

ClickThrough

Digital. Accelerated.

2026 Q2

FIND A TRADE – 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 slides, each numbered 1 through 18, illustrating various digital marketing metrics and performance indicators. The slides are arranged in a grid and feature various charts, tables, and text boxes. The metrics include:

- 1. Conversion Performance:** Focuses on conversion rates and performance across different channels.
- 2. ATTENTION HEATMAP AND PREDICTIVE SCORES:** Shows attention heatmaps and predictive scores for user engagement.
- 3. ATTENTION HEATMAP AND PREDICTIVE SCORES:** Similar to slide 2, showing attention heatmaps and predictive scores.
- 4. ATTENTION HEATMAP AND PREDICTIVE SCORES:** Similar to slide 2, showing attention heatmaps and predictive scores.
- 5. MOBILE PAGE SPEED SCORE:** Displays a bar chart showing page speed scores for mobile devices.
- 6. DESKTOP & MOBILE CORE WEB VITALS:** Compares Core Web Vitals for desktop and mobile.
- 7. MOBILE CORE WEB VITALS:** Focuses on Core Web Vitals for mobile devices.
- 8. DESKTOP CORE WEB VITALS:** Focuses on Core Web Vitals for desktop devices.
- 9. MOBILE VS DESKTOP PAGE SIZES:** Compares page sizes for mobile and desktop.
- 10. WEBSITE USABILITY:** Shows website usability metrics and a 40% improvement goal.
- 11. WEBSITE USABILITY:** Shows website usability metrics and a 40% improvement goal.
- 12. ACCESSIBILITY:** Focuses on website accessibility, with a 20% improvement goal.
- 13. ACCESSIBILITY:** Focuses on website accessibility.
- 14. Paid Media Performance:** Shows performance metrics for paid media.
- 15. PAID MEDIA SPEND:** Shows paid media spend metrics and a 40% improvement goal.
- 16. PAID KEYWORD VISIBILITY:** Shows paid keyword visibility metrics.
- 17. KEYWORD OVERLAP:** Shows keyword overlap analysis.
- 18. KEYWORD OVERLAP:** Shows keyword overlap analysis.
- 19. Organic Keyword Performance:** Shows organic keyword performance metrics.
- 20. ORGANIC DESKTOP & MOBILE TRAFFIC VY:** Compares organic desktop and mobile traffic.
- 21. ORGANIC DESKTOP & MOBILE TRAFFIC VY:** Compares organic desktop and mobile traffic.
- 22. DESKTOP VS. MOBILE VISIBILITY:** Compares desktop and mobile visibility.
- 23. DESKTOP VS. MOBILE VISIBILITY:** Compares desktop and mobile visibility.
- 24. UNIVERSAL SEARCH FEATURES:** Lists universal search features like Images, Videos, News, Places, Carousel, Quick Answer, Reviews and Apps.

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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