

// // **Salience.**

# Alcohol

Salience Index **2025**



12 Month Report

This **Alcohol Report** was put together by a small team of humans at Saliency, using a whole host of tools, software and weeks of our time; What makes it into the report is the tip of the iceberg.

Want to go beyond the data within?  
Speak to our team, any time, through our site or social pages.



# Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

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# Note

**We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.**

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 15 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.





**You can assess  
the overall  
success of a site  
based off of **11**  
key metrics...**



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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# 0.63%

**Of Google  
Searchers Click  
On Results From  
The Second  
Page..**

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.



# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics, however, these are accurate metrics relatively across domains.

## How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

# Traffic Score Findings

Top 5 winners

01 **Majestic** 

02 **FORTNUM  
& MASON**  
EST 1707

03 **WAITROSE  
& PARTNERS  
CELLAR**

04 **LAITHWAITES**

05 **THE WHISKY SHOP**



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01 **DRINK**  
SUPERMARKET

02  **BEERWULF**

03 

04  **naked** wines

05 



On the opposite end of the spectrum, these brands have had the biggest traffic score drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score December 2023	YoY Change	Compared to Market
majestic.co.uk	1	-	372,814	322,376	+16%	+6%
thewhiskyexchange.com	2	-	228,249	236,253	-3%	-13%
fortnumandmason.com	3	+1	160,598	139,054	+15%	+5%
waitrosecellar.com	4	+1	144,679	125,725	+15%	+5%
laithwaites.co.uk	5	+4	135,591	74,687	+82%	+72%
masterofmalt.com	6	-	116,096	117,394	-1%	-11%
brewdog.com	7	-	105,921	102,523	+3%	-7%
drinksupermarket.com	8	-5	103,357	156,321	-34%	-44%
whiskyshop.com	9	+5	75,679	55,712	+36%	+26%
thewinesociety.com	10	-2	67,579	80,828	-16%	-26%
virginwines.co.uk	11	+2	66,914	58,141	+15%	+5%
thebottleclub.com	12	-1	64,361	63,154	+2%	-8%
vipbottles.co.uk	13	+4	57,341	49,154	+17%	+7%
vivino.com	14	+1	56,913	51,703	+10%	-
beerwulf.com	15	-5	51,354	67,007	-23%	-33%
bbr.com	16	-	50,315	49,895	+1%	-9%
auvodka.co.uk	17	-5	46,363	61,720	-25%	-35%
houseofmalt.co.uk	18	+3	43,757	31,115	+41%	+31%
themacallan.com	19	+4	37,180	28,691	+30%	+20%
secretbottleshop.co.uk	20	-2	35,909	36,607	-2%	-12%
sundaytimeswineclub.co.uk	21	+4	34,282	26,059	+32%	+22%
johnnieWalker.com	22	+2	33,091	28,648	+16%	+6%
365drinks.co.uk	23	-1	32,910	28,881	+14%	+4%
thechampagnecompany.com	24	-5	31,297	36,027	-13%	-23%
threshers.co.uk	25	+9	30,974	17,180	+80%	+70%
champagnedirect.co.uk	26	+2	30,776	22,440	+37%	+27%
slurp.co.uk	27	+12	29,373	13,789	+113%	+103%



