

Website review petsmart.com

Generated on September 20 2026 21:23 PM

The score is 69/100



SEO Content

	Title	Pet Supplies, Accessories, and Pet Food - Pet Stores PetSmart																	
		Length : 63																	
		Perfect, your title contains between 10 and 70 characters.																	
	Description	PetSmart pet stores offer quality pet products, pet food, and accessories. Find pet service locations for pet grooming, dog training, and boarding.																	
		Length : 147																	
		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>title</td><td>Pet Supplies, Accessories, and Pet Food - Pet Stores PetSmart</td></tr><tr><td>description</td><td>PetSmart pet stores offer quality pet products, pet food, and accessories. Find pet service locations for pet grooming, dog training, and boarding.</td></tr></table>						Property	Content	title	Pet Supplies, Accessories, and Pet Food - Pet Stores PetSmart	description	PetSmart pet stores offer quality pet products, pet food, and accessories. Find pet service locations for pet grooming, dog training, and boarding.						
Property	Content																		
title	Pet Supplies, Accessories, and Pet Food - Pet Stores PetSmart																		
description	PetSmart pet stores offer quality pet products, pet food, and accessories. Find pet service locations for pet grooming, dog training, and boarding.																		
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>30</td><td>8</td><td>0</td><td>0</td><td>0</td></tr></table> • [H1] Get \$10 back in savings • [H2] Earn more on their must-haves • [H2] Earn 10X points (20% back in savings) on ALL dog training electronic items thru 9/20* • [H2] Shop by pet • [H2] Enter if you dare • [H2] \$9.99 • [H2] \$4.99 • [H2] \$5.99						H1	H2	H3	H4	H5	H6	1	30	8	0	0	0
H1	H2	H3	H4	H5	H6														
1	30	8	0	0	0														

SEO Content

		• [H2] \$9.99 • [H2] Sports Shop • [H2] Game day starts here! • [H2] Arizona Diamondbacks MLB Dog Leash • [H2] Florida Gators NCAA Hoodie T-Shirt • [H2] Pets First Philadelphia Eagles Raglan Jersey • [H2] Pets First Boston Red Sox Plush Hot Dog Toy • [H2] Pets First Kentucky Wildcats Plush Peanut Bag Dog Toy • [H2] Pets First NFL San Francisco 49ers Satin Cat Collar • [H2] Pets First NCAA West Virginia Satin Dog Collar • [H2] Pets First Rams Field Toy • [H2] Pets First Arizona Diamondbacks Reversible Bandana • [H2] Pets First San Francisco Giants Throwback Jersey • [H2] Limited-time savings! Fill your cart with September deals. • [H2] Shop smarter with Autoship • [H2] Pet Hunger Awareness Day 9/29 • [H2] In-store services • [H2] More to love • [H2] Enter to win 1 million pts (\$2,000 in savings) + 5 million pts for an adoption partner* • [H2] If you find a lower price at a competitor, we'll match it • [H2] Featured brands • [H2] Your pet's whole world. One smart app. • [H2] Shop Anything. Any way. • [H3] Earn 10,000 points • [H3] Only \$129 • [H3] End-of-summer plans? • [H3] Up to 5 FREE days of play • [H3] About • [H3] Help • [H3] Services • [H3] Stores
	Images	We found 69 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	Good. Lazy loading is applied to your images.
	Text/HTML Ratio	Ratio : 0% 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.

SEO Content

	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. <table><tr><td>GPTBot</td><td>Allowed</td></tr><tr><td>OAI-SearchBot</td><td>Allowed</td></tr><tr><td>ClaudeBot</td><td>Allowed</td></tr><tr><td>PerplexityBot</td><td>Allowed</td></tr><tr><td>Google-Extended</td><td>Allowed</td></tr></table>	GPTBot	Allowed	OAI-SearchBot	Allowed	ClaudeBot	Allowed	PerplexityBot	Allowed	Google-Extended	Allowed
GPTBot	Allowed											
OAI-SearchBot	Allowed											
ClaudeBot	Allowed											
PerplexityBot	Allowed											
Google-Extended	Allowed											
	llms.txt	Good. You have an llms.txt file, which makes it easier for AI to understand your site structure.										
	Search Indexability	Good. This page is indexable by search engines and AI.										

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 42 links including 0 link(s) to files
	Statistics	External Links : noreferrer noopener 0% External Links : Passing Juice 11.9% Internal Links 88.1%

SEO Links

In-page links

Anchor	Type	Juice
LAST DAY! Activate & earn 5,000 points on \$49+ products & services* >	External	Passing Juice
Gift Card	Internal	Passing Juice
Track your order	Internal	Passing Juice
loyalty program	Internal	Passing Juice
Create account	Internal	Passing Juice
Shop now	Internal	Passing Juice
Shop now	Internal	Passing Juice
Arizona Diamondbacks MLB Dog Leash	Internal	Passing Juice
Florida Gators NCAA Hoodie T-Shirt	Internal	Passing Juice
Pets First Philadelphia Eagles Raglan Jersey	Internal	Passing Juice
Pets First Boston Red Sox Plush Hot Dog Dog Toy	Internal	Passing Juice
Pets First Kentucky Wildcats Plush Peanut Bag Dog Toy	Internal	Passing Juice
Pets First NFL San Francisco 49ers Satin Cat Collar	Internal	Passing Juice
Pets First NCAA West Virginia Satin Dog Collar	Internal	Passing Juice
Pets First Rams Field Toy	Internal	Passing Juice
Pets First Arizona Diamondbacks Reversible Bandana	Internal	Passing Juice
Pets First San Francisco Giants Throwback Jersey	Internal	Passing Juice
Learn more	Internal	Passing Juice
Promotional Terms Page	Internal	Passing Juice
About PetSmart	External	Passing Juice
Careers	Internal	Passing Juice
Gift Cards	Internal	Passing Juice
Learning Center	Internal	Passing Juice
PetSmart App	External	Passing Juice

In-page links

PetSmart Charities	External	Passing Juice
Help Center	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Returns	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Grooming	Internal	Passing Juice
PetsHotel	Internal	Passing Juice
Doggie Day Camp	Internal	Passing Juice
Training	Internal	Passing Juice
Veterinary Care	Internal	Passing Juice
Pet Insurance	Internal	Passing Juice
Find a Store	Internal	Passing Juice
Curbside & In-Store Pickup	Internal	Passing Juice
Same-day Delivery	Internal	Passing Juice
Recalls	External	Passing Juice
Terms of Use	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
CA Supply Chain	Internal	Passing Juice

SEO Keywords



Keywords Cloud

more **dog** points now **first** earn **pet** cat
shop **pets**

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
dog	14	✖	✖	✔	✔

Keywords Consistency

pet	13	✓	✗	✓	✓
shop	12	✗	✗	✗	✓
first	10	✗	✗	✗	✓
pets	9	✓	✗	✓	✓

Usability

	Url	Domain : petsmart.com Length : 12
	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 : 1 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	✓ 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).

Document

- ✖ 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

Great, your website has an XML sitemap.

https://www.petsmart.com/sitemap_index.xml



Robots.txt

<http://petsmart.com/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.

Google Tag Manager



HTTPS

Bad. Your website is not accessible over HTTPS. We recommend installing an SSL certificate.



HTTPS Redirect

Good. HTTP requests are automatically redirected to HTTPS.



Security Headers

Only some security headers are configured. Consider adding X-Frame-Options, Content-Security-Policy, and others.