

ClickThrough

Digital. Accelerated.

2024 Q2

ONLINE OPTICIANS – DIGITAL BENCHMARK REPORT

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

How do you compare?



Photo by [Omid Armin](#) on [Unsplash](#)



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:

black & lizars
looking after you since 1830

BAYFIELDS
— OPTICIANS & AUDIOLOGISTS —

David Clulow
OPTICIANS

Specsavers

eyesite
opticians

scrivens
OPTICIANS | HEARING CARE

 **Eye Emporium**
opticians

LEIGHTONS
OPTICIANS & HEARING CARE

D & T

VisionExpress 

DUNCAN AND TODD
GROUP



CONTENTS

1. Phil Robinson, Founder and CEO of Clickthrough, Foreword	04
2. Conversion Performance	06
3. Paid Media Performance	18
4. Organic Keyword Performance	24
5. Authority and Backlinks	36
6. Technical Performance	44
7. Social and Content Performance	57
8. Market Explorer	64
9. Meet some of our clients	67
10. Final Note	69



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

Contact us:

experts@clickthrough-marketing.com | +44 (0)1543 410014



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

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