

// Salience.

# Beauty Retailers

Salience Index 2025



12 Month Report

This **Beauty 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

**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.





**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

# Contents

- 09** Traffic Score Year on Year
- 18** Traffic Score vs Authority
- 24** Traffic Score vs Referring Domains
- 29** Page Speed
- 35** Search Volume Trends
- 37** Keyword Trends
- 44** High Competition Keywords
- 46** Opportunity Keywords
- 49** Trust
- 52** Online Reviews
- 58** Digital Brand Reach

# 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.

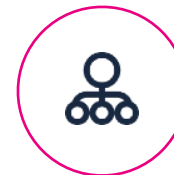
## How it's calculated:



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 Superdrug<sup>★</sup>

02  QVC

03 e.l.f.

04 NOTINO

05 REVOLUTION  
BEAUTY LONDON



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 LOOKFANTASTIC

02 **CULT**  
**BEAUTY**

03 CLINIQUE

04 FEELUNIQUE

05 **ud**  
URBAN DECAY



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	Visibility Jan 1, 25	Visibility Jan 1, 24	YoY Change	Compared to Market
superdrug.com	1	-	3,751,901	3,517,220	7%	6%
qvcuk.com	2	-	1,197,698	1,134,613	6%	5%
lookfantastic.com	3	-	722,648	1,042,180	-31%	-32%
spacenk.com	4	-	711,176	689,611	3%	2%
charlottetilbury.com	5	1	473,072	453,613	4%	3%
cultbeauty.co.uk	6	-1	458,617	572,328	-20%	-21%
lush.com	7	-	315,141	303,698	4%	3%
harveynichols.com	8	2	306,421	287,048	7%	6%
beautybay.com	9	-1	272,825	299,216	-9%	-10%
fragrancedirect.co.uk	10	4	229,723	193,014	19%	18%
avon.uk.com	11	1	227,814	237,603	-4%	-5%
elfcosmetics.co.uk	12	7	223,395	155,024	44%	43%
maccosmetics.co.uk	13	-2	221,551	248,573	-11%	-12%
allbeauty.com	14	2	218,081	190,936	14%	13%
notino.co.uk	15	8	193,417	140,370	38%	37%
jomalone.co.uk	16	-3	190,667	213,234	-11%	-12%
uk.elemis.com	17	3	184,653	154,372	20%	19%
laroche-posay.co.uk	18	4	181,181	140,866	29%	28%
ghdhair.com	19	2	176,583	149,701	18%	17%
sallybeauty.co.uk	20	6	160,058	131,637	22%	21%
clinique.co.uk	21	-6	156,647	191,318	-18%	-19%
yslbeauty.co.uk	22	-4	154,259	161,098	-4%	-5%
narscosmetics.co.uk	23	-6	148,125	170,624	-13%	-14%
revolutionbeauty.com	24	9	147,781	96,005	54%	53%
feelunique.com	25	-16	144,809	297,350	-51%	-52%
thebodyshop.com	26	-1	137,551	137,343	0%	-1%
uk.loccitane.com	27	-3	135,999	137,894	-1%	-2%



# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 1, 25	Visibility Jan 1, 24	YoY Change	Compared to Market
benefitcosmetics.com	28	2	122,018	106,783	14%	13%
EsteeLauder.co.uk	29	2	118,964	131,431	-9%	-10%
salon-services.com	30	10	118,738	68,040	75%	74%
justmylook.com	31	3	118,212	95,005	24%	23%
paulaschoice.co.uk	32	-1	104,274	100,864	3%	2%
lancome.co.uk	33	-5	102,520	116,705	-12%	-13%
beautypie.com	34	-5	101,160	112,718	-10%	-11%
kiehls.co.uk	35	-3	98,987	96,423	3%	2%
moltonbrown.co.uk	36	-1	94,566	88,977	6%	5%
Trinnylondon.com	37	-	88,189	75,350	17%	16%
glossier.com	38	1	81,700	69,213	18%	17%
nealsyardremedies.com	39	-1	77,518	70,996	9%	8%
cloudninehair.com	40	11	77,078	51,303	50%	49%
healthspan.co.uk	41	3	73,425	59,803	23%	22%
uk.theinkeylist.com	42	5	69,706	53,677	30%	29%
bobbibrown.co.uk	43	-2	64,235	62,796	2%	1%
dermalogica.co.uk	44	1	58,487	55,268	6%	5%
olay.co.uk	45	1	57,520	53,781	7%	6%
facethefuture.co.uk	46	16	57,238	40,508	41%	40%
lizearle.com	47	-5	56,348	60,889	-7%	-8%
hourglasscosmetics.co.uk	48	-	54,909	53,030	4%	3%
no7beauty.co.uk	49	-13	53,755	75,579	-29%	-30%
hudabeauty.com	50	-7	53,531	59,885	-11%	-12%
kikocosmetics.com	51	14	52,275	39,644	32%	31%
refybeauty.com	52	17	51,818	31,065	67%	66%
aesop.com	53	8	49,005	44,116	11%	10%
makeup.uk	54	16	48,805	30,265	61%	60%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 1, 25	Visibility Jan 1, 24	YoY Change	Compared to Market
fentybeauty.co.uk	55	209	48,202	-	100%	99%
escentual.com	56	2	47,206	45,106	5%	4%
caudalie.com	57	-8	45,452	52,892	-14%	-15%
capitalhairandbeauty.co.uk	58	9	45,268	33,648	35%	34%
weleda.co.uk	59	-	44,720	45,062	-1%	-2%
uk.caudalie.com	60	-10	44,675	52,722	-15%	-16%
morphe.com	61	-8	44,558	48,066	-7%	-8%
rimmellondon.com	62	1	44,169	40,031	10%	9%
iconiclondoninc.com	63	3	43,309	38,055	14%	13%
greenpeople.co.uk	64	-7	42,776	45,235	-5%	-6%
pixibeauty.co.uk	65	-1	40,561	39,919	2%	1%
skinsider.co.uk	66	-14	40,155	49,055	-18%	-19%
elizabetharden.co.uk	67	-13	37,866	47,217	-20%	-21%
victoriabeckhambeauty.com	68	6	35,644	27,151	31%	30%
glossybox.co.uk	69	-13	35,404	45,690	-23%	-24%
skincupid.co.uk	70	-10	34,395	44,459	-23%	-24%
absolutecollagen.com	71	32	33,587	12,288	173%	172%
naturisimo.com	72	-	32,829	29,347	12%	11%
gruum.com	73	2	32,053	26,815	20%	19%
uk.erborian.com	74	4	31,451	25,721	22%	21%
directcosmetics.com	75	56	29,623	7,415	300%	299%
cosmetify.com	76	11	28,176	17,078	65%	64%
mankind.co.uk	77	-1	26,994	26,626	1%	0%
tatcha.co.uk	78	-7	26,554	29,471	-10%	-11%
50-ml.co.uk	79	77	26,472	3,903	578%	577%
victoriahealth.com	80	1	25,786	20,831	24%	23%
shiseido.co.uk	81	21	25,775	13,102	97%	96%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 1, 25	Visibility Jan 1, 24	YoY Change	Compared to Market
tartecosmetics.com	82	-	24,770	20,497	21%	20%
dermacaredirect.co.uk	83	13	24,426	14,379	70%	69%
nuxe.com	84	9	23,968	14,623	64%	63%
uk.nuxe.com	85	10	23,920	14,439	66%	65%
beautyoutlet.co.uk	86	-13	22,503	27,591	-18%	-19%
maxfactor.com	87	-2	22,432	17,659	27%	26%
pakcosmetics.com	88	-2	21,284	17,521	21%	20%
w7makeup.co.uk	89	-9	20,910	22,592	-7%	-8%
facetheory.com	90	-6	20,072	18,111	11%	10%
gorgeousshop.com	91	9	19,245	13,669	41%	40%
thebeautycrop.co.uk	92	-4	19,189	16,439	17%	16%
murad.co.uk	93	-10	18,253	19,998	-9%	-10%
essence.eu	94	15	18,124	11,205	62%	61%
margaret dabbs.co.uk	95	-4	17,815	14,936	19%	18%
luxplus.co.uk	96	54	17,791	5,386	230%	229%
fresh.com	97	-	16,368	14,040	17%	16%
thisworks.com	98	-8	15,947	15,812	1%	0%
revlon.co.uk	99	5	14,081	12,098	16%	15%
paiskincare.com	100	-6	13,869	14,575	-5%	-6%

Industry  
Variance  
**-3%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 3% decrease 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

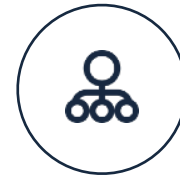
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



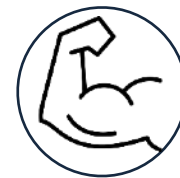
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

