

Website review chewy.com

Generated on September 20 2026 22:23 PM

The score is 60/100



SEO Content

	Title	Pet Food, Products and Supplies at Low Prices - Free Shipping Length : 61 Perfect, your title contains between 10 and 70 characters.										
	Description	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&#x27;ve come to the right place. Shop for all of your pet needs at Chewy&#x27;s online pet store. FREE shipping on orders \$49+, low prices and the BEST customer service! Length : 341 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.										
	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 Food, Products and Supplies at Low Prices - Free Shipping</td></tr><tr><td>description</td><td>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&#x27;ve come to the right place. Shop for all of your pet needs at Chewy&#x27;s online pet store. FREE shipping on orders \$49+, low prices and the BEST customer service!</td></tr><tr><td>url</td><td>https://chewy.com</td></tr><tr><td>image</td><td>https://static.chewy.com/lib/dft/1.1.0/img/website-image-card-1x.jpg</td></tr></table>	Property	Content	title	Pet Food, Products and Supplies at Low Prices - Free Shipping	description	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!	url	https://chewy.com	image	https://static.chewy.com/lib/dft/1.1.0/img/website-image-card-1x.jpg
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image	https://static.chewy.com/lib/dft/1.1.0/img/website-image-card-1x.jpg											

SEO Content

		type	website
	Headings	H11 H213 H30 H40 H50 H60	• [H1] Welcome to Chewy • [H2] Who are you shopping for today? • [H2] Explore popular categories • [H2] 50% off your first Autoship order of prescription medication • [H2] Pet parenting made easy • [H2] Halloween is creeping up • [H2] Frisco Spider Dog & Cat Costume Accessory, Medium/Large • [H2] Frisco Shark Fin Dog & Cat Costume Accessory, X-Small/Small • [H2] Frisco Halloween Ghost Boo Bag Variety Pack Dog Toy, Medium, 7 count • [H2] Frisco Lion Mane Dog & Cat Costume, Medium • [H2] Frisco Baked Potato Dog & Cat Costume, Small • [H2] Frisco Halloween Raven Sound Electronic Plush Cat Toy with Silvertine & Catnip • [H2] Frisco Pup-kin Spice Latte Cape Costume Accessory, X-Small/Small • [H2] Frisco Halloween Fun Plush, Kicker, Mesh, Spring & Ball Variety Pack Cat Toy with Silvertine & Catnip, 20 count
	Images	We found 77 images on this web page. 18 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 : 1% 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	Great, there are no Iframes detected on this page.	

AI Search Optimization (GEO)

AI Crawler Access	Perfect! Major AI search and answer engines (GPTBot, ClaudeBot,
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AI Search Optimization (GEO)

		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	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	Good. Your links looks friendly!
	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 232 links including 0 link(s) to files
	Statistics	External Links : noreferrer noopener 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Sign in	Internal	Passing Juice
Dry Food	Internal	Passing Juice
Wet Food	Internal	Passing Juice

In-page links

Fresh Food & Toppers	Internal	Passing Juice
Veterinary Diets	Internal	Passing Juice
Shop by Health Condition	Internal	Passing Juice
Puppy Food	Internal	Passing Juice
Bones, Bully Sticks & Naturals	Internal	Passing Juice
Soft & Chewy Treats	Internal	Passing Juice
Dental Treats	Internal	Passing Juice
Biscuits & Cookies	Internal	Passing Juice
Long-Lasting Chews	Internal	Passing Juice
Jerky Treats	Internal	Passing Juice
Freeze-Dried & Dehydrated	Internal	Passing Juice
Lickable Treats	Internal	Passing Juice
Flea & Tick	Internal	Passing Juice
Vitamins & Supplements	Internal	Passing Juice
Probiotics & Digestive Health	Internal	Passing Juice
Allergy & Itch Relief	Internal	Passing Juice
Heartworm & Dewormers	Internal	Passing Juice
Pharmacy & Prescriptions	Internal	Passing Juice
Anxiety & Calming Care	Internal	Passing Juice
Test Kits	Internal	Passing Juice
Crates, Pens & Gates	Internal	Passing Juice
Beds	Internal	Passing Juice
Tech & Smart Home	Internal	Passing Juice
Leashes, Collars & Harnesses	Internal	Passing Juice
Bowls & Feeders	Internal	Passing Juice
Clothing & Accessories	Internal	Passing Juice
Carriers & Travel	Internal	Passing Juice
Training & Behavior	Internal	Passing Juice

