

HOMEPAGE INTELLIGENCE REPORT

Native Pet

COMPARED WITH

- Zesty Paws
- PetLabCo
- Pet Honesty
- Finn
- VetriScience

CATEGORY Pet health supplements (dog and cat)

ASSESSMENT DATE 9 October 2026

Cannadelics

HOMEPAGE INTELLIGENCE FOR WELLNESS BRANDS

WHAT'S IN THIS REPORT

Native Pet's homepage compared with Zesty Paws, PetLabCo, Pet Honesty, Finn and VetriScience.

01	Strategic review What matters most, in the reviewer's judgment.
02	Where to start The changes most likely to improve the homepage's business performance.
03	Why these priorities matter The business case behind the recommendations.
04	What visitors encounter today What the current opening communicates, and what it leaves unclear.
05	Competitive opportunity What the five competitors do, and where the brand can distinguish itself.
06	Recommended direction Whom to speak to first, what they need to understand and what to keep.
07–08	Recommended journey and opening How the homepage could guide visitors more effectively, section by section.
09	Detailed action plan What to test, why it matters, how to verify it and what to protect.
10	Recommended course Where to begin, what to protect and what to watch.
A–B	Evidence Homepage IQ scores, comparison data, method and limitations, and the assessment certificates.

01 · STRATEGIC REVIEW

What matters most.

The first test should separate the permanent job of the homepage opening from the temporary visibility needed by the new range.

Native Pet’s current homepage is campaign-led, not necessarily strategically wrong.

The opening is being used to launch a new cat range. During an important launch, that may be exactly where the campaign belongs, and it may be producing strong results.

The complete strategic review
is reserved for paying clients.

Get a Homepage Intelligence Report
for Your Brand

REVIEWED BY

Ofer Shoshani

FOUNDER, CANNADELICS

02 · WHERE TO START

The changes most likely to improve *the business outcome.*

6 actions, ordered by their likely influence on Native Pet’s commercial objective. Each is also detailed in **Section 09**, including how to test it.

I

Complete recommendations are reserved for paying clients.

Get a Homepage Intelligence Report for Your Brand

INTENDED EFFECT

2

INTENDED EFFECT

3

INTENDED EFFECT

4

[Blurred text]

[Blurred text]

INTENDED EFFECT

[Blurred text]

5

[Blurred text]

[Blurred text]

Complete recommendations are reserved for paying clients.

Get a Homepage Intelligence Report for Your Brand

INTENDED EFFECT

[Blurred text]

6

[Blurred text]

[Blurred text]

INTENDED EFFECT

[Blurred text]

[Go directly to the detailed action plan →](#)

03 · WHY THESE PRIORITIES MATTER

The business case *behind the action plan.*

Business objective

SUPPORTED INFERENCE

Based on the homepage's current offer and calls to action, the apparent commercial priority is first orders from new customers. Every primary button leads to a product range or to the product quiz, which carries a first-order incentive.

For a new owner, the opening has to show why to choose Native Pet over other veterinary-backed brands, and where to start for their own pet.

Current commercial friction

OBSERVED

The first screen is a launch campaign for a new cat range: “for cats with standards”, a Shop Cat button and a cat announcement bar. Giving the hero to a new product line can be commercially sound, and the campaign may be performing strongly. The report has no launch sales data.

What the launch does not do is give a dog owner a matching first step, or give any new visitor a brand-level reason to choose Native Pet. The two assets that set the brand apart, shopping by the pet's problem and a board-certified veterinary nutritionist who develops every formula, sit about three and five screens down.

Competitive opening

SUPPORTED INFERENCE

All six homepages claim veterinary backing, so a veterinary claim on its own does not distinguish anyone. Two positions are unused: no opening starts from the owner's problem, and none explains what its veterinary credential means for the pet.

Native Pet already has both: concern collections written partly in owners' own words, and a specific, named credential. It can claim this position without new products or new claims.

Recommended strategic direction

SUPPORTED INFERENCE

Complete recommendations are reserved for paying clients.

Get a Homepage Intelligence Report for Your Brand

04 · WHAT VISITORS ENCOUNTER TODAY

Native Pet’s opening screen,
as a first-time visitor sees it.