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score December 2023	YoY Change	Compared to Market
thewhiskeyworld.com	28	-2	26,775	26,049	+3%	-7%
beersofeurope.co.uk	29	+16	26,668	12,096	+120%	+110%
malts.com	30	-3	26,557	23,604	+13%	+3%
amathusdrinks.com	31	+2	25,831	18,632	+39%	+29%
guinnesswebstore.co.uk	32	+11	23,309	12,387	+88%	+78%
drinkwelluk.com	33	-1	22,882	20,216	+13%	+3%
thebar.com	34	+13	21,636	11,975	+81%	+71%
vinello.co.uk	35	+3	21,525	14,354	+50%	+40%
urban-drinks.co.uk	36	-7	20,474	21,703	-6%	-16%
beermerchants.com	37	-6	20,060	20,564	-2%	-12%
adnams.co.uk	38	-1	20,014	15,118	+32%	+22%
calaiswine.co.uk	39	+17	19,593	8,182	+139%	+129%
spiritstore.co.uk	40	-4	19,559	15,584	+26%	+16%
drinkfinder.co.uk	41	+5	18,860	12,044	+57%	+47%
vinatis.co.uk	42	+2	18,705	12,309	+52%	+42%
tanners-wines.co.uk	43	-3	17,806	13,399	+33%	+23%
thealcoholfreeco.co.uk	44	+15	15,315	7,736	+98%	+88%
vinissimus.co.uk	45	+29	14,612	5,716	+156%	+146%
nakedwines.com	46	-26	13,603	32,302	-58%	-68%
clickndrink.co.uk	47	-17	13,427	20,877	-36%	-46%
thedropstore.com	48	-6	12,428	12,439	-	-10%
bargainbooze.co.uk	49	-	11,805	11,181	+6%	-4%
spiritly.com	50	+60	10,735	2,409	+346%	+336%
nyetimber.com	51	+2	10,174	8,541	+19%	+9%
oneills.co.uk	52	-4	9,767	11,361	-14%	-24%
winedelivered.co.uk	53	+1	9,761	8,539	+14%	+4%
cheerswinemerchants.co.uk	54	+16	9,731	6,171	+58%	+48%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score December 2023	YoY Change	Compared to Market
gerrys.uk.com	55	-14	9,563	13,133	-27%	-37%
royalmilewhiskies.com	56	+8	9,206	6,672	+38%	+28%
thegeneralwine.co.uk	57	+1	8,661	7,768	+11%	+1%
luckysaint.co	58	+14	8,106	5,967	+36%	+26%
lwc-drinks.co.uk	59	-8	8,019	9,517	-16%	-26%
prestigedrinks.com	60	-5	7,370	8,230	-10%	-20%
ginspiration.uk	61	-	7,321	7,321	-	-10%
thewineflyer.co.uk	62	+37	6,974	3,034	+130%	+120%
defibshop.co.uk	63	+13	6,910	5,322	+30%	+20%
davywine.co.uk	64	+18	6,855	4,409	+55%	+45%
tremblingmadness.co.uk	65	+23	6,660	3,735	+78%	+68%
lochlomondwhiskies.com	66	-4	6,593	7,121	-7%	-17%
distillersdirect.com	67	-15	6,121	9,253	-34%	-44%
rathfinnyestate.com	68	+5	5,940	5,856	+1%	-9%
finewinesdirectuk.com	69	+17	5,803	3,843	+51%	+41%
thegoodwineshop.co.uk	70	-3	5,784	6,220	-7%	-17%
warnersdistillery.com	71	+45	5,625	2,172	+159%	+149%
gusbourne.com	72	+11	5,604	4,134	+36%	+26%
arranwhisky.com	73	-4	5,544	6,178	-10%	-20%
thegintomytonic.com	74	+1	5,512	5,512	-	-10%
farrar-tanner.co.uk	75	-9	5,377	6,246	-14%	-24%
cambridgewine.com	76	-5	5,310	6,148	-14%	-24%
greatwine.co.uk	77	+2	5,210	4,867	+7%	-3%
thefinewinecompany.co.uk	78	+15	5,197	3,367	+54%	+44%
londonliquorstore.com	79	+33	5,094	2,368	+115%	+105%
superiorwinesandspirits.co.uk	80	+43	5,017	1,820	+176%	+166%
vineyardbelfast.co.uk	81	-13	5,012	6,203	-19%	-29%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score November 2024	Traffic score December 2023	YoY Change	Compared to Market
justerinis.com	82	+14	4,978	3,223	+54%	+44%
thelittlefinewinecompany.co.uk	83	+20	4,963	2,876	+73%	+63%
fountainhallwines.co.uk	84	-34	4,831	10,886	-56%	-66%
ginbothy.co.uk	85	+39	4,811	1,800	+167%	+157%
honestgrapes.co.uk	86	-26	4,810	7,345	-35%	-45%
forestwines.com	87	-6	4,759	4,569	+4%	-6%
wisebartender.co.uk	88	-25	4,634	7,018	-34%	-44%
reservewines.co.uk	89	+3	4,607	3,408	+35%	+25%
twelvegreenbottleswine.co.uk	90	-25	4,550	6,546	-30%	-40%
seedlipdrinks.com	91	-6	4,404	3,970	+11%	+1%
vinoteca.co.uk	92	-15	4,290	5,235	-18%	-28%
drinkshouse247.co.uk	93	+32	4,131	1,734	+138%	+128%
matthewclarklive.com	94	+24	4,100	2,008	+104%	+94%
corneyandbarrow.com	95	-17	4,035	5,050	-20%	-30%
drinkwarehouseuk.co.uk	96	+1	3,939	3,211	+23%	+13%
haywines.co.uk	97	+8	3,788	3,673	+3%	-7%
edenmill.com	98	-8	3,786	3,503	+8%	-2%
clean.co	99	+14	3,777	2,359	+60%	+50%
kosherwine.co.uk	100	+1	3,764	2,937	+28%	+18%

# Industry Variance

# +10%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 10% increase in overall traffic scores within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



# Got a

**Come across any head-scratchers in this report so far?**

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

# Question?

# Visibility Vs Authority

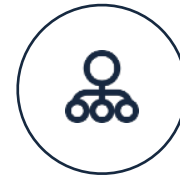
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have to rank for competitive keywords and boost your visibility.



Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



Authority is best achieved through high-quality links gained through topical and brand-relevant digital pr. Not spammy link building.



By matching visibility scores to authority, we identify which sites are performing beyond their means. These are the ones to learn from.

