

# How to win search on Chewy.com



Decoding the SEO algorithm to make your products more findable

Selling pet food & supplies online is really a two-horse race between Amazon.com and Chewy (a subsidiary of PetSmart since 2017). As the biggest pure play pet retailer in the U.S. and one that prides itself on top-notch customer service, Chewy.com has earned the reputation as a leading destination for pet parents.

With 2019 sales of \$4.8 billion, Chewy had already surpassed that annual total when it recorded \$5.1 billion in sales during its first three quarters of 2020 (ended Nov. 1). This represents a 46% YOY growth rate.

Rapid online growth, increasing eCommerce penetration in pet, and an upshot in pet ownership fueled by the pandemic translate into tremendous opportunity for brands to accelerate growth online with Chewy.

Winning pet online in the U.S. clearly means selling on **Chewy.com** — and winning on Chewy.com starts with search.

**Are you taking the right steps to make sure your brands and products are findable on Chewy.com?**

## Chewy eCommerce highlights

Source: Company reports

**\$5.1B**

sales through three quarters of 2020

**46%**

YOY sales growth through three quarters, ended Nov. 1, 2020

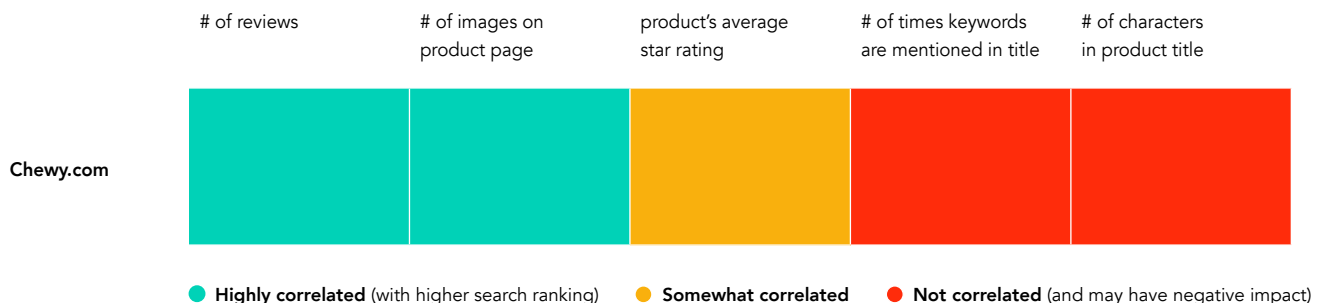
**18M**

number of Chewy.com customers

## I. What matters for boosting search rank performance on Chewy.com



Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for **Chewy.com**. This allowed us to isolate the content factors that most influences where a product ranks in search results on Chewy.com.

We share this research so you can be more informed when developing your Search strategy — and so you can consider Profitero as an analytics partner when you are ready to take your strategy to the next level.





## II. What search-optimized content looks like on Chewy.com

We identified product content attributes that have the highest probability of improving your search ranking in 4 key categories on **Chewy.com**. Below are some benchmarks you should aim for. Profitero also can create a similar SEO reverse-engineering analysis for any category you're focused on.

 Cat food & treats		 Dog food & treats	
Product content attribute	Benchmark to aim for	Benchmark to aim for	
Product title	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~77 characters</b> in length</li></ul>	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~75 characters</b> in length</li></ul>	
Image count	<ul style="list-style-type: none"><li><b>8 images</b></li></ul>	<ul style="list-style-type: none"><li><b>6 images</b></li></ul>	
Review count	<ul style="list-style-type: none"><li>Best-performing products had <b>695 reviews</b></li></ul>	<ul style="list-style-type: none"><li>Best-performing products had <b>708 reviews</b></li></ul>	
Avg star rating	<ul style="list-style-type: none"><li><b>4.5 stars</b> or higher</li></ul>	<ul style="list-style-type: none"><li><b>4.5 stars</b> or higher</li></ul>	

 Pet supplies		 Pet toys	
Product content attribute	Benchmark to aim for	Benchmark to aim for	
Product title	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~68 characters</b> in length</li></ul>	<ul style="list-style-type: none"><li>Mention most relevant search term <b>1 time</b></li><li>Title of <b>~59 characters</b> in length</li></ul>	
Image count	<ul style="list-style-type: none"><li><b>6 images</b></li></ul>	<ul style="list-style-type: none"><li><b>6 images</b></li></ul>	
Review count	<ul style="list-style-type: none"><li>Best-performing products had <b>540 reviews</b></li></ul>	<ul style="list-style-type: none"><li>Best-performing products had <b>716 reviews</b></li></ul>	
Avg star rating	<ul style="list-style-type: none"><li><b>4.2 stars</b> or higher</li></ul>	<ul style="list-style-type: none"><li><b>4.0 stars</b> or higher</li></ul>	

Contact us to learn more about how our digital analytics can help you win in search, content and pricing for any online retailer website.

### About Profitero

Profitero's analytics platform helps you monitor and improve the health of your eCommerce business, across hundreds of unique retailer sites and 50 markets worldwide. Using our digital shelf benchmarking tools and sales analytics you'll see where you're losing ground to competitors and what you need to improve in order to win more traffic, convert more shoppers and grow faster.

Contact us to learn how we are helping the world's leading brands grow their online sales 1.7x faster than competitors.

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### Methodology

To produce this report, Profitero analyzed four weeks worth of search placement and content data, collected daily (1,188,985 instances on 467 keywords) on the retailer's website.

Dates for the data analyzed: Feb. 12 - Mar. 12, 2021

Placement and content data were cross-referenced, matching products appearing on search results with their respective product content. The correlation between content and search placement allowed us to understand attributes that may cause a product to rank highly on a retailer's website. For the purpose of this initial analysis, we only examined the impact that content has on search. Other factors such as price, promotional activity, availability and sales history may also contribute to the retailer's search performance.