



# Beds & Mattresses

Salience Index 2025



12 Month Report

This **Beds & Mattresses Report** was put together by a small team of humans at Salience, 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 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



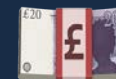
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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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."

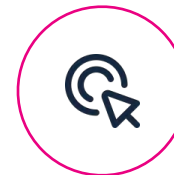
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

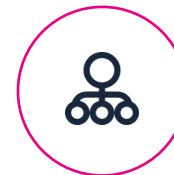
### How it's calculated:



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 COTSWOLD**  
COMPANY

**02**  Silentnight

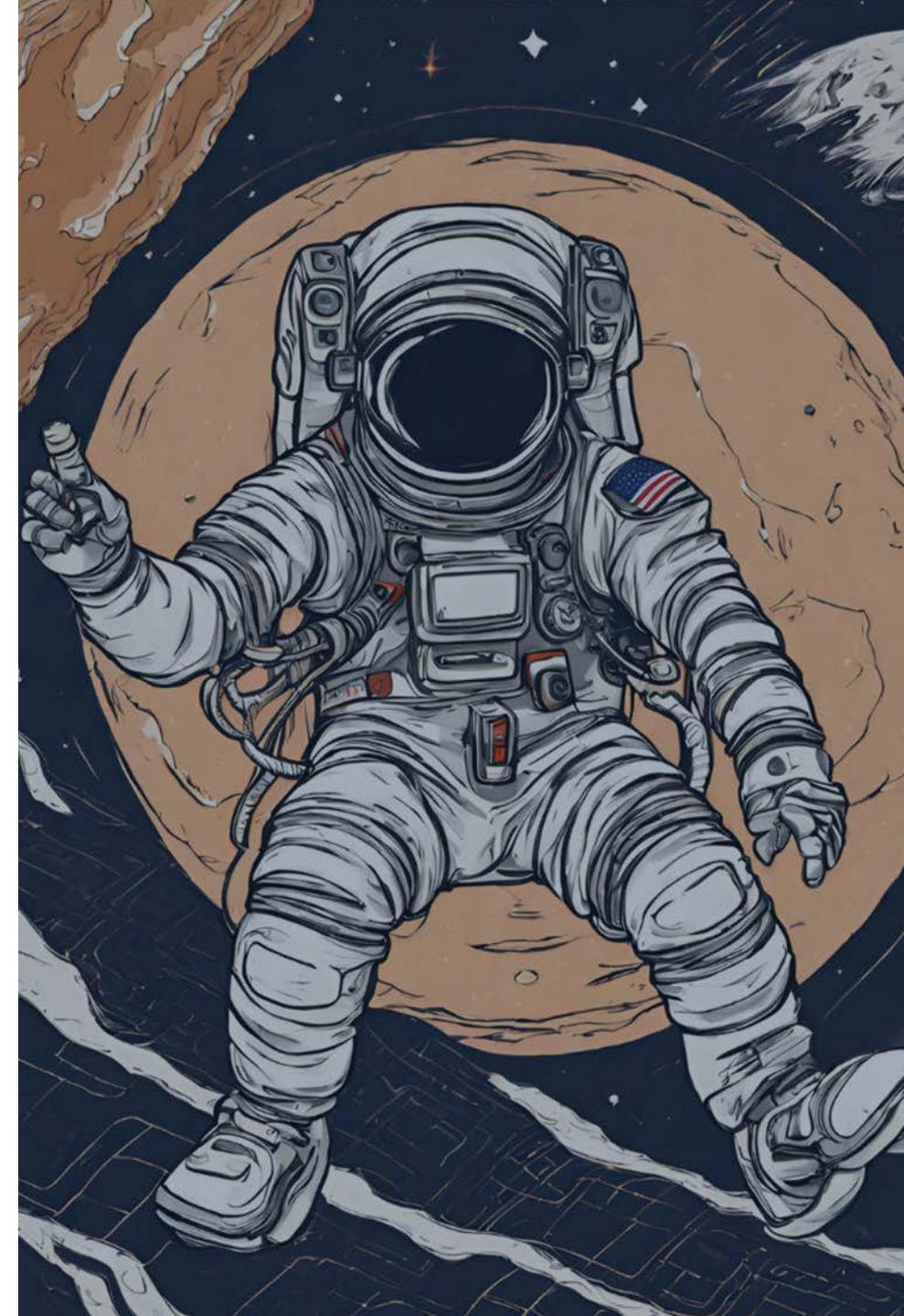
**03**  Emma®

**04**  MATTRESSMAN

**05** Premier Inn   
Rest easy



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 **bed factory**  
*direct*.co.uk