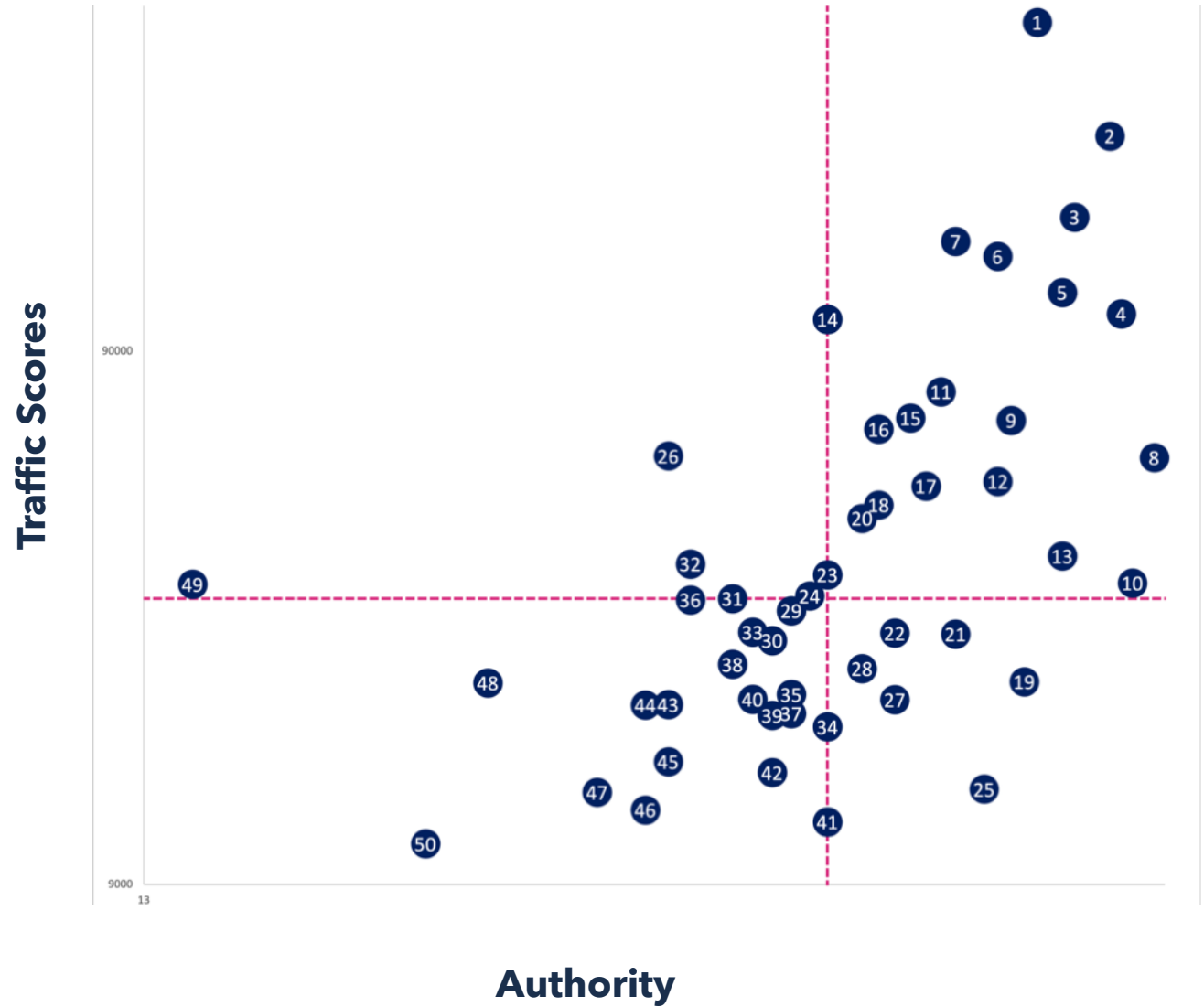


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

**“Analysing  
visibility vs  
authority is a  
great way to find  
sleeping giants in  
the industry.”**



# Traffic Scores Vs Authority Scores





majestic.co.uk	1	whiskyshop.com	11	malts.com	21	threshers.co.uk	31	bargainbooze.co.uk	41
thewhiskyexchange.com	2	beerwulf.com	12	beersofeurope.co.uk	22	secretbottleshop.co.uk	32	vinissimus.co.uk	42
fortnumandmason.com	3	themacallan.com	13	sundaytimeswineclub.co.uk	23	thewhiskyworld.com	33	calaiswine.co.uk	43
brewdog.com	4	drinksupermarket.com	14	thechampagnecompany.com	24	tanners-wines.co.uk	34	spiritstore.co.uk	44
masterofmalt.com	5	thewinesociety.com	15	nakedwines.com	25	urban-drinks.co.uk	35	thealcoholfreeco.co.uk	45
laithwaites.co.uk	6	thebottleclub.com	16	vipbottles.co.uk	26	champagnedirect.co.uk	36	thedropstore.com	46
waitrosecellar.com	7	bbr.com	17	adnams.co.uk	27	drinkfinder.co.uk	37	clickndrink.co.uk	47
vivino.com	8	auvodka.co.uk	18	drinkwelluk.com	28	guinnesswebstore.co.uk	38	vinello.co.uk	48
virginwines.co.uk	9	thebar.com	19	slurp.co.uk	29	vinatis.co.uk	39	365drinks.co.uk	49
johnniewalker.com	10	houseofmalt.co.uk	20	amathusdrinks.com	30	beermerchants.com	40	spiritly.com	50

**A**

Those with high visibility but low authority may not have the brand reach compared to rivals, but overperform in search engines thanks to technical SEO, content and site experience.

**B**

Hats off to these guys. They've built their house right and have the search marketing strategy to expand. At this point, you should be thinking about solidifying yourself as market leader.

**C**

Sites with low traffic scores and authority. Look on the bright side, there's a lot of room for improvement. Brands in this zone should consider urgently rethinking their on-site technical and structural setup, also their keyword strategy and off-site campaigns.

**D**

Low traffic scores, high authority. At school, these sites were the kids who 'had potential.' There are clearly some on-site issues holding these brands back. Whether those issues lie in content, structure, or tech, an on-site review is highly recommended.

# Traffic Scores vs Authority Findings

High authority, low traffic scores

## The Sleeping Giants

These brands could benefit most from resolving their on-site tech and structural issues. Identification of those problems, and dealing with them in a priority order, should be their key objective.



01 THE — BAR

02 ADNAMS.  
SOUTHWOLD

03 ESTD 1842  
TANNERS  
WINE MERCHANTS

04  **naked** wines

05 **Bargain Booze**

# Traffic Scores vs Authority Findings

High traffic scores, **low authority**

## The Overachievers

These websites have strong traffic scores in spite of a lack of trusted links and press coverage. Digital PR can push the brand further, but through technical SEO, content and experience, they play a role in the search engines.



01 **DRINK**  
SUPERMARKET

02 **VIP**  
BOTTLES

03  SECRET  
BOTTLE  
SHOP

04  THE SUNDAY TIMES  
Wine Club

05 **365**Drinks  
.co.uk

# Traffic Scores Vs Referring Domains

Links aren't a numbers game. Not anymore, at least. The loose correlation between the number of linking domains and organic traffic scores shows that it's quality, not quantity that counts, brands that know this invest in digital PR not link building.

## Key:

brewdog.com	1	beerwulf.com	13
thewhiskyexchange.com	2	laithwaites.co.uk	14
vivino.com	3	vipbottles.co.uk	15
masterofmalt.com	4	thewinesociety.com	16
fortnumandmason.com	5	thewhiskyworld.com	17
drinksupermarket.com	6	thebar.com	18
johnniewalker.com	7	thebottleclub.com	19
majestic.co.uk	8	thechampagnecompany.com	20
themacallan.com	9	adnams.co.uk	21
bbr.com	10	waitrosecellar.com	22
malts.com	11	virginwines.co.uk	23
whiskyshop.com	12	houseofmalt.co.uk	24

# Traffic Scores Vs Referring Domains

## Key:

nakedwines.com	25	spiritstore.co.uk	38
amathusdrinks.com	26	slurp.co.uk	39
vinatis.co.uk	27	calaiswine.co.uk	40
beersofeurope.co.uk	28	auvodka.co.uk	41
tanners-wines.co.uk	29	drinkfinder.co.uk	42
365drinks.co.uk	30	bargainbooze.co.uk	43
champagnedirect.co.uk	31	drinkwelluk.com	44
sundaytimeswineclub.co.uk	32	vinello.co.uk	45
secretbottleshop.co.uk	33	spiritly.com	46
beermerchants.com	34	vinissimus.co.uk	47
guinnesswebstore.co.uk	35	urban-drinks.co.uk	48
clickndrink.co.uk	36	thedropstore.com	49
threshers.co.uk	37	thealcoholfreeco.co.uk	50



**A**

High traffic scores with low referring domains likely means the site is well set up technically, with great content, but scores low on brand traffic scores. Compare your visibility and RDs to your competition. Strong potential to grow brand traffic scores with digital PR links.

