

Website review aspca.org

Generated on September 20 2026 23:23 PM

The score is 60/100



SEO Content

	Title	ASPCA American Society for the Prevention of Cruelty to Animals Length : 65 Perfect, your title contains between 10 and 70 characters.																
	Description	Learn more about the ASPCA's work to rescue animals from abuse, pass humane laws and share resources with shelters nationwide. Join our fight today! Length : 153 Great, your meta description contains between 70 and 160 characters.																
	Keywords	Note: Meta keywords have not affected search rankings since 2009. Omitting them does not hurt your SEO.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>site_name</td><td>ASPCA</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://www.aspca.org/</td></tr><tr><td>title</td><td>ASPCA</td></tr><tr><td>description</td><td>Learn more about the ASPCA's work to rescue animals from abuse, pass humane laws and share resources with shelters nationwide. Join our fight today!</td></tr><tr><td>image</td><td>http://www.aspca.org/sites/default/files/aspca.jpg</td></tr><tr><td>image:secure_url</td><td>https://www.aspca.org/sites/default/files/aspca.jpg</td></tr></table>	Property	Content	site_name	ASPCA	type	website	url	https://www.aspca.org/	title	ASPCA	description	Learn more about the ASPCA's work to rescue animals from abuse, pass humane laws and share resources with shelters nationwide. Join our fight today!	image	http://www.aspca.org/sites/default/files/aspca.jpg	image:secure_url	https://www.aspca.org/sites/default/files/aspca.jpg
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SEO Content

	Headings	H1H2H3H4H5H6 174100
		• [H1] ASPCA • [H2] Primary Nav Menu • [H2] Search form • [H2] The Latest • [H2] Connect with Us • [H2] You Can Make a Difference • [H2] Featured Highlights • [H2] IMPORTANT: • [H3] Donate • [H3] Advocate • [H3] Give Monthly • [H3] Help the ASPCA Put a Stop to Animal Cruelty • [H4] Our Partnerships
	Images	We found 25 images on this web page. 1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Modern Image Formats	Your website does not use next-generation image formats (WebP/AVIF). Consider adopting them to reduce transfer size and improve loading speed.
	Lazy Loading	Lazy loading is not applied to your images. Adding the loading="lazy" attribute can improve initial page load speed.
	Text/HTML Ratio	Ratio : 4% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

AI Search Optimization (GEO)

	AI Crawler Access	Perfect! Major AI search and answer engines (GPTBot, ClaudeBot, PerplexityBot, etc.) are not blocked. Your content can be cited in AI search results. GPTBot Allowed
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AI Search Optimization (GEO)

		OAI-SearchBot	Allowed
		ClaudeBot	Allowed
		PerplexityBot	Allowed
		Google-Extended	Allowed
	llms.txt	No llms.txt file found. This is not yet an official standard, but consider adding one if you want to optimize for AI search.	
	Search Indexability	Good. This page is indexable by search engines and AI.	

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 55 links including 0 link(s) to files
	Statistics	External Links : noreferrer noopener 0% External Links : Passing Juice 18.18% Internal Links 81.82%

In-page links

Anchor	Type	Juice
Helping Shelters, People and Pets	Internal	Passing Juice
Investigations and Rescue	Internal	Passing Juice
Animal Care and Recovery	Internal	Passing Juice
Improving Laws for Animals	Internal	Passing Juice
The Puppy Industry	Internal	Passing Juice
Protecting Farm Animals	Internal	Passing Juice

In-page links

Advancing Horse Welfare	Internal	Passing Juice
Grants & Scholarships	Internal	Passing Juice
Veterinary Services Nationwide	Internal	Passing Juice
New York City	Internal	Passing Juice
Los Angeles	Internal	Passing Juice
Miami, FL	Internal	Passing Juice
Asheville, NC	Internal	Passing Juice
Oklahoma City, OK	Internal	Passing Juice
Ways to Give	Internal	Passing Juice
Get Involved	Internal	Passing Juice
Find More Humane Food	Internal	Passing Juice
Adopt a Pet	Internal	Passing Juice
Advocate for Animals	Internal	Passing Juice
Receive Text Updates	Internal	Passing Juice
About Us	Internal	Passing Juice
News	Internal	Passing Juice
ASPCA Pro	External	Passing Juice
Donate	Internal	Passing Juice
Farm Animal Protection Is a Foundational ASPCA Priority	Internal	Passing Juice
ASPCA Brings Relief to Flood-Stricken Families and Shelters	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Donate	Internal	Passing Juice
Advocate	Internal	Passing Juice
Give Monthly	Internal	Passing Juice
https://secure.aspca.org/donate/joinaspca?ms=wb_lpf_homepage-featuredhighlight-20180601&initialms=wb_lpf_homepage-featuredhighlight-20180601&pcode=N19URLGACMYH2&lpcode=N19URLGACMYH1	Internal	Passing Juice
Have You Seen Us on TV? For 63 cents a day, you&#039;ll rescue	Internal	Passing Juice

In-page links

[mistreated animals. Donate Today.](#)

<https://www.asPCA.org/news/what-pet-parents-need-know-about-corrosive-household-products>

Internal

Passing Juice

<https://www.asPCA.org/news/rescued-kitten-thrives-after-life-changing-surgery>

Internal

Passing Juice

<https://www.asPCA.org/news/zuna-wants-zoom-around-yard-and-your-heart>

Internal

Passing Juice

<https://www.asPCA.org/animal-care-recovery/cruelty-recovery-center/crc-adoptables/birkin>

Internal

Passing Juice

<https://www.amazon.com/shop/asPCA?channel=HomepageFeature>

External

Passing Juice

[Shop Exclusive ASPCA Merch and Save Lives](#)

External

Passing Juice

[Donate](#)

Internal

Passing Juice

[ASPCA](#)

Internal

Passing Juice

[Careers](#)

Internal

Passing Juice

[Contact](#)

Internal

Passing Juice

[Press](#)

Internal

Passing Juice

[Strategic Cause Partnerships](#)

Internal

Passing Juice

[Pet Care](#)

Internal

Passing Juice

[Shop](#)

External

Passing Juice

[Facebook](#)

External

Passing Juice

[X](#)

External

Passing Juice

[Youtube](#)

External

Passing Juice

[Instagram](#)

External

Passing Juice

[TikTok](#)

External

Passing Juice

[Subaru](#)

Internal

Passing Juice

[ASPCA Pet Health Insurance](#)

Internal

Passing Juice

[Inactive button](#)

External

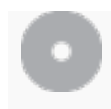
Passing Juice

SEO Keywords

Keywords Cloud

help farm **animals** pet donate more **asPCA**

SEO Keywords



advocate cruelty animal

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
aspca	14	✓	✗	✓	✓
animals	12	✓	✗	✓	✗
pet	9	✗	✗	✗	✗
animal	8	✓	✗	✓	✓
more	6	✗	✗	✓	✗

Usability

	Url	Domain : aspca.org Length : 9
	Favicon	Great, your website has a favicon.
	Language	Good. Your declared language is en.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 18 Warnings : 8
	Email Privacy	Great no email address has been found in plain text!

Document

	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
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://www.aspc.org/sitemap.xml
	Robots.txt	http://aspc.org/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics Google Tag Manager
	HTTPS	Good. Your website is accessible over HTTPS.
	HTTPS Redirect	Good. HTTP requests are automatically redirected to HTTPS.
	Security Headers	Good. Your website has sufficient security headers configured.

Optimization

