

# ClickThrough

*Digital. Accelerated.*

2023 Q3

## 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

swyft

FURNITURE Village

FURNITURE AND CHOICE

Oak furnitureland

COTSWOLD COMPANY

dwell

loaf

HEAL'S

BARKER AND STONEHOUSE

hu housing units the home department store



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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# 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.

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**Phil, CEO Clickthrough Marketing**

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ON LINKEDIN VIA THE QR CODE

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## Conversion Performance

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# 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. .

