

// Salience.

# Bags & Leather Goods

Salience Index 2024

6 Month Report



“ This **report** is a brief  
run through of digital  
performance for last 6  
months in the **Online  
Bags & Leather Goods  
Sector.**

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



# Editor's

As if last year wasn't tough enough, brands are charging into 2024 armed with concern for ever crowded channels, balancing automation with authentic engagement, maintaining digital trust and, of course, ROI.

We're already seeing revised approaches across the board this year. The desire to reduce reliance on paid channels, to varying degrees of success, website migration projects revived, and the duelling needs of brand performance and clear attribution.

Perhaps you see it differently. That's where this 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 nine key performance indicators provide 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.

**Brett Janes**  
**Managing Director**  
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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 13 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.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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**Online Bags & Leather Goods Sector** has seen a 6% decrease in overall organic visibility within the last 6 months.

# 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. We use 3rd party tools to estimate traffic.

## 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

# 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 Findings

Top 5 winners

01 GUCCI

02 KATIE LOXTON

03 smiggle



04 OSPREY  
LONDON

05 FABLE  
ENGLAND

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** ACCESSORIZE  
LONDON

**02** COACH

**03** MICHAEL KORS ↩

**04** TED BAKER  
LONDON

**05** ALDO

On the opposite end of the spectrum, these brands have had the biggest visibility 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 September 2024	Traffic score April 2024	YoY Change	Compared to Market
gucci.com	1	+2	314563	292220	+8%	+14%
accessorize.com	2	-	245617	306537	-20%	-14%
prada.com	3	+2	177826	181069	-2%	+4%
uk.coach.com	4	-	168497	243813	-31%	-25%
katieloxton.com	5	+7	153665	120352	+28%	+34%
charleskeith.co.uk	6	+2	150716	163267	-8%	-2%
itluggage.com	7	+3	150674	152167	-1%	+5%
versace.com	8	-2	148681	165882	-10%	-4%
radley.co.uk	9	-	147294	152951	-4%	+2%
smiggle.co.uk	10	+1	145336	122931	+18%	+24%
michaelkors.co.uk	11	-4	135730	165605	-18%	-12%
tripp.co.uk	12	+1	112079	113109	-1%	+5%
tedbaker.com	13	-12	100778	321537	-69%	-63%
samsonite.co.uk	14	+4	86144	70487	+22%	+28%
fjallraven.com	15	-1	84203	102454	-18%	-12%
mulberry.com	16	+4	77734	67351	+15%	+21%
handbagclinic.co.uk	17	+6	74079	62420	+19%	+25%
uk.rains.com	18	-1	73667	81571	-10%	-4%
ospreylondon.com	19	+11	71838	44944	+60%	+66%
katespade.co.uk	20	+2	71096	63190	+13%	+18%
fiorelli.com	21	+5	70762	51223	+38%	+44%
valentino.com	22	-6	70321	86038	-18%	-12%
osprey.com	23	-4	67729	69731	-3%	+3%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score April 2024	YoY Change	Compared to Market
cottonon.com	24	-3	64979	65560	-1%	+5%
aldoshoes.co.uk	25	-10	62548	87307	-28%	-22%
mytheresa.com	26	-1	55512	57186	-3%	+3%
lakelandleather.co.uk	27	+4	51386	40162	+28%	+34%
chloe.com	28	-	51294	48006	+7%	+13%
aspinaloflondon.com	29	-2	49465	50314	-2%	+4%
longchamp.com	30	-1	49239	45810	+7%	+13%
dolcegabbana.com	31	+4	44883	31836	+41%	+47%
leathercompany.co.uk	32	-	44681	38138	+17%	+23%
carvela.com	33	-9	42317	60235	-30%	-24%
toryburch.com	34	-1	42086	35778	+18%	+24%
kipling.com	35	-1	38970	35743	+9%	+15%
eastpak.com	36	-	36009	31136	+16%	+22%
fableengland.com	37	+24	34055	7037	+384%	+390%