02 **DUSK**

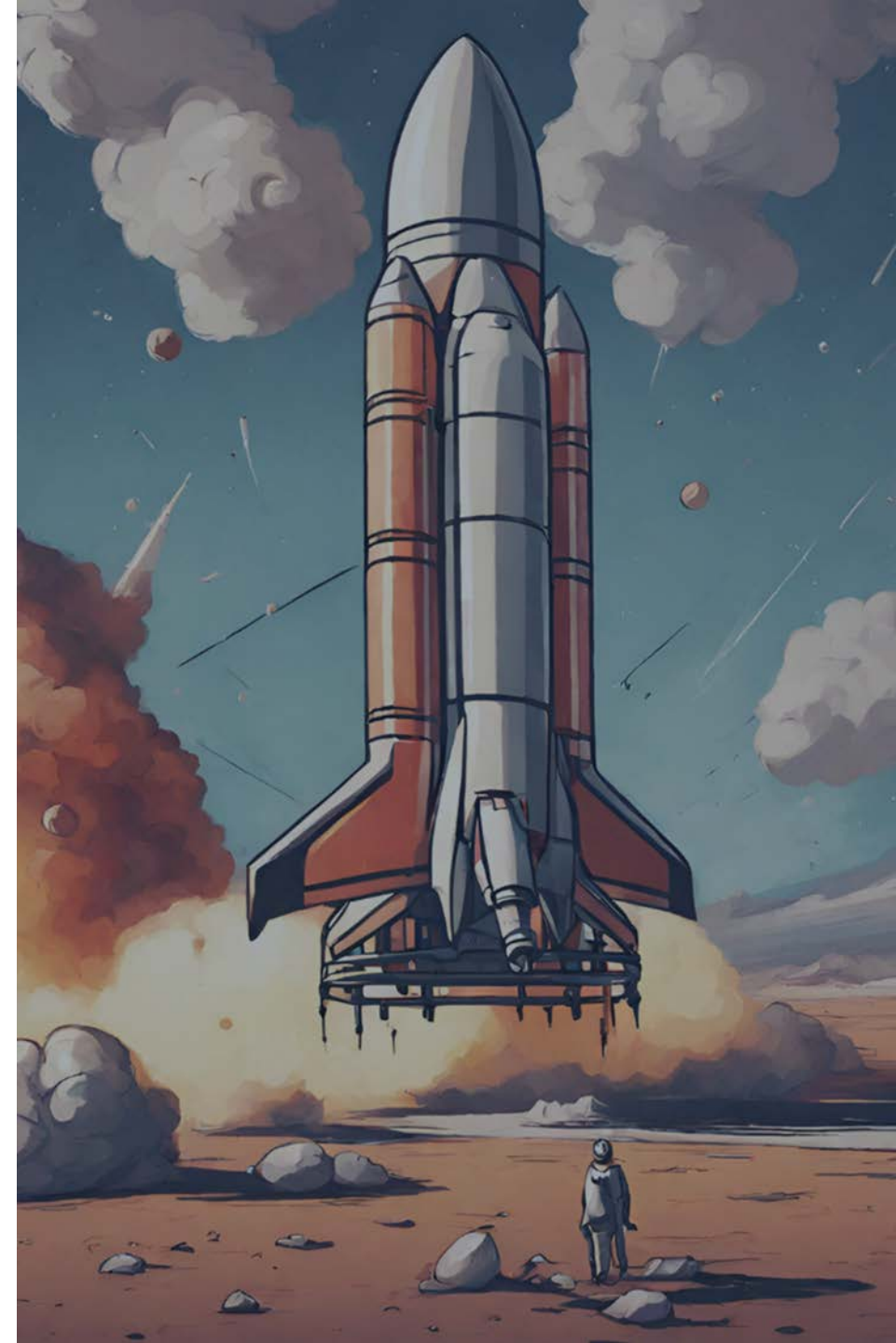
03 **NÖA & NANI**  
FAMILY FURNITURE

04 **dormeo®**

05 **Happy beds™**



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 2025	Visibility Jan 2024	YoY Change	Compared to Market
dreams.co.uk	1	-	567,560	602,252	-6%	-8%
bensonsforbeds.co.uk	2	-	490,670	479,164	+2%	-
cotswoldco.com	3	+1	325,218	244,095	+33%	+31%
happybeds.co.uk	4	-1	253,508	287,679	-12%	-14%
silentnight.co.uk	5	+2	203,815	159,306	+28%	+26%
dusk.com	6	-1	154,710	218,807	-29%	-31%
emma-sleep.co.uk	7	+4	136,579	101,176	+35%	+33%
bedkingdom.co.uk	8	+1	122,514	125,419	-2%	-4%
mattressman.co.uk	9	+10	108,833	60,781	+79%	+77%
bedfactorydirect.co.uk	10	-4	103,535	169,798	-39%	-41%
dormeo.co.uk	11	-3	101,096	149,679	-32%	-34%
simbasleep.com	12	+4	99,596	71,386	+40%	+38%
mybedframes.co.uk	13	+2	83,319	74,766	+11%	+9%
mattressnextday.co.uk	14	-1	78,516	89,153	-12%	-14%
time4sleep.co.uk	15	-3	76,460	91,391	-16%	-18%
tempur.com	16	+2	75,028	61,631	+22%	+20%
grahamandgreen.co.uk	17	-	73,385	67,226	+9%	+7%
mattressonline.co.uk	18	-4	61,894	85,015	-27%	-29%
noaandnani.co.uk	19	-9	59,871	110,058	-46%	-48%
finebedding.co.uk	20	+9	55,633	27,830	+100%	+98%
betterbedcompany.co.uk	21	+3	53,601	33,820	+58%	+56%
featherandblack.com	22	+4	48,211	32,606	+48%	+46%
beds.co.uk	23	+12	40,408	22,993	+76%	+74%
getlaidbeds.co.uk	24	-4	35,828	48,703	-26%	-28%
premierinnbed.co.uk	25	+49	34,265	4,540	+655%	+653%
bedworld.net	26	+21	33,801	14,894	+127%	+125%
archerssleepcentre.co.uk	27	-	33,315	31,704	+5%	+3%



# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
heavenlybeds.co.uk	28	+29	30,927	9,753	+217%	+215%
hypnosbeds.com	29	+7	29,670	20,795	+43%	+41%
thebedsupermarket.co.uk	30	+74	29,338	1,203	+2339%	+2337%
tvbed.co.uk	31	+8	28,244	17,791	+59%	+57%
roomtogrow.co.uk	32	-10	27,259	43,330	-37%	-39%
landofbeds.co.uk	33	-2	26,821	27,280	-2%	-4%
casper.com	34	-13	26,698	44,486	-40%	-42%
theoakbedstore.co.uk	35	-12	26,403	39,115	-32%	-34%
andsotobed.co.uk	36	+6	26,090	15,706	+66%	+64%
johnryanbydesign.co.uk	37	+7	21,101	15,393	+37%	+35%
evesleep.co.uk	38	-5	21,098	23,454	-10%	-12%
cuckooland.com	39	-14	20,858	33,169	-37%	-39%
divanbedwarehouse.co.uk	40	+10	18,854	13,703	+38%	+36%
mynextmattress.co.uk	41	+4	18,376	15,105	+22%	+20%
ukbedstore.com	42	-10	18,260	24,405	-25%	-27%
sleeplandbeds.co.uk	43	-	17,173	15,435	+11%	+9%
reinforcedbeds.co.uk	44	-7	16,540	20,414	-19%	-21%
naturalbedcompany.co.uk	45	-11	16,533	23,084	-28%	-30%
thebedwarehousedirect.com	46	-18	15,687	29,052	-46%	-48%
obc-uk.net	47	+5	15,433	11,730	+32%	+30%
bedguru.co.uk	48	-7	14,976	15,740	-5%	-7%
sealy.co.uk	49	+5	14,257	11,452	+24%	+22%
divanbasedirect.co.uk	50	+22	14,202	4,665	+204%	+202%
nectarsleep.co.uk	51	-3	12,845	14,891	-14%	-16%
memoryfoamwarehouse.co.uk	52	+1	11,695	11,678	-	-2%
bedsdirectuk.net	53	+7	11,169	8,897	+26%	+24%
bedsonlegs.co.uk	54	-14	10,479	16,974	-38%	-40%