Desktop, logged out, checked 11 October 2026. OBSERVED

WHAT THIS MEANS FOR THE BUSINESS

A cat owner sees a relevant new-range launch, which may be exactly what the campaign intends. A dog owner sees nothing for their pet, and neither sees why to choose Native Pet over the other veterinary-backed brands.

WHAT THE OPENING COMMUNICATES

- A pet supplement brand with a new cat range: “for cats with standards”, one Shop Cat button and the cat products.
- A product quiz with a small discount, in the header.

WHAT IT LEAVES UNCLEAR

- Why choose Native Pet over the other veterinary-backed brands.
- That the range covers dogs: the opening, its button and the announcement bar are all about cats.
- That a board-certified veterinary nutritionist develops every formula.

THE FIRST DECISION IT ASKS FOR

Shop the cat range, or find the quiz in the header. A dog owner has no matching first step on the opening screen.

06 · RECOMMENDED DIRECTION

Whom to speak to first, *and what to keep.*

Whom to prioritize

Complete recommendations are reserved for paying clients.

Get a Homepage Intelligence Report for Your Brand

SUPPORTED INFERENCE

What they should understand at once

SUPPORTED INFERENCE

Why they should believe it

OBSERVED

What they should do first

SUPPORTED INFERENCE

What to keep

[Redacted text block]

[Redacted text block]

[Redacted text block]

OBSERVED seen on the page or in the stored assessment. **SUPPORTED INFERENCE** follows from what was seen.

HYPOTHESIS TO VALIDATE plausible, to be confirmed with the company's own data.

07 · RECOMMENDED HOMEPAGE JOURNEY

The page from top to bottom,
section by section.

Each suggestion is a test against the current page, not a certainty. Keep what is working, and compare each change with the version it replaces.

#	SECTION TODAY	RECOMMENDED TEST	HOW
1		Complete recommendations are reserved for paying clients. Get a Homepage Intelligence Report for Your Brand	
2			
3			
4			
5			
6			
7			

08 · RECOMMENDED OPENING

The first screen,
element by element.

Headline	
Supporting message	Complete recommendations are reserved for paying clients. Get a Homepage Intelligence Report for Your Brand
Primary button	
Secondary button	
Proof beside the offer	

Working copy to test, not final copy. Every claim needs factual and compliance approval before it is used.

09 · DETAILED ACTION PLAN

What to change, why it matters *and how to test it.*

The same actions as **Section 02**, in the same order. This report recommends tests, not certainties: an element may be there for a promotion, a launch or a proven sales pattern the report cannot see. Run each change against the current page as concurrent variants, or over commercially comparable periods, and keep the protected measures from falling.

I

WHAT TO TEST	WHY IT MATTERS	HOW TO VERIFY IT

COMMERCIAL CONTEXT

PROTECT WHILE TESTING

Evidence:

2

WHAT TO TEST	WHY IT MATTERS	HOW TO VERIFY IT
Complete recommendations are reserved for paying clients. Get a Homepage Intelligence Report for Your Brand		

COMMERCIAL CONTEXT

PROTECT WHILE TESTING

Evidence:

3

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

Complete recommendations are reserved for paying clients.

Get a Homepage Intelligence Report for Your Brand

PROTECT WHILE TESTING

Evidence:

4

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

PROTECT WHILE TESTING

Evidence:

5

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

PROTECT WHILE TESTING

Evidence:

6

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

Complete recommendations are reserved for paying clients.

Get a Homepage Intelligence Report for Your Brand

COMMERCIAL CONTEXT

PROTECT WHILE TESTING

Evidence:

10 · RECOMMENDED COURSE

Where to begin,
what to protect and what to watch.

Protecting your brand is a critical step in building a successful business. It involves understanding your brand's unique identity and the legal steps you need to take to protect it. This includes trademarking your brand name, logo, and other distinctive elements. It also involves monitoring the market for potential infringement and taking action when necessary. Understanding your brand's legal rights and the steps to protect them is essential for long-term success.

The information provided in this report is for informational purposes only. It is not intended to be a substitute for professional legal advice. For more information, please consult with a qualified attorney. Complete recommendations are reserved for paying clients.

Get a Homepage Intelligence Report
for Your Brand

Understanding your brand's legal rights and the steps to protect them is essential for long-term success. This includes trademarking your brand name, logo, and other distinctive elements. It also involves monitoring the market for potential infringement and taking action when necessary.

Understanding your brand's legal rights and the steps to protect them is essential for long-term success. This includes trademarking your brand name, logo, and other distinctive elements. It also involves monitoring the market for potential infringement and taking action when necessary.

Understanding your brand's legal rights and the steps to protect them is essential for long-term success. This includes trademarking your brand name, logo, and other distinctive elements. It also involves monitoring the market for potential infringement and taking action when necessary.

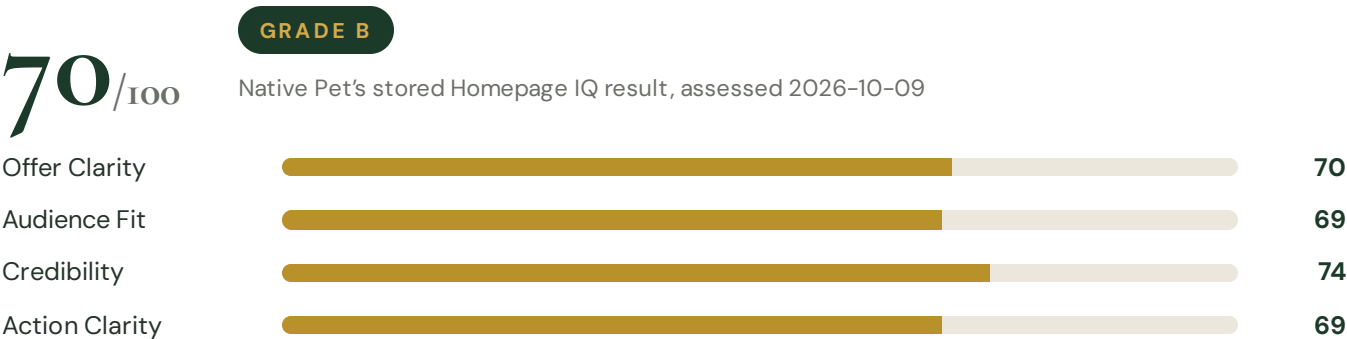
REVIEWED BY

Ofer Shoshani

FOUNDER, CANNADELICS

APPENDIX A · EVIDENCE

The Homepage IQ results *behind the advice.*



Native Pet's four dimensions sit close together: no area is weak, and none is a clear advantage. Credibility is its highest score, yet only PetLabCo is clearly ahead and the rest are level, so in this set its proof does not stand out. Offer Clarity is held back by the top of the page, not by the catalog, which its assessment describes as specific and easy to navigate.

All six homepages

Homepage	Offer Clarity	Audience Fit	Credibility	Action Clarity	Overall
Native Pet (focal)	70	69	74	69	70
Zesty Paws	74	67	76	72	72
PetLabCo	80	76	89	69	78
Pet Honesty	69	67	72	60	67
Finn	77	71	78	73	75
VetriScience	65	60	72	60	64
Competitor average	73	68	77	67	71

Stored Homepage IQ results (0–100) for six homepages, not an industry benchmark. The same homepage assessed twice on one day moved by up to four points, so differences of four points or fewer are treated as level.

APPENDIX A · EVIDENCE, CONTINUED

Dimension by dimension, *and the comparison set.*

Offer Clarity

70 vs. competitor range 65–80

Can visitors quickly understand what is offered?

OBSERVED The opening is a cat-range campaign with a Shop Cat button. The range organized by concern, and the reason to choose Native Pet, appear further down. The catalog itself is clear and specific.

Against the five: PetLabCo, highest on this dimension, opens with what it does for the owner. Finn names vet-formulated dog supplements in its page title. Three others open on a product, launch or greeting.

Source: Observed 11 Oct: opening screens of all six. Stored assessments: offer-clarity analyses for Native Pet, PetLabCo and Finn.

