ZooToo Offers "Social Pet-working" for Pet Lovers

September 30, 2008 - 10:57 am PDT - by Doriano "Paisano" Carta

Add a Comment

ZooToo calls itself a "social pet-working" service that connects pet-lovers all over. It is a unique site, that's for sure. Once you sign up you add your pets to your profile. I was impressed by the vast variety of animal types and breeds they provided during this process. Here are my two pets:

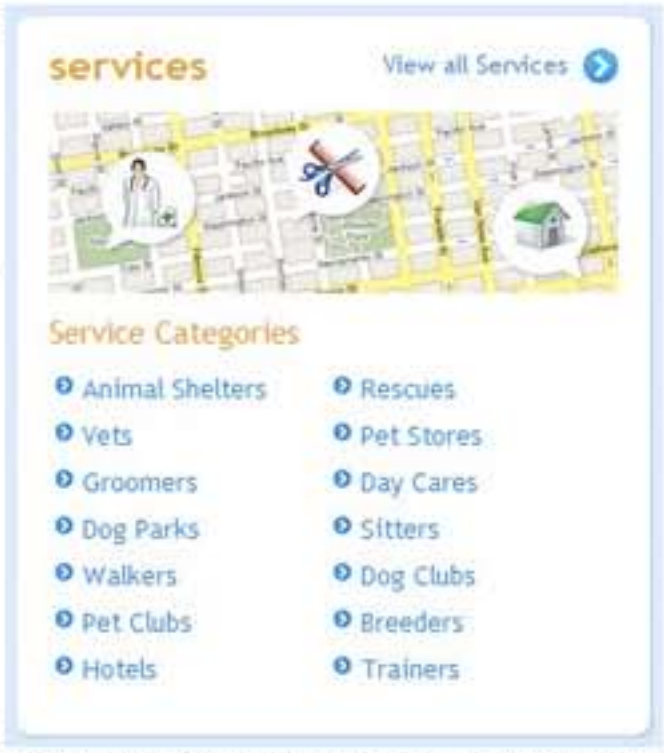
Zoo

Cookie

Chi Chi

There are a great deal of useful features and services on the site. For example, when you enter your zip code ZooToo will be able to show you a map of all the pet related services in your area. This includes local vets, animal shelters, Animal rescue centers, groomers and many more. The other great thing about this feature is that they are all rated by other ZooToo members.

You can also find all kinds of useful pet products that are also rated by the ZooToo community. The products are searchable and arranged according to type of animal. There's a Craigslist type of classified section for more pet-related products.



One of the best things about the site is the way that it engages the community to get involved with good causes such as Animal Shelter makeovers. They're gearing up for their second annual event that will helped out about 20 shelters last time around.

The social networking part of the site comes into play with the member profiles and groups feature. You can make friends with local pet-lovers according to your zip code. You can even search for people who like the same kind of pets that you do. For example, you can find fellow Poodle lovers who live close by. As for the groups feature, you can join a group for just about every kind of animal lover there is. These areas are helpful for pet related events, parties or fundraiser that you might want to conduct.

The Answers area provides a healthy amount of information for any pet question or concern you might have. It's like a Yahoo Answers for animals. It's a great way to learn more about your pets and how to take better care of them. You can also answer questions and become known as the resident expert on the subject because there's a rating system for all Q&A activities.

Speaking of rating systems, every member of ZooToo earns points for things they do on the site and in their own local community for pets. You earn more bonus points with everything you do online and offline for animals which is a nice way to encourage people to get more involved.

At first, I thought this was a silly idea - social pet-working? However, once I signed up and started using the service I soon discovered that despite the cuteness and cleverness, they are serious about helping pets and pet-owners. It's actually a smart way to connect pet owners with services that cater to the needs of animals.

Tags animals, pets, Zootoo

ShareThis | Yahoo! Buzz | Ping This! | digg it

(2 votes, average: 3 out of 5)

Add to my: | Blog this on:

Link to this: http://mashable.com/2008/09/30/zootoo/

Subscribe to Mashable

Popular Posts

13 Gmail Extensions for Firefox 3
Soshiku Aims to Prevent the Dog Ate My Homework Excuse (The Startup Review)
Go From Zero to Creative Hero With Zeros2Heroes
If Web Apps are Evil, Why Do We Use Them?
Mashable's Guide to Upcoming Conferences and Events
Messaging Aggregator Fuser Unveils New Look and Improved Performance
PleaseDressMe T-Shirt Giveaway Winners Announced
Acquia Debuts Drupal for Free
PleaseDressMe T-Shirt Giveaway
270+ Tools for Running a Business Online

Popular Tags

acquisition advertisers advertising aggregator amazon aol api apple barack obama bebo blog blogging BLOGS bookmarking business cbs chat comcast conferences developers digg email Events facebook Firefox friendfeed funding games gmail Google Google Maps hulu internet iphone iphone 3g itunes Last.FM launch linkedin Lists MARKETING marketplace mashable microblogging microsoft Mobile 2.0 music myspace new features ONLINE VIDEO Photos piracy podcast privacy Recommendations rss San Francisco-San Jose Search shopping social social bookmarking social media social network social networking social networks Sponsors sports startup startups summermash television travel twitter video voip widget widgets Wordpress Yahoo youtube

Sponsors