

# ClickThrough

*Digital. Accelerated.*

2026 Q1

## VETERINARY PRACTICES – 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:*



**LINNAEUS**



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%'. Includes a table for 'Predictive Scores'.
- Slide 4: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Similar to slide 3, with a table for 'Predictive Scores'.
- Slide 5: MOBILE PAGE SPEED SCORE** - Features a bar chart comparing mobile page speed scores across different categories.
- 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%'. Includes a bar chart.
- Slide 8: DESKTOP CORE WEB VITALS** - Focuses on desktop Core Web Vitals with a callout for '50%'. Includes a bar chart.
- Slide 9: MOBILE VS DESKTOP PAGE SIZES** - Compares page sizes for mobile and desktop with a bar chart.
- Slide 10: WEBSITE USABILITY** - Includes a callout for '40%' and a table for 'Website Usability'.
- Slide 11: WEBSITE USABILITY** - Another slide for website usability with a table.
- Slide 12: ACCESSIBILITY** - Features a callout for '20%' and a bar chart showing accessibility scores.
- Slide 13: ACCESSIBILITY** - Another slide for accessibility with a bar chart.
- Slide 14: Paid Media Performance** - Focuses on metrics related to paid advertising campaigns.
- Slide 15: PAID MEDIA SPEND** - Includes a callout for '40%' and a bar chart showing spend over time.
- Slide 16: PAID KEYWORD VISIBILITY** - Shows a bar chart for paid keyword visibility.
- Slide 17: KEYWORD OVERLAP** - Features a callout for '40%' and a diagram showing keyword overlap between different channels.
- Slide 18: KEYWORD OVERLAP** - Another slide for keyword overlap with a diagram.
- Slide 19: Organic Keyword Performance** - Focuses on organic search performance metrics.
- Slide 20: ORGANIC DESKTOP & MOBILE TRAFFIC VVV** - Compares organic traffic for desktop and mobile.
- Slide 21: ORGANIC DESKTOP & MOBILE TRAFFIC VVV** - Another slide for organic traffic with a line chart.
- Slide 22: DESKTOP VS. MOBILE VISIBILITY** - Includes a callout for '40%' and a bar chart for visibility.
- Slide 23: DESKTOP VS. MOBILE VISIBILITY** - Another slide for visibility with a bar chart.
- 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



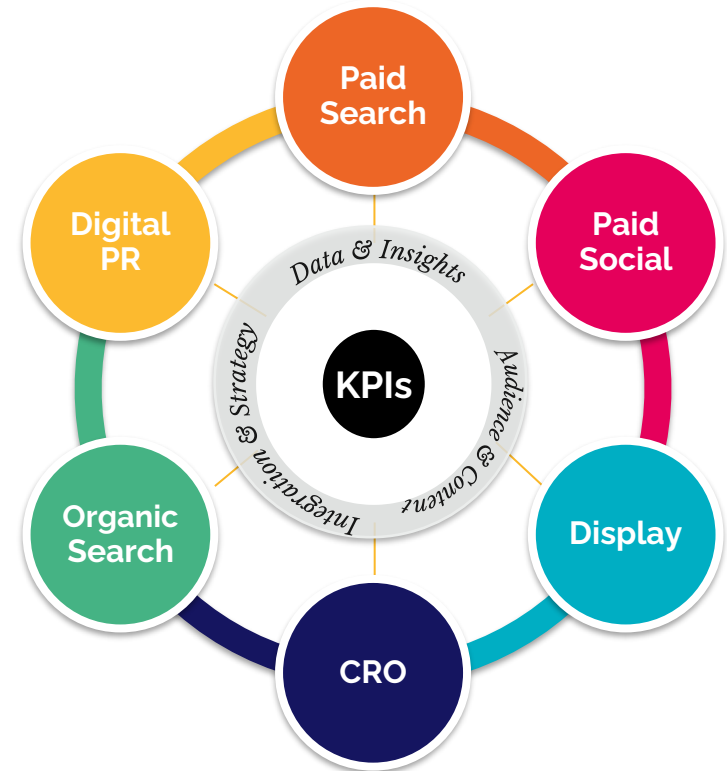
**Integrated Fluid Budgets:** Get all channels working in synergy to achieve your KPIs



**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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