smythson.com	38	+12	23582	10813	+118%	+124%
gb.balmain.com	39	-	22938	21493	+7%	+13%
miatui.com	40	+1	22333	16931	+32%	+38%
cambridgesatchel.com	41	+4	22054	13827	+59%	+65%
americantourister.co.uk	42	-5	21082	24164	-13%	-7%
stubbleandco.com	43	-3	18863	20044	-6%	0%
pureluxuries.com	44	-1	17305	14959	+16%	+22%
travelluggagecabinbags.com	45	-7	16669	21709	-23%	-17%
peakdesign.com	46	-4	14950	15170	-1%	+4%
rimowa.com	47	+5	14428	9632	+50%	+56%
bellroy.com	48	-4	13908	14335	-3%	+3%
beistravel.com	49	-2	13043	11423	+14%	+20%
herschelsupplyco.co.uk	50	+1	12402	10259	+21%	+27%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score April 2024	YoY Change	Compared to Market
strathberry.com	51	+3	11086	9270	+20%	+26%
jekyllandhide.co.uk	52	+12	10993	6136	+79%	+85%
awaytravel.com	53	-	10765	9495	+13%	+19%
sagebrown.co.uk	54	-6	10046	11124	-10%	-4%
harberlondon.com	55	+17	9885	4154	+138%	+144%
isabelmarant.com	56	-7	9850	11004	-10%	-5%
carlfriedrik.com	57	+1	9216	7744	+19%	+25%
ogio.com	58	-3	8485	9017	-6%	0%
jansport.co.uk	59	+3	7741	6557	+18%	+24%
jwanderson.com	60	-3	7407	7896	-6%	0%
shop.tropicfeel.com	61	-5	7236	7932	-9%	-3%
lowepro.com	62	-2	6811	7168	-5%	+1%
marni.com	63	-	6784	6168	+10%	+16%
thevintagebar.com	64	-18	6372	12826	-50%	-44%
gusti-leather.co.uk	65	-6	5533	7339	-25%	-19%
thombrowne.com	66	+1	5515	5387	+2%	+8%
nordace.com	67	+8	4547	3642	+25%	+31%
gandysinternational.com	68	+8	3737	3174	+18%	+24%
goruck.com	69	+4	3688	3827	-4%	+2%
leathersatchel.co.uk	70	-4	3629	5406	-33%	-27%
briggs-riley.co.uk	71	+14	3525	1858	+90%	+96%
eu.gregorypacks.com	72	-1	3333	4232	-21%	-15%
borosbags.com	73	-4	3192	4582	-30%	-24%
ettinger.co.uk	74	+7	3033	2535	+20%	+26%
radleylondon.com	75	-1	2830	3687	-23%	-17%
tusting.co.uk	76	+4	2680	2744	-2%	+4%
just4leather.co.uk	77	-7	2580	4373	-41%	-35%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score April 2024	YoY Change	Compared to Market
viscontibags.co.uk	78	-1	2435	3116	-22%	-16%
lefrik.com	79	+26	2396	698	+243%	+249%
arnoldleathergoods.co.uk	80	-2	2329	2985	-22%	-16%
billytannery.co.uk	81	+2	2318	2048	+13%	+19%
coxs-leather-shop.co.uk	82	-	2117	2474	-14%	-8%
pickett.co.uk	83	+7	1983	1542	+29%	+35%
noblemacmillan.com	84	+3	1819	1824	0%	+6%
kapten-son.com	85	+4	1723	1549	+11%	+17%
rollingluggage.com	86	-18	1663	5020	-67%	-61%
swaine.london	87	-3	1578	1895	-17%	-11%
valextra.com	88	+21	1501	576	+161%	+167%
homeofmillican.com	89	+7	1467	1010	+45%	+51%
rocketbags.co.uk	90	-4	1412	1842	-23%	-17%
bennettwinch.com	91	+1	1385	1533	-10%	-4%
pioneros.co.uk	92	-1	1208	1539	-22%	-16%
mansurgavriel.com	93	-	1179	1189	-1%	+5%
allycapellino.co.uk	94	-6	1131	1675	-32%	-27%
malaleather.com	95	+13	1070	593	+80%	+86%
gianniconti.com	96	-1	1068	1024	+4%	+10%
swolit.co.uk	97	-3	1040	1161	-10%	-4%
travelpro.co.uk	98	+3	1002	840	+19%	+25%
myleatherbag.co.uk	99	+11	966	566	+71%	+77%
tannerbates.co.uk	100	-2	911	888	+3%	+9%

# Industry Variance

**-6%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 6% decrease in overall organic growth within this industry.

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

**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 Awards**

# 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 months' 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.



**10+** 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](#)

# 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 Saliency 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](#)

# 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 has brought huge changes to most of the consumer landscape. Monitoring changes in search volume for keyword groups is essential to spotting new trends and surging demand.