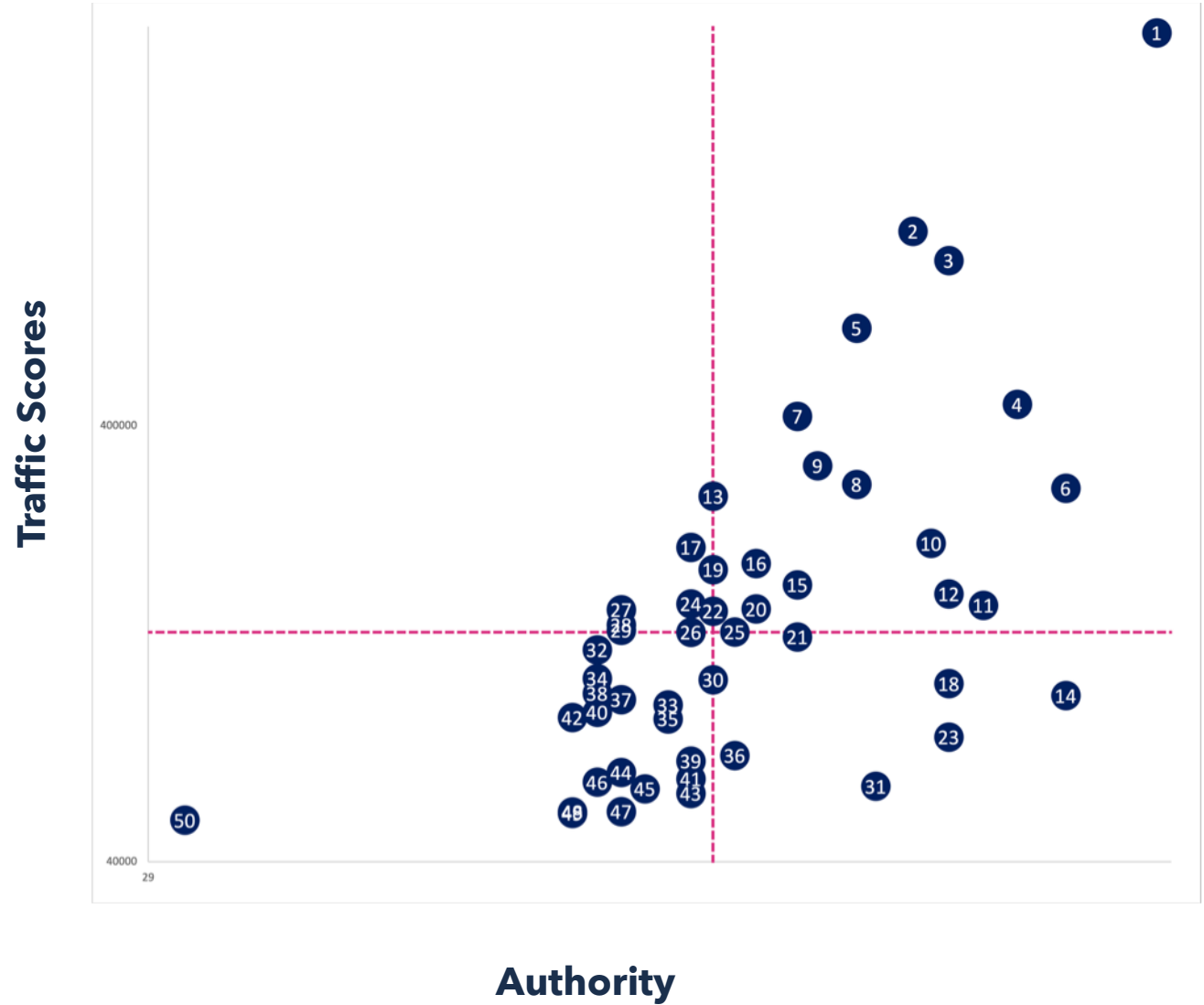


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores





superdrug.com	1	thebodyshop.com	11	revolutionbeauty.com	21	hudabeauty.com	31	refybeauty.com	41
qvcuk.com	2	ghdhair.com	12	laroche-posay.co.uk	22	beautypie.com	32	Trinnylondon.com	42
lookfantastic.com	3	avon.uk.com	13	glossier.com	23	lancome.co.uk	33	nealsyardremedies.com	43
charlottetilbury.com	4	uk.loccitane.com	14	feelunique.com	24	justmylook.com	34	healthspan.co.uk	44
spacenk.com	5	jomalone.co.uk	15	clinique.co.uk	25	kiehls.co.uk	35	lizearle.com	45
lush.com	6	elfcosmetics.co.uk	16	sallybeauty.co.uk	26	uk.theinkeylist.com	36	dermalogica.co.uk	46
cultbeauty.co.uk	7	fragrancedirect.co.uk	17	notino.co.uk	27	paulaschoice.co.uk	37	bobbibrown.co.uk	47
beautybay.com	8	benefitcosmetics.com	18	narscosmetics.co.uk	28	salon-services.com	38	hourglasscosmetics.co.uk	48
harveynichols.com	9	allbeauty.com	19	yslbeauty.co.uk	29	cloudninehair.com	39	weleda.co.uk	49
maccosmetics.co.uk	10	uk.elemis.com	20	EsteeLauder.co.uk	30	moltonbrown.co.uk	40	skincupid.co.uk	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 benefit
- 02 L'OCCITANE  
EN PROVENCE
- 03 *Glossier.*
- 04 THE **INKEY** LIST™
- 05 **hudabeauty**

