

ClickThrough

Digital. Accelerated.

2023 Q4

HOME FURNITURE RETAIL – COMPETITOR EVALUATION

A comparison of search engine optimisation, digital paid media effectiveness and website optimisation

How do you compare?



INTERESTED IN YOUR COMPETITORS PERFORMANCE?

We have prepared this easy-to-digest Competitive Intelligence Report to help you quickly understand how you perform against your competition.

We looked at a cross section of websites for 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 opportunities for your own company.

This report details your competitors' site speed, site strength, accessibility to paid search spend, keyword rankings (including desktop versus mobile visibility), creative comparisons on social ads, plus a range of paid media and user experience indicators.

BRANDS INCLUDED

Listed below are of all the brands included throughout this report:

SWOON



LUXDECO

FURNITURE
Village

FURNITURE
AND CHOICE

Oak
furnitureland

COTSWOLD
COMPANY

dwell

leaf

HEAL'S

BARKER AND
STONEHOUSE

hu
housing
units

the
home
department
store



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01.

Foreword

Phil Robinson, Founder and CEO of Clickthrough

WHO ARE CLICKTHROUGH?

ClickThrough Marketing deliver fully integrated, conversion-centric strategies proven to supercharge your online performance.

We work with ambitious, scaling businesses where performance marketing is a key component of their business strategy. We help brands who need to fuel their growth through accelerating digital performance to meet and exceed business goals

We use a creative, collaborative, but challenging approach to an invested partnership, unlike other agencies who fail to understand their client, their market and their specific challenges that create barriers to delivering performance. For example, our fully-integrated approach challenges agencies who offer services in silos and avoid focusing on the user journeys that drive conversions.

We exist to accelerate the growth of ambitious brands in a competitive market, We've been doing this since 2004, it's who we are.

Phil, CEO Clickthrough Marketing

Contact us:

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CONNECT WITH
PHIL ROBINSON – CEO
ON LINKEDIN VIA THE QR CODE

02.

Conversion Performance

Attention Heatmap 07

Mobile Page Speed Score 10

Mobile Core Web Vitals 12

Desktop Core Web Vitals 13

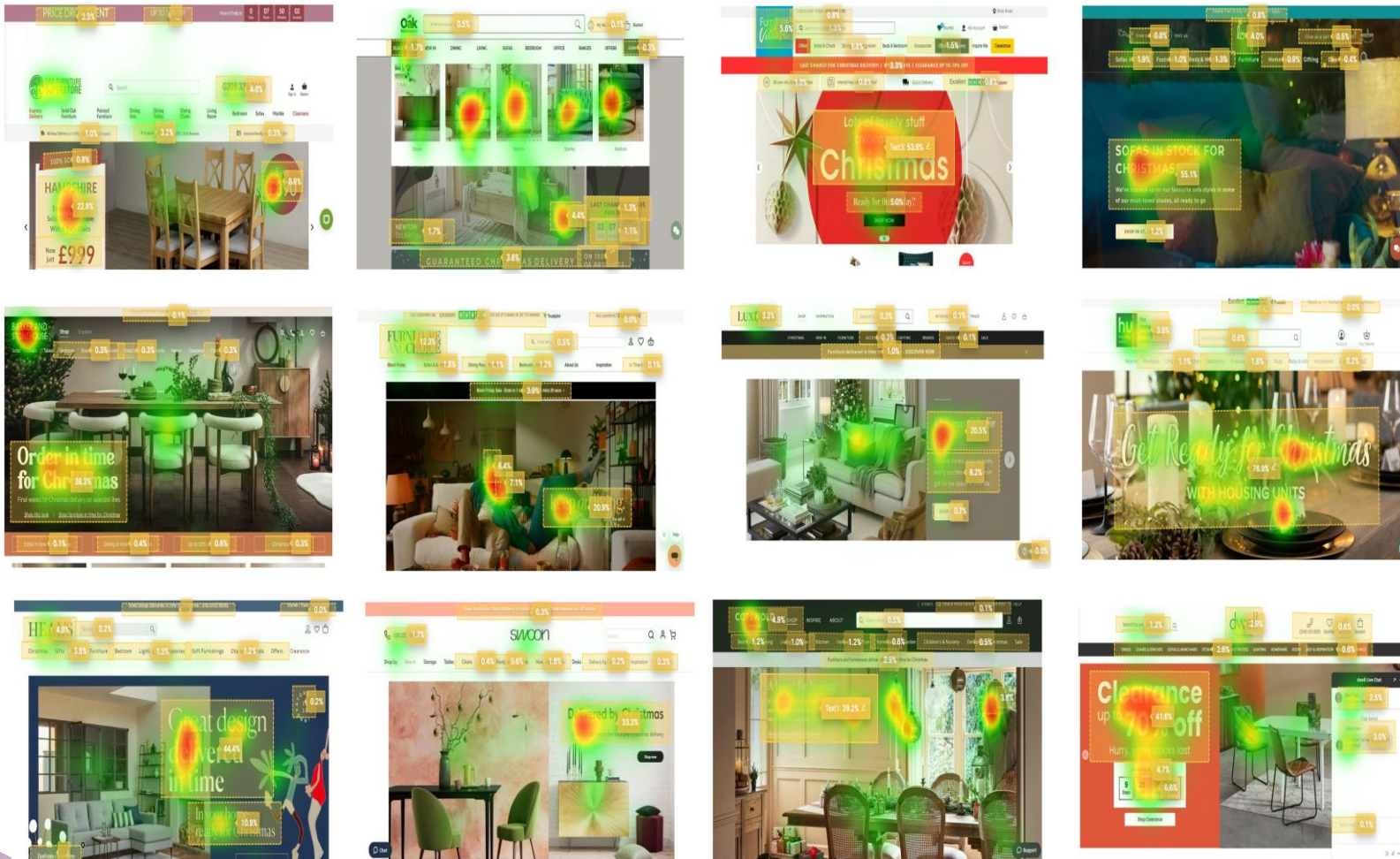
Mobile & Desktop Page Sizes 14

Readability 15

Accessibility 17

ATTENTION HEATMAP AND PREDICTIVE SCORES

Attention maps forecast user behaviour on a landing page and are based on extensive data sets from large scale studies. The Attention Maps below are a useful first step before implementing live, user based eye tracking studies and five seconds tests. By comparing each landing page of your competitors, and using the heat mapping format you can see which parts of your design are the most and the least engaging. This then provides a benchmark for you to explore further with our Conversion Rate Optimisation teams, who will use our trademarked Data Led Design to provide you with real world user insights. .



ATTENTION HEATMAP AND PREDICTIVE SCORES

You can use heatmaps to compare:

Readability to make it easier for the user to acquire information.

Usability to clear up and improve the design.

Competitor Benchmarking See how your scores compares with your main competitor's site.



Cognitive Demand shows the amount of information that the viewer has to process in your asset. When images/videos are more complex, they lead to increased perceptual load and thereby more cognitive demand.

Focus is an index of how large a portion of your asset draws attention. If your image/video has many items that pull on customers' attention, they are less likely to focus on any single part of the asset. Higher focus scores are achieved when a single or very few narrow areas draw attention.

The **Clarity Score** provides a prediction of whether customers will experience your asset as clear or not. A low Clarity score means that customers will experience your design as cluttered and hard to understand.

Engagement is a prediction of how excited and immersed your customers will feel when they are exposed to your asset. A high level of engagement is related to increased brand memory and purchasing behaviour.

3.42s

is all it takes for a user to judge a websites credibility, based on appearance alone.

ATTENTION HEATMAP AND PREDICTIVE SCORES

Prediction	Benchmark (All Websites)
Cognitive Demand	28-46%(37%)
Focus	47-73%(60%)
Clarity Score	65-80%(72%)
Engagement	44-68%(56%)

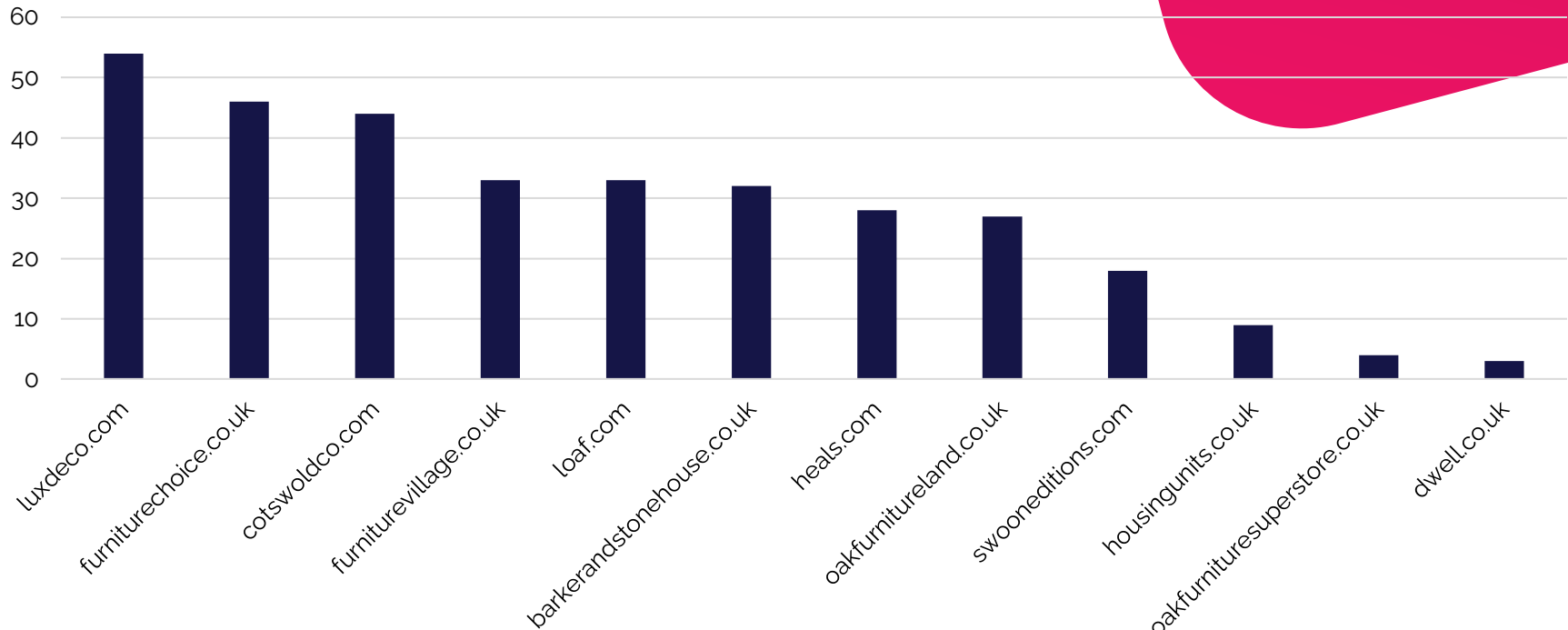
Website URL	Cognitive Demand	Focus	Clarity Score	Engagement Score
cotswoldco.com	72	67	70	71
oakfurnituresuperstore.co.uk	49	84	69	56
oakfurnitureland.co.uk	49	62	72	60
furniturevillage.co.uk	50	86	82	68
loaf.com	42	85	81	67
dwell.co.uk	48	67	79	64
swooneditions.com	48	88	77	62
barkerandstonehouse.co.uk	66	77	76	72
heals.com	61	79	71	62
furniturechoice.co.uk	53	89	77	61
luxdeco.com	49	87	81	66
housingunits.co.uk	76	67	81	89

MOBILE PAGE SPEED SCORE

With Google's Page Experience update in May 2021, it is vital to try to pass the newer **Core Web Vitals**. Google's Page Speed Insights is a good way to judge how well your website performs on mobile. This measures speed as well as user experience.

15%

delay in mobile load times can impact mobile conversions by **up to 20%**



RECOMMENDATIONS

(Source: Lighthouse)

Fast site speed on mobile has always been a challenge but it has never been more important. It is not enough to just focus on speed either, Google considers a good user experience just as important. **You need to aim for above 90 on this score. 50-89 is ok and below 50 bad.** To learn more watch <https://hi.switchy.io/48kz>

DESKTOP & MOBILE CORE WEB VITALS

Site speed can be measured by various metrics. Taking these figures at face value can be a mistake as it is not always necessary to be concerned if the page load speed is high.

First Contentful Paint (FCP) is a crucial performance metric. FCP measures the point in time when the first content from the DOM is rendered – meaning the first HTML element is displayed.

Largest Contentful Paint (LCP) matters more for your page speed index score than any other metric. It measures the time it takes for the largest above the fold content element to load.

First Input Delay (FID) measures the time from when a user first interacts with your site (i.e., when they click a link, tap on a button, or use a custom, JavaScript-powered control) to the time when the browser is actually able to respond to that interaction.

Cumulative Layout Shift CLS is the unexpected shifting of web page elements while the page is still downloading. The kinds of elements that tend to cause shift are fonts, images, videos, contact forms, buttons and other kinds of content. CLS measures the sum total of all individual layout shift scores for every unexpected layout shift that occurs during the entire lifespan of the page.

Speed Index (SI) is a good metric to understand. It measures the time it takes for the visible (above-the-fold) parts of a webpage to appear to the users. It is a measure of when the site looks finished to the user.

Globally, there are **now more mobile searches than desktop**, hence why Google is now operating a fully mobile first index.

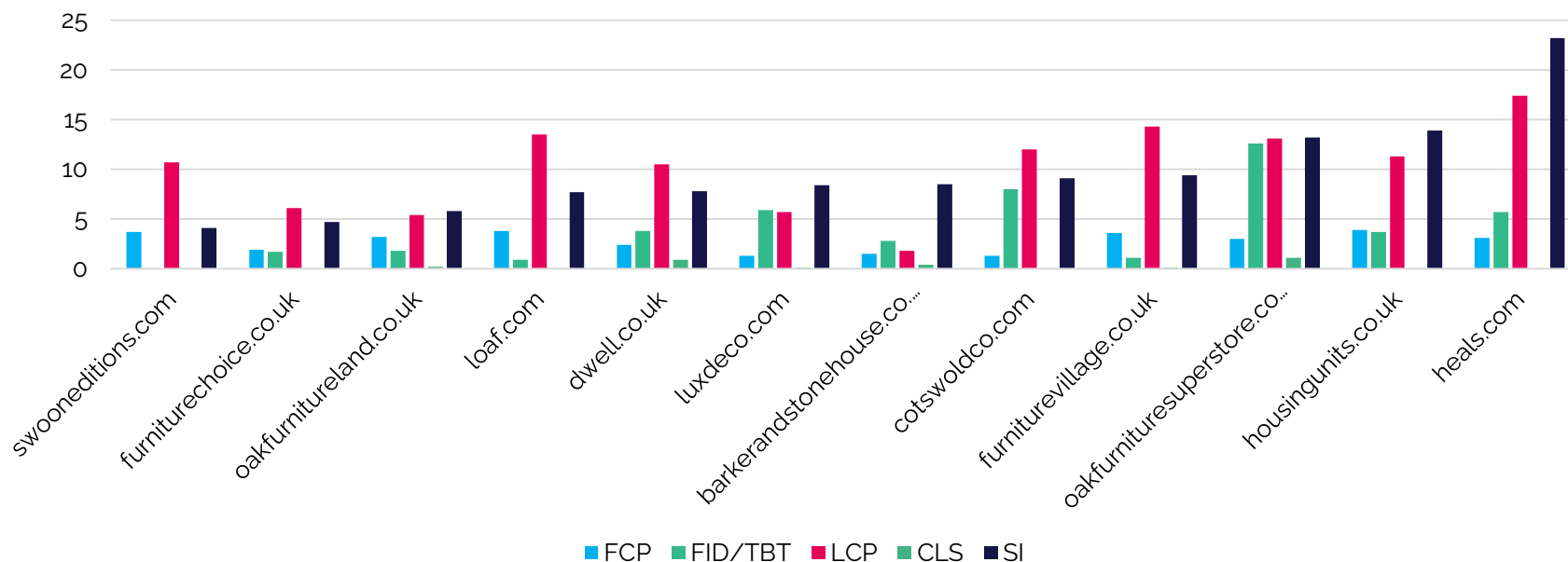
The average time it takes to fully load a mobile page is 22 seconds (*), including all tracking scripts, this is the "Speed index" bar. Achieving a fast mobile page load is undeniably hard however every little increment helps.