# Traffic Scores.

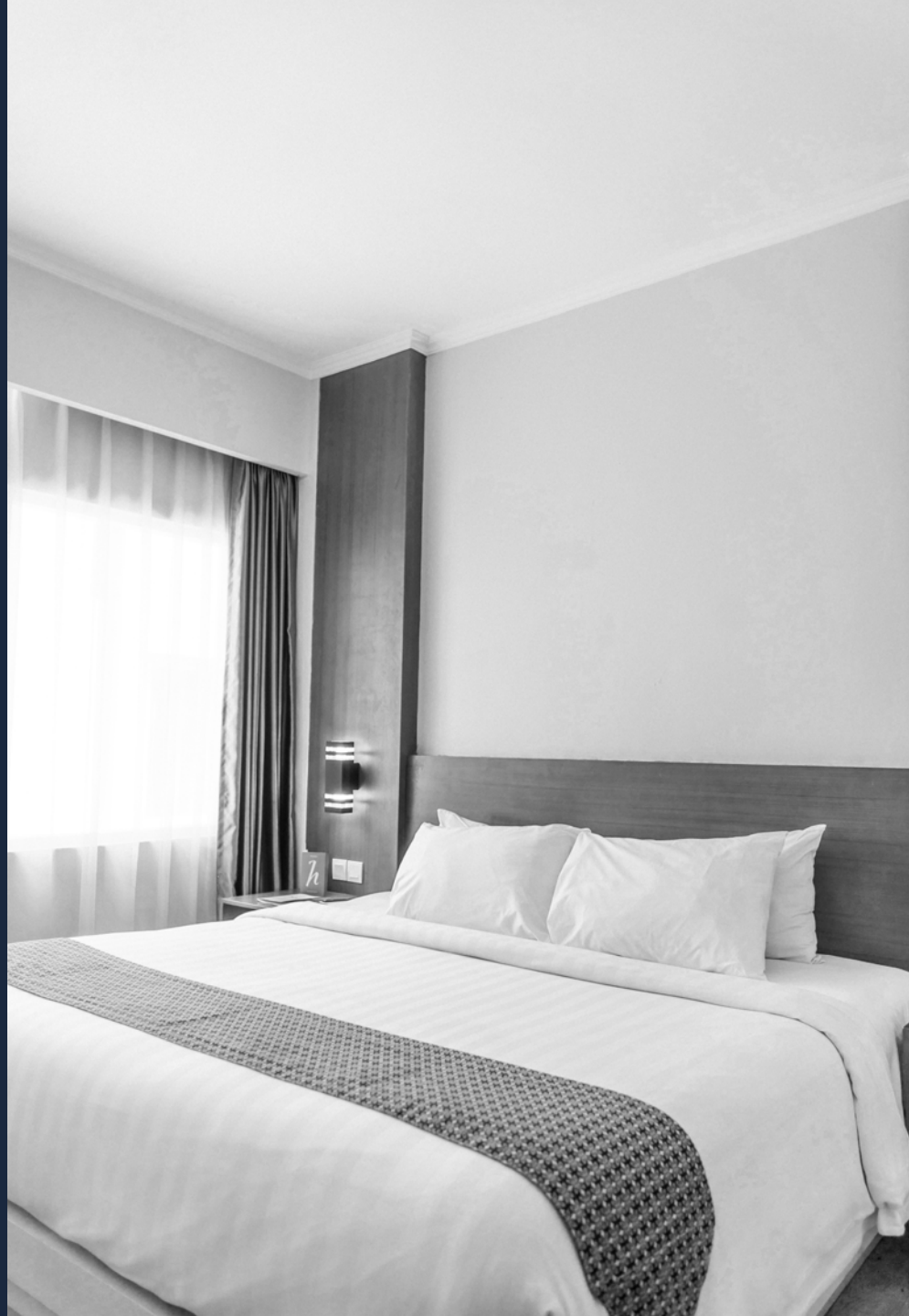
Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
laybrook.com	55	+10	10,441	5,578	+87%	+85%
theenglishbedcompany.co.uk	56	+7	9,934	6,907	+44%	+42%
cheapbedsale.co.uk	57	-2	9,654	11,259	-14%	-16%
bestbedsdirect.co.uk	58	-7	9,081	13,576	-33%	-35%
crazypricebeds.com	59	-21	8,895	18,118	-51%	-53%
aspirestore.co.uk	60	-4	8,647	10,579	-18%	-20%
bedstar.co.uk	61	-31	8,052	27,289	-70%	-72%
glasgowbedcentre.co.uk	62	+43	7,859	1,197	+557%	+555%
bedsareuzzz.co.uk	63	+3	7,855	5,501	+43%	+41%
revivalbeds.co.uk	64	-5	7,758	8,970	-14%	-16%
linthorpebeds.co.uk	65	-19	7,667	15,036	-49%	-51%
ergoflex.co.uk	66	+49	7,359	777	+847%	+845%
endurancebeds.co.uk	67	-18	6,922	13,714	-50%	-52%
sleepeezee.com	68	+5	6,302	4,603	+37%	+35%
devonduvets.com	69	-	6,062	5,113	+19%	+17%
head2bed.co.uk	70	-8	5,212	7,275	-28%	-30%
bigbrandbeds.co.uk	71	-	5,105	4,726	+8%	+6%
sleep8.uk	72	+12	4,995	2,747	+82%	+80%
stokers.co.uk	73	-15	4,836	9,590	-50%	-52%
sueno.co.uk	74	-7	4,418	5,418	-18%	-20%
buttonandsprung.com	75	+17	4,408	1,933	+128%	+126%
starlightbeds.co.uk	76	+22	4,200	1,599	+163%	+161%
sussexbeds.co.uk	77	+1	4,098	4,107	-	-2%
everestbeds.co.uk	78	+5	4,000	3,095	+29%	+27%
divan-beds.co.uk	79	-18	3,778	8,126	-54%	-56%
pascalbeds.co.uk	80	+5	3,707	2,499	+48%	+46%
staddonsbeds.co.uk	81	-4	3,546	4,233	-16%	-18%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
britishbedsdirect.co.uk	82	+14	3,494	1,651	+112%	+110%
inofia.co.uk	83	-15	3,397	5,328	-36%	-38%
sonno.co.uk	84	-8	3,122	4,267	-27%	-29%
beds4udirect.co.uk	85	+2	2,464	2,312	+7%	+5%
warrenevans.com	86	+14	2,334	1,536	+52%	+50%
somersetbeds.co.uk	87	+26	2,276	870	+162%	+160%
bedtimesuperstores.co.uk	88	-8	2,222	4,080	-46%	-48%
snug-interiors.com	89	+5	2,219	1,789	+24%	+22%
tendersleep.co.uk	90	-26	2,168	6,451	-66%	-68%
payitweeklybeds.co.uk	91	-16	2,146	4,324	-50%	-52%
coastroadfurniture.co.uk	92	-3	2,093	1,988	+5%	+3%
simplybedsuk.com	93	-3	2,079	1,966	+6%	+4%
m6beds.co.uk	94	+9	1,986	1,298	+53%	+51%
wroughtironandbrassbed.co.uk	95	+6	1,684	1,521	+11%	+9%
aspace.co.uk	96	-14	1,654	3,961	-58%	-60%
solentbeds.co.uk	97	-	1,645	1,643	-	-2%
comfybedss.co.uk	98	+8	1,601	1,193	+34%	+32%
rem-fit.co.uk	99	-8	1,459	1,948	-25%	-27%
hamseys.co.uk	100	+11	3,494	1,651	+112%	+110%

