

# Top 5 SEO tips from Adopt a Pet

Looking to get more eyes on your pets? Check out our top SEO (search engine optimization) tips to make sure your pets get seen by as many adopters as possible.

**Why this works:** Search engines show authoritative links first. Since Adopt a Pet gets millions of visitors each month, optimizing your Adopt a Pet Shelter/Rescue info boosts visibility for all your pets.

## 1. Link to Adopt a Pet

Link directly to your pet list with a text link, badge, or banner.

(Bonus: Linking to [adoptapet.com](https://adoptapet.com) helps your own website rank higher in searches, too!)

## 2. Display a Certified Partner Badge

First, apply for a badge through Adopt a Pet. Then, display and link to your badge.

Certified Badges increase adopter trust and SEO credibility.

## 3. Embed a pet list widget

Embed your adoptable pets directly on your website using our widget or iFrame.

## 4. Use one consistent organization name everywhere

Keep the exact same name across your website, social media, Adopt a Pet, and anywhere else you appear. Match casing, spacing, and punctuation every time.

If your organization often goes by an acronym, always write out the full name and place the acronym in parentheses after it: Fluffy Cat Rescue (FCR).

## 5. Fill in your Shelter/Rescue info

Fill in every “Shelter/Rescue Info” field, especially the “About Us” section. Use keywords adopters might search for—like puppy, kitten, or popular breed names you may have available. Be sure to detail your adoption process, hours, and how adopters can meet your pets.