

# ClickThrough

*Digital. Accelerated.*

2022

## CAR LEASING – 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:

**VOLKSWAGEN FINANCIAL SERVICES**

AKTIENGESELLSCHAFT

**FREE2  
MOVE**



**ARVAL**  
BNP PARIBAS GROUP



**Santander**  
Consumer Finance

**Zenith**  
Intelligent Vehicle Solutions

ABCDE  
FGHIJK  
LMNOP  
QRSTU  
VWXYZ  
Alphabet

**ALPHABET**



**LEX AUTOLEASE**

**Novuna**  
Vehicle Solutions

**KINTO**

**Tusker.**

**ogilvie**  
FLEET

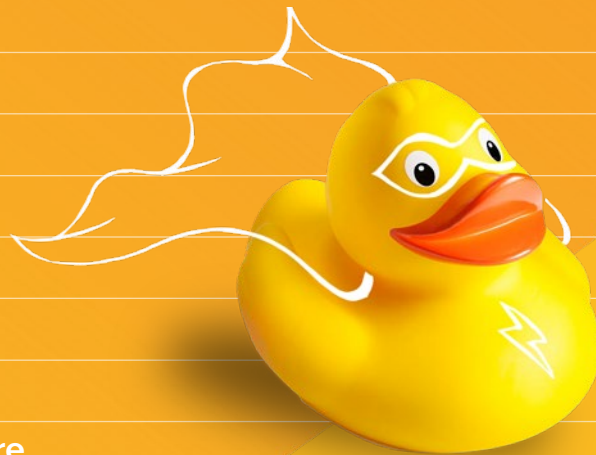
**LEASYS**



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. Local SEO Presence Analysis	20
5. Social Content	23
6. Technical Performance	31
7. Website Readability	44
8. Accessibility	47
9. Mobile Page Speed Score	50
10. Site Speed	52
11. Best Practices	57
12. JavaScript Errors	60
13. Marketing Trackers	63
14. Website Technologies	66
15. Indexation	69
16. Attention Map and Clarity Score	72
17. Market Explorer	75
18. Meet some of our clients	78
19. Final Note	80



01.

# Foreword

**Phil Robinson, Founder and CEO of Clickthrough**

# WHO ARE CLICKTHROUGH?

ClickThrough Marketing is an award-winning digital performance marketing agency, whose purpose is to deliver sales growth and a competitive business advantage to our clients. We manage integrated strategies for digital paid media, SEO, content and digital PR as well as Amazon and conversion rate optimisation.

As an independent agency with over 17 years experience in performance marketing, we exist to 'Accelerate the Growth of Ambitious Brands and People'.

We believe the key to acceleration starts with an understanding of where you are now. With this in mind, we have created this report to give you a snapshot of key insights that are available to help you benchmark the effectiveness of your digital marketing strategy. It's based on combining data from several sources, that aren't usually available in a single report, providing a unique window into your competitive set.

I hope you find the insights we provide in this report useful when benchmarking your competitiveness. My team look forward to the opportunity of adding further ~~insight to~~ this data when we speak with you.

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>