# 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



02

*Fragrance Direct*

03

allbeauty

04

FEELUNIQUE

05

**NOTINO**

# 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:

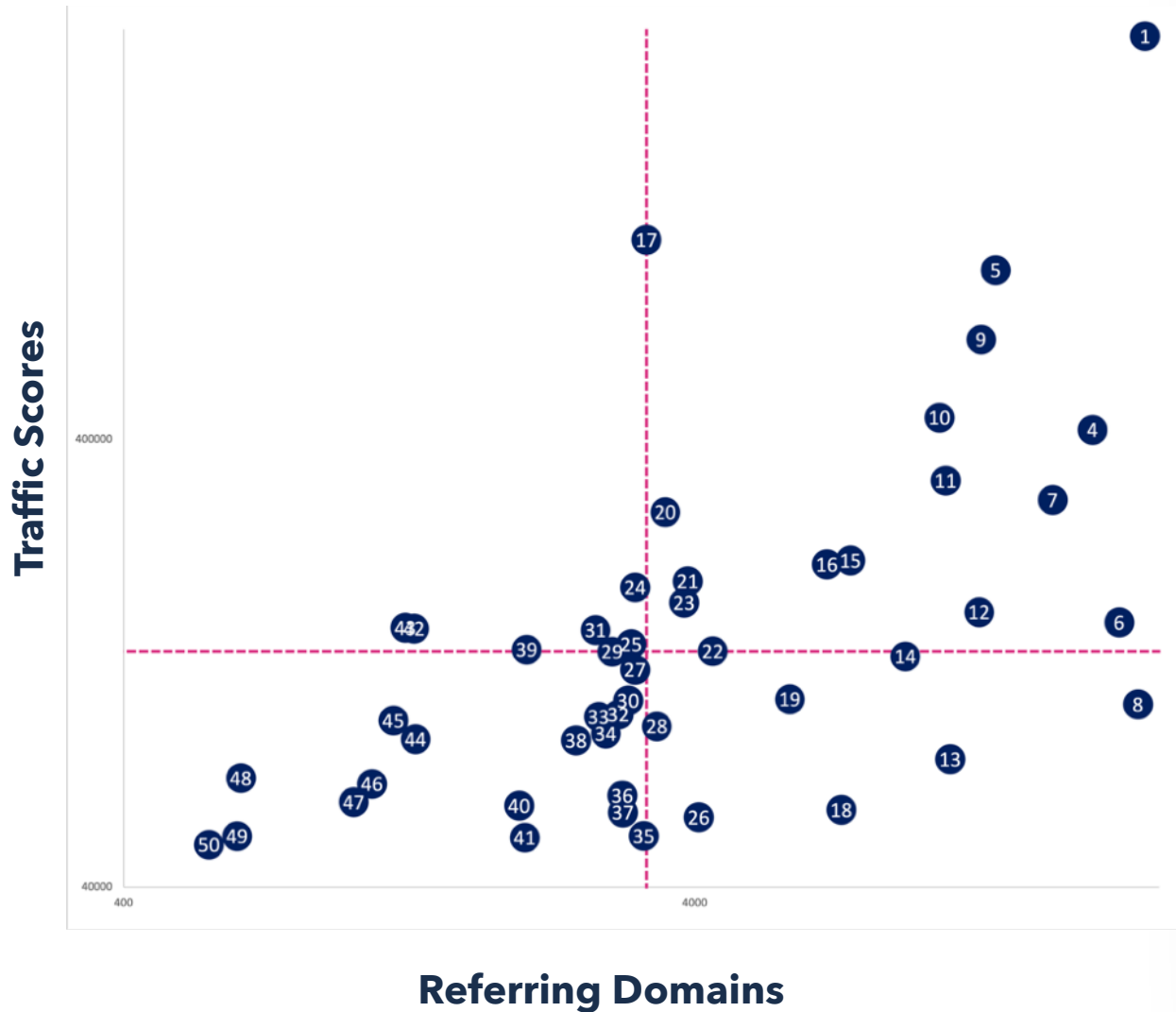
superdrug.com	1	glossier.com	13
lush.com	2	revolutionbeauty.com	14
thebodyshop.com	3	maccosmetics.co.uk	15
cultbeauty.co.uk	4	fragrancedirect.co.uk	16
lookfantastic.com	5	qvcuk.com	17
feelunique.com	6	hudabeauty.com	18
beautybay.com	7	justmylook.com	19
benefitcosmetics.com	8	avon.uk.com	20
spacenk.com	9	elfcosmetics.co.uk	21
charlottetilbury.com	10	clinique.co.uk	22
harveynichols.com	11	jomalone.co.uk	23
ghdhair.com	12	allbeauty.com	24

# Traffic Scores Vs Referring Domains

## Key:

narscosmetics.co.uk	25	kiehls.co.uk	38
nealsyardremedies.com	26	yslbeauty.co.uk	39
beautypie.com	27	dermalogica.co.uk	40
lancome.co.uk	28	weleda.co.uk	41
sallybeauty.co.uk	29	notino.co.uk	42
Estelauder.co.uk	30	uk.elemis.com	43
laroche-posay.co.uk	31	Trinnylondon.com	44
salon-services.com	32	paulaschoice.co.uk	45
uk.loccitane.com	33	cloudninehair.com	46
moltonbrown.co.uk	34	refybeauty.com	47
bobbibrown.co.uk	35	uk.theinkeylist.com	48
healthspan.co.uk	36	hourglasscosmetics.co.uk	49
lizearle.com	37	skincupid.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

