



# Website review rumfordpet.com

Generated on September 23 2024 03:27 AM

**The score is 50/100**




## SEO Content

	<p>Title</p>	<p>Rumford Pet</p> <p><b>Length : 11</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Rumford Pet offers a huge variety of pet foods and supplies through a team of experienced staff. Order online and pick-up in-store, or visit us for a consultation.</p> <p><b>Length : 163</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>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.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1480 1481 1550"> <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>16</td> <td>1</td> <td>9</td> <td>19</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1585 1034 2069" 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] Popular brands Shop All</li> <li>• [H2] Popular brands Shop All</li> <li>• [H2] Popular brands Shop All</li> <li>• [H2] Save time, shop now</li> <li>• [H2] Primal Pet Foods</li> <li>• [H2] Open Farm</li> <li>• [H2] A Pup Above</li> <li>• [H2] Stella &amp; Chewy's</li> </ul>	H1	H2	H3	H4	H5	H6	0	16	1	9	19	0
H1	H2	H3	H4	H5	H6									
0	16	1	9	19	0									




## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Customer favorites</li><li>• [H3] Quick Links</li><li>• [H4] Scan Barcode</li><li>• [H4] \$6.99</li><li>• [H4] \$69.99</li><li>• [H4] \$3.99</li><li>• [H4] \$1.49</li><li>• [H4] \$10.99</li><li>• [H4] \$35.99</li><li>• [H4] \$29.99</li><li>• [H4] \$19.99</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] Supplies</li><li>• [H5] Supplies</li><li>• [H5] Supplies</li><li>• [H5] Supplies</li><li>• [H5] Food</li><li>• [H5] Small Pet</li><li>• [H5] Cat</li><li>• [H5] Dog</li><li>• [H5] News</li></ul>
	Images	<p>We found 63 images on this web page.</p> <p>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>32%</b></p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## SEO Links

	URL Rewrite	<p>Bad. Your links have query string.</p>
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## SEO Links

	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 190 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 1.05% Internal Links 98.95%

## In-page links

Anchor	Type	Juice
<a href="#">E. Providence</a>	Internal	Passing Juice
<a href="#">Change Store</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="#">Equine</a>	Internal	Passing Juice
<a href="#">Fish</a>	Internal	Passing Juice
<a href="#">Holiday</a>	Internal	Passing Juice
<a href="#">People</a>	Internal	Passing Juice
<a href="#">Reptile</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

## In-page links

<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="#">Cakes</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="#">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
<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="#">Flea &amp; Tick</a>	Internal	Passing Juice
<a href="#">Gifts &amp; Books</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="#">Shop All</a>	Internal	Passing Juice
<a href="#">Food</a>	Internal	Passing Juice
<a href="#">Air-Dried &amp; Dehydrated Food</a>	Internal	Passing Juice

## In-page links

<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="#">Catnip &amp; Pet Grass Treats</a>	Internal	Passing Juice
<a href="#">Crunchy Treats</a>	Internal	Passing Juice
<a href="#">Freeze-Dried Treats</a>	Internal	Passing Juice
<a href="#">Frozen Treats</a>	Internal	Passing Juice
<a href="#">Jerky 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
<a href="#">Carriers &amp; Travel</a>	Internal	Passing Juice
<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="#">Flea &amp; Tick</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="#">Training &amp; Cleaning</a>	Internal	Passing Juice
<a href="#">Trees, Condos &amp; Scratchers</a>	Internal	Passing Juice

