

ClickThrough

Digital. Accelerated.

2026 Q2

BOILER & HOME SERVICES – DIGITAL BENCHMARK REPORT

A comparison of search engine optimisation, digital paid media effectiveness and website optimisation

How do you compare?



FREE DIGITAL BENCHMARK REPORT – *What to Expect...*

We have prepared your easy-to-digest Digital Benchmark Report to help you to understand how you perform against your competition quickly.

We looked at a ranging cross-section of websites within your sector and detailed how they rank in relation to site performance and visibility – covering everything you would need to know, from insights into what they are doing well, to quick-fix opportunities for your own business.

- 1 Up to 11 of your competitors digital health analysed.
- 2 1,300 unique and relevant data points.
- 3 70 pages of information and recommendations for your sector.
- 4 **Delivered FREE when you book in a 15-minute call** – [Schedule a call now!](#)
- 5 No sales push - just a chat and a chance to get to know each other.

BRANDS INCLUDED –

These are the brands we've included in your report:



HOW DO YOU COMPARE?

If you'd like to see a different set of brands – [*let us know!*](#)



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WHAT WILL YOU FIND OUT? – *Some of the metrics we include are...*

The infographic grid displays 18 slides, each numbered 1 through 18, illustrating various digital marketing metrics and performance indicators. The slides are organized into three rows of six. Each slide features a title, a brief description, and a visual representation of the data, such as bar charts, heatmaps, or tables. The slides are color-coded: the first row (slides 1-6) has a pink background, the second row (slides 7-12) has a light blue background, and the third row (slides 13-18) has a light green background. The metrics shown include Conversion Performance, Attention Heatmap and Predictive Scores, Mobile Core Web Vitals, Desktop Core Web Vitals, Mobile vs Desktop Page Sizes, Website Usability, Accessibility, Paid Media Performance, Paid Media Spend, Paid Keyword Visibility, Keyword Overlap, Organic Keyword Performance, Organic Desktop & Mobile Traffic, Desktop vs. Mobile Visibility, and Universal Search Features.

PLUS MORE – *with recommendations...*

WHO ARE CLICKTHROUGH? – *How do we know we can help you?*



Team of 50+ Integrated Experts: Driving excellent performance for top brands since 2004



Integrated Fluid Budgets: Get all channels working in synergy to achieve your KPIs



Accelerate Conversion Rates: Data-led Design™ is embedded in all integrated strategies.



Performance-Linked Fees: Build your upside targets into your contract for a win-win partnership.



YOU'D BE IN GOOD COMPANY –

Look who has already trusted us with their digital reputation!



GET IN TOUCH –

We'd love to hear from you...

Contact us to talk through how we can utilise our expertise, technology and data to improve your Digital Performance and help to give you a competitive edge in your industry.

We're happy to arrange an internal audit, have a first stage meeting, discuss your digital worries and provide full pitches. Connect with us for honest, truthful dialogue, inspiring conversation and learning and support opportunities - and every now and then a challenge or two to make you think - all with no pressure.

Schedule a call now!

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