Website review
petfactory.co.nz

The score is 51/100

SEO Content

⚠️	Title	Pet Factory NZ | Dog Accessories, Supplies & Gifts – Pet Factory New Zealand **Length : 86** Ideally, your title should contain between 10 and 70 characters (spaces included). Use [this free tool](#) to calculate text length.
⚠️	Description	Pet Factory the latest on-trend collars, leashes, harnesses, beds, bowls, apparel and accessories for your dog from the world's best brands. Shop Online!, Fast overnight shipping. **Length : 183** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use [this free tool](#) to calculate text length.
✅	Keywords	Pet Factory New Zealand, petfactory.co.nz Good, your page contains meta keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
site_name	Pet Factory New Zealand
url	https://petfactory.co.nz/
title	Pet Factory NZ | Dog Accessories, Supplies & Gifts
type	website
description	Pet Factory the latest on-trend collars, leashes, harnesses, beds, bowls, apparel and accessories for your dog from the world's best brands. Shop Online!, Fast overnight shipping.

Headings	H1	H2	H3	H4	H5	H6

SEO Content

		2	0	23	2	0	0

- [H1] Pet Factory New Zealand
- [H1] Dog Harness
- [H3] BEST SELLER
- [H3] Pet Nail Grinder with 2 LED Lights Upgraded 3-Speed Electric Cordless
- [H3] Corduroy Plush & PlayClean Squeaky Chew Dog Toy Duck
- [H3] Grooming Shedding Brush, Self Cleaning Slicker Brush for Dog Cat Bunny
- [H3] Portable Dog Water Bottle, Leak Proof with Drinking Feeder
- [H3] Dog Harness
- [H3] Dog Puzzle Toys, Squeaky Treat Dispensing Dog Enrichment Toys for IQ
- [H3] Checkers Plush & PlayClean Squeaky Chew Dog Toy Rooster
- [H3] Pet Grooming Kit, Upgraded Rechargeable Cordless Electric Quiet Hair Clipper Set
- [H3] @ FOLLOW US ON INSTAGRAM
- [H3] FREE SHIPPING
- [H3] SUPPORT 24/7
- [H3] 30 DAYS RETURN
- [H3] 100% PAYMENT SECURE
- [H3] Get in touch
- [H3] Categories
- [H3] Categories
- [H3] Infomation
- [H3] Infomation
- [H3] Useful links
- [H3] Useful links
- [H3] Newsletter Signup
- [H3] Newsletter Signup
- [H4] Color: Black
- [H4] Size: XS

	Images	We found 75 images on this web page. 54 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 21 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
-	Internal	Passing Juice
Food & Treats	Internal	Passing Juice
Grooming	Internal	Passing Juice
Toys	Internal	Passing Juice
Tethering	Internal	Passing Juice
Feeders & Drink	Internal	Passing Juice
Travel	Internal	Passing Juice
Health	Internal	Passing Juice
Bathing	Internal	Passing Juice
Clean up	Internal	Passing Juice
Explore Now	Internal	Passing Juice
Dog Harness	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice

In-page links

		Internal	Passing Juice
-		Internal	Passing Juice
-		Internal	Passing Juice
-		Internal	Passing Juice
-		Internal	Passing Juice
Search		Internal	Passing Juice

SEO Keywords

	Keywords Cloud	dog red purple camouflage green reviews pink xxl black blue

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
dog	13	✔	✖	✔	✔
reviews	9	✖	✖	✖	✖
xxl	9	✖	✖	✖	✖
black	8	✖	✖	✖	✔
blue	7	✖	✖	✖	✖

Usability

	Url	Domain : petfactory.co.nz Length : 16
✔	Favicon	Great, your website has a favicon.
✔	Printability	Great. We have found a Print-Friendly CSS.
✔	Language	Good. Your declared language is en.

Usability

❌	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 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).
		❌ Too bad, your website does not take advantage of gzip.

Mobile

⚪	Mobile Optimization	✅ Apple Icon
		✅ Meta Viewport Tag
		✅ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.

Optimization

		https://petfactory.co.nz/sitemap.xml
✓	Robots.txt	http://petfactory.co.nz/robots.txt Great, your website has a robots.txt file.
✗	Analytics	Missing 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.