## In-page links

<a href="#">Vitamins &amp; Supplements</a>	Internal	Passing Juice
<a href="#">Food</a>	Internal	Passing Juice
<a href="#">Cockatiel &amp; Cockatoo</a>	Internal	Passing Juice
<a href="#">Conure</a>	Internal	Passing Juice
<a href="#">Dove &amp; Pigeon</a>	Internal	Passing Juice
<a href="#">Finch &amp; Canary</a>	Internal	Passing Juice
<a href="#">Lovebird</a>	Internal	Passing Juice
<a href="#">Parakeet</a>	Internal	Passing Juice
<a href="#">Supplies</a>	Internal	Passing Juice
<a href="#">Cages &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Grooming &amp; Health</a>	Internal	Passing Juice
<a href="#">Litter &amp; Nesting</a>	Internal	Passing Juice
<a href="#">Perches &amp; Toys</a>	Internal	Passing Juice
<a href="#">Treats</a>	Internal	Passing Juice
<a href="#">Cage Accessories</a>	Internal	Passing Juice
<a href="#">Cages, Carriers &amp; Covers</a>	Internal	Passing Juice
<a href="#">Cleaners &amp; Deodorizers</a>	Internal	Passing Juice
<a href="#">Feeders &amp; Waterers</a>	Internal	Passing Juice
<a href="#">Perches &amp; Swings</a>	Internal	Passing Juice
<a href="#">Toys</a>	Internal	Passing Juice
<a href="#">Supplies</a>	Internal	Passing Juice
<a href="#">Health &amp; Wellness</a>	Internal	Passing Juice
<a href="#">First Aid</a>	Internal	Passing Juice
<a href="#">Pest Control</a>	Internal	Passing Juice
<a href="#">Supplies</a>	Internal	Passing Juice
<a href="#">Aquariums &amp; Starter Kits</a>	Internal	Passing Juice
<a href="#">Cleaning &amp; Maintenance</a>	Internal	Passing Juice
<a href="#">Décor &amp; Accessories</a>	Internal	Passing Juice

## In-page links

<a href="#">Filters &amp; Media</a>	Internal	Passing Juice
<a href="#">Food &amp; Treats</a>	Internal	Passing Juice
<a href="#">Health &amp; Wellness</a>	Internal	Passing Juice
<a href="#">Heating &amp; Lighting</a>	Internal	Passing Juice
<a href="#">Water Care</a>	Internal	Passing Juice
<a href="#">Air Pumps &amp; Air Stones</a>	Internal	Passing Juice
<a href="#">Algaecides &amp; Water Clarity</a>	Internal	Passing Juice
<a href="#">Artificial Plants</a>	Internal	Passing Juice
<a href="#">Backgrounds &amp; Wood</a>	Internal	Passing Juice
<a href="#">Brushes &amp; Cleaners</a>	Internal	Passing Juice
<a href="#">Filter Cartridges</a>	Internal	Passing Juice
<a href="#">Filters</a>	Internal	Passing Juice
<a href="#">Fungus &amp; Bacteria Treatments</a>	Internal	Passing Juice
<a href="#">Supplies</a>	Internal	Passing Juice
<a href="#">Christmas</a>	Internal	Passing Juice
<a href="#">Halloween</a>	Internal	Passing Juice
<a href="#">Hanukkah</a>	Internal	Passing Juice
<a href="#">Thanksgiving</a>	Internal	Passing Juice
<a href="#">Valentines Day</a>	Internal	Passing Juice
<a href="#">Supplies</a>	Internal	Passing Juice
<a href="#">For Pet Lovers</a>	Internal	Passing Juice
<a href="#">Supplies</a>	Internal	Passing Juice
<a href="#">Cleaning &amp; Maintenance</a>	Internal	Passing Juice
<a href="#">Food &amp; Treats</a>	Internal	Passing Juice
<a href="#">Habitat Accessories</a>	Internal	Passing Juice
<a href="#">Health &amp; Wellness</a>	Internal	Passing Juice
<a href="#">Heating &amp; Lighting</a>	Internal	Passing Juice
<a href="#">Substrate &amp; Bedding</a>	Internal	Passing Juice

