

# ClickThrough

*Digital. Accelerated.*

2022 Q4

## INSURANCE – 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:

ADRIAN FLUX



sterling



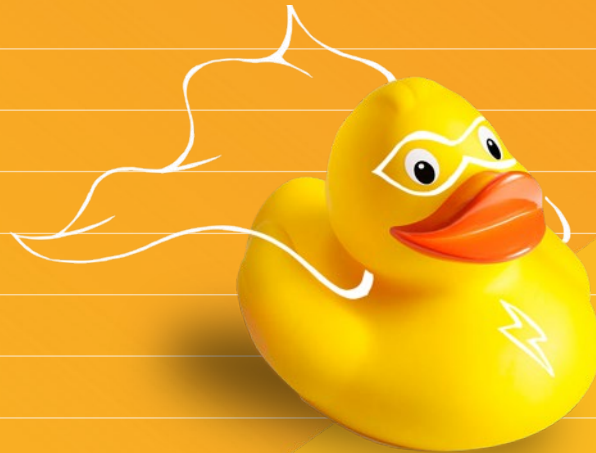
brightside™



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.

# CONTENTS

1. Phil Robinson, Founder and CEO of Clickthrough, Foreword	05
2. Visibility	06
3. Keywords	13
4. Social Content	20
5. Technical Performance	28
6. Website Readability	41
7. Accessibility	44
8. Mobile Page Speed Score	47
9. Site Speed	49
10. Best Practices	54
11. JavaScript Errors	57
12. Marketing Trackers	60
13. Indexation	63
14. Market Explorer	66
15. Meet some of our clients	69
16. Final Note	72



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



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

Contact us:

[experts@clickthrough-marketing.com](mailto:experts@clickthrough-marketing.com) | +44 (0)1543 410014

02.

# Visibility

<b>Organic Desktop &amp; Mobile Traffic YoY</b>	<b>07</b>
<b>Desktop Organic Visibility</b>	<b>08</b>
<b>Desktop Vs Mobile Visibility</b>	<b>09</b>
<b>Universal Search Features</b>	<b>11</b>