

ClickThrough
Digital. Accelerated.

2026 Q2

JEWELLERY & WATCHES – 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:

GOLDSMITHS
SINCE 1778

BEAVERBROOKS

ERNEST JONES
LOVE & LIFE

H · SAMUEL

F.HINDS
JEWELLERS SINCE 1856

HOUSE OF WATCHES

FRASER HART

Warren James

BUCHERER
FINE JEWELLERY

WATCHES OF
SWITZERLAND

T · H · BAKER
Family Jewellers Since 1888

C·W·SELLORS  jura
LUXURY WATCHES

HOW DO YOU COMPARE?

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



CONTENTS – *Your contents page will look like this...*

1. Phil Robinson, Founder and CEO of Clickthrough, Foreword	04
2. Conversion Performance	06
3. Paid Media Performance	19
4. Organic Keyword Performance	28
5. Authority and Backlinks	40
6. Technical Performance	48
7. Social and Content Performance	61
8. Market Explorer	68
9. Meet some of our clients	71
10. Final Note	73

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 mix of text, charts, and tables, often with a large callout box highlighting a key metric or percentage. The background colors of the slides vary, including shades of pink, orange, and teal.

- Slide 1: Conversion Performance** - Shows a table with columns for 'Metric' and 'Score'.
- Slide 2: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Includes a grid of small images representing different user attention points.
- Slide 3: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Features a large red callout box with a percentage.
- Slide 4: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Contains a table with columns for 'Metric' and 'Score'.
- Slide 5: MOBILE PAGE SPEED SCORE** - Shows a bar chart with a large red callout box.
- Slide 6: DESKTOP & MOBILE CORE WEB VITALS** - Includes a table with columns for 'Metric' and 'Score'.
- Slide 7: MOBILE CORE WEB VITALS** - Features a bar chart with a large red callout box.
- Slide 8: DESKTOP CORE WEB VITALS** - Includes a bar chart with a large red callout box.
- Slide 9: MOBILE VS DESKTOP PAGE SIZES** - Shows a bar chart comparing page sizes.
- Slide 10: WEBSITE USABILITY** - Features a large red callout box with a percentage.
- Slide 11: WEBSITE USABILITY** - Includes a table with columns for 'Metric' and 'Score'.
- Slide 12: ACCESSIBILITY** - Shows a bar chart with a large red callout box and a percentage.
- Slide 13: ACCESSIBILITY** - Features a bar chart.
- Slide 14: Paid Media Performance** - Includes a large red callout box with a percentage.
- Slide 15: PAID MEDIA SPEND** - Features a large red callout box with a percentage.
- Slide 16: PAID KEYWORD VISIBILITY** - Shows a bar chart.
- Slide 17: KEYWORD OVERLAP** - Includes a large red callout box with a percentage.
- Slide 18: KEYWORD OVERLAP** - Features a diagram with overlapping circles.
- Slide 19: Organic Keyword Performance** - Includes a table with columns for 'Metric' and 'Score'.
- Slide 20: ORGANIC DESKTOP & MOBILE TRAFFIC VY** - Features a large red callout box with a percentage.
- Slide 21: ORGANIC DESKTOP & MOBILE TRAFFIC VY** - Shows a line chart.
- Slide 22: DESKTOP VS. MOBILE VISIBILITY** - Includes a large red callout box with a percentage.
- Slide 23: DESKTOP VS. MOBILE VISIBILITY** - Features a bar chart.
- Slide 24: UNIVERSAL SEARCH FEATURES** - Includes a list of 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!

+44 (0)1543 410014

experts@clickthrough-marketing.com

clickthrough-marketing.com

Find Us: *Clickthrough Marketing LTD*

Shire House, Birmingham Road, Lichfield, Staffordshire, WS14 9BW

VAT NO. 829 9002 12 | Company No: 0501 7043