## In-page links

<a href="#">Terrariums &amp; Habitats</a>	Internal	Passing Juice
<a href="#">Carpet &amp; Liners</a>	Internal	Passing Juice
<a href="#">Hermit Crab</a>	Internal	Passing Juice
<a href="#">Humidity Control</a>	Internal	Passing Juice
<a href="#">Infrared Light &amp; Heat</a>	Internal	Passing Juice
<a href="#">Light Fixtures</a>	Internal	Passing Juice
<a href="#">Lizard</a>	Internal	Passing Juice
<a href="#">Mulch, Moss &amp; Soil</a>	Internal	Passing Juice
<a href="#">Sand &amp; Gravel</a>	Internal	Passing Juice
<a href="#">Turtle</a>	Internal	Passing Juice
<a href="#">Supplies</a>	Internal	Passing Juice
<a href="#">Bedding &amp; Litter</a>	Internal	Passing Juice
<a href="#">Beds, Hideouts &amp; Toys</a>	Internal	Passing Juice
<a href="#">Food &amp; Treats</a>	Internal	Passing Juice
<a href="#">Grooming &amp; Health</a>	Internal	Passing Juice
<a href="#">Habitats &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Harnesses &amp; Carriers</a>	Internal	Passing Juice
<a href="#">Bedding</a>	Internal	Passing Juice
<a href="#">Beds &amp; Hammocks</a>	Internal	Passing Juice
<a href="#">Cages</a>	Internal	Passing Juice
<a href="#">Chinchilla &amp; Degu</a>	Internal	Passing Juice
<a href="#">Deodorizers</a>	Internal	Passing Juice
<a href="#">Dust Baths</a>	Internal	Passing Juice
<a href="#">Feeding Accessories</a>	Internal	Passing Juice
<a href="#">Ferret</a>	Internal	Passing Juice
<a href="#">Gerbil</a>	Internal	Passing Juice
<a href="#">Guinea Pig</a>	Internal	Passing Juice
<a href="#">Habitat Expansions</a>	Internal	Passing Juice



## In-page links

<a href="#">Habitats</a>	Internal	Passing Juice
<a href="#">Hamster</a>	Internal	Passing Juice
<a href="#">Health &amp; Wellness</a>	Internal	Passing Juice
<a href="#">Hedgehog</a>	Internal	Passing Juice
<a href="#">Hideouts</a>	Internal	Passing Juice
<a href="#">Liners &amp; Cleaners</a>	Internal	Passing Juice
<a href="#">Litter</a>	Internal	Passing Juice
<a href="#">Mouse &amp; Rat</a>	Internal	Passing Juice
<a href="#">Pans &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Rabbit</a>	Internal	Passing Juice
<a href="#">Shampoos</a>	Internal	Passing Juice
<a href="#">Sugar Glider</a>	Internal	Passing Juice
<a href="#">Tools &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Toys</a>	Internal	Passing Juice
<a href="#">Treats</a>	Internal	Passing Juice
<a href="#">Food</a>	Internal	Passing Juice
<a href="#">SHOP DOG</a>	Internal	Passing Juice
<a href="#">SHOP CAT</a>	Internal	Passing Juice
<a href="#">SHOP SMALL PET</a>	Internal	Passing Juice
<a href="#">Shop Now</a>	Internal	Passing Juice
<a href="#">Shop By</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Locations</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Job Application</a>	External	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice

## In-page links

<a href="#">Terms of Use</a>	Internal	Passing Juice
<a href="#">Return Policy</a>	Internal	Passing Juice
<a href="#">Powered by eTailPet</a>	External	Passing Juice
<a href="#">Cookie Notice</a>	Internal	Passing Juice






## SEO Keywords

 Keywords Cloud	<b>shop</b> supplies brands <b>treats all</b> toys food popular accessories pet
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## Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
shop	18	✘	✘	✘	✔
all	14	✘	✘	✘	✔
treats	11	✘	✘	✘	✔
accessories	9	✘	✘	✘	✘
food	9	✘	✘	✔	✔

## Usability





 Url	Domain : rumfordpet.com Length : 14
 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.

## Usability

### Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 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><li> Flash content</li></ul>
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### Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="https://www.rumfordpet.com/sitemap.xml">https://www.rumfordpet.com/sitemap.xml</a>
	Robots.txt	<a href="http://rumfordpet.com/robots.txt">http://rumfordpet.com/robots.txt</a>

## Optimization

		Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics