FRESH FX
DESIGN CO.

Put our 404 cat on your website. Free.

When someone follows a broken link to your site, they get a cat that follows their mouse and a button back to your homepage. This guide shows you how to install it in about ten minutes.

The watcher	**freshfx.co/meow**
The drummer	**freshfx.co/404-drums.html**
This guide online	**freshfx.co/cat.html**

Pick your cat

Both are free. Open each link on a computer and move your mouse to see what it does.

The watcher

Turns its head to follow you

Wherever the pointer goes, the cat looks. Hover over its face and it blinks.

freshfx.co/meow

The drummer

Plays the kit as you move

Sweep left and right and it runs across the drums. Leave it alone and it keeps the beat.

freshfx.co/404-drums.html

Option 1

Paste our code

Nothing to upload. We host the cat, you paste two lines into your 404 page.

```
<div data-cat404="watcher"></div>
<script src="https://www.freshfx.co/embed/cat404.js" defer></script>
```

For the drummer, change **watcher** to **drums**. Copy it from freshfx.co/cat.html to avoid typos.

Option 1

Where to paste it

Paste the two lines into your site's 404 page. Menu names can change a little between themes and plans.

Shopify

Online Store → Themes → Customize. Switch the page menu at the top to **404 page**, then **Add section → Custom Liquid** and paste.

Squarespace

Make a new page with a **Code** block and paste. Set it as your 404 page in **Settings** (search "404"). Needs a Business plan or higher.

WordPress

Block themes: **Appearance → Editor → Templates → Page: 404**, add a **Custom HTML** block. Elementor or Divi: add an HTML widget to their 404 template.

Webflow

Pages panel: **Utility pages → 404**. Drag in an **Embed** element and paste. Needs a paid site plan.

Wix

Open your 404 error page and add **Embed code → Embed HTML**. Wix keeps embeds in a box, so the cat follows the mouse inside that box only.

Anything else

If your platform lets you add HTML to its 404 page, it works. If you can upload files instead, use Option 2.

Change the words (optional)

```
<div data-cat404="watcher"
  data-title="Oops, wrong aisle."
  data-text="That page isn't here."
  data-button="Back to the shop"
  data-home="/shop"
  data-accent="#ff6a00"></div>
```

`data-title`
The headline

`data-text`
The line under it

`data-button` · `data-home`
The button's label and where it goes

`data-accent`
The button colour

Option 2

Host it yourself

For sites where you can upload files, or if you'd rather not rely on us. Everything runs from your own server.

1 Download your cat

freshfx.co/downloads/cat404-watcher.zip

freshfx.co/downloads/cat404-drums.zip

2 Unzip it and upload to your site's main folder

The same folder as your homepage. You'll have a **404.html** file and a **cat404** folder. Keep the folder name as it is.

3 Tell your host to use it

Netlify, Vercel, GitHub Pages, Cloudflare Pages. Nothing to do. They use 404.html automatically.

cPanel or shared hosting (GoDaddy, Bluehost, Namecheap). In the File Manager, open **.htaccess** in the same folder (turn on "show hidden files") and add:

```
ErrorDocument 404 /404.html
```

Nginx. Add this inside your site's server block, then reload Nginx:

```
error_page 404 /404.html;
```

4 Change the words if you like

Open 404.html in any text editor. The lines starting with **data-** work the same as in Option 1.

One thing to watch for

Show the cat as your 404 page. Don't redirect broken links to it.

Some site owners, and some WordPress plugins, send every broken link to a normal page at /404. That page answers "200 OK", so Google treats your missing pages as real ones, which can hurt your search ranking.

Every method in this guide does it the right way. If you use a redirect plugin, check it isn't redirecting 404s.

Test it

Visit a link that doesn't exist on your site:

```
https://yourwebsite.com/meow
```

You should see the cat, and the address bar should still say **/meow**. If it changed to /404, something is redirecting.

Want your own 404 cat?

The free cats carry a small "404 cat by Fresh FX" credit in the corner. A custom one is yours alone, with no credit.

Same cat, new act

$95 CAD

Our cat doing something for your brand: holding your product, wearing your colours, playing something else.

Order for $95

Brand-new character

$295 CAD

Your mascot, logo or product turned into its own character, designed from scratch and animated.

Order for $295

Prices in CAD. The $95 option is paid in full. The $295 option can be paid in full, or half now and half when you approve the finished page. Installation is free on both: we set it up for you or walk you through it. You approve a still of the character before we animate it.

Stuck, or want a custom one?

Send us a DM with your website. We'll help you get it working, or reply with an idea for your own character.

Order	**freshfx.co/pricing.html#cat404**
Instagram	**@freshfxco**
Guide	**freshfx.co/cat.html**