# Industry Variance

# +2%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 2% 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

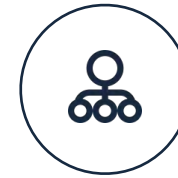
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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

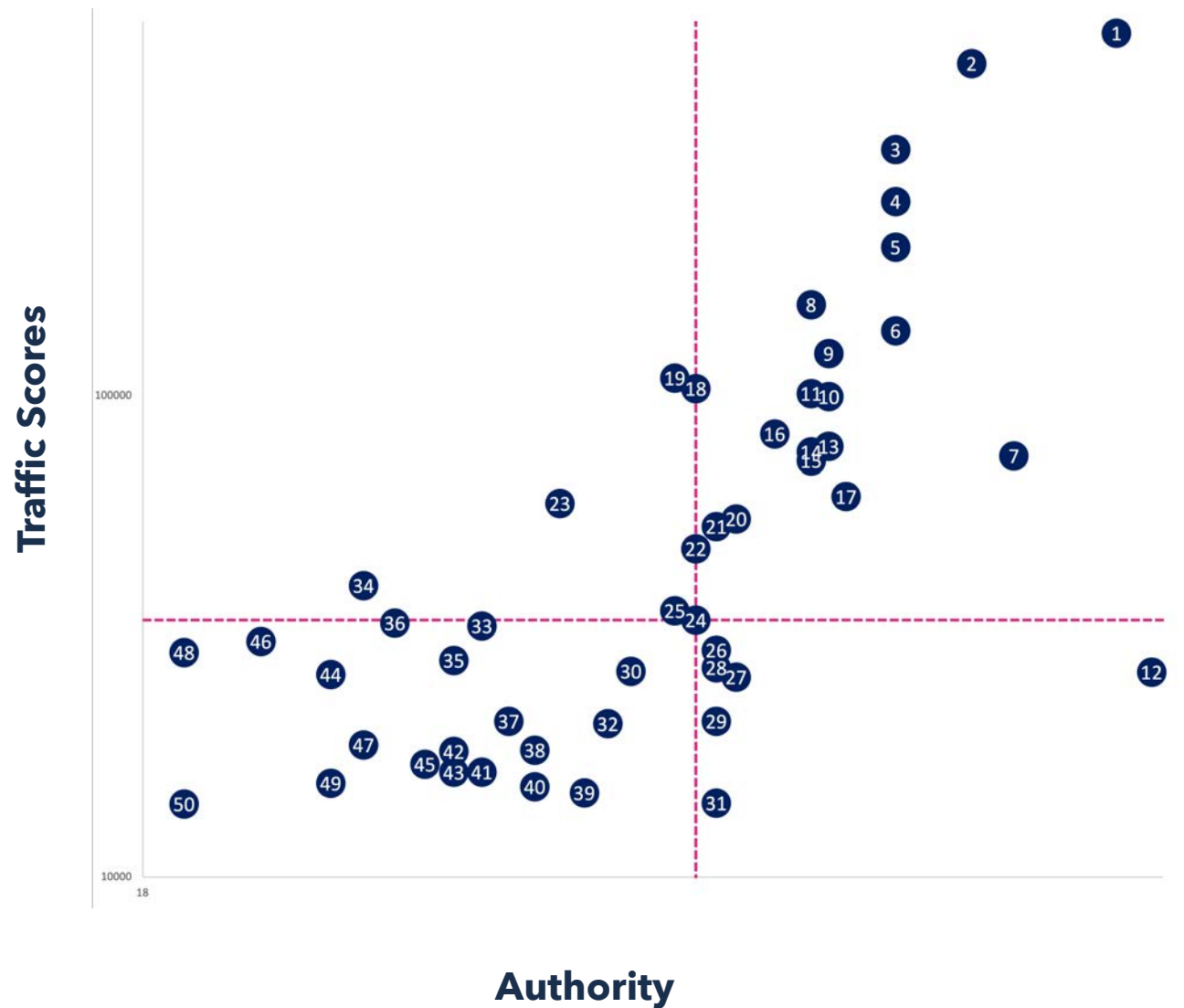


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores





dreams.co.uk	1	dormeo.co.uk	11	betterbedcompany.co.uk	21	sealy.co.uk	31	reinforcedbeds.co.uk	41
bensonsforbeds.co.uk	2	casper.com	12	featherandblack.com	22	cuckooland.com	32	ukbedstore.com	42
cotswoldco.com	3	mattressnextday.co.uk	13	noaandnani.co.uk	23	archerssleepcentre.co.uk	33	naturalbedcompany.co.uk	43
happybeds.co.uk	4	time4sleep.co.uk	14	premierinnbed.co.uk	24	beds.co.uk	34	theoakbedstore.co.uk	44
silentnight.co.uk	5	grahamandgreen.co.uk	15	getlaidbeds.co.uk	25	tvbed.co.uk	35	sleeplandbeds.co.uk	45
emma-sleep.co.uk	6	mybedframes.co.uk	16	hypnosbeds.com	26	bedworld.net	36	heavenlybeds.co.uk	46
tempur.com	7	mattressonline.co.uk	17	andsotobed.co.uk	27	johnryanbydesign.co.uk	37	divanbedwarehouse.co.uk	47
dusk.com	8	bedfactorydirect.co.uk	18	roomtogrow.co.uk	28	mynextmattress.co.uk	38	thebedsupermarket.co.uk	48
bedkingdom.co.uk	9	mattressman.co.uk	19	evesleep.co.uk	29	bedguru.co.uk	39	thebedwarehousedirect.com	49
simbasleep.com	10	finebedding.co.uk	20	landofbeds.co.uk	30	obc-uk.net	40	divanbasedirect.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  Room to  
GROW  
Creating happy spaces
- 02  Casper
- 03  AND SO TO BED  
LONDON
- 04  eve
- 05  Sealy  
Posturepedic

# 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  **MATTRESSMAN**
- 02  **bed factory**  
*direct.co.uk*
- 03  **NÖA & NANI**  
FAMILY FURNITURE
- 04 **feather&black**
- 05 **beds.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:

dreams.co.uk	1	time4sleep.co.uk	13
casper.com	2	naturalbedcompany.co.uk	14
happybeds.co.uk	3	archerssleepcentre.co.uk	15
tempur.com	4	mattressnextday.co.uk	16
grahamandgreen.co.uk	5	mattressman.co.uk	17
cuckooland.com	6	cotswoldco.com	18
noaandnani.co.uk	7	mybedframes.co.uk	19
bedkingdom.co.uk	8	ukbedstore.com	20
bensonsforbeds.co.uk	9	sleeplandbeds.co.uk	21
silentnight.co.uk	10	dormeo.co.uk	22
simbasleep.com	11	roomtogrow.co.uk	23
mattressonline.co.uk	12	dusk.com	24