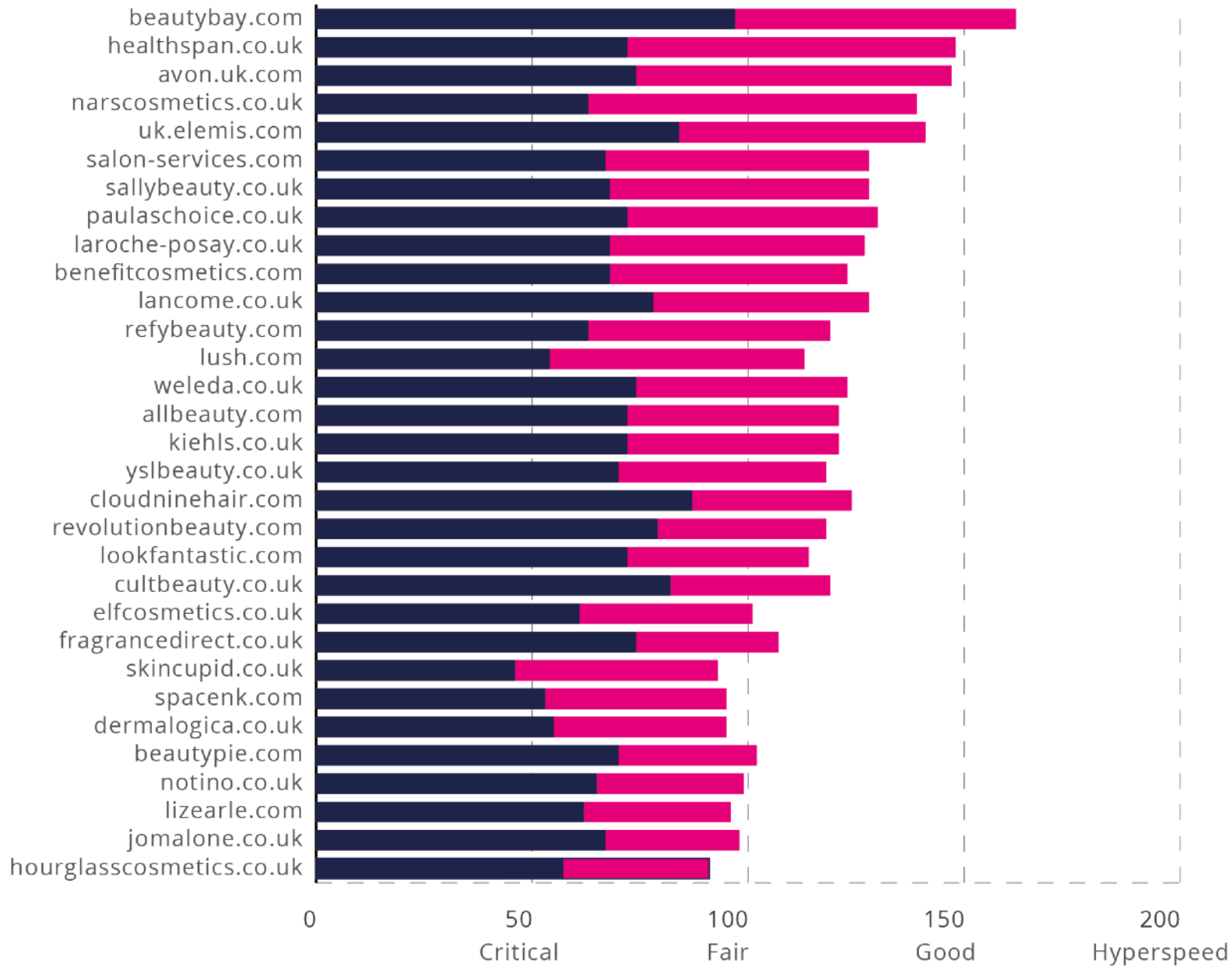
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input 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**

