

# ClickThrough

*Digital. Accelerated.*

2024 Q3

## HOME IMPROVEMENT – DIGITAL BENCHMARK REPORT

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

How do you compare?



Photo by [Dan Cristian Păduret](#)  
on [Unsplash](#)



# FREE DIGITAL BENCHMARK REPORT – *What to Expect...*

We have prepared your easy-to-digest Digital Benchmark Report to help you to understand how you perform against your competition quickly.

We looked at a ranging cross-section of websites within 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 quick-fix opportunities for your own business.

- 1 Up to 11 of your competitors digital health analysed.
- 2 1,300 unique and relevant data points.
- 3 70 pages of information and recommendations for your sector.
- 4 **Delivered FREE when you book in a 15-minute call** – [Schedule a call now!](#)
- 5 No sales push - just a chat and a chance to get to know each other.

## BRANDS INCLUDED –

*These are the brands we've included in your report:*

**plumbworld**  
Big brands, small prices.

**SCREWFIX**

**B&Q**

**TOOLSTATION**

**Wickes**

**selco**  
BUILDERS  
WAREHOUSE

**CITY**  
PLUMBING

**HOMEBASE**

**Bradfords**  
BUILDING SUPPLIES

**JEWSON**

**WOLSELEY**

**W**

HOW DO YOU COMPARE?

If you'd like to see a different set of brands – [\*let us know!\*](#)