# Traffic Scores Vs Referring Domains

## Key:

johnryanbydesign.co.uk	25	getlaidbeds.co.uk	38
beds.co.uk	26	bedguru.co.uk	39
emma-sleep.co.uk	27	sealy.co.uk	40
bedfactorydirect.co.uk	28	theoakbedstore.co.uk	41
evesleep.co.uk	29	reinforcedbeds.co.uk	42
andsotobed.co.uk	30	mynextmattress.co.uk	43
obc-uk.net	31	heavenlybeds.co.uk	44
finebedding.co.uk	32	bedworld.net	45
landofbeds.co.uk	33	divanbedwarehouse.co.uk	46
featherandblack.com	34	divanbasedirect.co.uk	47
betterbedcompany.co.uk	35	tvbed.co.uk	48
thebedwarehousedirect.com	36	thebedsupermarket.co.uk	49
hypnosbeds.com	37	premierinnbed.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

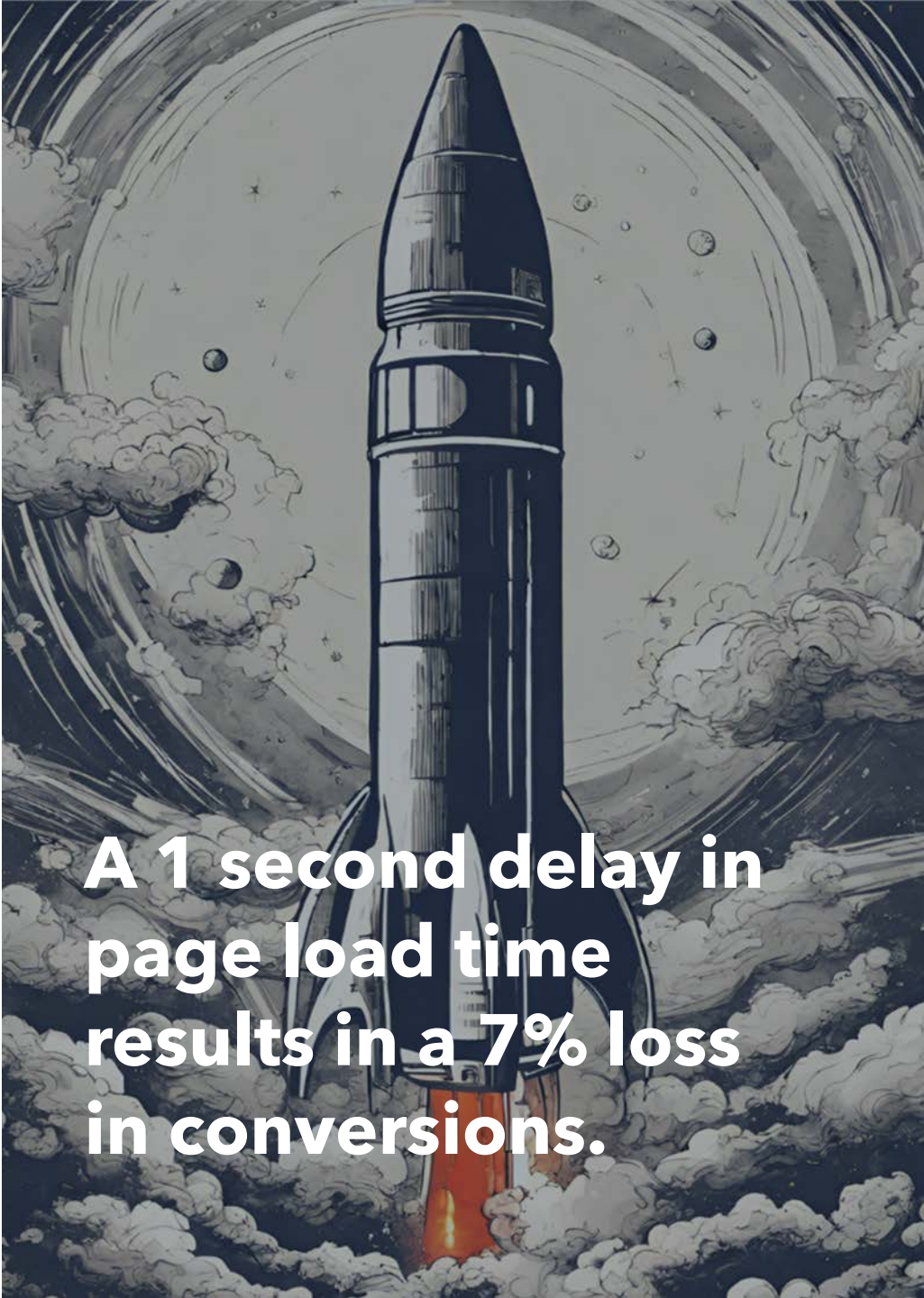


[Read this Case Study](#)