**B**

High traffic scores with high referring domains are dominating the organic market. If you're in this quadrant, keep doin' you. If not, it may be easier to compete with their traffic scores through technical SEO and content.

**C**

Low traffic scores with low referring domains could mean infinite things. However, generally ramping up your search marketing is required to compete in your space. Whether that's through tech, content or links, we can't say from this graph, but speak to us if you need a few pointers.

**D**

Low traffic scores with high links is a double edged-sword. Potentially, your link profile and strategy is spammy, old or otherwise suboptimal, and search engines see that. Regardless, it could also mean you're a sleeping giant in search. Get an outside opinion on your tech, content, and links.

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six month's notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**15+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience





**The results we've achieved from  
Salience's content marketing efforts  
have exceeded my expectations.**

— Paul Hambridge, MD




[Read this Case Study](#)

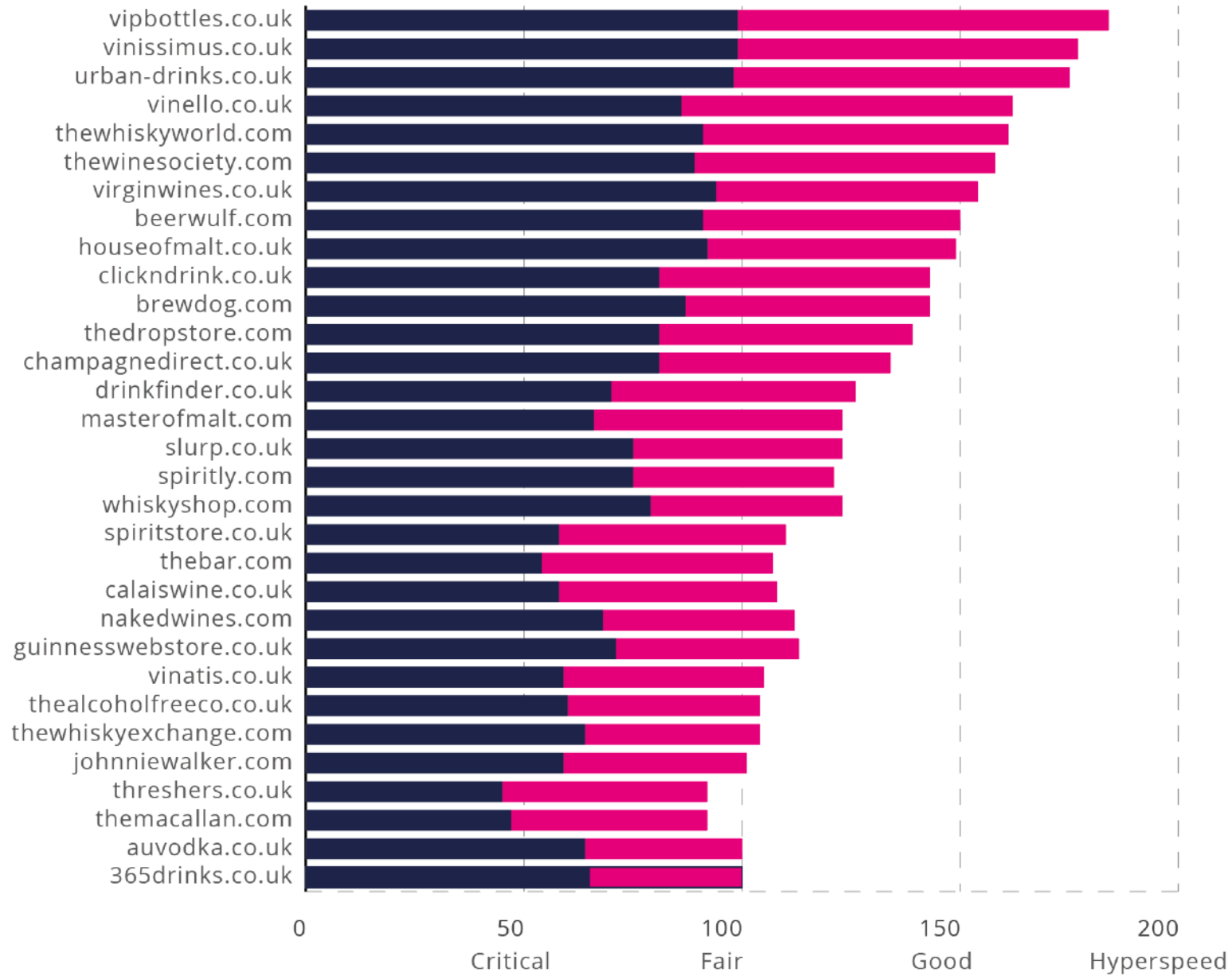
# Page speed

In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input delay (FID) - in simple terms, how fast your site loads and how fast it can be interacted with.

The first step is to check how you compare against the rest of your industry. Luckily, we've got just the thing. Our page speed leaderboard shows which brands are lightning fast and those lagging behind.