# 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

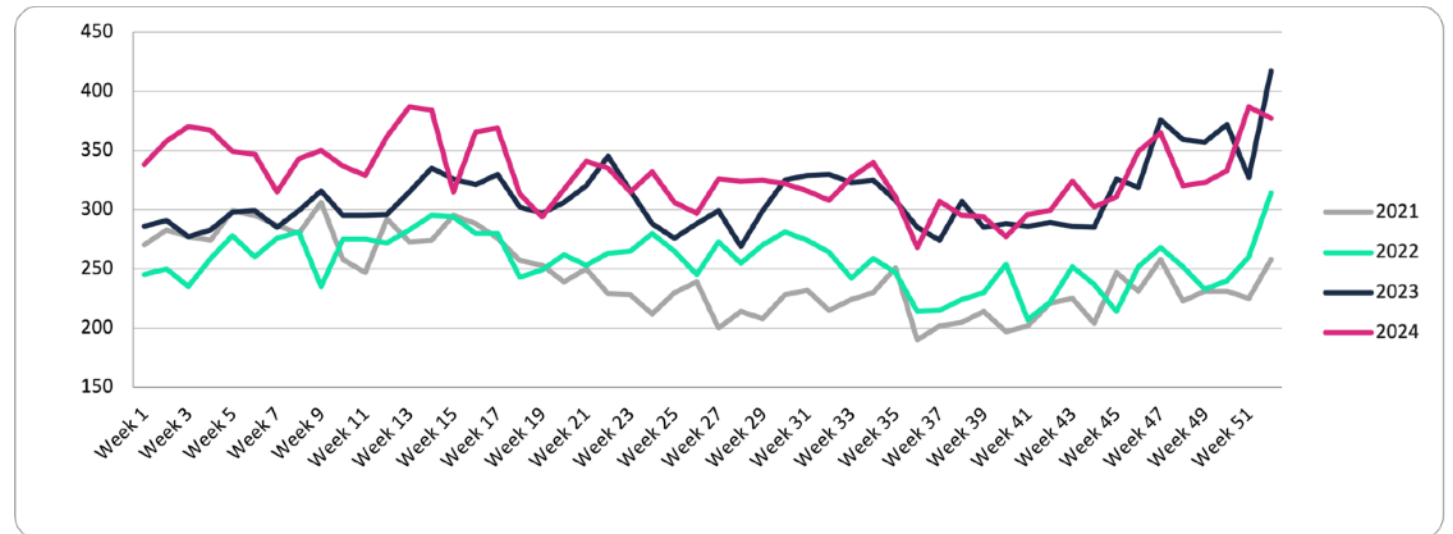
**LEMONADE DOLLS**

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# 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 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
lipstick balm	22200	10%
lipstick	18100	15%
baked powder	18100	14%
korean skincare	14800	95%
handcream	14800	4%
lip stain	9900	177%
lip liners	9900	15%
lip tints	8100	50%
telescopic mascara	8100	9%
eyebrow pencil	8100	8%
face cleanser with salicylic acid	6600	15%
salicylic acid face wash	6600	15%
skin boosters	5400	21%
brown mascara	5400	13%
simple moisturiser	4400	23%
eyeshadow stick	2400	60%
scalp moisturizer	2400	40%
non comedogenic moisturizer	2400	32%
blusher powder	1900	23%
skin renewing night cream	1600	164%
simple face cream	1300	133%
hot cloth cleanser	1300	88%
korean skin care products	1300	50%
glow skin care	1000	89%
burgundy lipstick	720	172%
peel lip tint	720	305%
burgundy eyeliner	590	684%
milk skincare	590	136%

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
superdrug	1500000	6%
lush	301000	28%
space nk	246000	42%
harvey nichols	201000	2%
loccitane	110000	4%
salon services	90500	6%
huda beauty	74000	88%
notino	74000	22%
just my look	49500	23%
mac cosmetics	40500	1%
sally beauty	33100	35%
elf cosmetics	22200	24%
skin cupid	6600	22%
ysl beauty	4400	16%
cloud nine hair	720	5%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
skincare	74000	-25%
mascara	33100	-17%
retinol serums	14800	-29%
serums	14800	-18%
hyaluronic acid serums	14800	-14%
skin care products	12100	-38%
cleansing balm	12100	-29%
face wash balm	12100	-29%
eyes lips face makeup	12100	-10%
good skin care products	9900	-33%
skincare set	9900	-15%
false eyelashes	9900	-33%
smokey eye eyeshadow	9900	-30%
smokey eye makeup	9900	-30%
lips plumper	9900	-23%
makeup brush cleaner	9900	-15%
eye brow gel	9900	-13%
face cream	9900	-14%
bronzer drops	8100	-49%
setting powder	8100	-18%
skincare gift set	6600	-16%
face serum	6600	-23%
tubing mascara	5400	-19%
face mask skin care	5400	-24%
clear lip gloss	5400	-39%
milk hydrogrip primer	4400	-39%
teenage skin care	3600	-26%
rollerlash	3600	-41%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
look fantastic	550000	-5%
cult beauty	246000	-9%
beauty bay	201000	-26%
the bodyshop	165000	-16%
jo malone	165000	-6%
all beauty	135000	-5%
glossier	110000	-26%
beauty pie	110000	-18%
molton brown	110000	-10%
feel unique	110000	-55%
estee lauder	110000	-9%
avon	110000	-7%
clinique	110000	-6%
elemis	90500	-10%
fragrance direct	74000	-33%
liz earle	74000	-18%
trinny london	74000	-6%
paulas choice	60500	-18%
kiehls	60500	-14%
bobbi brown	49500	-21%
health span	49500	-13%
dermalogica	40500	-8%
lancome	33100	-6%
the inkey list	22200	-38%
refy beauty	12100	-15%
weleda	12100	-13%
revolution beauty	12100	-18%
benefit cosmetics	6600	-14%

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

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



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[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.