# 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.**

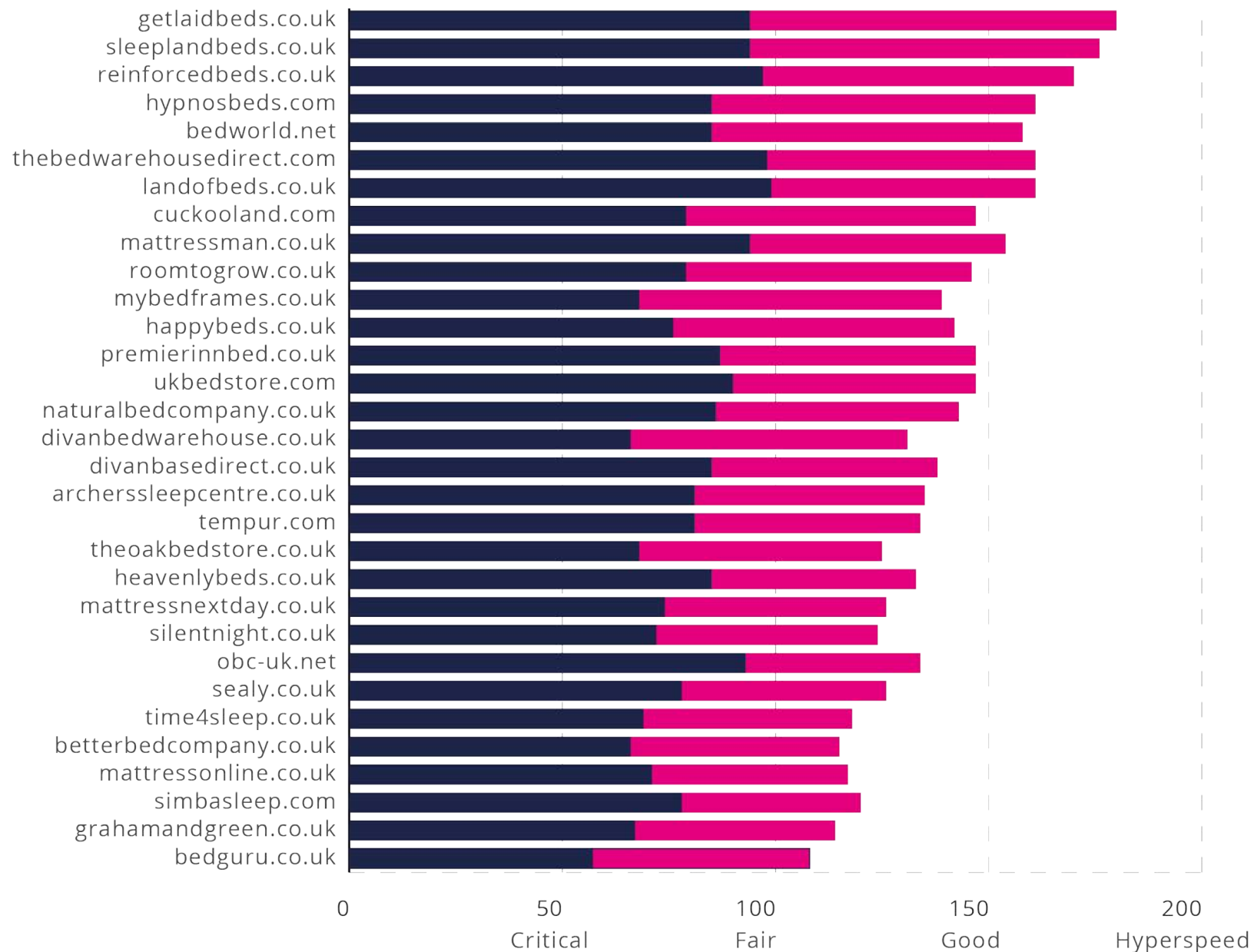
# Page Speed Scores



Key:

● Desktop

● Mobile





ds Awards 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.**

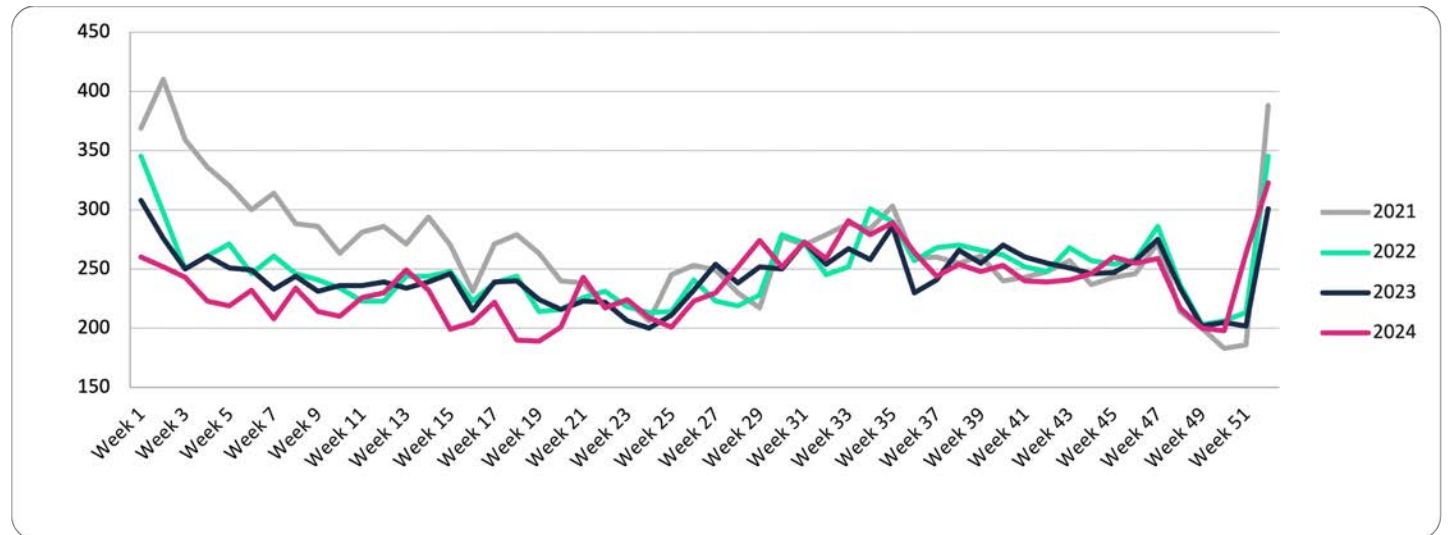
— Caren Downie, Fashion Director

**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
bed and ottoman	90500	35%
ottoman bed	90500	35%
bed and frame	74000	6%
bedroom frames	74000	6%
double bed size	60500	22%
futon	49500	7%
super king bed size	40500	6%
bed ottoman king size	22200	14%
bed shop	18100	40%
small double bed with ottoman	18100	14%
super king mattress	18100	7%
double ottoman bedstead	14800	15%
futon bed	14800	7%
single mattress size	12100	22%
sleigh beds	12100	23%
toddler floor bed	12100	7%
double bed headboard	8100	22%
standard double bed size	8100	14%
ottoman for king size bed	6600	23%
mattress stores	5400	72%
mattress stores near me	4400	31%
bed store	4400	32%
divan storage beds	3600	50%



Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
double bed with television	3600	43%
mattress shop	2900	32%
tv bed double	2900	33%
cream ottoman bed	1900	52%
gas lift ottoman bed	1000	180%
corner bed frame	590	1122%
ottoman style bed	210	956%

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
dusk	90500	58%
cotswold co	90500	40%
mattress man	18100	14%
feather and black	12100	1%
mattress online	9900	70%
tempur	9900	6%
bed kingdom	6600	30%
and so to bed	6600	15%
archers sleep centre	5400	13%
mattress next day	4400	40%
my next mattress	1300	3%
the oak bed store	880	6%
bed guru	590	3%
fine bedding	480	13%
the bed supermarket	320	45%
better bed company	260	32%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
mattresses	165000	-7%
single mattress	74000	-13%
bed frame double bed	60500	-7%
bedroom divan	49500	-18%
day beds	49500	-18%
divan bedroom	49500	-18%
memory foam mattress	40500	-13%
headboards	40500	-5%
air bed	33100	-13%
bed frame single bed	33100	-6%
single bed frame	33100	-6%
bed shops near me	27100	-6%
mattress protectors	27100	-6%
cheap high sleeper	22200	-12%
high sleeper beds	22200	-12%
mattress sale	14800	-15%
foam mattress	14800	-13%
bed and guest bed	12100	-18%
bed divan single	12100	-13%
adjustable beds	12100	-13%
floating bed	9900	-28%
foldable mattress	9900	-18%
high sleeper	9900	-18%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
double bed divan bed	9900	-13%
grey double beds	8100	-18%
bed base	6600	-18%
king size bed with mattress	6600	-18%
divanbed warehouse	6600	-45%
rattan bed headboard	5400	-24%
black friday mattress sale	720	-38%

