

# ClickThrough

*Digital. Accelerated.*

2024 Q1

## FLOWER DELIVERY – 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:

BLOOM  
& WILD

Freddie's  
Flowers

PRESTIGE  
FLOWERS



  
eflorist

WILD  
*at*  
HEART

FLOOM  Interflora

Cornish  
  
Blooms  
Flowers By Post

 teleflorist  
We take flowers personally™

WaitroseFlorist

 bunches



# CONTENTS

1. Phil Robinson, Founder and CEO of Clickthrough, Foreword	04
2. Conversion Performance	06
3. Paid Media Performance	19
4. Organic Keyword Performance	24
5. Authority and Backlinks	37
6. Technical Performance	45
7. Social and Content Performance	58
8. Market Explorer	65
9. Meet some of our clients	68
10. Final Note	70



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.



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

---

**Phil, CEO Clickthrough Marketing**

**Contact us:**

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

# 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