

# Website review pawticular.ca

Generated on September 21 2024 01:25 AM





The score is 57/100







## SEO Content

|    | Title              | Shop Now   Pawticular Pet Supply<br><b>Length : 32</b><br>Perfect, your title contains between 10 and 70 characters.  |    |    |    |    |    |    |   |    |   |   |    |   |
|----|--------------------|---|----|----|----|----|----|----|---|----|---|---|----|---|
|    | Description        | <b>Length : 0</b><br>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.  |    |    |    |    |    |    |   |    |   |   |    |   |
|    | Keywords           | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.   |    |    |    |    |    |    |   |    |   |   |    |   |
|    | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.   |    |    |    |    |    |    |   |    |   |   |    |   |
|    | Headings           | <table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>0</td><td>13</td><td>1</td><td>5</td><td>11</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H2] Popular brands Shop All</li><li>• [H2] Popular brands Shop All</li><li>• [H2] Popular brands Shop All</li><li>• [H2] Popular brands Shop All</li><li>• [H2] Popular brands Shop All</li><li>• [H2] Popular brands Shop All</li><li>• [H2] Popular brands Shop All</li><li>• [H2] Popular brands Shop All</li><li>• [H2] Some of Our Favorites</li><li>• [H2] Acana</li><li>• [H2] Canadian Naturals</li><li>• [H2] Squarepet</li><li>• [H2] Go! Solutions</li><li>• [H2] Trending Now</li><li>• [H3] Quick Links</li><li>• [H4] Scan Barcode</li><li>• [H4] \$57.99</li><li>• [H4] \$94.99</li><li>• [H4] \$114.99</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 13 | 1 | 5 | 11 | 0 |
| H1 | H2                 | H3  | H4 | H5 | H6 |    |    |    |   |    |   |   |    |   |
| 0  | 13                 | 1   | 5  | 11 | 0  |    |    |    |   |    |   |   |    |   |

## SEO Content

|  |                 |  |
|--|-----------------|--|
|  |                 | <ul style="list-style-type: none"><li>• [H4] \$52.99</li><li>• [H5] Food</li><li>• [H5] Treats</li><li>• [H5] Supplies</li><li>• [H5] Food</li><li>• [H5] Treats</li><li>• [H5] Supplies</li><li>• [H5] Food</li><li>• [H5] Supplies</li><li>• [H5] Supplies</li><li>• [H5] Supplies</li><li>• [H5] Food</li></ul> |
|    | Images          | We found 41 images on this web page.<br>Good, most or all of your images have alt attributes.  |
|    | Text/HTML Ratio | Ratio : <b>26%</b><br>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.  |
|   | 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 94 links including 0 link(s) to files                                     |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 1.06%<br>Internal Links 98.94% |

