

# ClickThrough

*Digital. Accelerated.*

2026 Q2

## CRUISE COMPANIES – 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 displays 18 different metrics and reports, each with a unique color scheme and data visualization:

- 1. Conversion Performance:** Focuses on conversion rates and user behavior.
- 2. ATTENTION HEATMAP AND PREDICTIVE SCORES:** Shows user attention patterns on a website.
- 3. ATTENTION HEATMAP AND PREDICTIVE SCORES:** Another instance of attention heatmap analysis.
- 4. ATTENTION HEATMAP AND PREDICTIVE SCORES:** A third instance of attention heatmap analysis.
- 5. MOBILE PAGE SPEED SCORE:** Reports on mobile page loading times and scores.
- 6. DESKTOP & MOBILE CORE WEB VITALS:** Compares Core Web Vitals for desktop and mobile.
- 7. MOBILE CORE WEB VITALS:** Focuses on mobile Core Web Vitals.
- 8. DESKTOP CORE WEB VITALS:** Focuses on desktop Core Web Vitals.
- 9. MOBILE VS DESKTOP PAGE SIZES:** Compares page sizes between mobile and desktop.
- 10. WEBSITE USABILITY:** Analyzes website usability metrics.
- 11. WEBSITE USABILITY:** Another instance of website usability analysis.
- 12. ACCESSIBILITY:** Reports on website accessibility scores.
- 13. ACCESSIBILITY:** Another instance of website accessibility analysis.
- 14. Paid Media Performance:** Focuses on the performance of paid advertising.
- 15. PAID MEDIA SPEND:** Reports on the amount spent on paid media.
- 16. PAID KEYWORD VISIBILITY:** Analyzes visibility for paid keywords.
- 17. KEYWORD OVERLAP:** Shows overlap between different keyword sets.
- 18. KEYWORD OVERLAP:** Another instance of keyword overlap analysis.
- 19. Organic Keyword Performance:** Focuses on the performance of organic search keywords.
- 20. ORGANIC DESKTOP & MOBILE TRAFFIC VY:** Compares organic traffic for desktop and mobile.
- 21. ORGANIC DESKTOP & MOBILE TRAFFIC VY:** Another instance of organic traffic analysis.
- 22. DESKTOP VS. MOBILE VISIBILITY:** Compares visibility for desktop and mobile.
- 23. DESKTOP VS. MOBILE VISIBILITY:** Another instance of visibility analysis.
- 24. UNIVERSAL SEARCH FEATURES:** Reports on features for universal search engines.

**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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