Key Features:

1. **User Registration & Profile Management**
   - Secure signup/login with email or social media integration
   - User profiles showing listed pets and contact information
2. **Pet Listing Features**
   - Category-wise listings (dogs, cats, exotic pets, etc.)
   - Add pet details: breed, age, health condition, price, and photos
   - Status options: Available for Sale, Exchange, or Adoption
3. **Search and Filters**
   - Advanced search with filters (location, pet type, breed, age, price)
   - Sorting options (newest listings, price range, breed popularity)
4. **Communication Tools**
   - Direct call and WhatsApp buttons for easy contact
   - In-app chat feature (optional)
5. **Admin Panel for Management**
   - Manage users, listings, and reports
   - Approve or remove flagged listings
   - Analytics dashboard to track platform activity
6. **Responsive and Mobile-Friendly Design**
   - Fully optimized for different screen sizes
   - PWA for quick mobile access
7. **SEO Optimization**
   - Clean URLs, optimized metadata, and sitemap generation

Innovative Suggestions:

1. **Pet Care Services Directory:**
   - Include local vet clinics, grooming services, and pet trainers
2. **Pet Match Algorithm:**
   - AI-powered recommendations for pets based on user preferences
3. **Pet Health Records:**
   - Upload and share vaccination records with buyers
4. **Pet Community Forum:**
   - Discussion boards for pet care tips and advice
5. **Lost & Found Section:**
   - Help users report and find lost pets
6. **Verified Sellers Badge:**
   - Build trust by verifying seller details
7. **Pet Adoption Drives Integration:**
   - Highlight events organized by local shelters
8. **Donation Support for Shelters:**
   - Allow users to donate for rescued pets