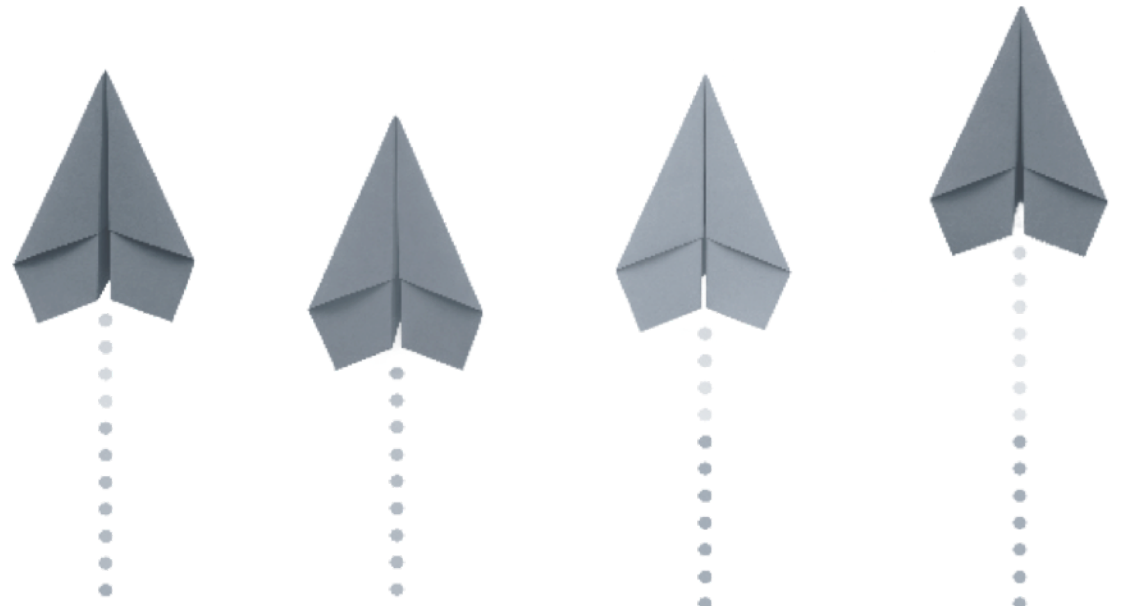
For challenger brands looking to weigh in, you best bring your A-game.



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.



1

korean skincare

23,000 33

2

skincare

33,000 22

3

false lashes

2,400 44

4

moisturizer

10,000 23

5

vitamin c for skin

1,600 42

6

natural skincare

1,200 46

7

skin care products

5,300 21

8

the ordinary skincare

4,800 20

9

hydrating cleanser

1,300 26

10

korean skin care products

2,100 22

# 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**

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# Keywords

1

mascara  
21,000 10

2

lipstick  
11,000 5

3

salicylic acid cleanser  
7,400 9

4

face cream  
6,000 5

5

eye makeup  
4,200 6

6

vitamin c serum for face  
3,800 6

7

oat cleansing balm  
3,400 6

8

spf moisturiser  
3,200 8

9

waterproof mascara  
2,900 5

10

translucent powder  
2,700 7

## 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:





allbeauty.com  
422,232 4.7



lookfantastic.com  
320,807 4.5



qvcuk.com  
238,399 4.5



superdrug.com  
83,348 4.8



beautybay.com  
167,495 4.2



cultbeauty.co.uk  
67,481 4.5



fragrancedirect.co.uk  
38,035 4.7



justmylook.com  
62,801 4.2



beautypie.com  
24,423 4.6



charlottetilbury.com  
13,688 4.6

## 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	Superdrug <sup>★</sup>	1,500,000
02		823,000
03	LOOKFANTASTIC	550,000
04	 Charlotte Tilbury	450,000
05	<b>LUSH</b>	301,000

# 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	<b>hudabeauty</b>	70,558
02	<b>MAC</b>	66,350
03		42,323
04	<b>LANCÔME</b> PARIS	29,216
05	<b>CLINIQUE</b>	22,404