**A 1 second delay in  
page load time  
results in a 7% loss  
in conversions.**



# Page Speed Scores



Key:

- Desktop
- Mobile

**THE DPMI<sup>®</sup>**  
**MARKETING AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
FINALIST

**EUROPEAN 2023**  
**SEARCH AWARDS**  
WINNER

**THE DPMI<sup>®</sup>**  
**CONTENT AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
WINNER

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
SHORTLISTED

**THE DPMI<sup>®</sup>**  
**SEARCH AWARDS**  
FINALIST 2016

**UK**  
**Agency Awards**  
2023  
**FINALIST**

**NORTHERN**  
**DIGITAL AWARDS**  
SHORTLIST  
2018

**DIGITAL IMPACT**  
**AWARDS 2018**  
WINNER

**ds Awards Awards Awards Awards Award**

# Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Salience have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,  
Hard to Find Whisky





# Case Study



## A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

## Similar Challenges?

**Talk to an expert.**





**Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.**

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

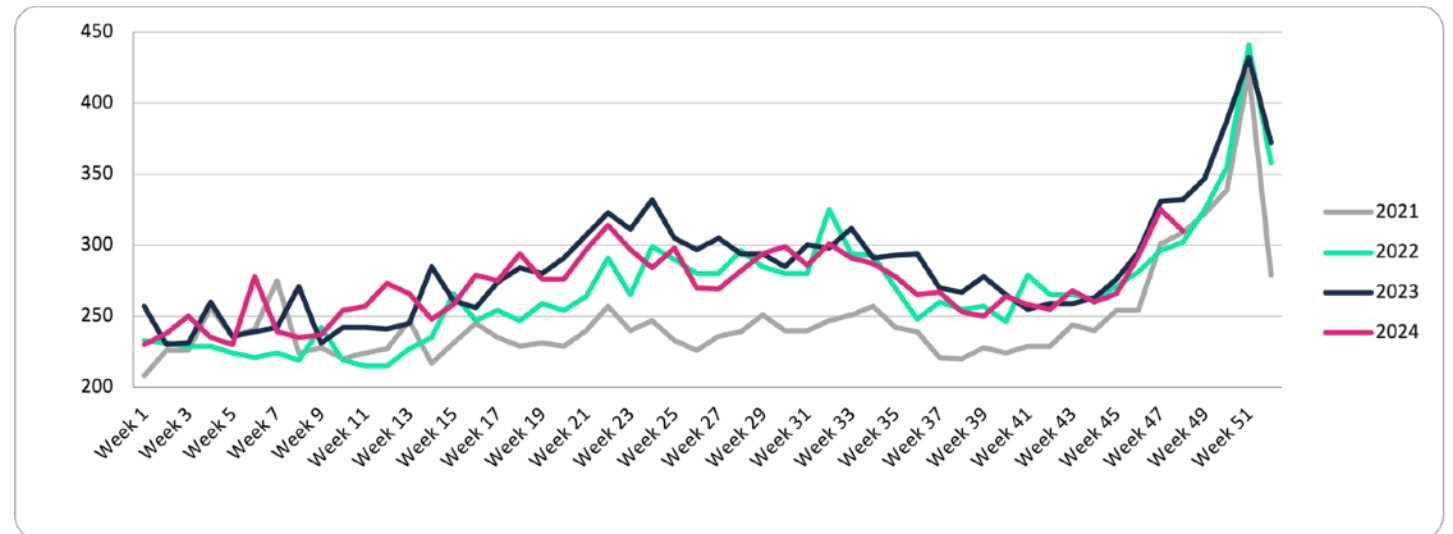
[View Case Studies](#)



# Search Volume Trends



In a nutshell, search volume trends show how interest has changed for the products, services, and content provided within your industry. A downward trend means less people are searching. An upward trend means interest is on the rise and new opportunities are up for grabs. Either way, it's important to stay on top of when search is high and low to help inform your strategy for search.



The rise of **AI** is dramatically changing our industry, users will be searching in entirely new ways in **2025 and beyond.**



# Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

# Trends

## Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
vintages	74000	40%
wine	60500	59%
crafty beer	49500	70%
whisky	49500	22%
limoncello	40500	14%
brandy	40500	14%
india pale ale	33100	14%
wine shop	27100	123%
rose wine	22200	15%
sauvignon blanc	18100	22%
ale	14800	14%
white wine	12100	14%
shiraz	12100	14%
orange wine	12100	7%
craft beer near me	9900	166%
wine store	9900	139%
marsala wine	9900	22%
whisky shop	8100	22%
sparkling	8100	23%
natural wine	6600	60%
real ale	5400	61%
beer shops	5400	59%
white zinfandel	5400	39%
beers store	2400	112%
cider beverage	2400	61%
whisky shop near me	2400	61%
blackcurrant liqueur	1300	272%
cidery near me	1000	187%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
brew dog	135000	8%
laithwaites	60500	26%
bargain booze	49500	15%
johnnie walker	33100	309%
sunday times wine club	22200	16%
waitrose cellar	22200	4%
the whisky exchange	18100	7%
adnams	12100	14%
vivino	8100	41%
whisky shop	8100	22%
slurp	5400	14%
the bar	3600	69%
the macallan	3600	22%
threshers	2900	51%
tanners wines	2900	24%
amathus drinks	1600	41%
vinatis	880	19%
champagne direct	880	15%
drinkwell uk	720	23%
secret bottle shop	590	14%
the whisky world	590	7%
spiritly	390	187%
spirit store	390	16%
the alcohol free co	170	17%
vinello	110	6%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
cider	165000	-18%
prosecco	74000	-6%
gin	60500	-6%
pink gin	22200	-18%
blue curacao	22200	-12%
spiced rum	18100	-13%
peach schnapps	14800	-18%
gin gift	12100	-30%
coffee liqueur	12100	-7%
wine offers	9900	-18%
pisco	9900	-13%
rhubarb gin	8100	-33%
vanilla vodka	8100	-17%
white rum	8100	-11%
flavoured gin	8100	-19%
rhubarb and ginger gin	6600	-24%
sancerre wine	6600	-13%
flavored vodka	6600	-18%
schnapps	6600	-12%
dark rum	6600	-13%
blood orange gin	5400	-23%
prosecco offers	4400	-29%
french wine	3600	-22%
coconut rum	3600	-22%
greek wine	2900	-24%
plum brandy	2900	-25%
cider brandy	2400	-43%
quince gin	1600	-56%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
fortnum and mason	246000	-6%
au vodka	135000	-28%
nakedwines	110000	-7%
master of malt	74000	-13%
majestic	60500	-42%
beer wulf	60500	-23%
virgin wines	49500	-12%
beers of europe	9900	-12%
drink supermarket	8100	-12%
the bottle club	8100	-7%
bbr	8100	-6%
the drop store	6600	-34%
house of malt	5400	-7%
vip bottles	3600	-24%
beer merchants	2900	-13%
the champagne company	1300	-18%
drink finder	880	-13%
vinissimus	720	-23%
365 drinks	480	-12%
calais wine	480	-7%
urban drinks	260	-5%
guinness webstore	210	-30%