Audience Fit

69 vs. competitor range 60–76

Can the right customer recognize that the page is meant for them?

OBSERVED Concern shopping speaks to owners managing a specific problem, partly in their own words (picky eaters, runny or irregular poop), with condition-filtered reviews. It sits on the third screen and is introduced as “what your dog needs most”.

Against the five: Competitors segment by species, product category or benefit label. None leads with the owner's problem on the opening screen. PetLabCo uses a quiz-first route instead.

Source: Observed 11 Oct: shop-by-concern section position. Stored assessments: audience-fit analyses for Native Pet, Zesty Paws, Pet Honesty and VetriScience.

Credibility

74 vs. competitor range 72–89

Does the page provide enough evidence to earn trust?

OBSERVED Every formula is developed by a named board-certified veterinary nutritionist, and products show substantial review counts. The credential appears about five screens down; review counts appear on the second screen.

Against the five: All six invoke veterinary authority: PetLabCo says its formulas are reviewed by its vets, Finn is vet-formulated, VetriScience is formulated by veterinarians. PetLabCo also puts review volume above its headline.

Source: Observed 11 Oct: credential section position; PetLabCo opening. Captured page text: veterinary references for Zesty Paws to VetriScience.

Action Clarity

69 vs. competitor range 60–73

Is it clear what visitors should do next?

OBSERVED The opening offers a Shop Cat button and, in the header, a quiz with an incentive. Species shopping sits in the navigation. Each path is clear, but none is presented as the route for a first-time visitor with a problem.

Against the five: PetLabCo makes the quiz its primary button. Finn gives it equal billing. Pet Honesty keeps it in the navigation, and VetriScience shows only a shop-all button.

Source: Observed 11 Oct: opening screens of all six. Stored assessments: action-clarity analyses.

Why these five competitors

Zesty Paws zestypaws.com	Large dog and cat supplement brand selling the same formats online.
PetLabCo thepetlabco.com	Direct-to-consumer dog supplement brand with the same science-first stance.
Pet Honesty pethonesty.com	Dog and cat supplement brand built on natural ingredients, strong in dental and joint care.
Finn petfinn.com	Vet-formulated dog supplement brand with a quiz and named veterinarians.
VetriScience vetriscience.com	Long-established veterinary supplement brand for dogs and cats.

APPENDIX A · METHOD AND LIMITATIONS

How the analysis was built *and where caution is needed.*

- Scores come from six Homepage IQ assessments taken within ten minutes of each other on 9 October 2026. The opening screens were checked visually on 11 October 2026 at a 1440 by 900 desktop viewport, logged out, with pop-ups closed after they were recorded and cookie banners left unanswered.
- The visual check corrected the stored text-capture finding for Native Pet: its opening does carry a headline, a cat-range campaign, which the capture had recorded as a list item further down the page.
- VetriScience's opening on 11 October showed a brand line and one button rather than the promotion its 9 October capture recorded; openings rotate, and the visual check is used for opening-screen findings.
- Native Pet's page reached the capture's size limit, so its lowest sections may not have been scored.
- The commercial objective is inferred from the page and should be confirmed against the company's own priorities and data before the changes are prioritized.
- Scores are the stored Homepage IQ results, inserted as recorded; they are evidence for the advice, not its purpose. Findings are labelled Observed, Supported inference or Hypothesis to validate, so it is clear where the evidence is strong and where a test should decide.
- The analysis concerns what each homepage communicated at the time of assessment. It does not measure traffic, orders or revenue, and it is not legal or regulatory advice.

Prepared by Cannadelics · hello@cannadelics.com · 14 October 2026

APPENDIX B · ASSESSMENT CERTIFICATES

Assessment *certificates.*

The certificates below record the six Homepage IQ assessments used in this comparison, including the assessment dates and stored scores relied on in the report.

Homepage IQ is Cannadelics’ in-house homepage intelligence tool, developed from nearly a decade of work in the wellness industry. Before a homepage can outperform its competitors, a brand needs to understand what its current page communicates and where it may be creating avoidable friction. Homepage IQ provides that starting point.