MOBILE CORE WEB VITALS

	Good	Needs Improvement	Poor
FCP	0-2370ms	2370ms-4030ms	Over 4030ms
FID/TTB	0-300ms	300ms-600ms	Over 600ms
LCP	0-25300ms	2530ms-7320ms	Over 7320ms
CLS	<0.1	0.1-0.25	>0.25
SI	0-3430ms	3430ms-4840ms	Over 5840ms

62%

of consumers are less likely to make a future purchase if they have a negative mobile experience.



RECOMMENDATIONS

(Source: Google Page Speed Insights/GT Metrix)

In order to improve Core Web Vitals, it is important to understand them. If you would like to learn more, we have a webinar: <https://hi.switchy.io/4cOL> or visit <https://web.dev/>

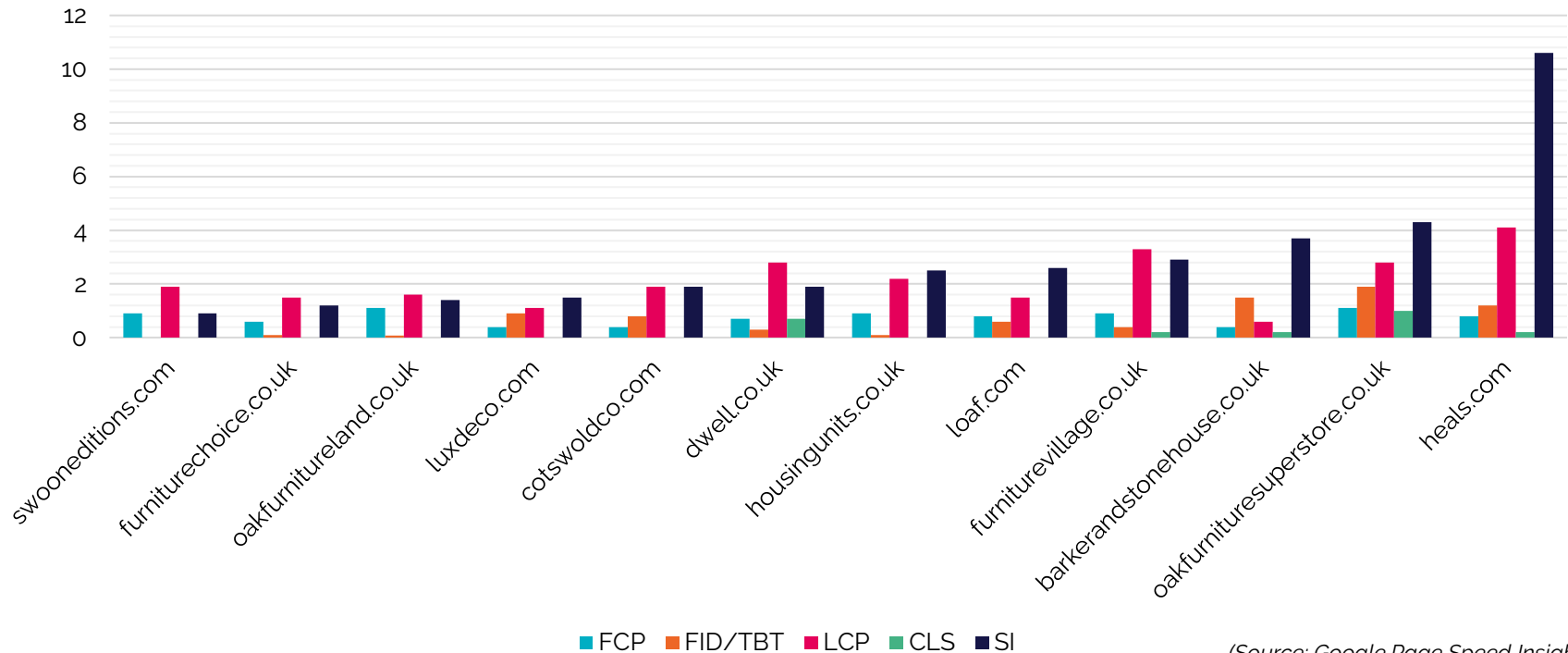
DESKTOP CORE WEB VITALS

	Good	Needs Improvement	Poor
FCP	0-950ms	950ms-1600ms	Over 1600ms
FID/TTB	0-150ms	150ms-350ms	Over 350ms
LCP	0-1220ms	1220ms-2410ms	Over 2410ms
CLS	<0.1	0.1-0.25	>0.25
SI	0-1320ms	1320ms-2310ms	Over 2310ms

2 sec.

is the threshold for ecommerce website acceptability. At Google, we aim for under a half second."

- Maile Ohye, Google.

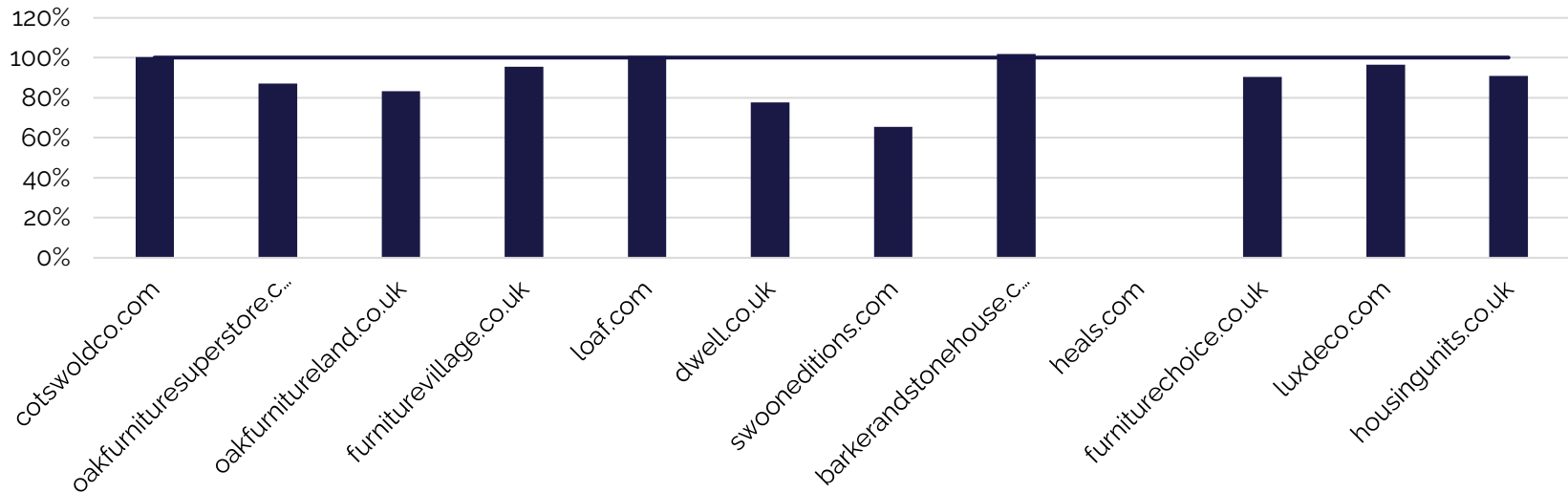


(Source: Google Page Speed Insights)

MOBILE VS DESKTOP PAGE SIZES

A good indicator of whether a company has invested in mobile optimisation, is to compare page sizes on desktop and mobile. **If there is no optimisation then page sizes will be the same (100% below).**

More mobile optimised sites will have lower percentages. To maximise conversion rates on mobile, minimise site speed; one way to do this is to resolve the mobile file size.



RECOMMENDATIONS

■ Difference (%) — No Mobile Optimisation

(Source: YellowLab Tools)

Ideally mobile page size will be **no more than 1-2Mb**. Mobile screen sizes are obviously smaller so ensure your website is loading smaller files and pixel sized images relevant to the screen size.

Consider using SVG images, picture elements and the srcset attribute. Also if your mobile experience does not make use of all your JavaScript then why load all those scripts on that device? The same goes for bloated CSS. **If you can accurately determine which device is viewing the site, only send relevant resources not the whole thing.**

Ensure videos are not being loaded in the background and are asynchronously loaded if you do want to preload. These will substantially cut file size and improve site speed and therefore reduce bounce rates.

WEBSITE READABILITY

From the grammar that you use to the tone of voice and the complexity of words, all contribute to the engagement and conversion potential of your content. Therefore, measuring website readability is crucial to your long-term success and growth of your brand.

These tables quickly highlight your position against your chosen competition and give you a benchmark by which to fine tune your on-page content.

They show the main, respected readability test results. All showing an approximate representation of the **US Grade Level** needed to comprehend the text.

DEFINITIONS

Flesch Kincaid Reading Ease - Based on a 0-100 scale. A value between 60 and 80 should be easy for a 12- to 15-year-old to understand.

Flesch Kincaid Grade Level - Text intended for readership by the general public should aim for a grade level of around 8, schooling age 13 to 14.

Gunning Fog Formula - Generates a grade level between 0 and 20. Text aimed at the public should aim for a grade level of around 8. Text above a 17 has a graduate level.

These indices consider number of syllables and complex words (polysyllabics - with 3 or more syllables) too.

48%

of English adults are below level 2 equivalent to below GCSE grade C - 10 years schooling.

WEBSITE READABILITY

READABILITY INDICES	cotswoldco.com	oakfurniturestore.co.uk	oakfurnitureland.co.uk	furniturevillage.co.uk	loaf.com	dwell.co.uk	swooneditions.com	barkeraandstonehouse.co.uk	heals.com	furniturechoice.co.uk	luxdeco.com	housingunits.co.uk
Average Grade Level	17	-3	12	11	11	13	13	11	13	13	13	12
Flesch Kincaid Reading Ease	20.2	121.2	65.5	71.9	73.8	44.7	63.1	68.9	56.5	56.4	50.8	62.6
Flesch Kincaid Grade Level	11.9	-3.4	5	4	3.6	7.8	5.6	4.7	7.3	6.2	6.9	5.3
Gunning Fog Score	6.1	0.4	4.1	4.8	4.4	7	7.6	4.6	4.8	5.6	4.7	3.8

TEXT STATISTICS	cotswoldco.com	oakfurniturestore.co.uk	oakfurnitureland.co.uk	furniturevillage.co.uk	loaf.com	dwell.co.uk	swooneditions.com	barkeraandstonehouse.co.uk	heals.com	furniturechoice.co.uk	luxdeco.com	housingunits.co.uk
No. of sentences	182	1	624	453	256	449	3	63	280	447	355	671
No. of words	1085	1	2307	1472	683	1105	14	262	2115	1494	1102	2009
No. of complex words	311	0	290	178	68	139	3	37	308	217	215	293
Percent of complex words	28.66	0	12.57	12.09	9.96	12.58	21.43	14.12	14.56	14.52	19.51	14.58
Average words per sentence	5.96	1	3.7	3.25	2.67	2.95	4.67	4.16	7.55	3.36	3.1	3.06
Average syllables per word	2.13	1	1.63	1.56	1.54	1.78	1.64	1.58	1.69	1.74	1.81	1.66

ACCESSIBILITY

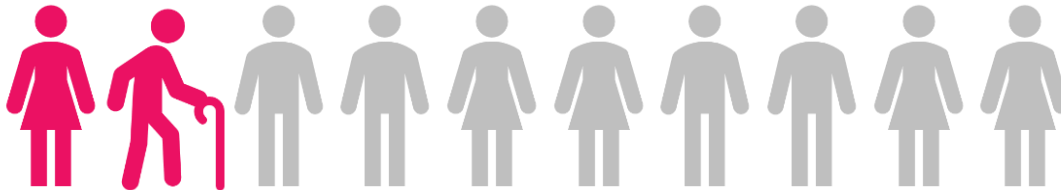
Accessibility is an area that many websites do not take seriously.

You can use wave.webaim.org as well as Google's lighthouse auditing tool on your own website to identify areas of poor accessibility to ensure you are not excluding potential sales leads.

1 in 12 men and 1 in 200 women have some degree of colour vision deficiency. **1 in 5** people in the UK have a disability.

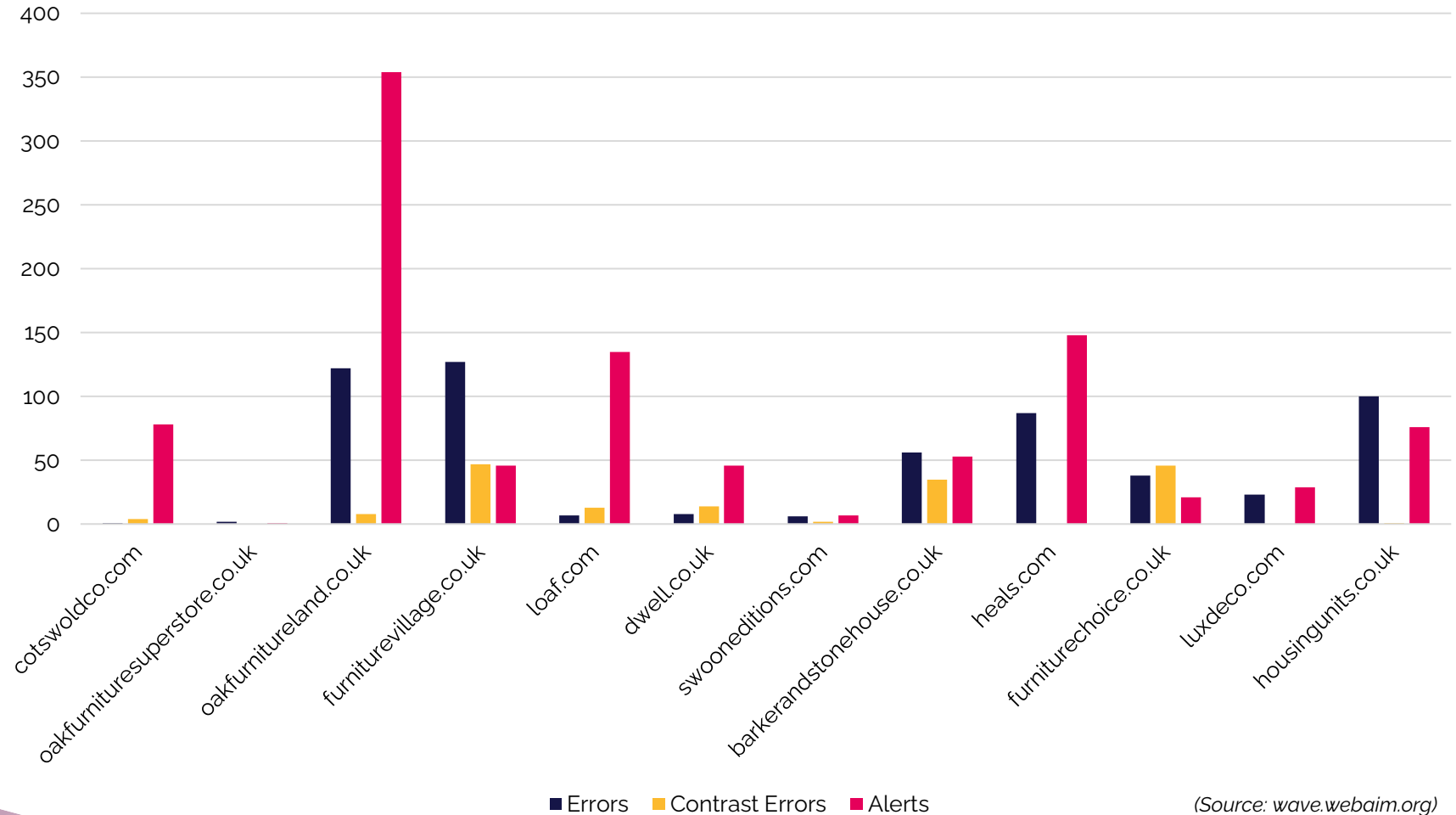
20%

of people in UK have a disability



ACCESSIBILITY

This chart audits sites according to Web Content Accessibility Guide (WCAG). Catering for those with disabilities broadens your reach and can improve business performance. It also shows you care which increases customer trust.



(Source: wave.webaim.org)

03.

Paid Media Performance

Paid Media Spend	20
Paid Keyword Visibility	22
Keyword Overlap	23



PAID MEDIA SPEND

Paid media spend across Display, Video and Paid Social has increased in depth over the years, ensuring that advertisers are reaching new customers, nurturing existing customer relationships and converting customers at the final stage.

Here is 'Paid Media Spend', looking across several competitors to see how much they are spending on Display, Video and Paid Social to benchmark against.