# 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.

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# Awareness

# Brand Awareness

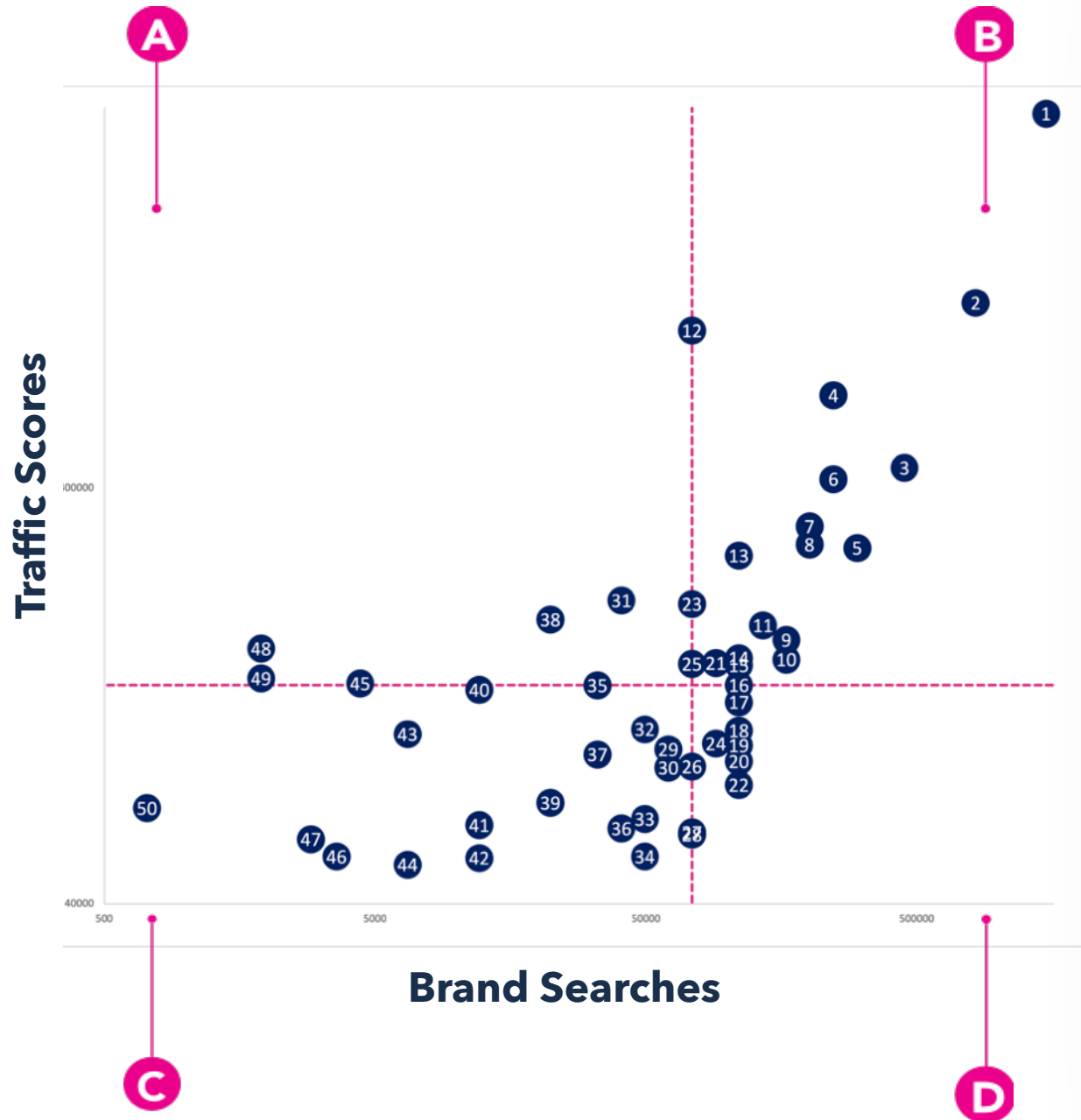
## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
qvcuk.com	823000	6871	1
hudabeauty.com	74000	70558	2
avon.uk.com	110000	42323	3
charlottetilbury.com	450000	9581	4
superdrug.com	1500000	2452	5
thebodyshop.com	165000	22232	6
maccosmetics.co.uk	40500	66350	7
clinique.co.uk	110000	22404	8
laroche-posay.co.uk	110000	20607	9
uk.loccitane.com	110000	12933	10
lookfantastic.com	550000	2012	11
beautybay.com	201000	5123	12
jomalone.co.uk	165000	6190	13
lancome.co.uk	33100	29216	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
bobbibrown.co.uk	49500	11526	15
cultbeauty.co.uk	246000	2302	16
lush.com	301000	1726	17
kiehls.co.uk	60500	7916	18
glossier.com	110000	4078	19
harveynichols.com	201000	1505	20
notino.co.uk	74000	3017	21
spacenk.com	246000	800	22
Estelauder.co.uk	110000	1572	23
elfcosmetics.co.uk	22200	5242	24
yslbeauty.co.uk	4400	21477	25
benefitcosmetics.com	6600	14090	26
beautypie.com	110000	747	27
uk.elemis.com	90500	878	28
Trinnylondon.com	74000	1055	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:

superdrug.com	1	avon.uk.com	13
qvcuk.com	2	feelunique.com	14
charlottetilbury.com	3	laroche-posay.co.uk	15
spacenk.com	4	clinique.co.uk	16
lush.com	5	beautypie.com	17
cultbeauty.co.uk	6	Estelauder.co.uk	18
harveynichols.com	7	uk.loccitane.com	19
beautybay.com	8	moltonbrown.co.uk	20
jomalone.co.uk	9	uk.elemis.com	21
thebodyshop.com	10	glossier.com	22
allbeauty.com	11	fragrancedirect.co.uk	23
lookfantastic.com	12	salon-services.com	24

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## Key:

notino.co.uk	25	elfcosmetics.co.uk	38
Trinnylondon.com	26	uk.theinkeylist.com	39
hudabeauty.com	27	revolutionbeauty.com	40
lizearle.com	28	refybeauty.com	41
paulaschoice.co.uk	29	weleda.co.uk	42
kiehls.co.uk	30	benefitcosmetics.com	43
maccosmetics.co.uk	31	skincupid.co.uk	44
justmylook.com	32	yslbeauty.co.uk	45
healthspan.co.uk	33	hourglasscosmetics.co.uk	46
bobbibrown.co.uk	34	nealsyardremedies.com	47
sallybeauty.co.uk	35	ghdhair.com	48
dermalogica.co.uk	36	narscosmetics.co.uk	49
lancome.co.uk	37	cloudninehair.com	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

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

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# Question?



// **Salience.**