

ClickThrough

Digital. Accelerated.

2026 Q2

TOOL & EQUIPMENT HIRE – 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:



Premier
Plant Hire



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 arranged in a 3x6 grid. The first row (slides 1-6) includes Conversion Performance, Attention Heatmap and Predictive Scores, Attention Heatmap and Predictive Scores, Attention Heatmap and Predictive Scores, Mobile Page Speed Score, and Desktop & Mobile Core Web Vitals. The second row (slides 7-12) includes Mobile Core Web Vitals, Desktop Core Web Vitals, Mobile vs Desktop Page Sizes, Website Usability, Website Usability, and Accessibility. The third row (slides 13-18) includes Accessibility, Paid Media Performance, Paid Media Spend, Paid Keyword Visibility, Keyword Overlap, and Keyword Overlap. The fourth row (slides 19-24) includes Organic Keyword Performance, Organic Desktop & Mobile Traffic, Organic Desktop & Mobile Traffic, Desktop vs. Mobile Visibility, Desktop vs. Mobile Visibility, and Universal Search Features. Each slide contains a mix of text, tables, charts, and icons, with some slides featuring large percentage callouts (e.g., 82%, 49%, 20%, 45%, 15%, 15%).

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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