This doesn't cover the exact budgets, but gives an indication of priorities and by using in conjunction with our other paid insights, it can provide an overall view of digital marketing focus for brands

46%

of all marketing spend is made up of digital advertising spend



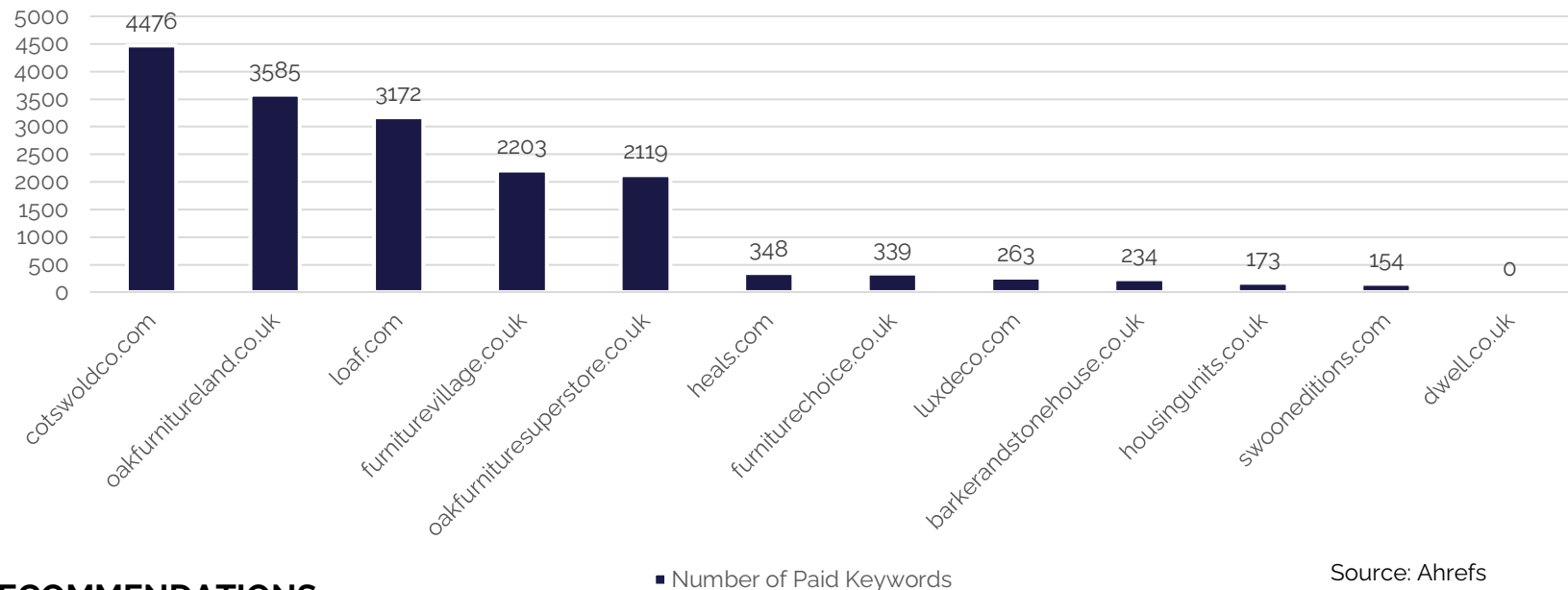
As we're a fully integrated team, we'd be able to do a comprehensive competitor review across the Paid Media channels.

This will enable you understand which channels need to be a focus in paid to help to prioritise efforts towards an overall goal through paid media.

PAID KEYWORD VISIBILITY

Your competitors' PPC advertising strategies provide insight for your own campaigns. Here is the 'Share of Voice', looking across several competitors to see the number of Google keywords they are appearing on each.

This doesn't cover the whole search landscape but gives a good indication as to the coverage for each competitor and how much of the market they are appearing for, suggesting where the overall paid focus is. By using this in conjunction with the organic data about these competitors, it can provide an overall view of the search landscape and an indication into their focus within digital.



RECOMMENDATIONS

Although you may think that appearing on more keywords is better, ultimately it depends on the efficiency of the activity. Making sure you have a relevant, inclusive and strategic keyword set is much more effective than bidding on everything and anything and by having an optimisation loop, accounts can scale in an effective manner **As we're a fully integrated team, we'd be able to do a comprehensive SERP review across paid and organic.** This will enable you understand which keywords need to be a focus in paid, which need to be a focus in organic and help to prioritise efforts towards an overall goal on the SERP.

KEYWORD OVERLAP

Understanding how the keywords your site ranks for overlaps with your competitors ranking keywords is a useful way to see how closely aligned you are against common keywords. The overall competitive overlap is a good way of seeing the market share of each competitor in comparison to you.

This keyword overlap is not universal, it changes by device and also by channel. Therefore, expect to see different competitors competing for paid vs. organic keywords, and on desktop vs. mobile.



We'd be more than happy to show you the main opportunities for both missing and weak keywords against this competitive set. This will enable you understand which keywords, with the highest search volume are currently either missing from, or weak in your current SEO strategy.

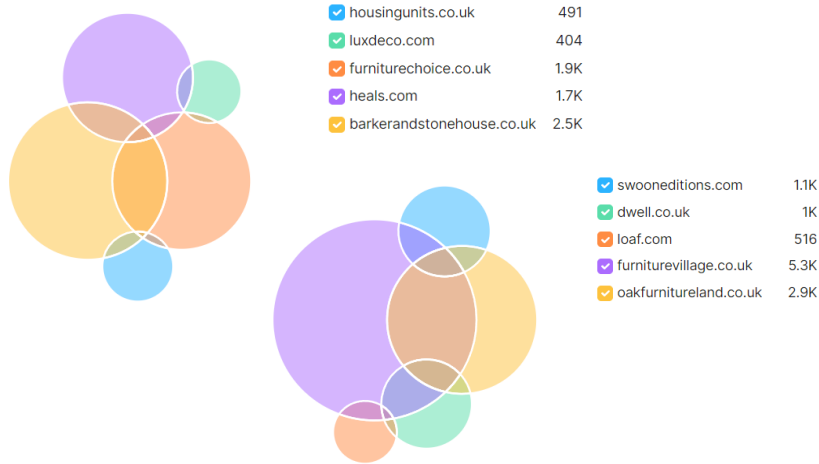
There are

20billion

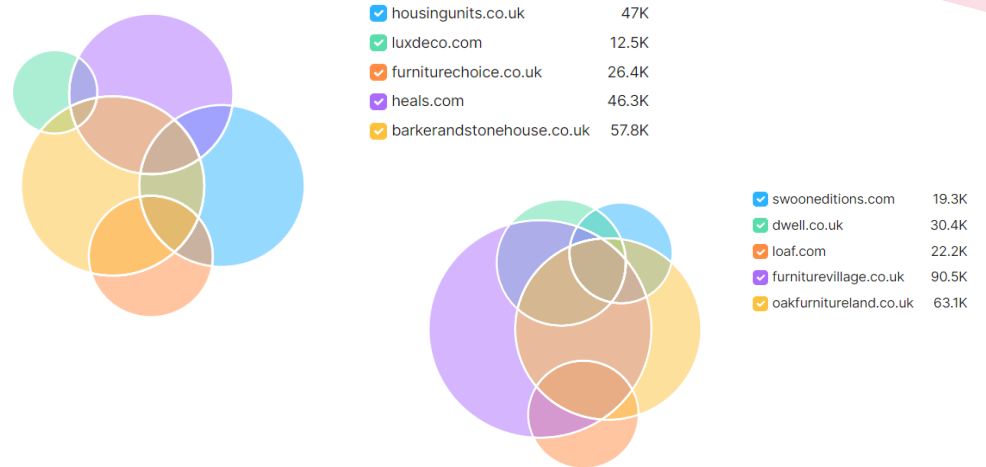
keywords to search
though to find overlaps!

KEYWORD OVERLAP

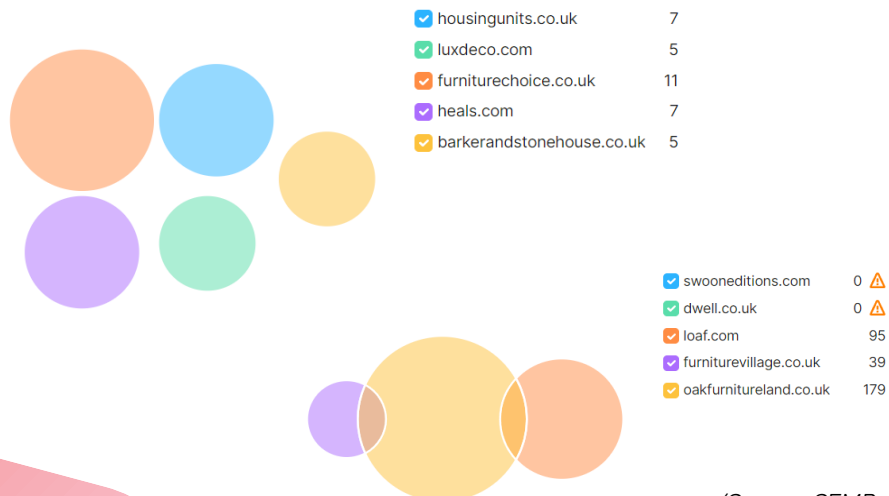
Keyword Overlap – Organic Mobile



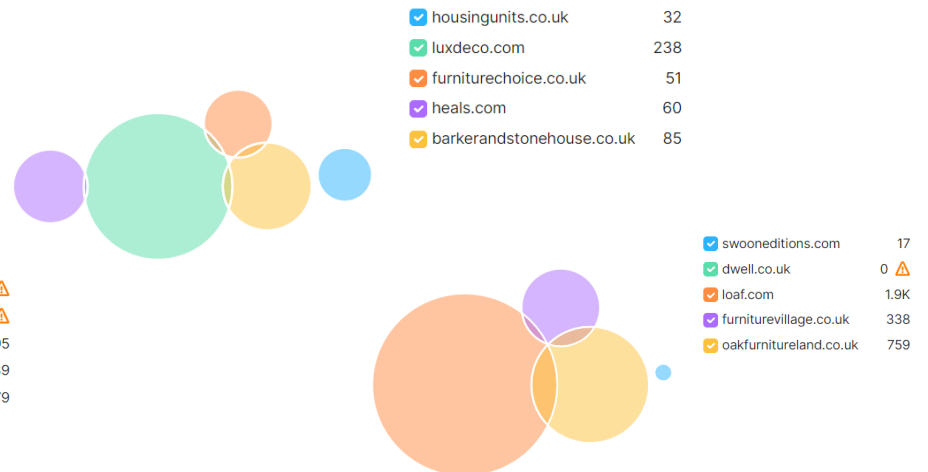
Keyword Overlap - Organic Desktop



Keyword Overlap – Paid Mobile



Keyword Overlap - Paid Desktop



(Source: SEMRush)



Organic Keyword Performance

Organic Desktop & Mobile Traffic YoY	26
Desktop Vs Mobile Visibility	28
Universal Search Features	30
Local SERPs	32
Organic Keyword Rankings	33
Organic Longtail Keyword Ranking	35

ORGANIC DESKTOP & MOBILE TRAFFIC YoY

Organic Traffic estimation combines data such as click-through rate, sessions and search volume for organic keywords and respective rankings found by SEMRush.

Knowing your Organic Traffic estimate relative to your competition helps you better understand how your website is performing and where your major gaps in traffic are. Traffic is not necessarily an indicator of performance however, as brands can get traffic on irrelevant keywords, but it is a good place to begin when looking to understand organic search positioning.

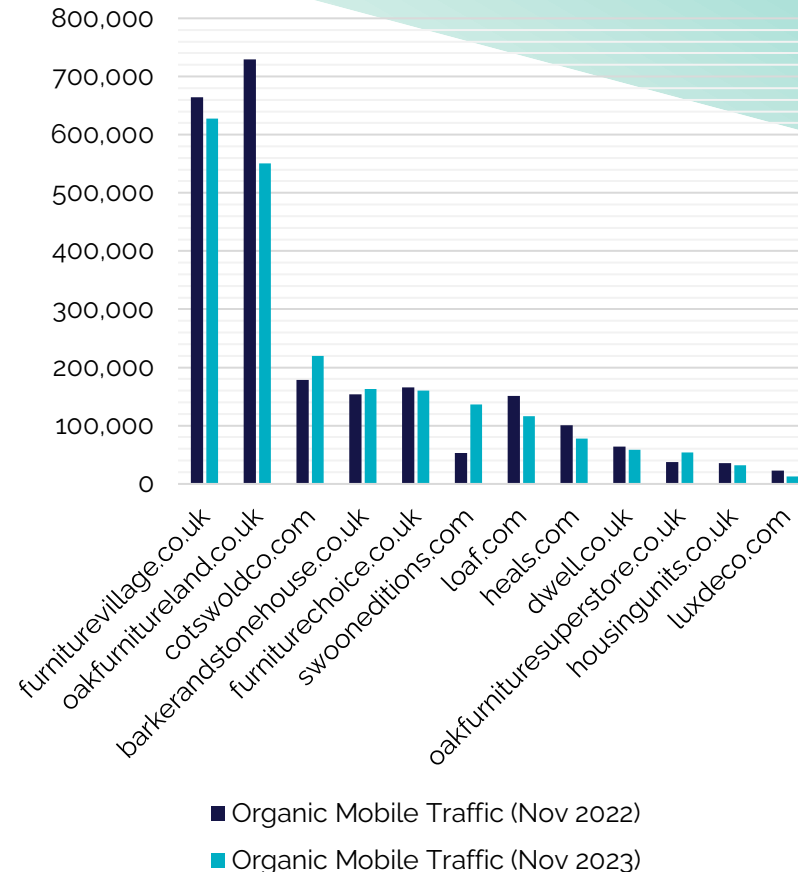
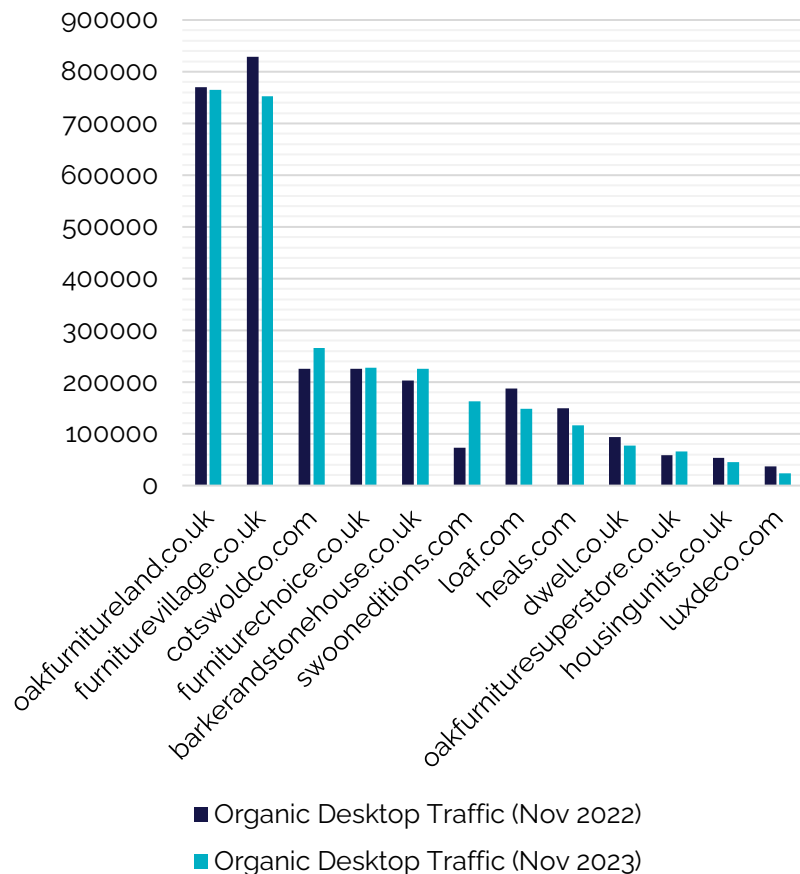
93%

of your customers won't go further than the first page of Google.

Organic Visibility =

Total Search Volume **x** Relative Ranking Position CTR

ORGANIC DESKTOP & MOBILE TRAFFIC YOY



RECOMMENDATIONS

Making a comparison between websites **can help to identify visibility share between the set of selected companies**. Notwithstanding brands ranking for irrelevant keywords, these comparisons can be skewed by a company having differing or diverse offerings. For example, you might see a domain having a higher proportion of the traffic due to it having twice as many products or not being classed as a pure play competitor. Sites can also have greater visibility due to more optimised content, a larger blog or creating wider content assets to attract broader synonym keyword visibility. Therefore, linking traffic analysis with ranking keyword analysis helpsto build the understanding of where to optimize performance.