# Trends

## Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
handbag purse	110000	8%
handbags	110000	8%
totes	49500	40%
shoulder bag	40500	7%
handbags for women	27100	14%
gold clutch bag	22200	15%
black bags	22200	15%
women's bags	22200	14%
ladies bags sale	14800	30%
ladies handbags sale	14800	30%
ladies purse sale	14800	30%
women bags sale	14800	30%
women handbags sale	14800	30%
women purses on sale	14800	30%
black shoulder bag	14800	13%
black shoulder purse	14800	13%
tote bags for women	12100	112%
bag for work	12100	22%
leather tote bags	12100	15%
bucket handbags	12100	15%
red bag	9900	95%
gold handbag	8100	22%
gold purse	8100	22%
gold clutch	6600	24%
ladies work bag	6600	31%
work bags for women	6600	31%
red handbag	5400	71%
leopard print bag	4400	219%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
ted baker	450000	85%
accessorize	201000	6%
coach	165000	49%
smiggle	135000	5%
valentino	110000	30%
long champ	74000	56%
radley	60500	30%
aspinal of london	49500	14%
carvela	33100	31%
samsonite	33100	14%
rimowa	27100	83%
cotton on	27100	28%
fiorelli	22200	32%
tripp	18100	30%
bellroy	9900	31%
cambridge satchel	8100	23%
lakeland leather	8100	21%
peak design	8100	6%
stubble and co	6600	70%
fable england	4400	48%
pure luxuries	1300	67%
leather company	1000	27%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
tote bag	165000	-6%
man bag	49500	-24%
crossbody bags	49500	-7%
designer bags	49500	-7%
designer handbags	27100	-13%
weekender bag women	22200	-24%
black crossbody bag	22200	-13%
male crossbody bag	22200	-6%
man purse crossbody	22200	-6%
mens crossbody bag	22200	-6%
hand bag ladies	18100	-29%
ladies purse	18100	-29%
white bag	18100	-14%
phone bags	14800	-18%
ladies backpack	14800	-18%
silver bags	14800	-12%
gents bag	14800	-13%
men's bags	14800	-13%
pink bags	14800	-13%
white handbag	12100	-20%
crossbody phone bag	8100	-18%
phone crossbody pouch	8100	-18%
off white bags	6600	-49%
white crossbody bag	6600	-18%
white crossbody purse	6600	-18%
camera bag crossbody	5400	-32%
straw beach bag	5400	-18%
male bum bags	4400	-24%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
michael kors	201000	-6%
versace	110000	-12%
kate spade	90500	-7%
fjallraven	60500	-9%
katie loxton	60500	-6%
rains	60500	-1%
tory burch	49500	-12%
chloe	49500	-18%
it luggage	40500	-7%
balmain	27100	-13%
kipling	18100	-6%
aldo shoes	14800	-29%
dolce gabbana	14800	-6%
smythson	14800	-6%
my theresa	12100	-7%
mia tui	12100	-1%
osprey london	9900	-7%
charles keith	2900	-6%
beis travel	590	-31%
travel luggage cabin bags	390	-29%



**Ted Baker** has generated the  
greatest increase in brand  
awareness QoQ.

**Hats off to all the teams  
involved!**



**Brett Janes**  
Managing Director

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[Book a Chat](#)

# Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®  
— FABULOUS FLOORS —

sunny

 early  
learning  
centre

PÂTISSERIE  
VALERIE

  
FLOORINGKING

  
The Entertainer  
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK

  
TOTALLY wicked®

LiveScoreBet™

  
healthspan

PORCELANOSA



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

# Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

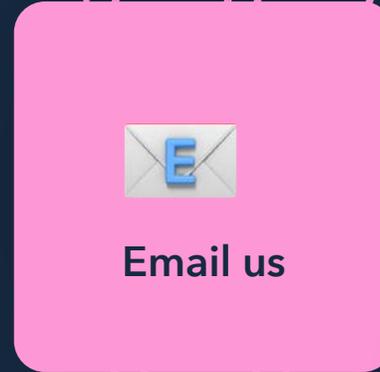
**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# 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.



# Question?



// **Salience.**