

ClickThrough

Digital. Accelerated.

2026 Q2

SOFAS – 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:

dfs  SCS

SOFA CLUB®

sofasofa

SOFAS & STUFF

swyft loaf

 sofology® FLEMING & HOWLAND

DARLINGS **sofa.com**



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 grid displays 18 slides, each numbered 1 through 18, illustrating various digital marketing metrics and performance indicators. The slides are organized into three rows and six columns. Each slide features a mix of text, charts, and tables, often with a prominent callout box containing a key percentage or finding. The color scheme for the slides varies, including shades of pink, orange, blue, and green.

- Slide 1: Conversion Performance** - Focuses on metrics like Conversion Rate, Total Revenue, and Average Order Value.
- Slide 2: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Shows a heatmap of user attention on a webpage.
- Slide 3: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Another heatmap slide with a callout for '40% of users spend less than 10 seconds on the page'.
- Slide 4: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Includes a table of predictive scores for different page elements.
- Slide 5: MOBILE PAGE SPEED SCORE** - Features a bar chart comparing mobile page load times and a callout for '50% of mobile users abandon a page that takes longer than 3 seconds to load'.
- Slide 6: DESKTOP & MOBILE CORE WEB VITALS** - Compares Core Web Vitals (LCP, FID, CLS) for desktop and mobile.
- Slide 7: MOBILE CORE WEB VITALS** - Focuses on mobile Core Web Vitals with a callout for '62% of mobile users abandon a page that takes longer than 3 seconds to load'.
- Slide 8: DESKTOP CORE WEB VITALS** - Focuses on desktop Core Web Vitals with a callout for '50% of desktop users abandon a page that takes longer than 3 seconds to load'.
- Slide 9: MOBILE VS DESKTOP PAGE SIZES** - Compares page dimensions and content density between mobile and desktop.
- Slide 10: WEBSITE USABILITY** - Includes a callout for '40% of users struggle to find what they're looking for' and a table of usability metrics.
- Slide 11: WEBSITE USABILITY** - Another usability slide with a table of metrics.
- Slide 12: ACCESSIBILITY** - Features a callout for '20% of people in the UK have a disability' and a diagram of accessibility features.
- Slide 13: ACCESSIBILITY** - Shows a bar chart of accessibility scores.
- Slide 14: Paid Media Performance** - Focuses on metrics like Ad Spend, Impressions, and Clicks.
- Slide 15: PAID MEDIA SPEND** - Includes a callout for '40% of advertising spend is on video' and a diagram of ad types.
- Slide 16: PAID KEYWORD VISIBILITY** - Shows a bar chart of keyword visibility for paid search.
- Slide 17: KEYWORD OVERLAP** - Compares keyword overlap between organic and paid search.
- Slide 18: KEYWORD OVERLAP** - Another keyword overlap slide with a diagram of overlapping keywords.
- Slide 19: Organic Keyword Performance** - Focuses on metrics like Organic Traffic, Rankings, and Clicks.
- Slide 20: ORGANIC DESKTOP & MOBILE TRAFFIC VY** - Compares organic traffic between desktop and mobile.
- Slide 21: ORGANIC DESKTOP & MOBILE TRAFFIC VY** - Another organic traffic slide with a callout for '60% of organic traffic is from mobile'.
- Slide 22: DESKTOP VS. MOBILE VISIBILITY** - Compares keyword visibility for desktop and mobile.
- Slide 23: DESKTOP VS. MOBILE VISIBILITY** - Another visibility slide with a callout for '60% of mobile first indexing has been enabled for all sites'.
- Slide 24: UNIVERSAL SEARCH FEATURES** - Lists 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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