(Source: SEMRush)

DESKTOP VS. MOBILE VISIBILITY

The traffic volume from mobile devices has already outperformed desktop traffic numbers, for certain search requests.

It is important for mobile search on Google and other search engines to understand the user intent and the device display size.

Mobile first indexing has been an increasing priority of Google's for several years.

As of March 21,
mobile first indexing has been enabled for all sites.

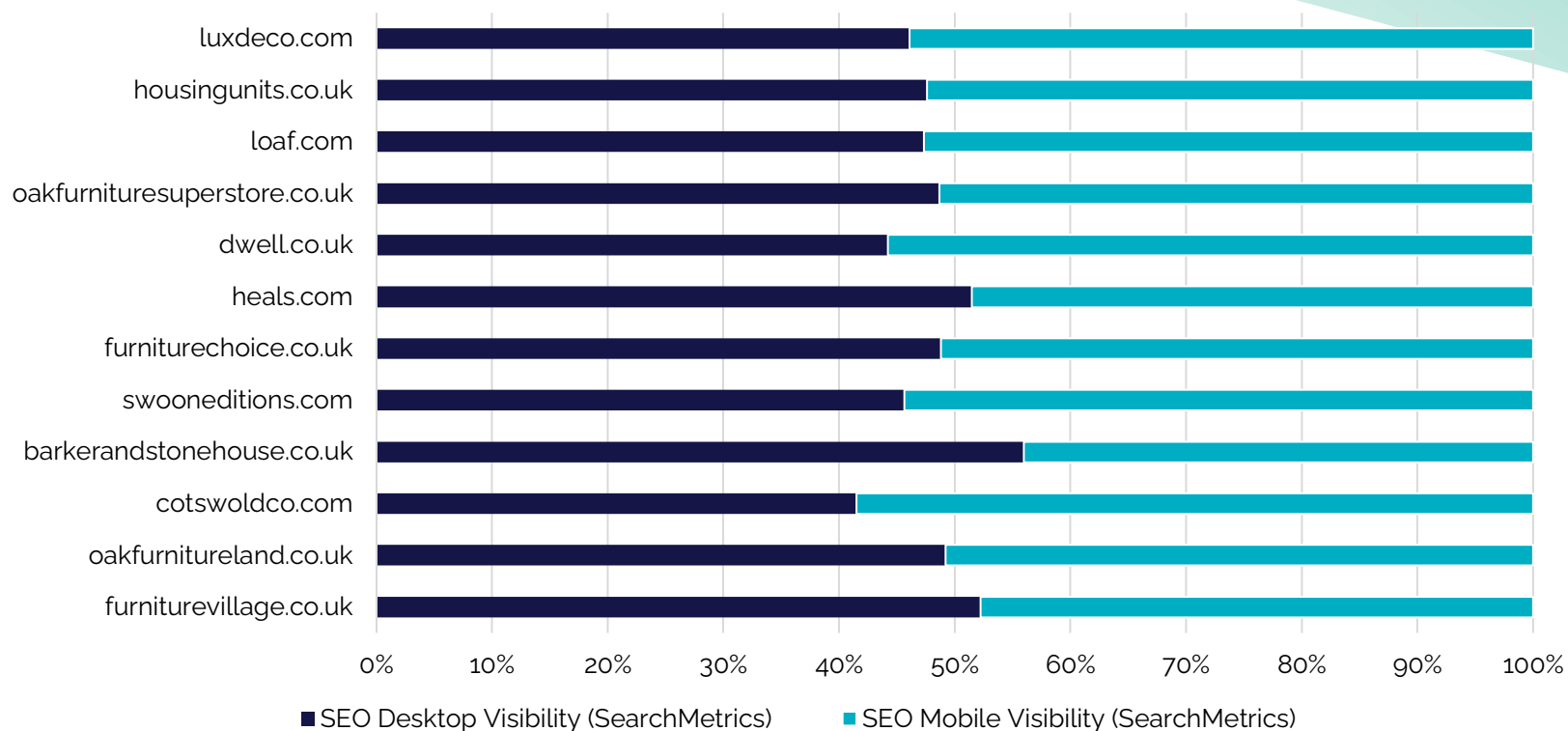
for reference see: <https://hi.switchy.io/4cNa>

18%

of local mobile searches lead to sales on the same day.



DESKTOP VS. MOBILE VISIBILITY



(Source: Searchmetrics)

RECOMMENDATIONS

Companies should establish how their current SEO Visibility differs between desktop and mobile. The current “Desktop vs Mobile” performance KPI from Search Metrics is an easy way for every company to make their comparison to ensure equal visibility between desktop and mobile.

A well-balanced site will have a high and equal desktop and mobile Visibility Scores.

UNIVERSAL SEARCH FEATURES

Google Universal Search Results is an evolving opportunity to make your pages **visible on a SERP** (Search Engine Results Page).

Universal results often appear before traditional listings and are eye-catching for users. Universal search results refer to rankings on a SERP that are not the traditional 'blue line' Google link.

Examples include:

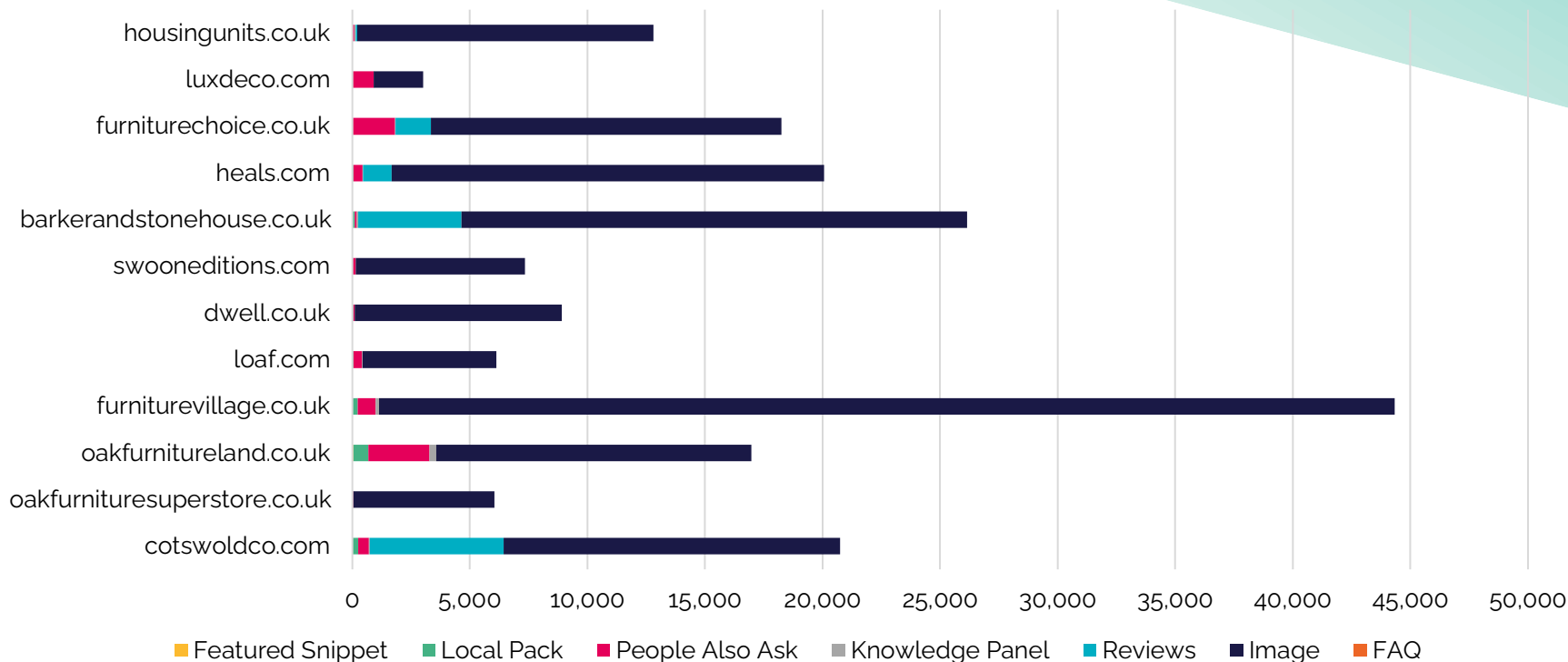
Images, Videos, News, Places, Carousel, Quick Answer, Reviews and Apps.

If you don't have an Image and Universal Search Strategy you could be missing out on

50%

of all searches

SERP FEATURES



(Source: SEMRush)

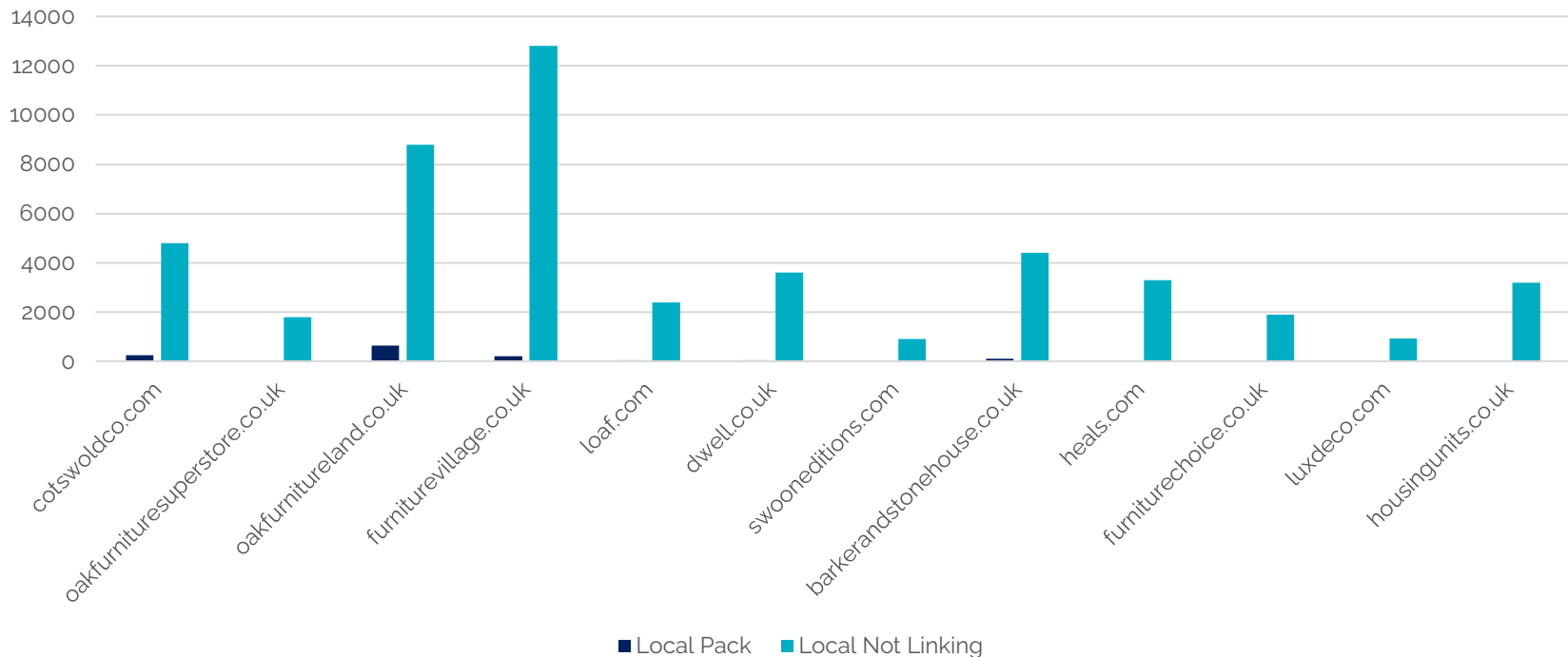
RECOMMENDATIONS

By 2022 about **46% of all online searches** have a local intent behind them, meaning their users are seeking services, information, or other content specific to a location and **Quick Answers now appear in 20-40%** of Google SERP results for typical question and definition-style queries — often those phrased in the 'how-to' and 'what is' format.

All Featured Snippets help improve click through rates, increase credibility and gives an indication if content is effective, useful and well managed. They also help you understand user intent as link clicking on a featured snippet can show that the click has valid interest behind it. Optimising universal search features can help google better understand when your page is the best answer for a relevant query. Identifying your competitors best performing search features and using this information to strategically develop your content can help you gain that snippet for your website!

LOCAL SERPS

“46% of Google searches include a local intent. Many of these searches will prompt a search engine results page (SERP) containing a local map pack, making it a critical component of any holistic organic search strategy. How many of the keywords you rank for contain a local map pack that YOU aren't appearing in, missing out on customers? Improving local presence could be the key to accelerating your SEO performance in 2023”
<https://www.go-globe.com/local-search-engine-marketing/>



(Source: SEMRush)

With the number of local intent searches rising, it becomes more crucial to be in the traffic-driving local map pack. The above chart shows the number of local map packs that each domain is ranked for, and the number of keywords ranked for that contain a map pack that the domain hasn't made it into (this is the level of opportunity for each domain)

ORGANIC KEYWORD RANKINGS

The **Desktop Organic Keywords** metric shows all keywords that the domains are ranked for between positions 1 and 20.

Ranking position is a good indicator for traffic as well as whether a site has a strong opportunity to improve its visibility in the next 12 months. It is easier to improve on a current ranking position than it is to rank from no historic standing

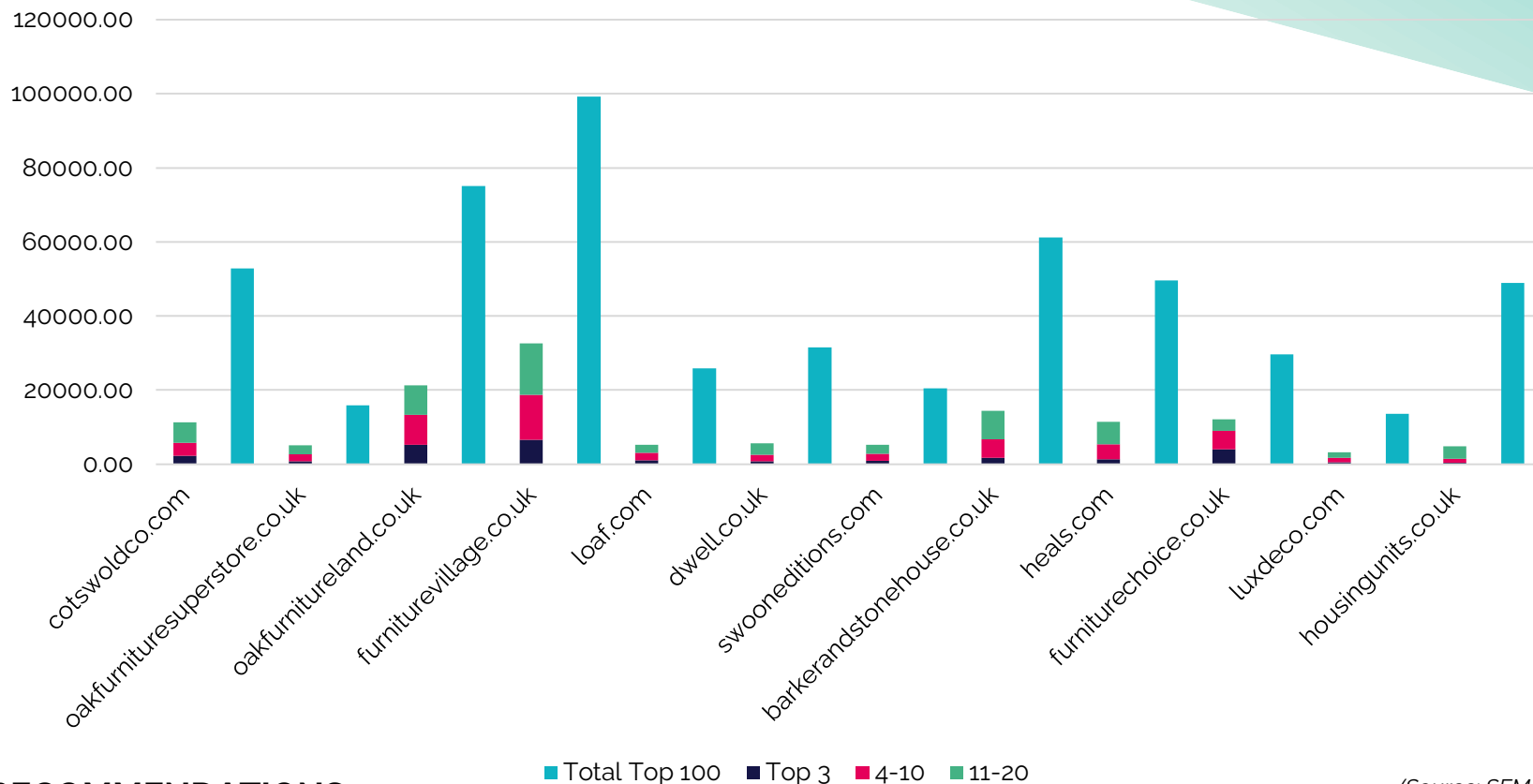


We call these keywords **striking distance keywords**, and it is crucial that you optimise these as a quick win for your site's visibility.