**BrewDog** is dominating the brand search game.

**This is far more than technical SEO fundamentals, achieving this requires a full frontal assault on search.**

**Brett Janes**  
**Managing Director**

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Brett@saliency.co.uk

[Book a Chat](#)



# Got a

**Come across any head-scratchers in this report so far?**

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

# Question?

# High Competition Keywords.

These keywords are the heavyweight belts, the golden tickets, the ones to tell your nan about. For top of market brands holding these positions, close monitoring and continued search marketing activity is needed to safeguard them.

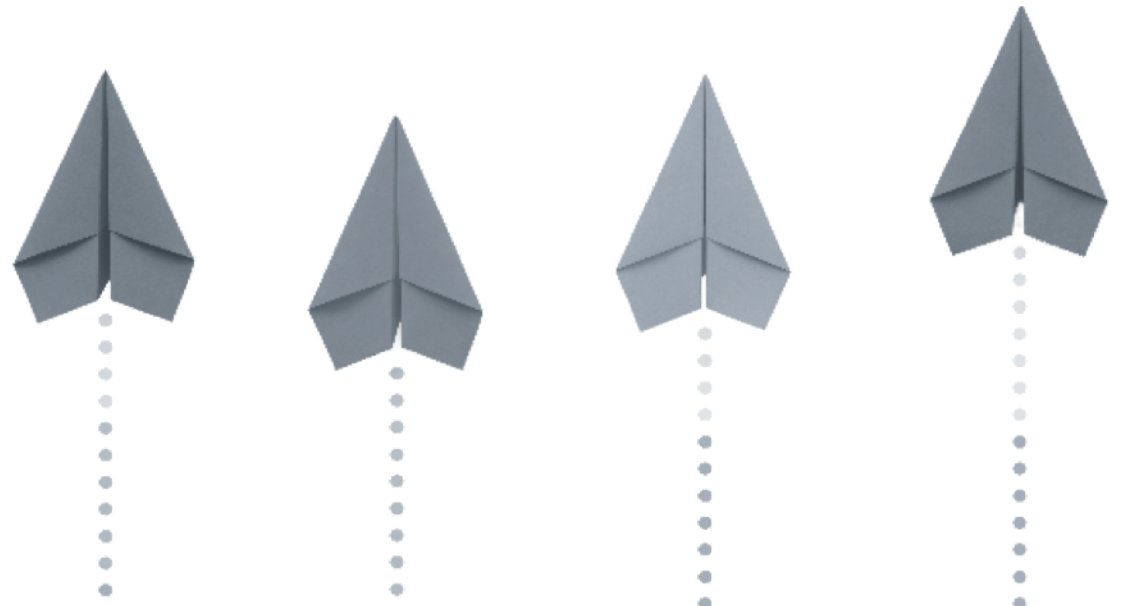
For challenger brands looking to weigh in, you best bring your A-game.



High competition keywords are typically sought after by big brands. We're talking those with brick and mortar stores & large brand reach.



Qualifying intent is more important than ever on these keywords. Providing the correct user journey upon first click is critical.





## High Competition Keywords.



### Key:

-  Local monthly searches (UK)
-  Competitiveness Score

# Opportunity

These terms have less competition yet high search volumes. As such, they are a perfect battle ground for all brands in the industry to increase their digital reach.

Marketing teams across the industry ignore these terms but audiences are interested. With strong volumes and low competition, they're ripe for the taking.

For challenger and low-visibility brands, these are the terms where you'll see most success.

Concentrate on these and you'll see traffic and revenue start to grow.

For market leaders, these are the terms that have probably skipped your radar. Dig into these and corner the market.

**Brett Janes**  
**Managing Director**

01244 564 501  
Brett@saliency.co.uk

[Book a Chat](#)



# Keywords

- 1  
prosecco  
51,000 11
- 2  
brandy  
29,000 9
- 3  
rum  
25,000 6
- 4  
vermouth  
23,000 7
- 5  
sauvignon blanc  
14,000 5

- 6  
orange wine  
8,400 9
- 7  
pisco  
7,200 5
- 8  
amarone  
5,600 7
- 9  
bourbon whiskey  
5,100 5
- 10  
rhubarb gin  
5,400 8

## Opportunity Keywords.



### Key:

-  Local monthly searches (UK)
-  Competitiveness Score



# Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®  
— FABULOUS FLOORS —

sunny

 early  
learning  
centre

PÂTISSERIE  
VALERIE

  
FLOORING KING

  
The Entertainer  
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK

  
TOTALLY wicked®

LiveScoreBet™

  
healthspan

PORCELANOSA

# Trust

First introduced with the E-A-T Algorithm update in 2018, trust has since become a critical ranking factor. But there's no single score to judge trust. Instead, it's a holistic view of your website's expertise, authority and trustworthiness. It centres around both on and off-site signals. Think external review platforms, high-quality links, transparency over processes and policies, and plenty more.



Your Money Your Life (YMYL) / eCommerce brands are those most likely to see visibility drop as a cause of poor trust signals.



Search quality evaluator guidelines identify how manual reviewers evaluate your site's trust-worthiness. Use these to get ahead.

**Trust** centres  
around both on  
and off-site  
signals.



# Checklist For Building Customer Trust.

A website can be used to build trust. You can do this through “trust signals”.

Trust signals are content embedded within your website that builds up credibility.

Having these things strategically placed around the site builds trust from users & search engines alike.

A lot of things can be considered a trust signal Like:

- 1** **User reviews**  
(TrustPilot, Feefo)
- 2** **Testimonials**
- 3** **Guarantees**  
(free returns, warranties)
- 4** **Credential badges**  
(Industry recognised certifications, think Informed Sport for a supplements brand)

# Here is a quick checklist of where you could place **trust signals**:



Trust bar across the site  
(a small bar that holds all your guarantee's, warranties etc.)



