






Top Websites Ranking Worldwide Most Visited Pet Food and Supplies Websites

| Rank | Website | Category | Rank Change | Avg. Visit Duration | Pages / Visit | Bounce Rate |
|------|---|--|-------------|---------------------|---------------|-------------|
| 1 |  chewy.com | Pets and Animals > Pet Food and Supplies | = | 00:04:18 | 5.84 | 42.86% |
| 2 |  petco.com | Pets and Animals > Pet Food and Supplies | = | 00:03:37 | 4.74 | 46.29% |
| 3 |  petsmart.com | Pets and Animals > Pet Food and Supplies | = | 00:03:40 | 4.09 | 46.73% |
| 4 |  thedodo.com | Pets and Animals > Pet Food and Supplies | = | 00:01:06 | 1.50 | 65.01% |
| 5 |  rover.com | Pets and Animals > Pet Food and Supplies | = | 00:03:36 | 4.08 | 55.90% |

chewy.com is ranked number 1 as the most popular website in the Pet Food and Supplies category in April 2023.

Petco.com is 2nd on the list.

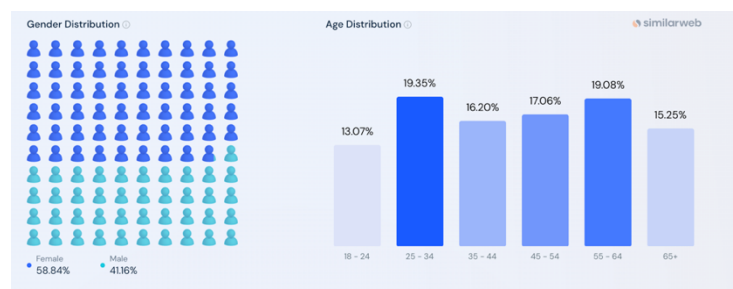
Based on my analysis of various pet supply websites, I have gathered significant and valuable data¹. This data provides insights into effective branding strategies, product curation, user experience, and responsive design.

chewy.com: shop chewy for the best pet supplies ranging from pet food, toys and treats to litter, aquariums, and pet supplements plus so much more! if you have a pet-or soon will-you've come to the right place. shop for all of your pet needs at chewy's online pet store.

free shipping on **orders \$49+**, **low prices** and the best customer service!

chewy.com Audience Demographics

Audience composition can reveal a site's current market share across various audiences. chewy.com's audience is **41.16% male** and **58.84% female**. The largest age group of visitors are **25 - 34-year-olds** (Desktop).



Top chewy.com Audience Interests

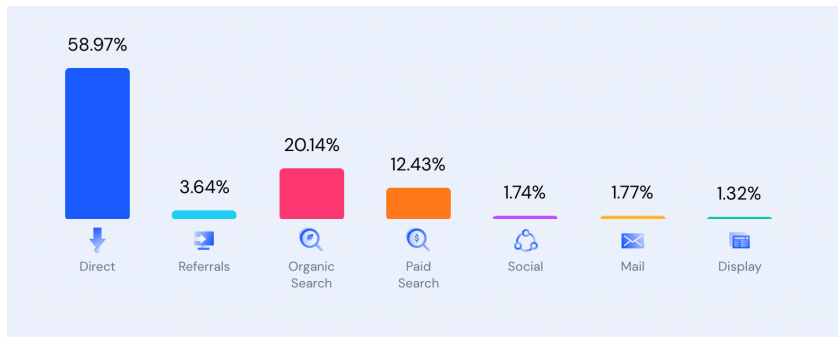
Audience interests reveal key details on the browsing interests of chewy.com's visitors.

chewy.com's audience is interested in **Finance > Banking Credit and Lending & news**.

¹ <https://www.similarweb.com/top-websites/pets-and-animals/pet-food-and-supplies/>

chewy.com Top Marketing Channels

The top traffic source to chewy.com is Direct traffic, driving **58.97% of desktop** visits last month, and **Organic Search is the 2nd with 20.14% of traffic**. The most underutilized channel is Display. Drill down into the main traffic drivers in each channel below:



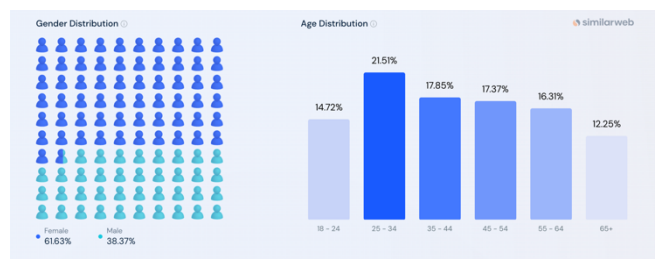
Social Media Traffic to chewy.com

chewy.com gets most of its social media traffic from **Facebook, followed by LinkedIn and Youtube (Desktop)**. Engaging audiences through Twitter may reveal new opportunities.