Successful SEO is not about tricking Google. It's about **PARTNERING** with Google to provide the best search results for users.

- *Phil Frost*

ORGANIC KEYWORD RANKINGS



RECOMMENDATIONS

(Source: SEMRush)

There are many tools that will allow you to see the keywords your competitors are ranking for, if you can use these to identify ranking similarities you may be able to **identify quick wins in the market** i.e. keywords that are relevant to your industry which one or more of your competitors are ranking for. This approach of expanding your keyword focus with supporting keywords and synonyms is a great way to optimise your site and increase your visibility.

For example, improving the ranking position on a keyword from position 3 to 1 can increase your CTR on that keyword by up to 200%!

LONGTAIL KEYWORD RANKINGS

This metric shows keywords that contain three or more words i.e. 'longtail' keyword phrases. This is a good indicator of a site's optimisation for wider transactional and informative terms.

These search terms are often considered high intent and potentially more likely to convert as a searcher is being more specific. They are also important for building up your site's contextual relevance; this is a vital consideration for Google's E-A-T content quality guidelines.

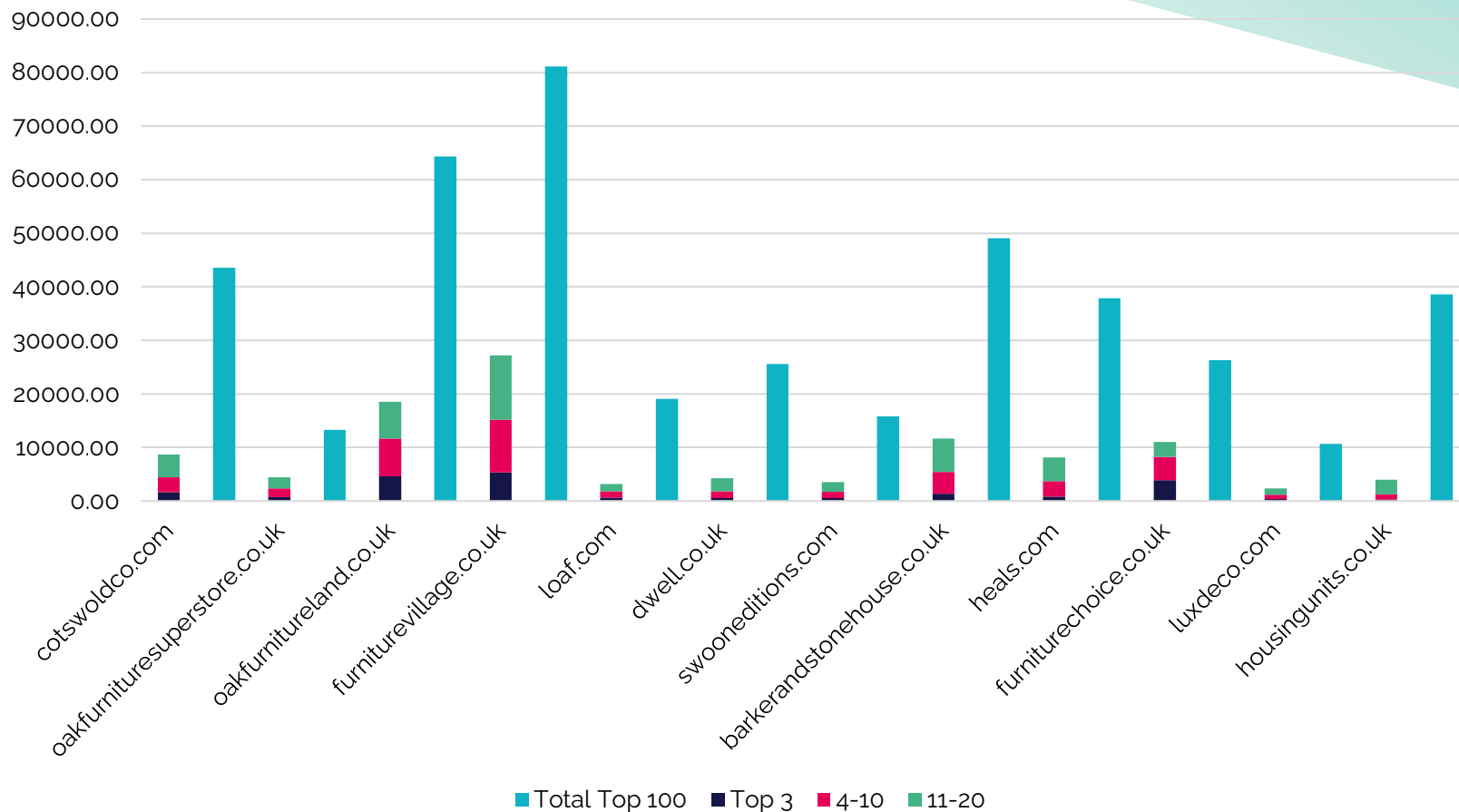
Optimising for longtail keywords also puts your content strategy in a strong position to rank for brand new search terms as they enter Google's index.

15%

of all Google searches everyday have never been searched before.

Longtail keyword phrases =
Keywords that contain 3+ words

LONGTAIL KEYWORD RANKINGS



RECOMMENDATIONS

(Source: SEMRush)

Longtail keyword optimisation is **a great approach** for FAQ pages, blogs and product pages, in the case of the latter these terms can often include product codes, sizes and colours. Many sites find that their top landing pages are category pages, where heavier content allows easier optimisation of Longtail keywords.

05.

Authority & Backlinks

Domain Authority	38
Backlinks and Root Domains	40
Text and Image Backlinks	42
Backlink Gaps	43

WEBSITE STRENGTH – DOMAIN RATING

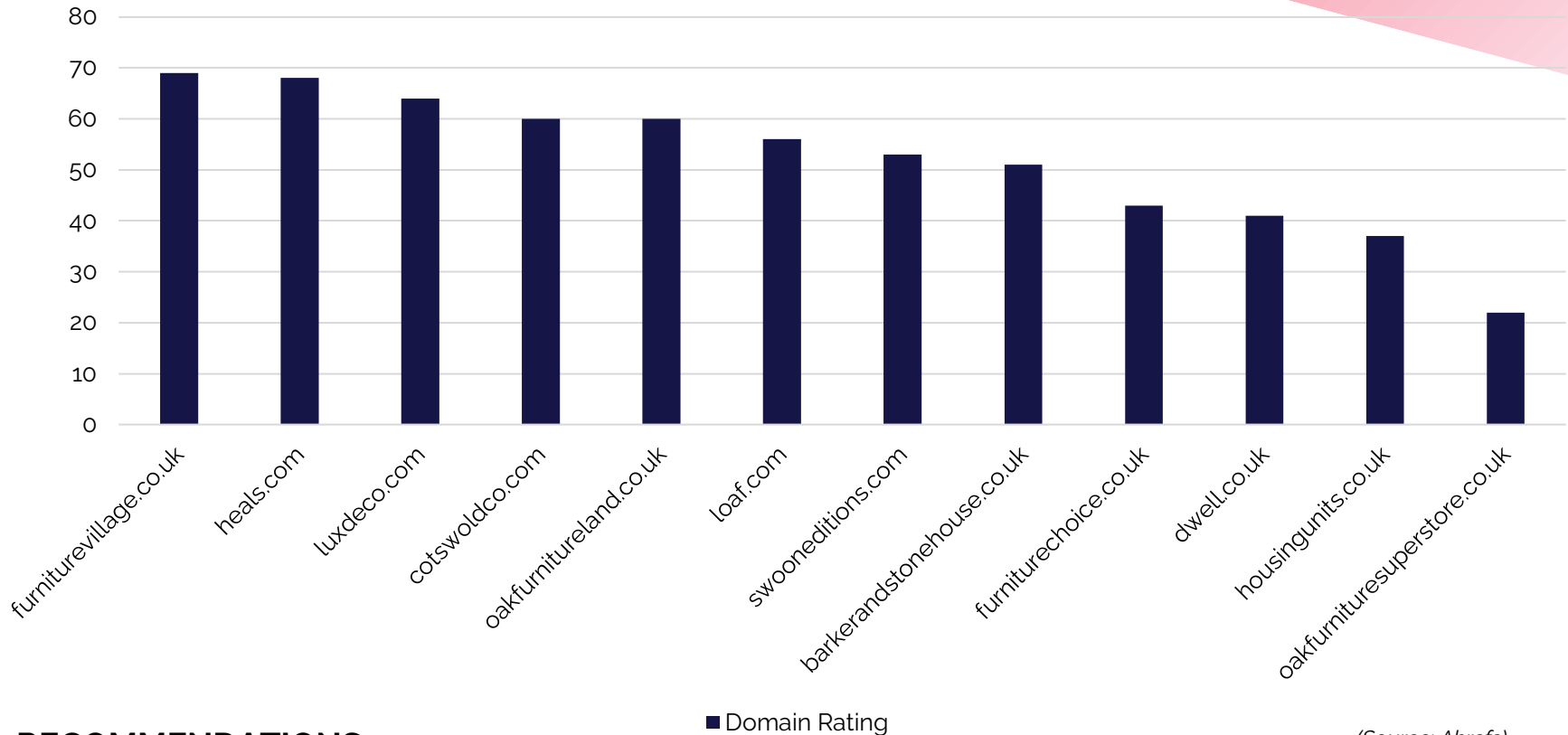
Domain Rating (DR) is a metric showing the strength of a website's overall backlink profile. DR is measured on a logarithmic scale from 1 to 100, with the latter being the strongest. Domain Rating correlates with Google rankings.

As a general rule, you would want to get backlinks from high-DR websites because they carry more “weight”.

A more **respectable/high quality** site has a higher website strength score.



WEBSITE STRENGTH – DOMAIN RATING



(Source: Ahrefs)

RECOMMENDATIONS

You can use Domain Rating to compare your site against your competitors and those sites that are linking to your competitors. Look at how your competitors are acquiring high-DR backlinks to spot opportunities how to also acquire these and what type of content is needed. increasing your domain rating, referral rate and brand awareness.

Trying to associate your site with higher Domain Rating sites is a positive signal to Google that your site is a trusted and valued resource.

BACKLINK AND ROOT DOMAINS

We use **Ahrefs FRESH data crawl**.

This FRESH index consists of all "live" backlinks plus "lost" backlinks that had "live" status during the last 3-4 months. A link is considered "lost" when we don't find it on the referring page while re-crawling it, or the referring page itself is not available for some reason.

Ahrefs' backlink index is updated every 15–30 minutes. Not only do they crawl new pages, they also re-crawl the old ones. Therefore, some of the links that were seen live might disappear by the time we re-crawl them.

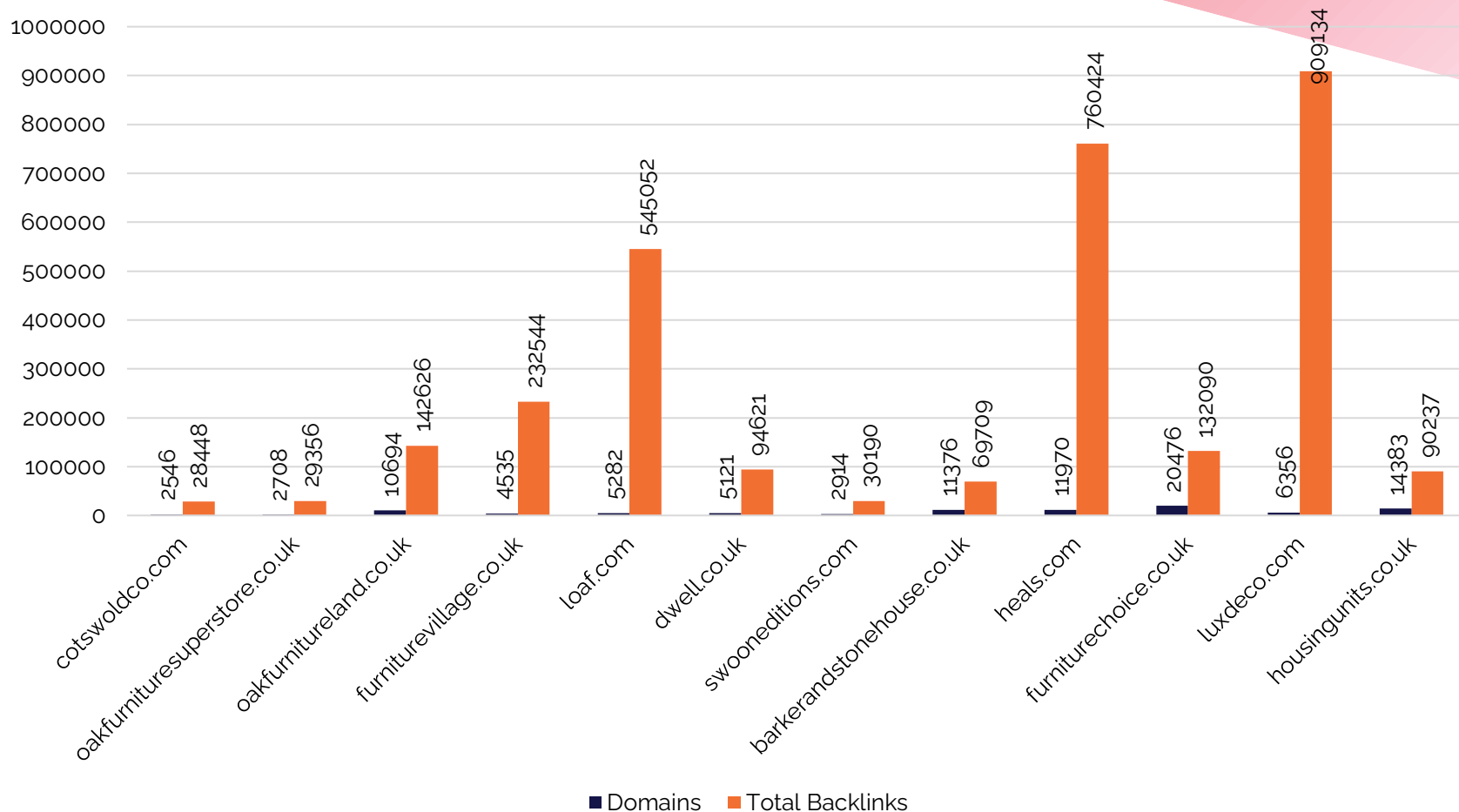
FRESH index =
Live backlinks + **lost** backlinks with
live status during the last 3-4 months

Ideally, we want the ratio of backlinks to referring domains to be close to

1:1

This maximises SEO reach and link diversity.