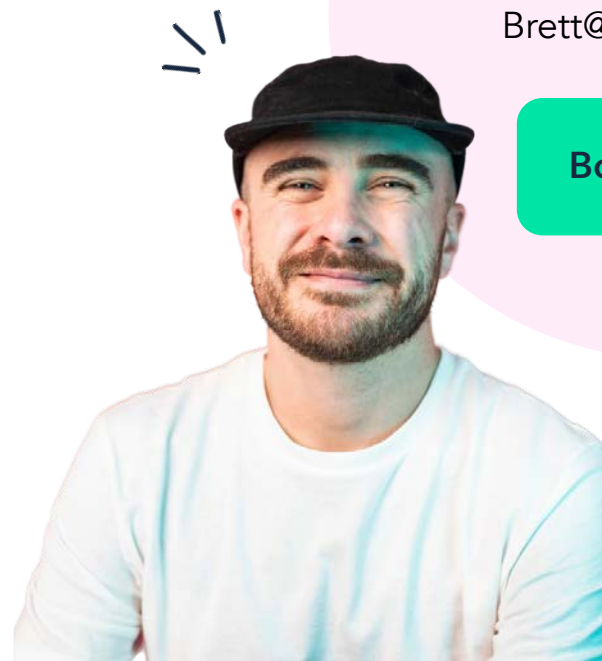
Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
bensons for beds	135000	-7%
silent night	33100	-44%
dormeo	22200	-21%
happy beds	22200	-13%
bed world	12100	-7%
get laid beds	9900	-23%
noa and nani	9900	-13%
emma sleep	8100	-21%
divan bed warehouse	6600	-45%
simba sleep	5400	-38%
hypnos beds	5400	-18%
cuckoo land	4400	-37%
premier inn bed	4400	-13%
land of beds	4400	-13%
eve sleep	4400	-12%
sealy	2900	-5%
reinforced beds	2400	-6%
divan base direct	1900	-13%
bed factory direct	1600	-12%
uk bed store	1600	-7%
room to grow	1300	-20%
natural bed company	1300	-7%
john ryan by design	720	-6%
my bed frames	210	-21%

 **Dusk** 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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**Managing Director**

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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.

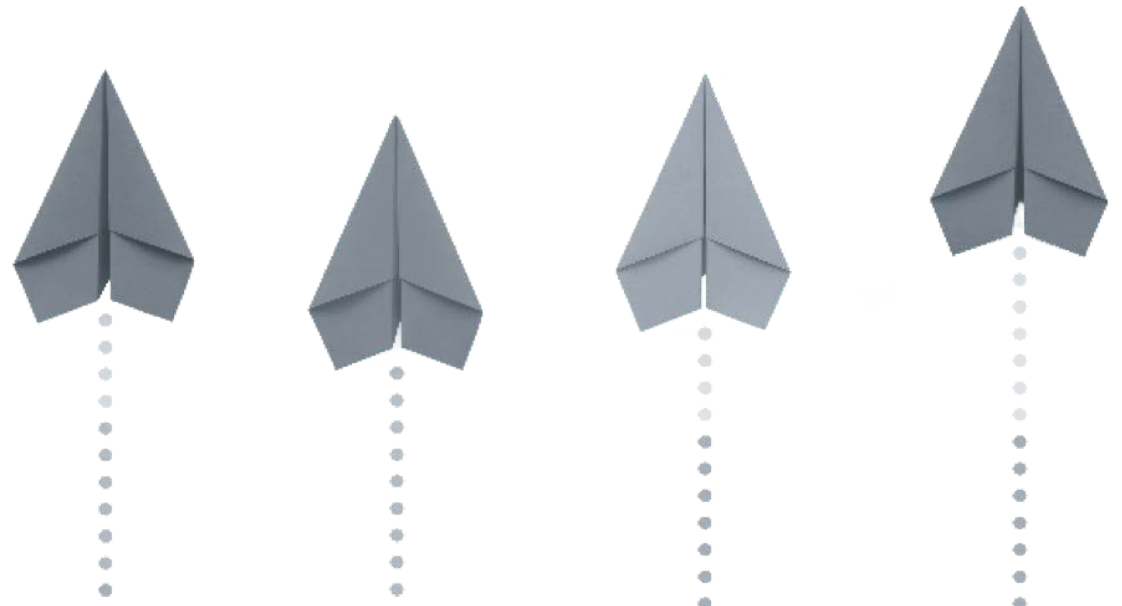
For challenger brands looking to weigh in, you best bring your A-game.



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 mattress online  
3,600 69
- 2 futon  
28,000 28
- 3 mattresses  
20,000 31
- 4 bed mattress  
4,000 38
- 5 memory foam mattress  
26,000 19

- 6 memory foam  
4,300 33
- 7 double bed size  
39,000 15
- 8 ottoman bed  
40,000 11
- 9 single bed size  
14,000 12
- 10 divan beds  
6,700 13

## 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**  
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# Keywords



1

double mattress

43,000 6

2

double bed with mattress

13,000 6

3

bed frames

10,000 7

4

mattress sale

8,800 6

5

bed shops near me

6,800 5

6

divan bed base

6,800 5

7

wooden bed frame

6,000 5

8

high sleeper

5,300 5

9

ottoman bed frame

5,100 9

10

bed base

4,100 5

## 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:





bensonsforbeds.co.uk  
288,478 4.6



dreams.co.uk  
93,084 4.8



mattressonline.co.uk  
65,551 4.8



mattressman.co.uk  
57,220 4.8



simbasleep.com  
53,311 4.4



mattressnextday.co.uk  
26,463 4.6



cotswoldco.com  
24,615 4.6



beds.co.uk  
23,115 4.6



archerssleepcentre.co.uk  
11,873 4.8



bedworld.net  
21,228 4.5

## 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 **Dreams**

246,000

02 **beds.co.uk**

201,000

03 **bensons  
for  
beds**

135,000

04 **COTSWOLD**  
COMPANY

90,500

05 **DUSK**

90,500





# 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	Casper	1,627
02	Premier Inn <i>Rest easy</i> 	895
03	 TEMPUR	849
04	COTSWOLD COMPANY	770
05	Emma®	692

# 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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**Book a Chat**