## In-page links

| Anchor  | Type     | Juice         |
|---|----------|---------------|
| <a href="#">Pawticular Pet Supply</a>             | Internal | Passing Juice |
| <a href="#">Dog</a>                               | Internal | Passing Juice |
| <a href="#">Cat</a>                               | Internal | Passing Juice |
| <a href="#">Bird</a>                              | Internal | Passing Juice |
| <a href="#">Fish</a>                              | Internal | Passing Juice |
| <a href="#">Holiday</a>                           | Internal | Passing Juice |
| <a href="#">Small Pet</a>                         | Internal | Passing Juice |
| <a href="#">Wild Bird</a>                         | Internal | Passing Juice |
| <a href="#">Food</a>                              | Internal | Passing Juice |
| <a href="#">Air-Dried &amp; Dehydrated Food</a>   | Internal | Passing Juice |
| <a href="#">Broth</a>                             | Internal | Passing Juice |
| <a href="#">Dry Food</a>                          | Internal | Passing Juice |
| <a href="#">Food Toppings</a>                     | Internal | Passing Juice |
| <a href="#">Freeze-Dried Food</a>                 | Internal | Passing Juice |
| <a href="#">Frozen Food</a>                       | Internal | Passing Juice |
| <a href="#">Treats</a>                            | Internal | Passing Juice |
| <a href="#">Air-Dried &amp; Dehydrated Treats</a> | Internal | Passing Juice |
| <a href="#">Biscuits &amp; Crunchy Treats</a>     | Internal | Passing Juice |
| <a href="#">Bully Sticks &amp; Natural Chews</a>  | Internal | Passing Juice |
| <a href="#">Dental &amp; Hard Chews</a>           | Internal | Passing Juice |
| <a href="#">Freeze-Dried Treats</a>               | Internal | Passing Juice |
| <a href="#">Frozen Treat</a>                      | Internal | Passing Juice |
| <a href="#">Supplies</a>                          | Internal | Passing Juice |
| <a href="#">Apparel &amp; Accessories</a>         | Internal | Passing Juice |
| <a href="#">Beds &amp; Mats</a>                   | Internal | Passing Juice |
| <a href="#">Bowls &amp; Feeders</a>               | Internal | Passing Juice |
| <a href="#">Carriers &amp; Travel</a>             | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Cleaning &amp; Potty</a>               | Internal | Passing Juice |
| <a href="#">Crates, Pens &amp; Gates</a>           | Internal | Passing Juice |
| <a href="#">Dental Care</a>                        | Internal | Passing Juice |
| <a href="#">Grooming</a>                           | Internal | Passing Juice |
| <a href="#">Healthcare</a>                         | Internal | Passing Juice |
| <a href="#">Leashes &amp; Collars</a>              | Internal | Passing Juice |
| <a href="#">Toys</a>                               | Internal | Passing Juice |
| <a href="#">Training &amp; Behavior</a>            | Internal | Passing Juice |
| <a href="#">Vitamins &amp; Supplements</a>         | Internal | Passing Juice |
| <a href="#">Accessories</a>                        | Internal | Passing Juice |
| <a href="#">Anxiety &amp; Brain Health</a>         | Internal | Passing Juice |
| <a href="#">Bark Control &amp; Remote Training</a> | Internal | Passing Juice |
| <a href="#">Shop All</a>                           | Internal | Passing Juice |
| <a href="#">Food</a>                               | Internal | Passing Juice |
| <a href="#">Dry Food</a>                           | Internal | Passing Juice |
| <a href="#">Food Toppings</a>                      | Internal | Passing Juice |
| <a href="#">Frozen Food</a>                        | Internal | Passing Juice |
| <a href="#">Wet Food</a>                           | Internal | Passing Juice |
| <a href="#">Frozen Food Toppings</a>               | Internal | Passing Juice |
| <a href="#">Treats</a>                             | Internal | Passing Juice |
| <a href="#">Crunchy Treats</a>                     | Internal | Passing Juice |
| <a href="#">Freeze-Dried Treats</a>                | Internal | Passing Juice |
| <a href="#">Lickable Treats</a>                    | Internal | Passing Juice |
| <a href="#">Soft &amp; Chewy Treats</a>            | Internal | Passing Juice |
| <a href="#">Supplies</a>                           | Internal | Passing Juice |
| <a href="#">Apparel &amp; Accessories</a>          | Internal | Passing Juice |
| <a href="#">Beds &amp; Mats</a>                    | Internal | Passing Juice |
| <a href="#">Bowls &amp; Feeders</a>                | Internal | Passing Juice |
|  |          |               |