In-page links

Plush Toys	Internal	Passing Juice
Chew Toys	Internal	Passing Juice
Fetch Toys	Internal	Passing Juice
Treat Dispensing Toys	Internal	Passing Juice
Puzzle Toys	Internal	Passing Juice
Rope & Tug Toys	Internal	Passing Juice
Pee Pads & Diapers	Internal	Passing Juice
Poop Bags & Scoopers	Internal	Passing Juice
Cleaners & Stain Removers	Internal	Passing Juice
Vacuums & Steam Cleaners	Internal	Passing Juice
Brushes & Combs	Internal	Passing Juice
Shampoos & Conditioners	Internal	Passing Juice
Grooming Tools	Internal	Passing Juice
Paw & Nail Care	Internal	Passing Juice
Ear Care	Internal	Passing Juice
Skin Care	Internal	Passing Juice
Wet Food	Internal	Passing Juice
Dry Food	Internal	Passing Juice
Shop by Health Consideration	Internal	Passing Juice
Veterinary Diets	Internal	Passing Juice
Highest Quality Food	Internal	Passing Juice
Food Toppers	Internal	Passing Juice
Kitten Food	Internal	Passing Juice
Clumping	Internal	Passing Juice
Scented	Internal	Passing Juice
Unscented	Internal	Passing Juice
Natural	Internal	Passing Juice
Lightweight	Internal	Passing Juice

In-page links

Crystal	Internal	Passing Juice
Crunchy Treats	Internal	Passing Juice
Lickable Treats	Internal	Passing Juice
Soft & Chewy Treats	Internal	Passing Juice
Dental Treats	Internal	Passing Juice
Catnip	Internal	Passing Juice
Cat Grass	Internal	Passing Juice
Litter Boxes & Accessories	Internal	Passing Juice
Tech & Smart Home	Internal	Passing Juice
Beds	Internal	Passing Juice
Carriers & Travel	Internal	Passing Juice
Bowls & Feeders	Internal	Passing Juice
Grooming	Internal	Passing Juice
Collars, Leashes & Harnesses	Internal	Passing Juice
Flea & Tick	Internal	Passing Juice
Vitamins & Supplements	Internal	Passing Juice
Probiotics & Digestive Health	Internal	Passing Juice
Allergy & Itch Relief	Internal	Passing Juice
Pharmacy & Prescriptions	Internal	Passing Juice
Anxiety & Calming Care	Internal	Passing Juice
Urinary Tract & Kidneys	Internal	Passing Juice
Test Kits	Internal	Passing Juice
Trees & Condos	Internal	Passing Juice
Scratchers & Scratching Posts	Internal	Passing Juice
Wall Shelves	Internal	Passing Juice
Window Perches	Internal	Passing Juice
Interactive & Electronic Toys	Internal	Passing Juice
Scratchers	Internal	Passing Juice

In-page links

Teasers & Wands	Internal	Passing Juice
Balls & Chasers	Internal	Passing Juice
Catnip Toys	Internal	Passing Juice
Plush & Mice Toys	Internal	Passing Juice
Feed	Internal	Passing Juice
Treats	Internal	Passing Juice
Fly Control	Internal	Passing Juice
Tack	Internal	Passing Juice
Health and Wellness	Internal	Passing Juice
Dewormers	Internal	Passing Juice
Vitamins and Supplements	Internal	Passing Juice
Feed	Internal	Passing Juice
Treats	Internal	Passing Juice
Feeders, Waterers and Deicers	Internal	Passing Juice
Chick Starter Feed	Internal	Passing Juice
Nesting and Egg Supplies	Internal	Passing Juice
Coops and Accessories	Internal	Passing Juice
Vitamins and Healthcare	Internal	Passing Juice
Cattle	Internal	Passing Juice
Goat	Internal	Passing Juice
Pig	Internal	Passing Juice
Sheep	Internal	Passing Juice
Llama and Alpaca	Internal	Passing Juice
Livestock Feed	Internal	Passing Juice
Livestock Supplements	Internal	Passing Juice
Wild Bird	Internal	Passing Juice
Wild Bird Food	Internal	Passing Juice
Wild Bird Seed	Internal	Passing Juice

In-page links

Wild Bird Suet	Internal	Passing Juice
Wild Bird Feeders	Internal	Passing Juice
Hummingbird Supplies	Internal	Passing Juice
Duck and Waterfowl	Internal	Passing Juice
Rabbit	Internal	Passing Juice
Guinea Pig	Internal	Passing Juice
Hamster	Internal	Passing Juice
Ferret	Internal	Passing Juice
Rat	Internal	Passing Juice
Enclosures & Habitat Accessories	Internal	Passing Juice
Toys	Internal	Passing Juice
Parrot	Internal	Passing Juice
Parakeet	Internal	Passing Juice
Cockatiel	Internal	Passing Juice
Toys	Internal	Passing Juice
Cages and Accessories	Internal	Passing Juice
Food	Internal	Passing Juice
Perches	Internal	Passing Juice
Freshwater Fish Supplies	Internal	Passing Juice
Saltwater Fish Supplies	Internal	Passing Juice
Koi and Pond Supplies	Internal	Passing Juice
Fish Food	Internal	Passing Juice
Aquariums and Fish Tanks	Internal	Passing Juice
Fish Tank Filters and Media	Internal	Passing Juice
Aquarium Decorations	Internal	Passing Juice
Bearded Dragon	Internal	Passing Juice
Snake	Internal	Passing Juice
Aquatic Turtle	Internal	Passing Juice