Customer testimonials in product pages, convince the user at point of purchase.



Review profile embedded in the home page & key PLPs  
[uk.huel.com](https://uk.huel.com) are a great example.



Individual product reviews.  
Bonus points if you can link this with a review profile.



Embed credential badges on shopping cart pages and any other high intent pages.



# Online Reviews

A key element of trust, reviews are essential to your search marketing arsenal. Having more good reviews than your competitors is important for off-site trust signals (part of the EAT update), local pack prominence, and CTR where star-ratings feature in the SERPs.

**01**

Incorporate external review platforms into your buying process to ensure maximum take-up.

**02**

Bad reviews need to be answered and fast. Users are more likely to ignore bad reviews if they see fast replies.

**03**

eCommerce sites are judged by both users and search engines on their review platforms.

# 98%

People read online reviews for local businesses. \*

# 36%

Of businesses that claim free listings on multiple review sites make 36% more revenue. \*

# 90%

Of read online reviews for before visiting a business. \*

# 36%

Of consumers are 'highly' or 'likely' to use a business that responds to all of its online reviews. \*

**// // Salience.**

# High Competition Review score:







laithwaites.co.uk  
101,179 4.7



thewhiskyexchange.com  
45,051 4.8



drinksupermarket.com  
44,359 4.7



sundaytimeswineclub.co.uk  
41,143 4.7



masterofmalt.com  
33,326 4.7



beerwulf.com  
51,056 4.3



virginwines.co.uk  
23,889 4.6



houseofmalt.co.uk  
8,428 4.9



beersofeurope.co.uk  
15,556 4.6





thebottleclub.com  
23,750 4.4

# High Reviewed Sites.



## Key:

 Number of reviews

 Review Score




# Brand Reach Findings

## Top 5 Brand Searches

● Monthly Searches (UK)

Monthly brand searches shows an indication of brand recall within search behaviour. The top five are the most recalled names within search.





01	<b>FORTNUM &amp; MASON</b> EST 1707	246,000
02	<b>BREWDOG</b> 	135,000
03		135,000
04	 <b>naked</b> wines	110,000
05	<b>MASTER of MALT</b>	74,000

# Top 5 Social Scores



Owned social score

Social score considers followers and engaged conversations on all major social platforms. The top five have a strong following, creating engagement through content and product campaigns.

01	 JOHNNIE WALKER.	28579
02	THE MACALLAN	3127
03	WAITROSE & PARTNERS CELLAR	2180
04	BREWDOG 	2052
05	FORTNUM & MASON EST 1707	1318

# Brand

Brand Awareness describes how familiar consumers are with your brand or products.

Digital brand awareness describes how familiar consumers are with your brand or products online, whether they are searching for your brand or interacting with it on social media.

To calculate this figure, we blend branded search metrics with the performance and reach of social channels for brands across the sector.

This helps identify which brands are most prominent across a range of channels and those who are fading into the background.

Brand searches are a traditional measure. Owned social score is really important too. This identifies audiences you have access to. These can both be improved by strategic, relevant digital pr.

**Alana Mustill**  
Head of Digital PR

01244 564 501  
Alana@saliency.co.uk



**Book a Chat**

# Awareness

# Brand Awareness

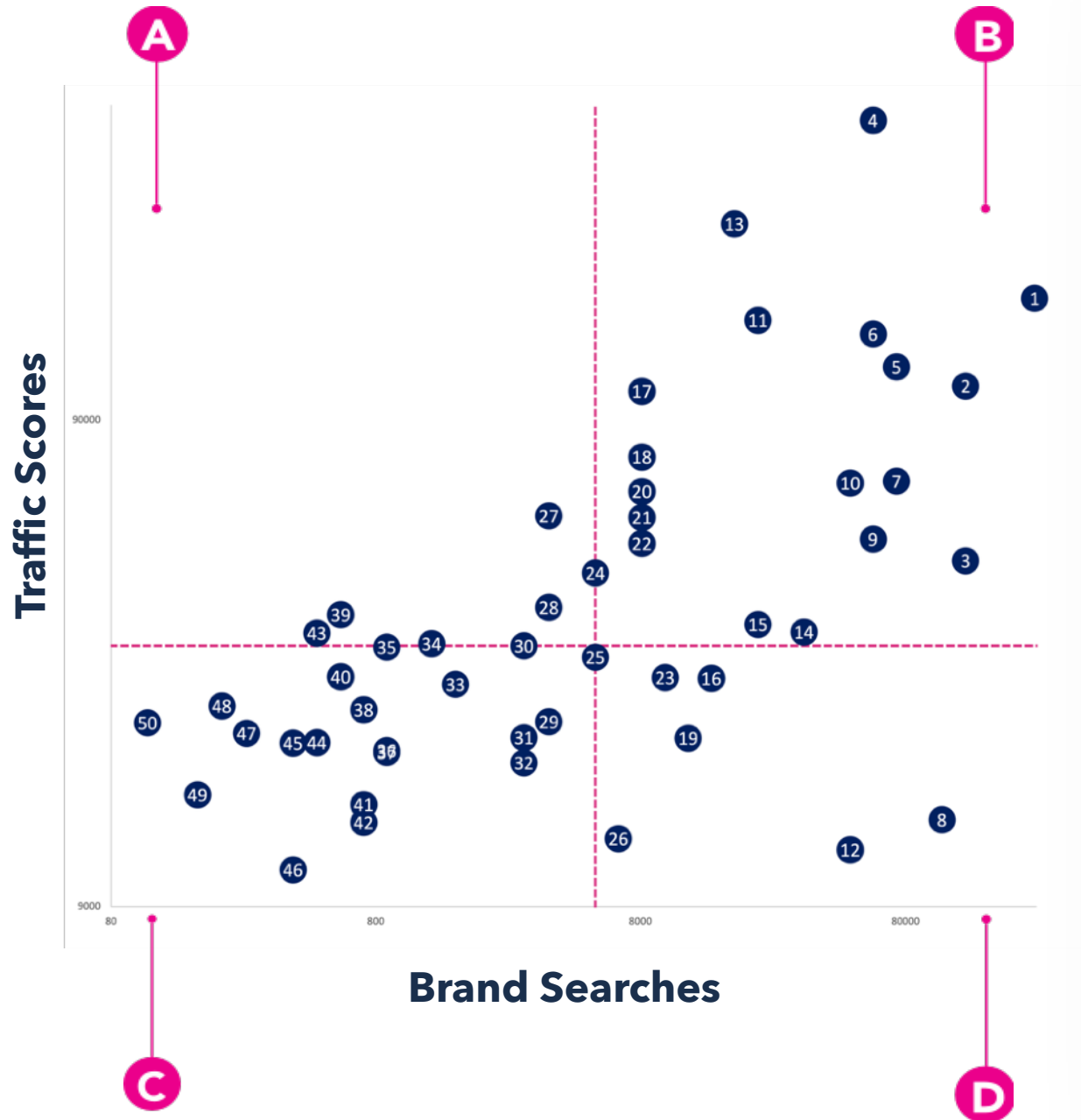
## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
johnniewalker.com	33100	28579	1
fortnumandmason.com	246000	1318	2
brewdog.com	135000	2052	3
auvodka.co.uk	135000	808	4
nakedwines.com	110000	665	5
masterofmalt.com	74000	712	6
waitrosecellar.com	22200	2180	7
beerwulf.com	60500	347	8
bargainbooze.co.uk	49500	355	9
thewinesociety.com	74000	237	10
thewhiskyexchange.com	18100	723	11
themacallan.com	3600	3127	12
majestic.co.uk	60500	149	13
laithwaites.co.uk	60500	139	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
virginwines.co.uk	49500	129	15
thebar.com	3600	1289	16
vivino.com	8100	548	17
malts.com	14800	184	18
adnams.co.uk	12100	169	19
thebottleclub.com	8100	192	20
bbr.com	8100	174	21
whiskyshop.com	8100	142	22
beersofeurope.co.uk	9900	65	23
drinksupermarket.com	8100	61	24
sundaytimeswineclub.co.uk	22200	16	25
houseofmalt.co.uk	5400	55	26
guinnesswebstore.co.uk	90500	2	27
vipbottles.co.uk	3600	42	28
slurp.co.uk	5400	24	29