Petco.com: save on top-quality solutions for every pet at petco. get free same day delivery, **save 35% with repeat delivery or save 5% with curbside pickup at your local petco.**

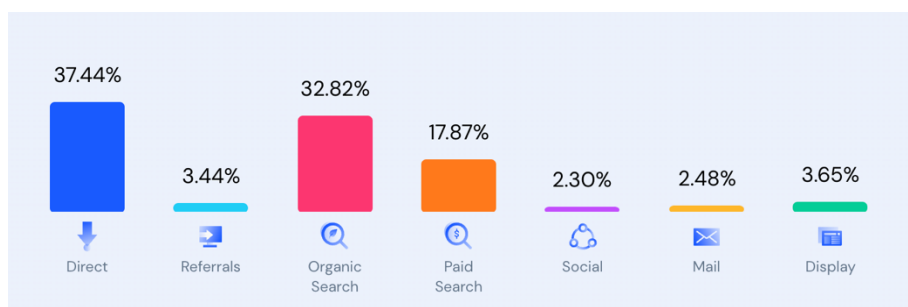
petco.com Audience Demographics

Audience composition can reveal a site's current **market share across various audiences**. **petco.com's audience is 38.37% male and 61.63% female**. The largest age group of visitors are **25 - 34-year-olds** (Desktop).



petco.com Top Marketing Channels

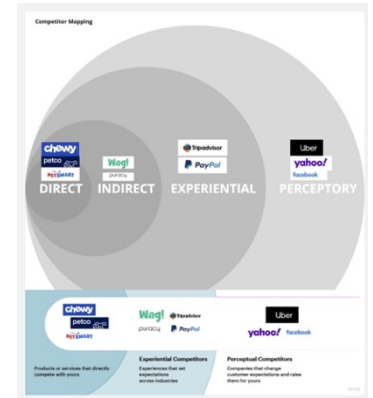
The top traffic source to petco.com is Direct traffic, driving **37.44% of desktop** visits last month, and **Organic Search is the 2nd with 32.82% of traffic**. The most underutilized channel is Social. Drill down into the main traffic drivers in each channel below:



- Generate user flows (e.g., product discovery, checkout) based on three competitors or comparable online experiences.

In this phase, I conducted extensive research by analyzing various pet supply websites to gain insights into how different companies present their brand and conduct their business.

These 24 criteria will help Us analyze and compare the different aspects of pet shop websites to identify strengths, weaknesses, and areas of improvement for The project.



| New table | | COMPETITORS | | | | | | | | |
|-----------|-------------------------------------|-------------|-------|----------|-----|-----------------|---------------------|---------|------|---|
| | | chewy | petco | PETSMART | DOG | 1800PETSUPPLIES | CIVIL (NATURAL PET) | PetPost | Wag! | |
| CRITERIA | Intuitive Layout | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Clear Menu Structure | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Search Bar Placement | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| | Filter and Sorting Options | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| | Breadcrumb Navigation | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✓ | ✓ | ✗ |
| | Responsive Design | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Clear Call-to-Action Buttons | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Minimal Load Times | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✓ | ✓ | ✓ |
| | Search Functionality | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| | Product Range | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| | Product Details and Descriptions | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Pricing and Discounts | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Customer Reviews and Ratings | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Checkout Process | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Shipping Options and Speed | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | Customer Service and Support | ✓ | ✓ | ✓ | ✓ | | | ✗ | ✓ | ✓ |
| | Return Policy | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| | Mobile Responsiveness | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Social Proof and Testimonials | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Personalization and Recommendations | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| | Loyalty Program | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | Additional Services | ✓ | ✓ | | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| | Accessibility | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Privacy and Security | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |



Regarding this project, we have developed journey maps for two websites.

