



**ClickThrough**  
*Digital. Accelerated.*

2022

# HOME IMPROVEMENT – 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

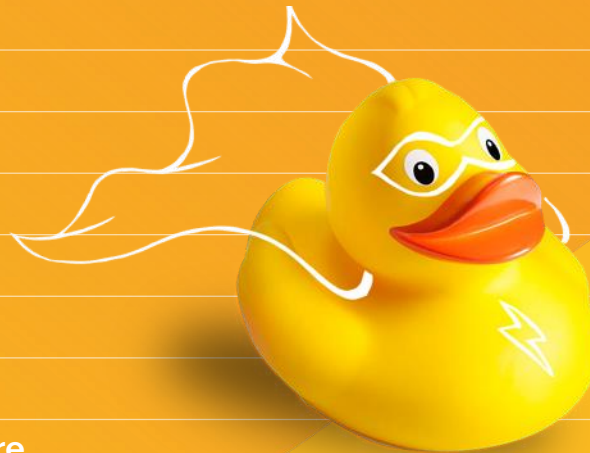
Listed below are of all the brands included throughout this report:



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.

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# 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**



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