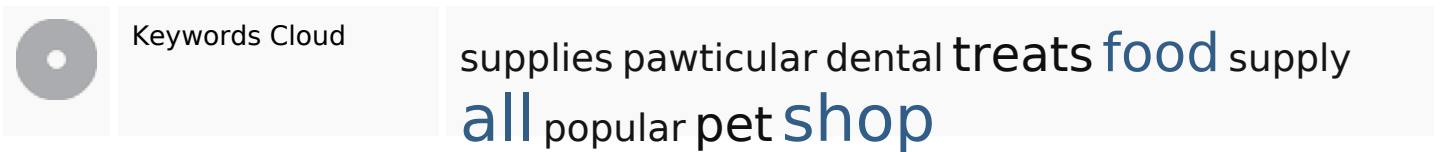
## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Dental Care</a>                 | Internal | Passing Juice |
| <a href="#">Grooming</a>                    | Internal | Passing Juice |
| <a href="#">Healthcare</a>                  | Internal | Passing Juice |
| <a href="#">Leashes &amp; Collars</a>       | Internal | Passing Juice |
| <a href="#">Litter &amp; Accessories</a>    | Internal | Passing Juice |
| <a href="#">Toys</a>                        | Internal | Passing Juice |
| <a href="#">Vitamins &amp; Supplements</a>  | Internal | Passing Juice |
| <a href="#">Balls</a>                       | Internal | Passing Juice |
| <a href="#">Bowls &amp; Diners</a>          | Internal | Passing Juice |
| <a href="#">Catnip &amp; Pet Grass Toys</a> | Internal | Passing Juice |
| <a href="#">Chasers &amp; Teasers</a>       | Internal | Passing Juice |
| <a href="#">Collars</a>                     | Internal | Passing Juice |
| <a href="#">Dental Treats</a>               | Internal | Passing Juice |
| <a href="#">Food</a>                        | Internal | Passing Juice |
| <a href="#">Cockatiel &amp; Cockatoo</a>    | Internal | Passing Juice |
| <a href="#">Finch &amp; Canary</a>          | Internal | Passing Juice |
| <a href="#">Supplies</a>                    | Internal | Passing Juice |
| <a href="#">Food &amp; Treats</a>           | Internal | Passing Juice |
| <a href="#">Tropical Freshwater</a>         | Internal | Passing Juice |
| <a href="#">Supplies</a>                    | Internal | Passing Juice |
| <a href="#">Christmas</a>                   | Internal | Passing Juice |
| <a href="#">Supplies</a>                    | Internal | Passing Juice |
| <a href="#">Bedding &amp; Litter</a>        | Internal | Passing Juice |
| <a href="#">Food &amp; Treats</a>           | Internal | Passing Juice |
| <a href="#">Habitats &amp; Accessories</a>  | Internal | Passing Juice |
| <a href="#">Bedding</a>                     | Internal | Passing Juice |
| <a href="#">Feeding Accessories</a>         | Internal | Passing Juice |
| <a href="#">Guinea Pig</a>                  | Internal | Passing Juice |
|   |          |               |

## In-page links

|                                     |          |               |
|-------------------------------------|----------|---------------|
| <a href="#">Rabbit</a>              | Internal | Passing Juice |
| <a href="#">Food</a>                | Internal | Passing Juice |
| <a href="#">About Us</a>            | Internal | Passing Juice |
| <a href="#">Loyalty Program</a>     | Internal | Passing Juice |
| <a href="#">Local Delivery</a>      | Internal | Passing Juice |
| <a href="#">Shop All</a>            | Internal | Passing Juice |
| <a href="#">Shop By</a>             | Internal | Passing Juice |
| <a href="#">Return Policy</a>       | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>      | Internal | Passing Juice |
| <a href="#">Terms of Use</a>        | Internal | Passing Juice |
| <a href="#">Powered by eTailPet</a> | External | Passing Juice |

## SEO Keywords







## Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti on | Headings |
|---------|---------|-------|----------|--------------|----------|
| shop    | 11      | ✓     | ✗        | ✗            | ✓        |
| all     | 9       | ✗     | ✗        | ✗            | ✓        |
| food    | 7       | ✗     | ✗        | ✗            | ✓        |
| pet     | 5       | ✓     | ✗        | ✗            | ✓        |
| treats  | 5       | ✗     | ✗        | ✗            | ✓        |







## Usability

|  |     |                                       |
|--|-----|---------------------------------------|
|  | Url | Domain : pawticular.ca<br>Length : 13 |
|--|-----|---------------------------------------|




## Usability

|  |              |   |
|--|--------------|---|
|  | 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   |
|    | Encoding        | Perfect. Your declared charset is UTF-8.   |
|  | W3C Validity    | Errors : 0<br>Warnings : 0   |
|  | Email Privacy   | Great no email address has been found in plain text!   |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.   |
|  | Speed Tips      | <ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul> |





## Mobile

|  |                     |  |
|--|---------------------|--|
|  | Mobile Optimization | <ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li></ul> |
|--|---------------------|--|

## Mobile

✓ Flash content

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><a href="https://www.pawticular.ca/sitemap.xml">https://www.pawticular.ca/sitemap.xml</a>                             |
|  | Robots.txt  | <a href="http://pawticular.ca/robots.txt">http://pawticular.ca/robots.txt</a><br>Great, your website has a robots.txt file.                                      |
|  | Analytics   | Great, your website has an analytics tool.<br> <a href="#">Google Analytics</a> |