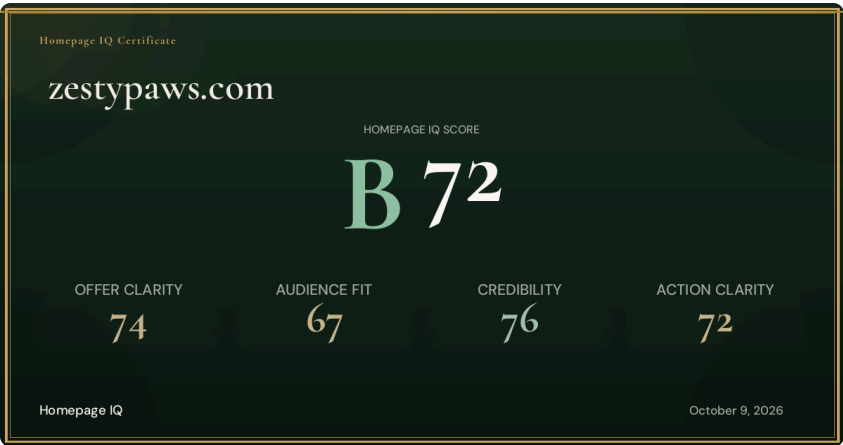
These certificates document assessments performed with Cannadelics’ own tool; they are not independent third-party certifications or endorsements.



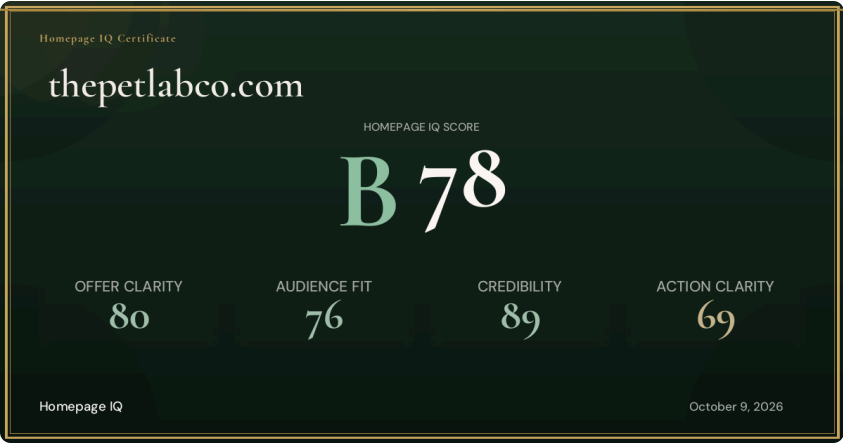
Native Pet (focal)

APPENDIX B · ASSESSMENT CERTIFICATES, CONTINUED

The five
competitors.



Zesty Paws

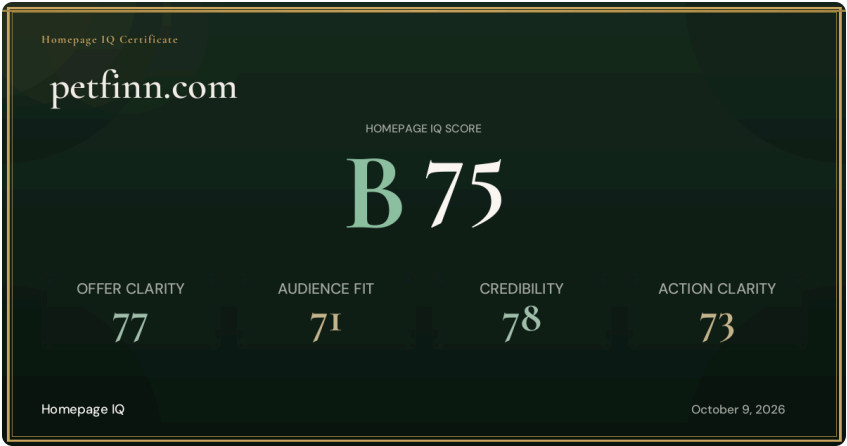


PetLabCo



Pet Honesty

APPENDIX B · ASSESSMENT CERTIFICATES, CONTINUED



Finn



VetriScience