BACKLINK AND ROOT DOMAINS



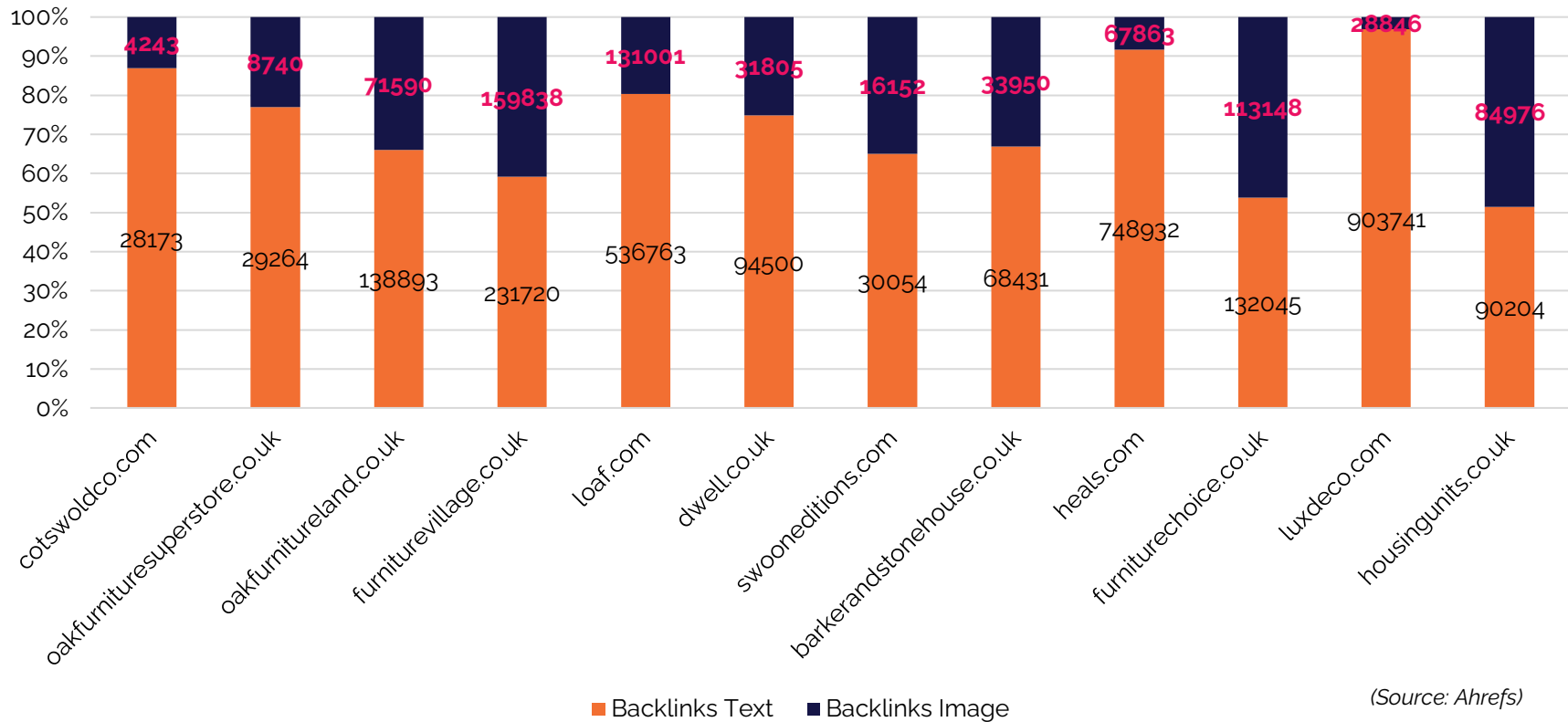
RECOMMENDATIONS

(Source: Ahrefs)

You would hope to see **below 10%** domain to backlink profile as otherwise this could mean that a site has numerous links from the same site (this could highlight site wide link issues which is against Google Best Practice Guidelines). Sites should be aiming for **diverse high quality backlinks**, not getting hundreds of links from just a handful of sites.

TEXT AND IMAGE BACKLINKS

It is healthy for a site to also have a **diverse 'style' of links**, i.e. a mix of follow, no follow, text or image. This makes a strategy more natural and is considered good practice in a post-Penguin SEO world.



RECOMMENDATIONS

Backlinks from images have significantly increased over the years due to the growth in social media, with many images, memes and infographics now being used as link bait. Make sure you're labelling your images with relevant alt text as this becomes the anchor text when a site links to you via the image. Don't try to control how sites are linking to your website, or the anchor text they use, as this could lead to Google penalising your site. 41

BACKLINK GAPS

Competitors that outrank you are more likely to have more backlinks pointing to their website, and these are more likely to be placed on high authoritative sites.

Knowing who's linking to your competitors shows link opportunities.

Pages ranking in **position #1** have almost

4 times

as many backlinks than those ranking in positions **#2-10**

Referring Domain	cotswoldco.com	oakfurnituresuperstore.co.uk	oakfurnitureland.co.uk	furniturevillage.co.uk	loaf.com	dwell.co.uk
finance.yahoo.com	5	6	2	42	9	1
pinterest.co.uk	9	5	36	24	19	2
yell.com	19	6	980	1626	50	514
pinterest.de	10	17	45	32	11	2
pinterest.com.mx	10	12	46	33	25	2
pinterest.nz	9	3	31	23	25	2
pinterest.se	7	10	50	36	22	3
pinterest.ch	7	9	39	41	21	3
moneysavingexpert.com	249	6	535	480	22	399
pages.dev	2	4	3	2	2	2

BACKLINK GAPS

Referring Domain	swooneditions.com	barkerandstonehouse.co.uk	heals.com	furniturechoice.co.uk	luxdeco.com	housingunits.co.uk
pinterest.co.uk	5	24	15	57	80	1
thesun.co.uk	18	14	9	3	4	1
pinterest.at	1	29	24	95	100	1
pinterest.dk	4	24	15	66	99	1
pages.dev	2	4	4	6	2	20
onrender.com	3	2	1	5	3	1
idealhome.co.uk	31	14	131	6	5	1
mumsnet.com	19	30	41	13	1	5
owler.com	4	3	11	4	4	2
thesun.ie	35	7	5	1	2	1

(Source: Ahrefs)

RECOMMENDATIONS

There are many tools available which allow you to analyse your competitor's backlinks. If some of your competitors have a link from a high authoritative site but isn't linking to your website, it is likely to be highly relevant to your industry and therefore an indication that your site should be linked to from this site as well. Analysing how your competitors are acquiring these backlinks will give you an idea of what type of content and resources you should offer in order to also acquire backlinks from these pages.

06.

Technical Performance

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INDEXATION

Crawlability describes the search engine's ability to access and crawl content on a page. If a website has no crawlability issues, then web crawlers can access all its content easily by following links between pages.

Broken links or dead-ends might result in crawlability issues.

However, **indexability refers to the search engine's ability to analyze and add a page to its index.** Even though Google could crawl a site, it may not necessarily be able to index all of the pages.

When Google went down for 5 mins in 2013, global Internet traffic dropped by

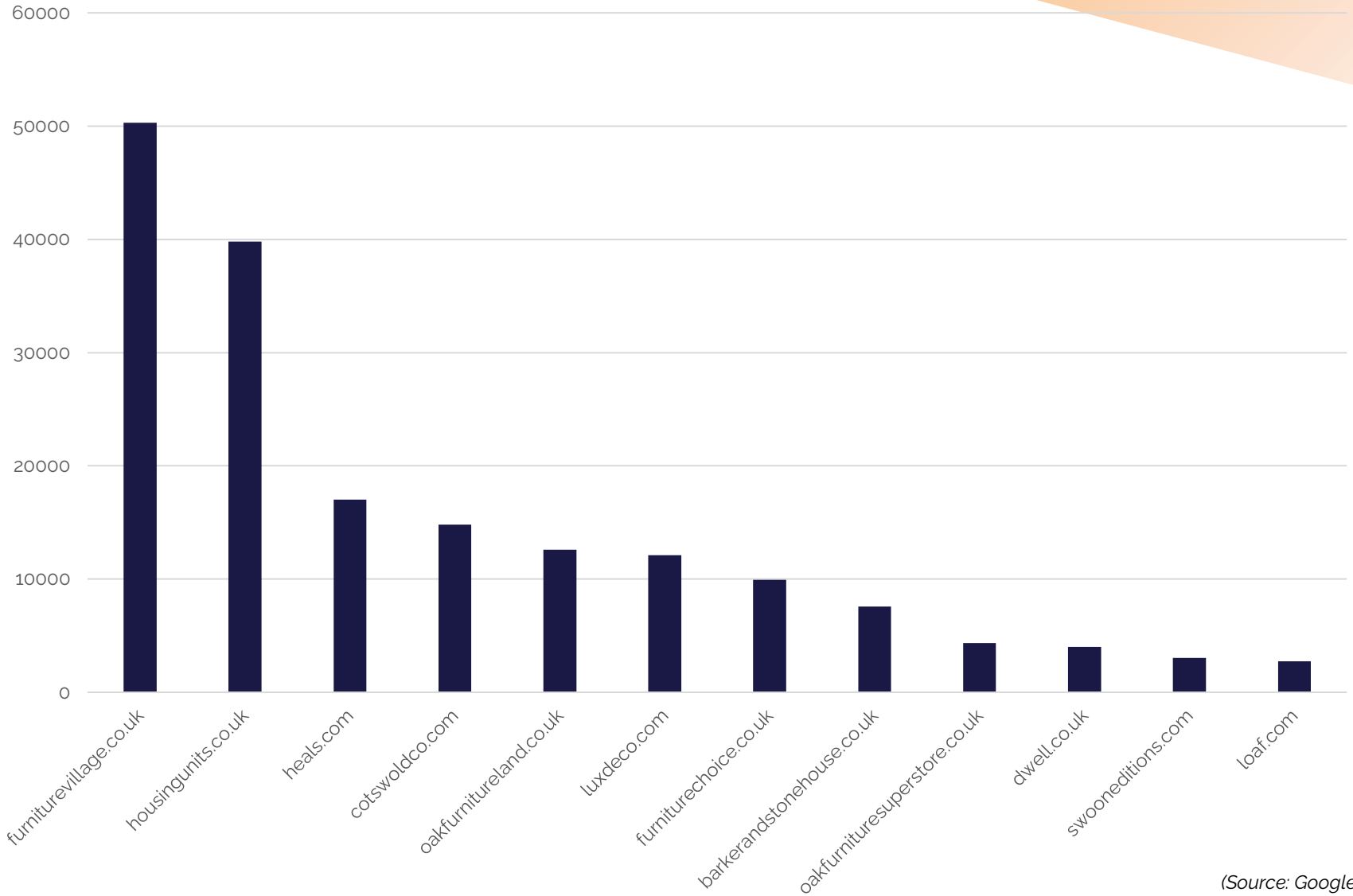
40%!

RECOMMENDATIONS

The charts on the next slide show a comparison between the **competing website's indexation**, i.e. how many pages are indexed in Google for that full domain (including all subdomains i.e. blog.example.co.uk).

The largest site is not necessarily the best. It is more important to balance the number of product/service pages against the number of pages Google Index. An indexation level considerably higher than your competitors could indicate duplicate pages and technical issues and consequently could lead to wasted page rank flow and crawl budget.

INDEXATION



(Source: Google)

INTERNAL REDIRECTS

Since 2017 3xx redirects are now 'less risky' and apparently preserve Page Rank, however they can affect page speed and user experience. When a website's structures changes and pages are removed it is important to correctly redirect users and search engines to the new pages.

Redirects that are internally linked to, waste crawl budget and affect conversion rate.

Since 2017 **3xx redirects** are now 'less risky' and apparently preserve PageRank but can affect page speed and user experience.

301 Redirect – Permanent

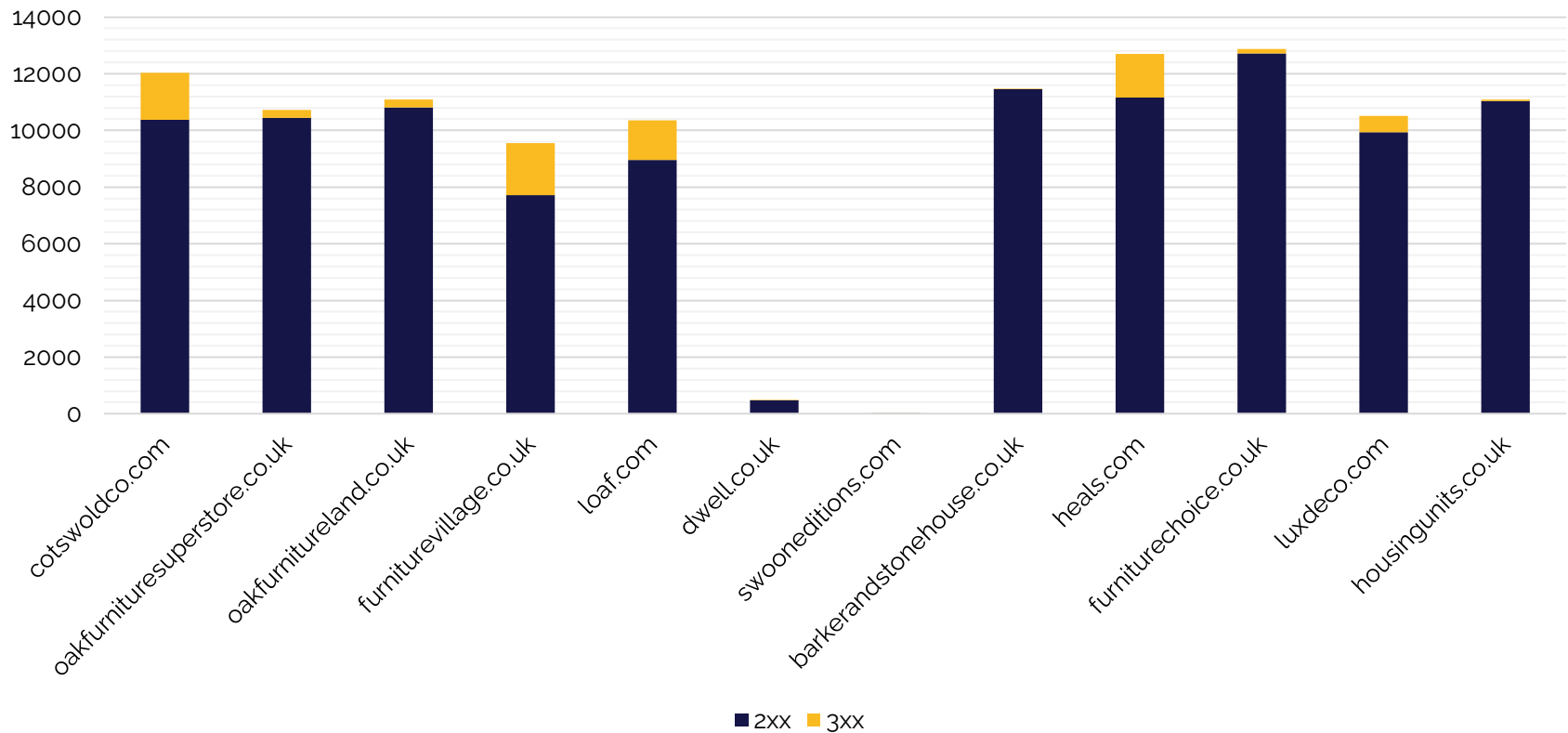
302 Redirect – Temporary Redirect

200 Code Page - Standard response for successful HTTP request

For the purposes of this report we have allowed a maximum crawl budget of 10,000 URLs. N.B. the full extent of redirects are unknown for partly crawled sites.

INTERNAL REDIRECTS – LINKED

Domain	cotswoldco.com	oakfurniturestore.co.uk	oakfurnitureland.co.uk	furniturevillage.co.uk	loaf.com	dwell.co.uk	swooneditions.com	barkerandstonehouse.co.uk	heals.com	furniturechoice.co.uk	luxdeco.com	housingunits.co.uk
% of the Site Scanned	100	30	26	76	33	100	100	23	100	27	41	20



RECOMMENDATIONS

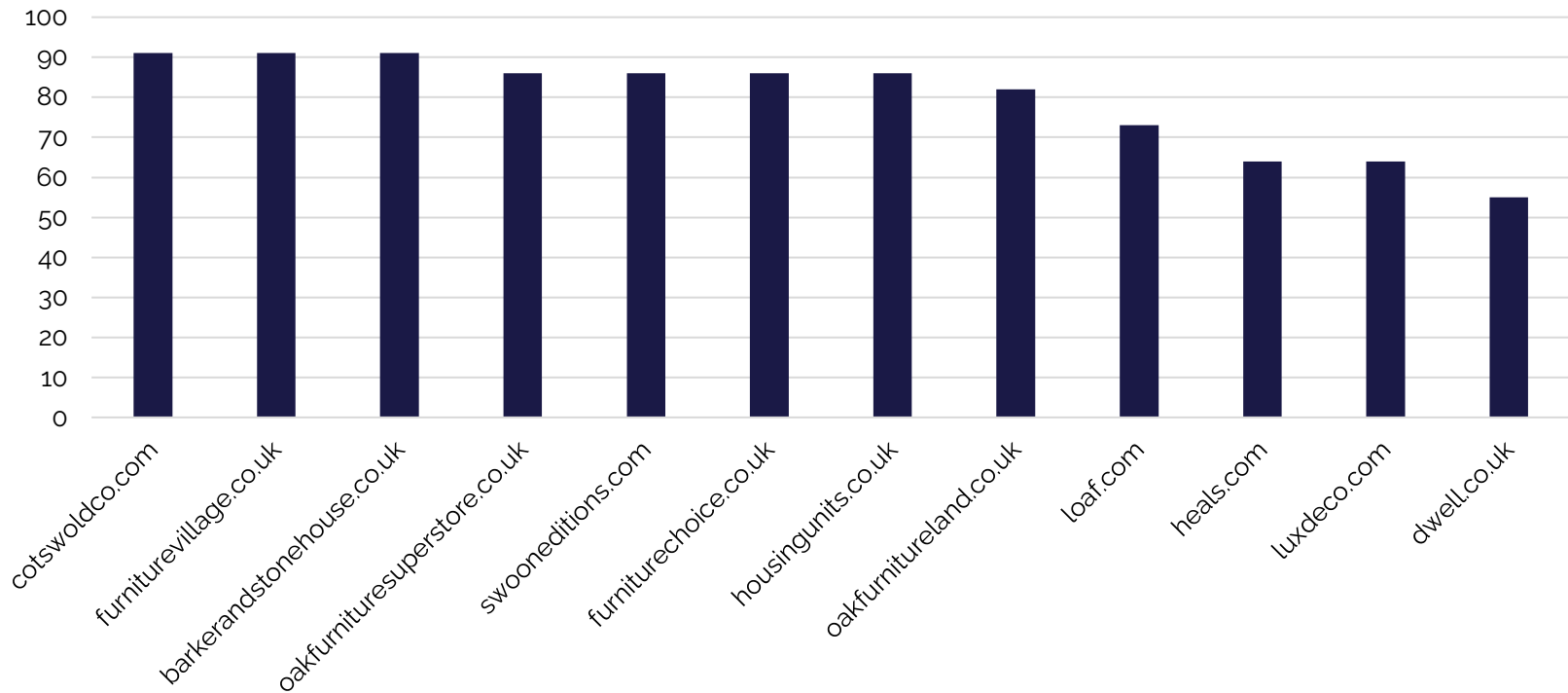
(Source: Screaming Frog)

It is best practice for there not to be any redirects from within a crawl of a website! There are often plugins that can remove these issues.