In-page links

Live Feeder Insects	Internal	Passing Juice
Food & Treats	Internal	Passing Juice
Tanks & Terrariums	Internal	Passing Juice
Heating & Lighting	Internal	Passing Juice
Prescription Flea & Tick	Internal	Passing Juice
Heartworm Prevention	Internal	Passing Juice
Pain Relief & Arthritis	Internal	Passing Juice
Antibiotics & Antifungals	Internal	Passing Juice
Allergy Relief	Internal	Passing Juice
Anxiety & Calming	Internal	Passing Juice
Ear & Skin Conditions	Internal	Passing Juice
Eye Drops & Ointments	Internal	Passing Juice
Urinary & Kidney	Internal	Passing Juice
Diabetes Care & Insulin	Internal	Passing Juice
Prescription Flea & Tick	Internal	Passing Juice
Dewormers & Parasiticides	Internal	Passing Juice
Eye Drops & Ointments	Internal	Passing Juice
Antibiotics & Antifungals	Internal	Passing Juice
Allergy Relief	Internal	Passing Juice
Anxiety & Calming	Internal	Passing Juice
Urinary & Kidney	Internal	Passing Juice
Thyroid & Hormone	Internal	Passing Juice
Pain Relief & Arthritis	Internal	Passing Juice
Diabetes Care & Insulin	Internal	Passing Juice
Joint and Anti-Inflammatory	Internal	Passing Juice
Metabolic and Endocrine	Internal	Passing Juice
Calming and Behavioral Support	Internal	Passing Juice
Pain Medicine	Internal	Passing Juice

In-page links

Antibiotics	Internal	Passing Juice
Allergy and Immune	Internal	Passing Juice
Vitamins and Electrolytes	Internal	Passing Juice
Flea & Tick	Internal	Passing Juice
Food & Nutrition	Internal	Passing Juice
Grooming	Internal	Passing Juice
Health & Wellness	Internal	Passing Juice
New Dog	Internal	Passing Juice
Pet Parenting	Internal	Passing Juice
Training & Behavior	Internal	Passing Juice
Vet Recommended Dog Food	Internal	Passing Juice
Flea & Tick	Internal	Passing Juice
Food & Nutrition	Internal	Passing Juice
Grooming	Internal	Passing Juice
Health & Wellness	Internal	Passing Juice
New Cat	Internal	Passing Juice
Pet Parenting	Internal	Passing Juice
Training & Behavior	Internal	Passing Juice
Vet Recommended Cat Food	Internal	Passing Juice
Feed & Nutrition	Internal	Passing Juice
Health & Wellness	Internal	Passing Juice
Riding & Management	Internal	Passing Juice
Tack & Stable	Internal	Passing Juice
Training & Behavior	Internal	Passing Juice
Betta Fish	Internal	Passing Juice
Freshwater Fish	Internal	Passing Juice
Goldfish	Internal	Passing Juice
Saltwater Fish	Internal	Passing Juice

In-page links

Fish Pond	Internal	Passing Juice
Health & Wellness	Internal	Passing Juice
Belgian Malinois	Internal	Passing Juice
Cane Corso	Internal	Passing Juice
Pomeranian	Internal	Passing Juice
German Shepherd	Internal	Passing Juice
Chihuahua	Internal	Passing Juice
Rottweiler	Internal	Passing Juice
Best Dog Breed Supplies	Internal	Passing Juice
Bengal Cat	Internal	Passing Juice
Siamese	Internal	Passing Juice
Maine Coon	Internal	Passing Juice
Savannah Cat	Internal	Passing Juice
Ragdoll Cat	Internal	Passing Juice
Persian Cat	Internal	Passing Juice
Bird	Internal	Passing Juice
Farm Animal	Internal	Passing Juice
Ferret	Internal	Passing Juice
Guinea Pig	Internal	Passing Juice
Hamster	Internal	Passing Juice
Rabbit	Internal	Passing Juice
Rats & Mice	Internal	Passing Juice
Reptile	Internal	Passing Juice
Sugar Glider	Internal	Passing Juice
Best Dog Supplies	Internal	Passing Juice
Best Cat Supplies	Internal	Passing Juice
Best Horse Supplies	Internal	Passing Juice
Best Fish Supplies	Internal	Passing Juice

In-page links

Best Reptile Supplies	Internal	Passing Juice
Best Bird Supplies	Internal	Passing Juice
Best Small Animal Supplies	Internal	Passing Juice
New Arrivals	Internal	Passing Juice
Deals	Internal	Passing Juice

SEO Keywords



Keywords Cloud

toys cat food pet cart chewy supplies
dog health treats

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
cat	23	✗	✗	✗	✓
food	22	✓	✗	✓	✗
dog	20	✗	✗	✗	✓
supplies	19	✓	✗	✓	✗
cart	19	✗	✗	✗	✗

Usability

	Url	Domain : chewy.com 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 : 138 Warnings : 88
	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).  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.chewy.com/app/sitemap/behijkmoqrtrttvvy-sitemap_index.xml
	Robots.txt	http://chewy.com/robots.txt Great, your website has a robots.txt file.

Optimization

	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.
	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.