**A** High traffic scores with low brand searches is a reflection of stronger performance in ranking for generic search terms, but weaker performance in prospects that come looking for you. Digital PR efforts can assist in growing these brands.

**B** High traffic scores with high brand searches. This is where everybody wants to be. These campaigns rank well for generic search terms, and swathes of people are coming looking for these guys. The pinnacle.

**C** Low traffic scores and low brand search campaigns are green with a lot of scope for growth. Onsite and offsite SEO can be utilised to start to make gains on both fronts.

**D** Low traffic scores and high brand searches are reflective of campaigns that do a great job on a brand front in attracting prospects, but perhaps lack the ability to share an even footing with competitors on generic search rankings.



# Brand Searches Vs Traffic Scores

Branded search is, by definition, any search query that includes the name of a brand or a branded product (think 'Hoover').

Branded search is important because these consumers know exactly what they are looking for, and are more likely to convert when they find it.

## Key:

fortnumandmason.com	1	thewhiskyexchange.com	13
brewdog.com	2	johnniewalker.com	14
auvodka.co.uk	3	sundaytimeswineclub.co.uk	15
majestic.co.uk	4	malts.com	16
masterofmalt.com	5	drinksupermarket.com	17
laithwaites.co.uk	6	whiskyshop.com	18
thewinesociety.com	7	adnams.co.uk	19
nakedwines.com	8	thebottleclub.com	20
beerwulf.com	9	vivino.com	21
virginwines.co.uk	10	bbr.com	22
waitrosecellar.com	11	beersofeurope.co.uk	23
bargainbooze.co.uk	12	houseofmalt.co.uk	24

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Branded search is important because these consumers know exactly what they are looking for, and are more likely to convert when they find it.

## Key:

slurp.co.uk	25	drinkwelluk.com	38
thedropstore.com	26	secretbottleshop.co.uk	39
vipbottles.co.uk	27	thewhiskeyworld.com	40
themacallan.com	28	vinissimus.co.uk	41
thebar.com	29	clickndrink.co.uk	42
threshers.co.uk	30	365drinks.co.uk	43
beermerchants.com	31	calaiswine.co.uk	44
tanners-wines.co.uk	32	spiritstore.co.uk	45
amathusdrinks.com	33	spiritly.com	46
thechampagnecompany.com	34	urban-drinks.co.uk	47
champagnedirect.co.uk	35	guinnesswebstore.co.uk	48
drinkfinder.co.uk	36	thealcoholfreeco.co.uk	49
vinatis.co.uk	37	vinello.co.uk	50



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim  
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

### How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

# Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker

## Patisserie Valerie

Patisserie Valerie, partnered with Saliency to aggressively grow their digital footprint following a landmark partnership with Sainsbury's. Like many digital campaigns, the goal is to acquire new traffic. However, we set a precedent from the start - no vanity metrics allowed. Traffic must have the intent to buy.

Following our discovery process, we identified a huge opportunity to implement 4 new site categories targeting high intent customers.





# Patisserie Valerie

These categories were:

- **Occasions (birthdays, anniversaries etc)**
- **Flavour (red velvet, chocolate etc.)**
- **Recipient (for him, her, kids)**
- **Type (Carrot, Gateau etc.)**



Throughout the implementation & launch, we held customer intent and user experience at the heart of our strategy.

Each new category needed a reason for its existence.

Copy was implemented on each page to highlight the brand's history, unique selling points and delicious cakes. Written to be sincerely useful, while giving search engines a chance to recognise the page's purpose.

Sticking to our principles, we quickly saw results

- **67% increase in sessions**
- **52% increase in ranking keywords**
- **The new rankings were across our new high intent categories.**

We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



# Got a

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Call us



Live Chat

# Question?



// **Salience.**