BEST PRACTICES

Google's Lighthouse gives an indication of how well the website adheres to technical setup. Lighthouse functions by checking the presence of SSL, using HTTP2, using passive listeners to help jump users down the page, assesses geo-location on start, and conducts a few security checks including the security of password fields etc. This metric gives an overall guide of technical compliance, how updated a website is, and highlights any bad practices.

You want the highest score in this graph!



(Source: Lighthouse)

BEST PRACTICES

RECOMMENDATIONS

Work through the Lighthouse audit results and prioritise elements that are easy to fix. Make a longer term plan for fixing the greater challenges. Some of these relate to your platform and server architecture and may not be possible to fix.

Here are a few useful tests to look at:

“Uses HTTP/2 for its own resources”: HTTP/2 on your website can significantly improve your site speed.

“Uses Passive Event Listeners to Improve Scrolling Performance”: greatly assists mobile usability dealing with how quickly users scroll through your website.

“Displays images with correct aspect ratio”: highlights which images can be resized to help improve the site speed of a mobile page.

“Avoid front-end JavaScript libraries with known security vulnerabilities”: An important security test. No-one wants to be hacked due to negligence and potentially removed from search results if Google realises.

META DATA

The title meta tags on your web pages should be 56 characters or less.

Title tags should include the primary page keywords in a compelling way to encourage search engine users to visit your website.

Branding can be **an important consideration** in title tags. Well established, trusted brands should prominently include their brand name in the title tag, as this frequently increases conversion rates. Lesser-known brands should place the emphasis on the page keywords.

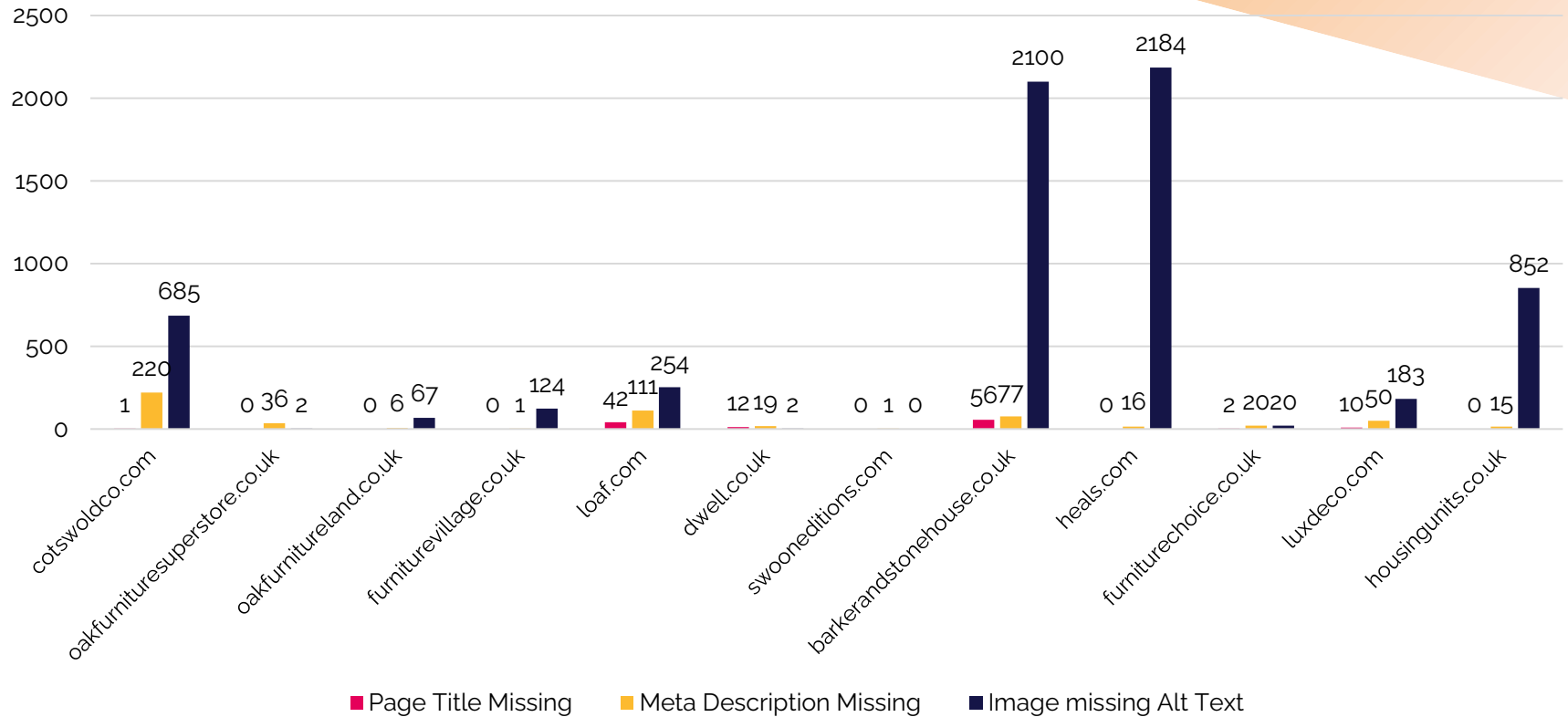
Google typically displays the **first 50–60 characters** of a title tag. If titles are under 60 characters, you can expect 90% to display properly.



Title meta tag: **< 56 characters**

Brand name in title tag = **increased conversion rates**

META DATA



RECOMMENDATIONS

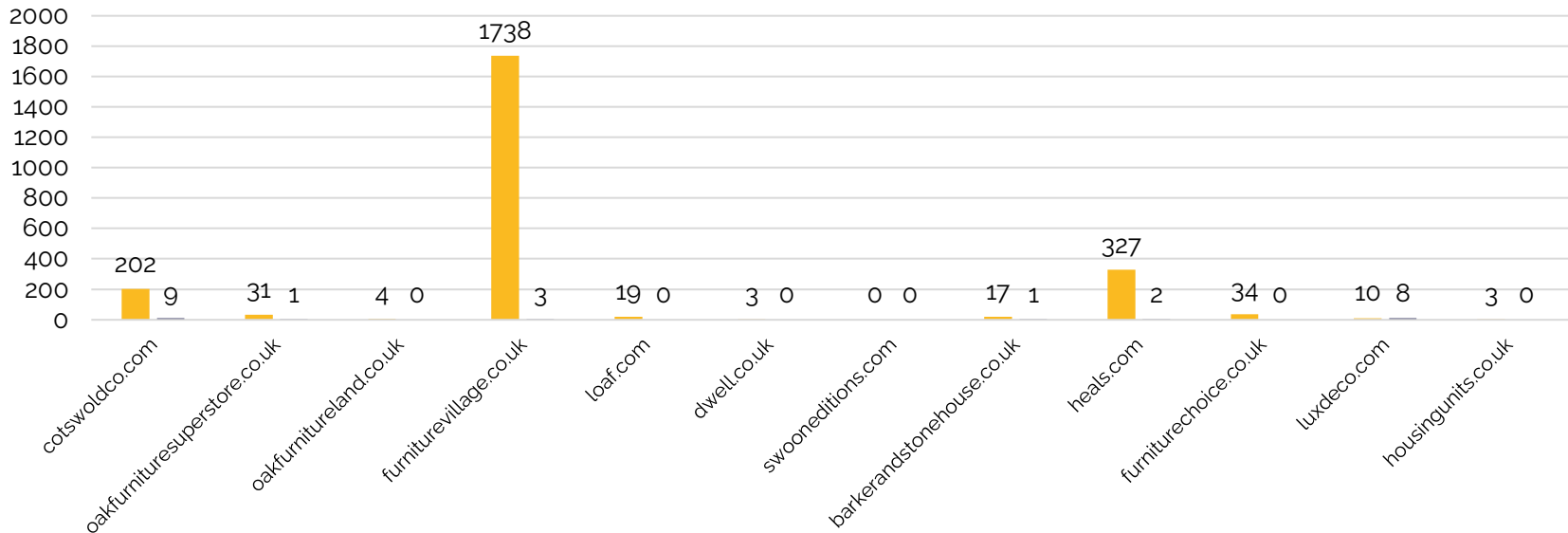
(Source: Screaming Frog)

Google do not use meta description tags in their ranking algorithms. The tags, however, are important as they are frequently shown on the SERPs. They should encourage users to click on the result and visit the site. Keyword relevance is important, as text within the meta description snippet on the search page that matches a search is highlighted. Meta descriptions are often shortened on SERPs and should typically be less than 156 characters. Every page on your website should have a unique title and description that are relevant and tailored both to the page content and the appropriate keywords. This helps users and search engines to quickly understand your content.

Some external websites — especially social networks — will use your title tag to determine what to display when you share that page.

ERROR CODES

Your server should deliver a 404 error message when a page cannot be found. **A 404 error message is the standard HTTP response code that is delivered when a page is not found on a server.** This message prevents search engines from storing a copy of an invalid page. It is important that all invalid page requests on your website return a 404 error code to prevent malicious page creation and linking. If they don't return a 404 code, URLs can be created which could potentially damage your website.



RECOMMENDATIONS

■ 4xx ■ 5xx

(Source: Screaming Frog)

Users should be shown a 404 error page when they go to a page that does not exist.

Well-formatted 404 error pages should communicate in non-technical language that the page could not be found. It is important to apologise to the user for the error. The error page should encourage users to stay on your site and to navigate to the home page and other popular pages on the site by presenting prominent links to useful pages.

JAVASCRIPT ERRORS

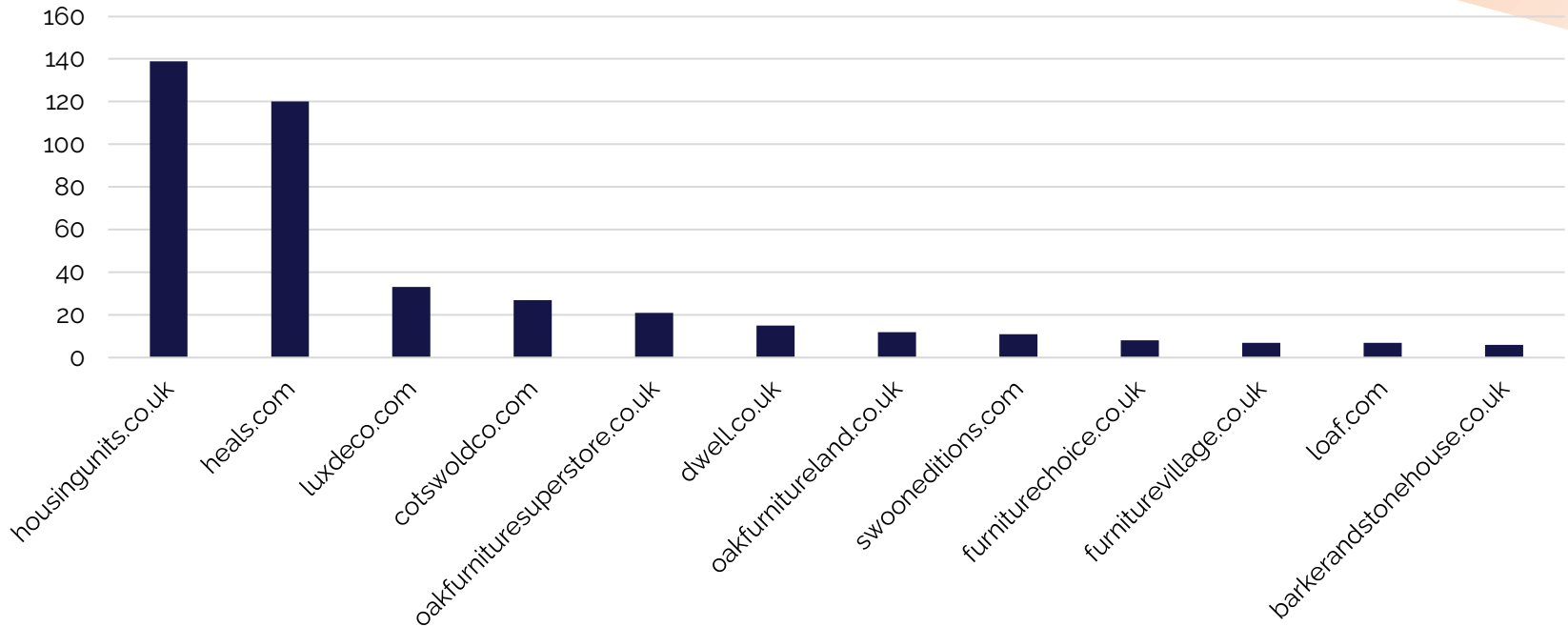
Most browsers report to users any errors when a page loads. Errors may be missing images, scripts that cannot load or actual misconfigured JavaScripts.

When there is a conflict and error, the effect can be tiny or disastrous; particularly with platforms increasingly reliant on JavaScript for their functionality.

Professional and successful websites should seek to have no or as few errors as possible.



JAVASCRIPT ERRORS



(Source: Lighthouse)

RECOMMENDATIONS

If you detect any JavaScript errors in the browser inspection console, raise these with your web developers. **Ideally there should not be any errors in the console.** Site visitors can, in some circumstances, see these and this can create trust issues. In some cases if an error is real, functionality can be (temporarily) broken, in others, functionality can work, but there may be conflicts between libraries which can be an indication of bloat. Seek to address this.

In some cases, errors are not immediately evident and only occur with certain combinations of behaviour. Your developers can uncover these with RUM (real-user monitoring) tools.

MARKETING TRACKERS

Proactive marketers like to try out new tech to help provide insights on how visitors are engaging with a website, what is working and what isn't.

With the increasing use of Tag Managers, many marketers are able to add new tools. However, when a tool has fallen out of favour or is no longer useful, it is often forgotten about and still loaded on the site. This can have a very detrimental effect on site speed and can affect GDPR. There are certain web technologies that are seen as standard such as Google Tag manager and some which are nice to have depending on your need.

The table on the next slide shows how many trackers of different types you and your competitors have.



79%

of websites globally are secretly tracking your personal data.

