ClickThrough
Digital. Accelerated.

2025 Q2

OUTDOOR CLOTHING – 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:

SNOW + ROCK
COTSWOLD outdoor
millets
TOG24
TRESPASS
Blacks
MAMMUT
MOUNTAIN WAREHOUSE
patagonia
ellisbrigham MOUNTAIN SPORTS
GO Outdoors
alpkit

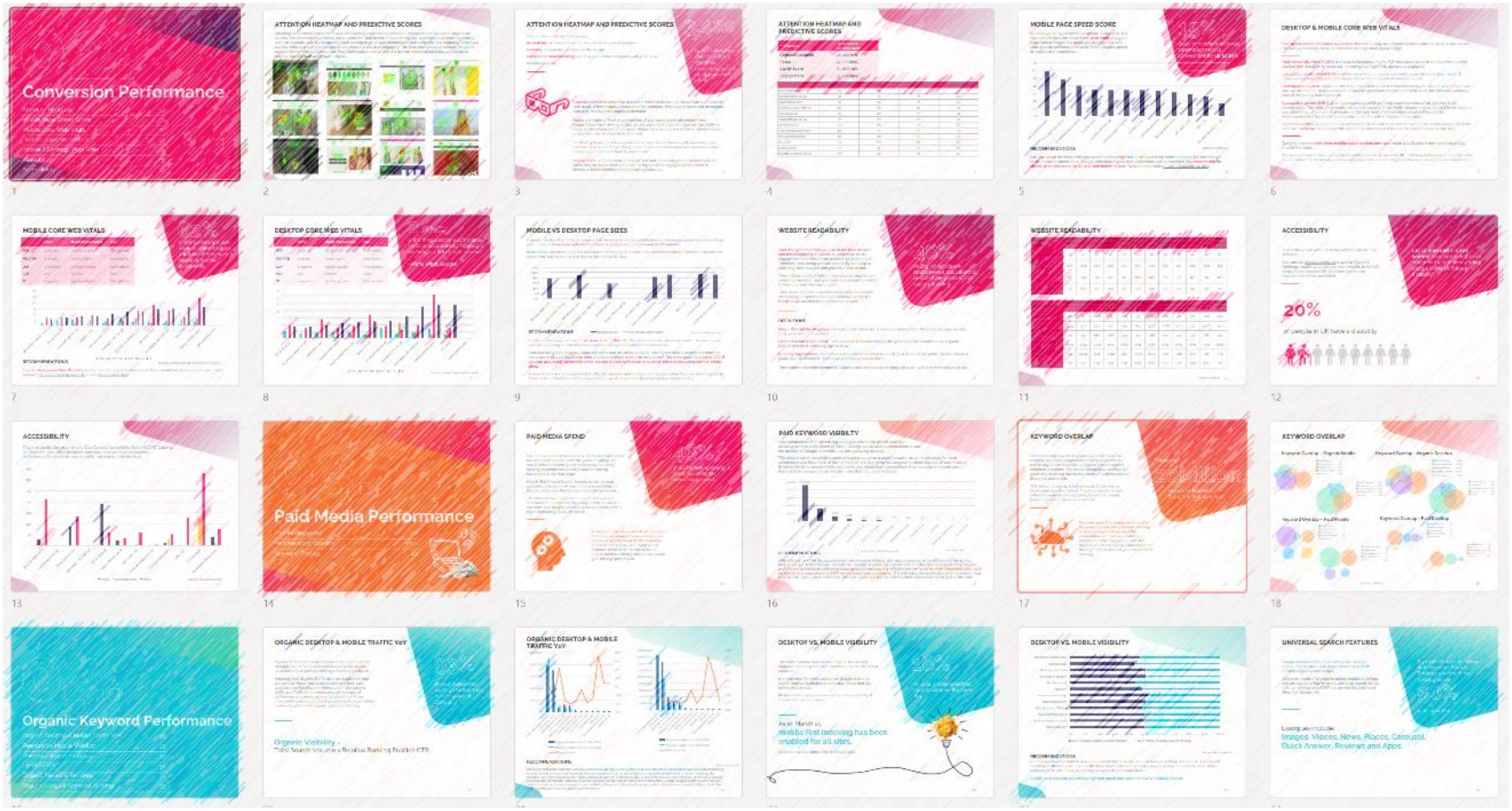
HOW DO YOU COMPARE?

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...*



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!

bluebird care

vax™

LE CREUSET®

CALA

ARDEN UNIVERSITY

pet drugs online+

SPAR

MAMBU

Busy Bees

nationwide® vehicle contracts

Cooksongold
Heimerle + Meule Group

woolroom

Simplyhealth
All together healthier

SKATEHUT®

RIGHTIO

Sanctuary Care
enriching lives

Avery

novuscare

CAMBRIA
Automobiles plc

Fitness First

STUDENT ROOST®

TRITON

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

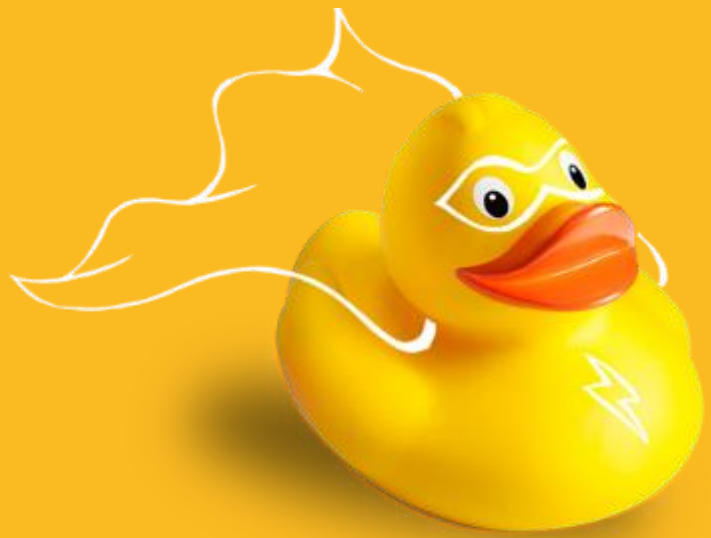
experts@clickthrough-marketing.com

clickthrough-marketing.com

Find Us: *Clickthrough Marketing LTD*

Charter House, Sandford Street, Lichfield, WS13 6QA

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



The data included in this report was correct at time of production. All digital data fluctuates and changes. Some of the data is estimated by the tools we use as we don't have access to your analytics. If you want your latest figures or a different set of competitors, please get in touch.