# Awareness

# Brand Awareness

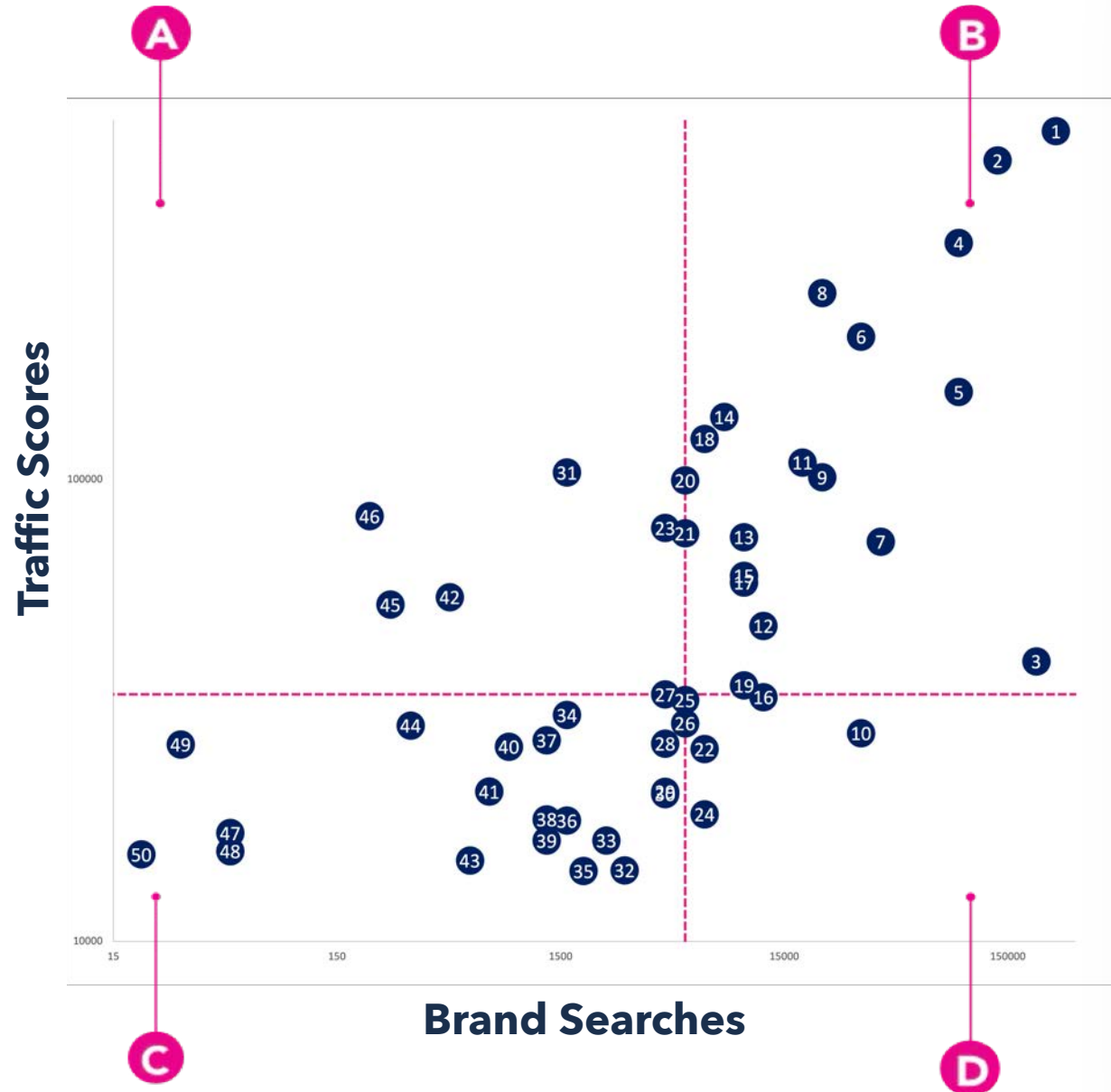
## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
cotswoldco.com	90500	770	1
dusk.com	90500	678	2
dreams.co.uk	246000	212	3
bensonsforbeds.co.uk	135000	145	4
grahamandgreen.co.uk	40500	477	5
silentnight.co.uk	33100	255	6
tempur.com	9900	849	7
emma-sleep.co.uk	8100	692	8
premierinnbed.co.uk	4400	895	9
simbasleep.com	5400	616	10
happybeds.co.uk	22200	105	11
featherandblack.com	12100	123	12
dormeo.co.uk	22200	58	13
evesleep.co.uk	4400	262	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
tvbed.co.uk	33100	33	15
noaandnani.co.uk	9900	98	16
getlaidbeds.co.uk	9900	94	17
bedworld.net	12100	75	18
mattressman.co.uk	18100	50	19
time4sleep.co.uk	5400	108	20
mattressonline.co.uk	9900	44	21
cuckooland.com	4400	81	22
hypnosbeds.com	5400	55	23
sealy.co.uk	2900	74	24
bedkingdom.co.uk	6600	32	25
landofbeds.co.uk	4400	48	26
andsotobed.co.uk	6600	32	27
archerssleepcentre.co.uk	5400	23	28
roomtogrow.co.uk	1300	85	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:

dreams.co.uk	1	tempur.com	13
bensonsforbeds.co.uk	2	emma-sleep.co.uk	14
beds.co.uk	3	mattressonline.co.uk	15
cotswoldco.com	4	bedworld.net	16
dusk.com	5	noaandnani.co.uk	17
silentnight.co.uk	6	bedkingdom.co.uk	18
grahamandgreen.co.uk	7	getlaidbeds.co.uk	19
happybeds.co.uk	8	simbasleep.com	20
dormeo.co.uk	9	time4sleep.co.uk	21
tvbed.co.uk	10	andsotobed.co.uk	22
mattressman.co.uk	11	mattressnextday.co.uk	23
featherandblack.com	12	divanbedwarehouse.co.uk	24

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## Key:

archerssleepcentre.co.uk	25	mynextmattress.co.uk	38
hypnosbeds.com	26	naturalbedcompany.co.uk	39
premierinnbed.co.uk	27	theoakbedstore.co.uk	40
landofbeds.co.uk	28	johnryanbydesign.co.uk	41
evesleep.co.uk	29	finebedding.co.uk	42
cuckooland.com	30	bedguru.co.uk	43
bedfactorydirect.co.uk	31	thebedsupermarket.co.uk	44
sealy.co.uk	32	betterbedcompany.co.uk	45
reinforcedbeds.co.uk	33	mybedframes.co.uk	46
heavenlybeds.co.uk	34	sleeplandbeds.co.uk	47
divanbasedirect.co.uk	35	thebedwarehousedirect.com	48
ukbedstore.com	36	casper.com	49
roomtogrow.co.uk	37	obc-uk.net	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

## Pâtisserie Valerie

Pâtisserie Valerie, partnered with Salience 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



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# Question?



// **Salience.**