Website review
pawrentgear.com

Generated on September 22 2024 10:36 AM

The score is 52/100

SEO Content

⚠️	Title	Pawrent® | Men's, Women's & Pet Clothing, plus Accessories **Length : 72** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Pawrent® has been defining what it means to treat pets as family since 2000. Pawrent, grandpawrent and pet clothing plus accessories & more. **Length : 144** Great, your meta description contains between 70 and 160 characters.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
locale	en_US
type	website
title	Pawrent® | Men's, Women's & Pet Clothing, plus Accessories
description	Pawrent® has been defining what it means to treat pets as family since 2000. Pawrent, grandpawrent and pet clothing plus accessories & more.
url	http://pawrent.com/
site_name	Pawrent®
image	https://pawrent.com/wp-content/uploads/2022/01/website_header2.png

SEO Content

⦿	Headings	**H1** 2	**H2** 14	**H3** 9	**H4** 3	**H5** 0	**H6** 0

- [H1] Pawrent®
- [H1] Pawrent®
- [H2] Sign in
- [H2] REGISTER
- [H2] WOMAN
- [H2] CLOTHING
- [H2] MEN
- [H2] CLOTHING
- [H2] SAYINGS COLLECTION
- [H2] GIFTS
- [H2] BANDANAS
- [H2] SAYINGS COLLECTION
- [H2] MY ACCOUNT
- [H2] Customer Service
- [H2] information
- [H2] what are you looking for?
- [H3] Pawrent Pastel Blue/Lemon Cap
- [H3] Pawrent Watermelon/White/Mint Short Sleeve T-shirt
- [H3] Pawrent "Should've brought..." Pastel Pink Cap
- [H3] Pawrent Black/Watermelon Short Sleeve T-shirt
- [H3] Pawrent Purple Logo Mint Cap
- [H3] Pawrent Lilac/White Sleeve Logo Hoodie
- [H3] Grandpawrent Pastel Blue & Lilac Short Sleeve T-Shirt
- [H3] Pawrent Mint/Lilac Black Hoodie
- [H3] Sign up for pawrent emails
- [H4] Shop our bandana collection for a pop of fun.
- [H4] Shop the collection to find the latest sayings to wear.
- [H4] Thank you!

❌	Images	We found 28 images on this web page. 20 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
❌	Text/HTML Ratio	Ratio : **3%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✓	URL Rewrite	Good. Your links looks friendly!
✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✓	In-page links	We found a total of 44 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 90.91% Internal Links 9.09%

In-page links

Anchor	Type	Juice
Pawrent®	External	Passing Juice
CHECKOUT	External	Passing Juice
ORDER TRACKING	External	Passing Juice
SUPPORT	External	Passing Juice
LOGIN / REGISTER	Internal	Passing Juice
Lost your password?	External	Passing Juice
privacy policy	External	Passing Juice
NEW ARRIVALS	External	Passing Juice
SHOP ALL	External	Passing Juice
PAWRENT	External	Passing Juice
GRANDPAWRENT	External	Passing Juice
SALE	External	Passing Juice
ALL CLOTHING	External	Passing Juice
T-SHIRTS	External	Passing Juice
SWEATSHIRTS	External	Passing Juice
SAYINGS COLLECTION	External	Passing Juice

In-page links

NEW ARRIVALS	External	Passing Juice
SHOP ALL	External	Passing Juice
PAWRENT	External	Passing Juice
GRANDPAWRENT	External	Passing Juice
SALE	External	Passing Juice
ALL CLOTHING	External	Passing Juice
T-SHIRTS	External	Passing Juice
SWEATSHIRTS	External	Passing Juice
SAYINGS COLLECTION	External	Passing Juice
SHOP ALL	External	Passing Juice
BIRTHDAY	External	Passing Juice
PATTERN	External	Passing Juice
WEDDING	External	Passing Juice
ALL GIFTS	External	Passing Juice
GREETING CARDS	External	Passing Juice
STICKERS	External	Passing Juice
MUGS	External	Passing Juice
Pawrent Pastel Blue/Lemon Cap	External	Passing Juice
Add to cart	Internal	noFollow
Pawrent Watermelon/White/Mint Short Sleeve T-shirt	External	Passing Juice
Pawrent “Should’ve brought…” Pastel Pink Cap	External	Passing Juice
Add to cart	Internal	noFollow
Pawrent Black/Watermelon Short Sleeve T-shirt	External	Passing Juice
Pawrent Purple Logo Mint Cap	External	Passing Juice
Add to cart	Internal	noFollow
Pawrent Lilac/White Sleeve Logo Hoodie	External	Passing Juice
Grandpawrent Pastel Blue & Lilac Short Sleeve T-Shirt	External	Passing Juice
Pawrent Mint/Lilac Black Hoodie	External	Passing Juice

SEO Keywords

	Keywords Cloud	clothing view add shop pawrent wishlist review cart all quick

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
pawrent	8	✔	✖	✔	✔
all	6	✖	✖	✖	✖
clothing	5	✔	✖	✔	✔
shop	5	✖	✖	✖	✔
cart	4	✖	✖	✖	✖

Usability

	Url	Domain : pawrentgear.com Length : 15
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is en.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5

Document

✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 0 Warnings : 0
✗	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✓	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
◯	Speed Tips	✓ Excellent, your website doesn't use nested tables.
		✗ Too bad, your website is using inline styles.
		✗ Too bad, your website has too many CSS files (more than 4).
		✗ Too bad, your website has too many JS files (more than 6).
		✓ Perfect, your website takes advantage of gzip.

Mobile

◯	Mobile Optimization	✓ Apple Icon
		✓ Meta Viewport Tag
		✓ Flash content

Optimization

✗	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
✓	Robots.txt	http://pawrentgear.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing

Optimization

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.