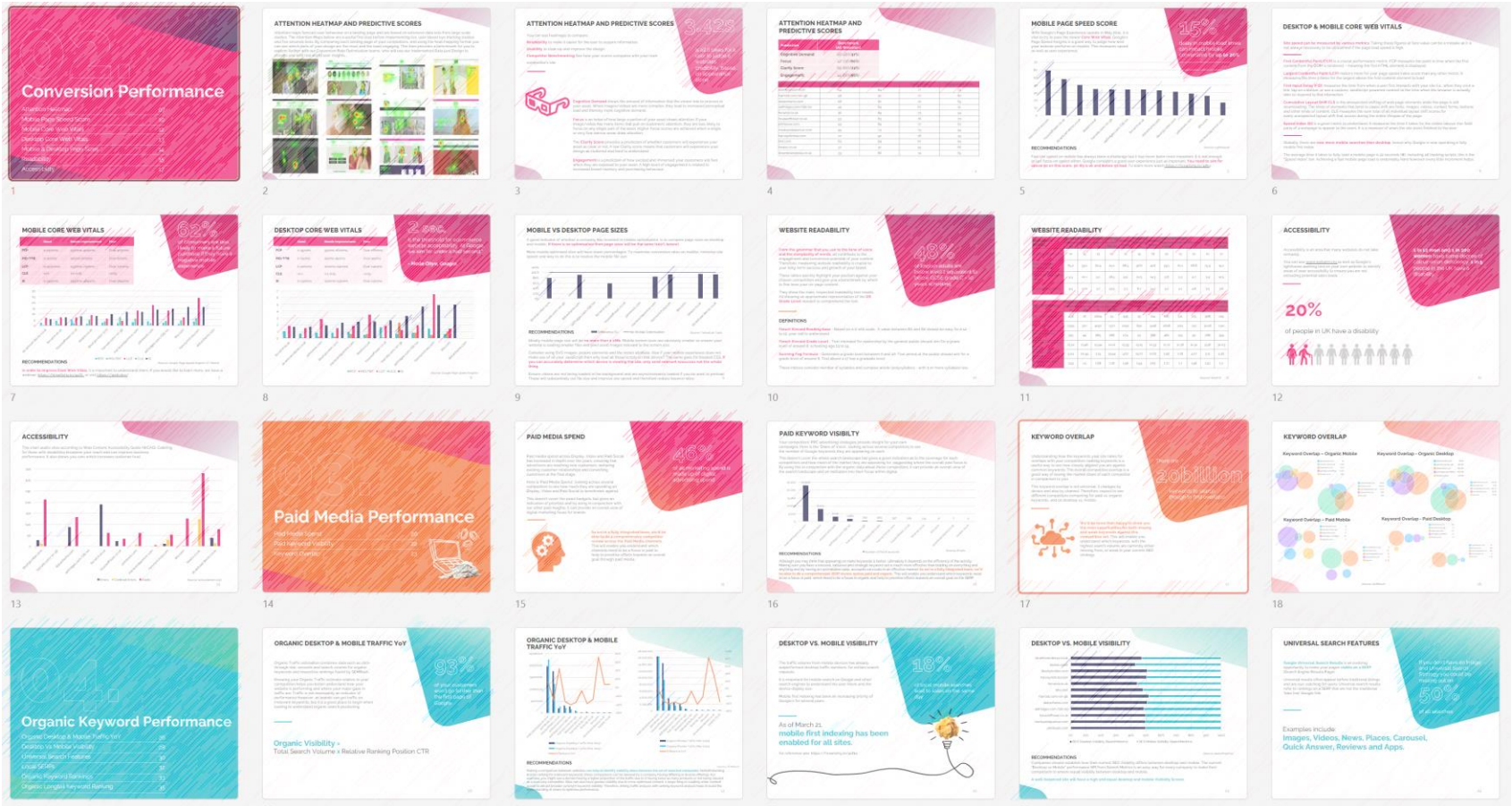


# **CONTENTS** – *Your contents page will look like this...*

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



# WHAT WILL YOU FIND OUT? – *Some of the metrics we include are...*



**PLUS MORE – *with recommendations...***

# WHO ARE CLICKTHROUGH? – *How do we know we can help you?*



**Team of 50+ Integrated Experts:** Driving excellent performance for top brands since 2004



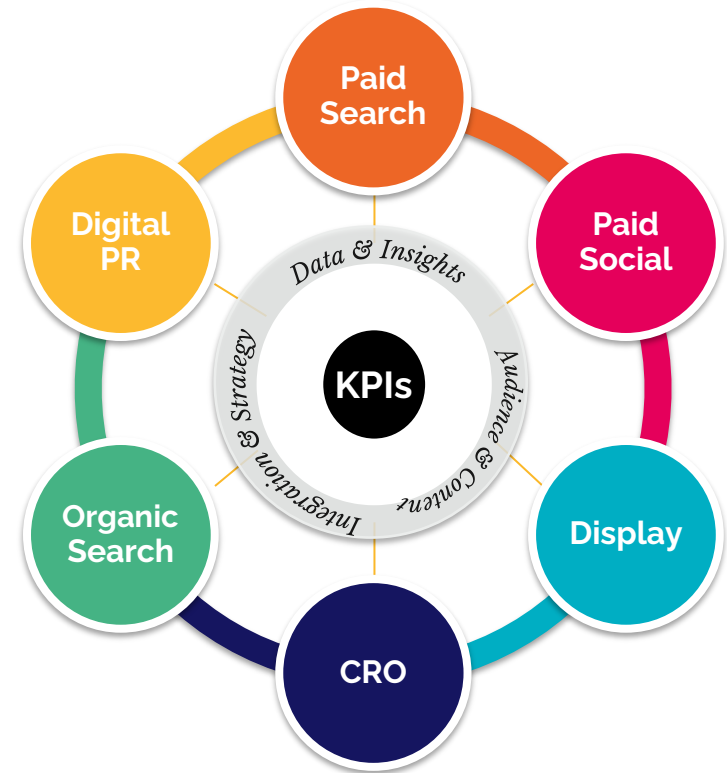
**Integrated Fluid Budgets:** Get all channels working in synergy to achieve your KPIs



**Accelerate Conversion Rates:** Data-led Design™ is embedded in all integrated strategies.



**Performance-Linked Fees:** Build your upside targets into your contract for a win-win partnership.



# YOU'D BE IN GOOD COMPANY –

*Look who has already trusted us with their digital reputation!*



## GET IN TOUCH –

*We'd love to hear from you...*

Contact us to talk through how we can utilise our expertise, technology and data to improve your Digital Performance and help to give you a competitive edge in your industry.

We're happy to arrange an internal audit, have a first stage meeting, discuss your digital worries and provide full pitches. Connect with us for honest, truthful dialogue, inspiring conversation and learning and support opportunities - and every now and then a challenge or two to make you think - all with no pressure.

### **Schedule a call now!**

+44 (0)1543 410014

[experts@clickthrough-marketing.com](mailto:experts@clickthrough-marketing.com)

[clickthrough-marketing.com](http://clickthrough-marketing.com)

### **Find Us: *Clickthrough Marketing LTD***

Charter House, Sandford Street, Lichfield, WS13 6QA

VAT NO. 829 9002 12 | Company No: 0501 7043