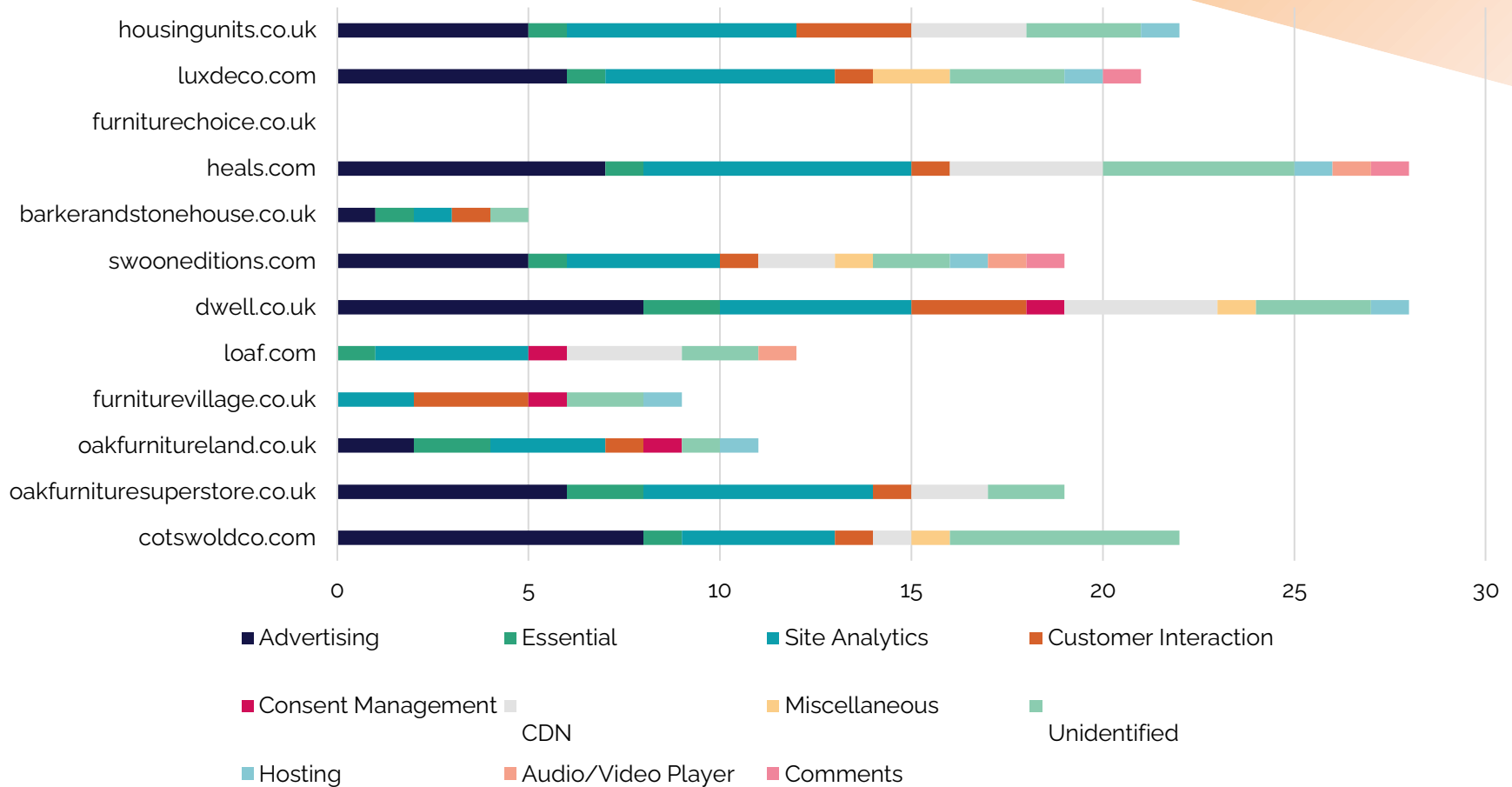
Conversion Tracking	Tag Manager	Analytics	Live Chat	Call Tracking	Reviews	Split Testing	Remarketing	Personalisation	Heatmapping
---------------------	-------------	-----------	-----------	---------------	---------	---------------	-------------	-----------------	-------------

Example types of tracker you may have clogging up your website.

RECOMMENDATIONS

If your website has a lot of trackers, it is worth auditing whether these are still useful to you or not through an audit. A Tag Manager audit would also be useful to understand which trackers can be contained within GTM.

MARKETING TRACKERS



RECOMMENDATIONS

(Source: Ghostery)

If your website has a lot of trackers, it is worth auditing whether these are still useful to you or not through an audit. A Tag Manager audit would also be useful to understand which trackers can be contained within GTM.



Social & Content Performance

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Facebook & Instagram Follows	64

SOCIAL WEB SHARES – TOP PERFORMING CONTENT

RECOMMENDATIONS

Understanding which piece of content on your website is performing best, out of the thousands of pieces of content on your website, helps you to shape the current and future strategy for content planning and creation.

It is also incredibly useful to know for SEO purposes, how much authority the page is providing to the entire site through the number of linking domains and individual links that point to it. The page in this context can be used as a benchmark for link building strategy– particularly if it is being referenced by a number of varied inbound link sources.

It is important to release content that is 'engaging' to the reader. Engagement in this case means shares, likes, comments, upvotes or pins.

More engagement likely means better results overall for a website, and points to the quality and effectiveness of the organisations content strategy.

It is useful in this case to see the top performing content for each of the websites in this report, but the analysis on an individual site would show deeper insight on brand and keyword performance, topic popularity and engagement growth.

SOCIAL WEB SHARES

DOMAIN	Articles Analyzed	Total Engagement	Avg Engagements	Total Linking Domains	Avg Linking Domains	Top Network	Top Article YoY
cotswoldco.com	81	11443	141	1	1	FACEBOOK	cotswoldco.com/kitchen-furniture/collections/
oakfurnituresuperstore.co.uk							
oakfurnitureland.co.uk	73	2142	29	0	0	PINTEREST	oakfurnitureland.co.uk/furniture/highgate-rustic-oak-and-blue-painted-hardwood-3-4-chest-of-drawers/1012748.html
furniturevillage.co.uk						X SHARES	furniturevillage.co.uk/brianna-classic-back-snuggler-chair/ZFRSP000000000050300.html
loaf.com	150	11951	79	6	1	PINTEREST	loaf.com/products/chit-chat-bed
dwel.co.uk	42	23	0	0	0	PINTEREST	dwel.co.uk/triplo/54310b5l1
swooneditions.com							
barkerandstonehouse.co.uk	46	196	4	2	1	PINTEREST	barkerandstonehouse.co.uk/brands/timothy-oulton
heals.com	12	301	25	3	1	PINTEREST	heals.com/togo-small-settee.html
furniturechoice.co.uk	54	1481	27	1	1	PINTEREST	furniturechoice.co.uk/living-room-furniture/sofas/corner-sofas/
luxdeco.com	32	255	7	4	4	PINTEREST	luxdeco.com/collections/designer-rugs
housingunits.co.uk	222	3009	13	0	0	FACEBOOK	housingunits.co.uk/sale/clearance

(Source: Buzzsumo)

FACEBOOK ADVERTS

Your competitors' social advertising strategies provide insight for your own campaigns. Here are a selection of your competitors ads that have been shown on the Facebook family of apps in the last month.

This is not an exhaustive list, but a snapshot of the most recent. Our teams can take you through Facebook's Ad Library to show you the history of competitor social ads for you to compare stylistic differences, offers, messages and more.



With the number of Facebook users in the United Kingdom (UK) forecast to hit over **42 million users by 2022**, it is not surprising that companies have jumped at the opportunity to advertise on the social media platform. Facebook's UK digital advertising revenue has been estimated to have breached 2.6b GB pounds in 2019. (Statista)

RECOMMENDATIONS

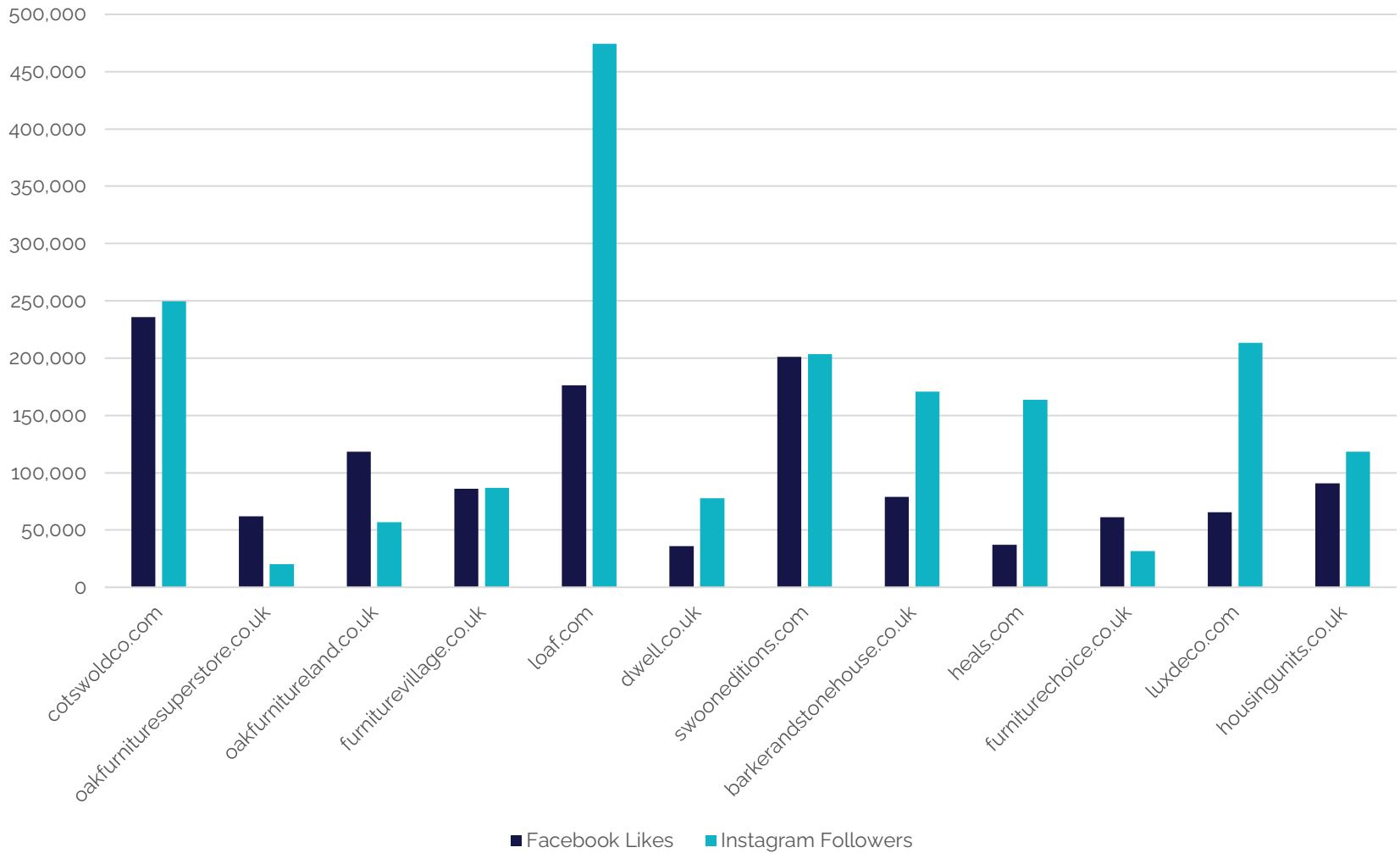
Pay particular attention to copy in ads to see how your competitors are positioning themselves. While you can't see specifics about ad targeting beyond the basic demographic information available for special categories, you may be able to make an educated guess from the messaging. All this will help inform developments in your own strategy.

FACEBOOK ADVERTS

This image displays a collection of Facebook advertisements for various furniture brands, including Oak Furniture Superstore, Furniture Village, Swicon, Leaf, Housing Units, Barker and Stonehouse, and The Cotswold Company. The ads are arranged in a grid-like fashion, with some overlapping, and are presented as if they are being viewed on a screen. Each ad card includes a library ID, status (Active), start date, platforms, and a 'See ad details' button. The main content of each ad features a product image, a headline, and a call-to-action button like 'Shop Now' or 'Learn More'. The products advertised include dining tables, sofas, armchairs, coffee tables, and beds. Some ads also feature promotional text such as 'Guaranteed Christmas Delivery on 100s of Products' or 'Up to 30% off in our Black Friday Sale'. The overall layout is a collage of these individual ad cards, showing a variety of furniture styles and promotional offers.

Source: Facebook ad library

FACEBOOK LIKES & INSTAGRAM FOLLOWERS



Source: Facebook ad library

08.

Market Explorer



MARKET EXPLORER

This Growth Quadrant chart helps to visualize competitors positions within a market place. Traffic represents the total number of visits, and Traffic Growth reflects the pace at which researched competitors expand within the market. Observing competitor's growth over six months, quarter-to-quarter, and year-to-year, you can gain insight into the entire market development.

Leaders - have significant traffic and a fast growth pace.

Established Players - have a big audience and a steady flow of traffic that doesn't surge month to month.

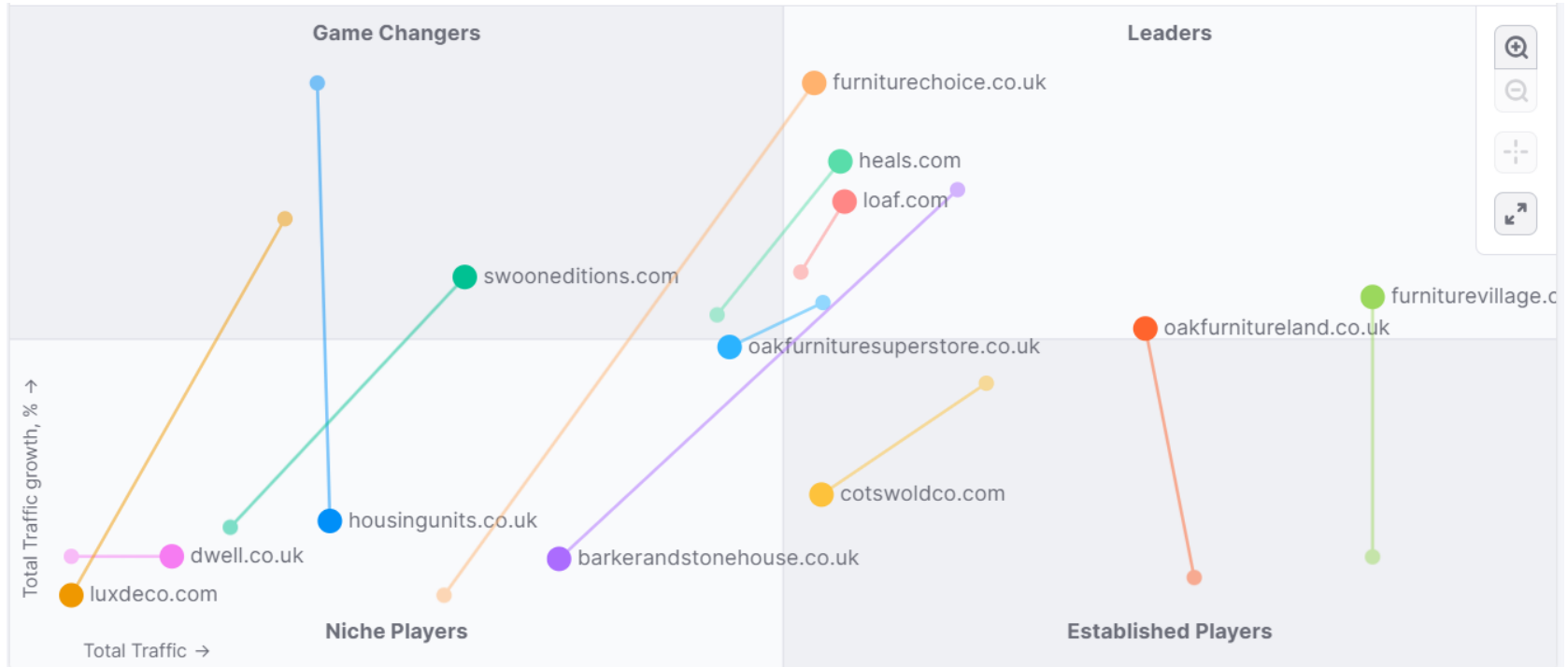
Game Changers - have a steady flow of large traffic counts that doesn't surge month to month.

Niche Players - They haven't gained a lot of traffic, nor their traffic has been growing actively.



Estimate the stability of your competitors' positions in the industry and **be better prepared for future growth** by comparing historical data to today stats.

MARKET EXPLORER



RECOMMENDATION

(Source: SEMRush)

By keeping track of your quadrant position compared to your competitors by likening historical data to the current stats, you can **estimate the stability of your competitors' positions** in the industry and **be better prepared for future growth**.

09.

**Meet Some of
our Clients**

LOOK WHO TRUSTS US WITH THEIR DIGITAL REPUTATION -



Craghoppers



10.

Final Note

GET IN TOUCH

Contact us to talk through how we can use our expertise, technology and data to improve your Digital Performance and give you the competitive advantage in your industry.

We can arrange an internal audit, have a first stage meeting, discuss your digital worries or provide full pitches. But whatever way you choose to connect with us you are assured inspiring conversation, honest truthful dialogue, learning and support opportunities and sometimes a challenge or two to make you think, but most importantly we won't pressure you.

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.

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