

ClickThrough

Digital. Accelerated.

2026 Q2

BUDGET HOTEL GROUPS – 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:

Innkeeper's
COLLECTION



THE
COACHING
INN GROUP



Premier Inn
Rest easy



wetherspoon **hotels**



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 displays 18 slides, each representing a different digital marketing metric. The slides are arranged in a 3x6 grid. Each slide includes a title, a brief description, and a visual representation of the data, such as bar charts, heatmaps, or tables. The slides are numbered 1 through 18. The metrics shown are:

- 1. Conversion Performance
- 2. ATTENTION HEATMAP AND PREDICTIVE SCORES
- 3. ATTENTION HEATMAP AND PREDICTIVE SCORES
- 4. ATTENTION HEATMAP AND PREDICTIVE SCORES
- 5. MOBILE PAGE SPEED SCORE
- 6. DESKTOP & MOBILE CORE WEB VITALS
- 7. MOBILE CORE WEB VITALS
- 8. DESKTOP CORE WEB VITALS
- 9. MOBILE VS DESKTOP PAGE SIZES
- 10. WEBSITE USABILITY
- 11. WEBSITE USABILITY
- 12. ACCESSIBILITY
- 13. ACCESSIBILITY
- 14. Paid Media Performance
- 15. PAID MEDIA SPEND
- 16. PAID KEYWORD VISIBILITY
- 17. KEYWORD OVERLAP
- 18. KEYWORD OVERLAP
- 19. Organic Keyword Performance
- 20. ORGANIC DESKTOP & MOBILE TRAFFIC
- 21. ORGANIC DESKTOP & MOBILE TRAFFIC
- 22. DESKTOP VS. MOBILE VISIBILITY
- 23. DESKTOP VS. MOBILE VISIBILITY
- 24. 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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