include vaccinations, flea and worm treatment, and health checks. They are useful for budgeting everyday costs.

They do not cover accidents or illness. They do not pay for surgery, scans, or emergency treatment.

Pet insurance is designed for the unexpected. Comprehensive cover can help pay for accidents, illness, diagnostics, and long-term conditions.

Insurance allows you to make decisions based on care rather than cost. The best time to take out cover is when your dog is young and healthy.

Protecting Your Dog Without the Confusion

No two dogs are the same. Their needs change over time, and so do the costs of caring for them.

Choosing pet insurance can feel confusing. Policies vary. Cover levels differ. Small details matter when you need them most.

Compare Pet Insurance from the Top UK Providers

We know your pets are family. That's why, through our partnership with Seopa, you can compare pet insurance quotes from top UK providers—helping you find the best coverage for your furry friend.

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Helpful Checklists

Your dog relies on you for everything.

Preparation, patience, and planning will give them the safest, happiest start possible. To help you feel confident from day one, we've put together a simple checklist covering everything you need to get started.

Before Bringing Your Dog Home

- Choose a breed or rescue dog suited to your lifestyle
- Meet the dog (and mum if buying a puppy)
- Check vaccinations and health history
- Prepare a safe sleeping space
- Remove hazards (wires, toxic plants, small objects)
- Buy essentials (bed, bowls, collar, lead, ID tag)
- Research local vets
- Compare pet insurance options

First Week at Home

- Register with your chosen vet
- Book any outstanding vaccinations
- Arrange flea and worm treatment plan
- Set feeding schedule
- Start toilet training routine
- Begin gentle lead and recall training
- Introduce house rules consistently
- Socialise safely and gradually



Training & Social Development

- Book puppy classes (if applicable)
- Practice short daily training sessions
- Introduce different environments slowly
- Reward calm behaviour
- Build positive experiences with other dogs

Health & Ongoing Care

- Health & Ongoing Care
 - Keep vaccination schedule up to date
 - Maintain parasite prevention
 - Monitor weight and diet
 - Groom regularly (even short-haired breeds)
 - Schedule annual vet health checks

Financial Planning

- Understand routine care costs
- Plan for unexpected vet bills
- Choose appropriate pet insurance cover
- Review cover annually

Unexpected treatment can cost thousands. Planning ahead protects both your dog and your finances.

