



# Book Sellers

Salience Index 2025

6 Month Report



“ This **report** is a brief  
run through of digital  
performance for last  
6 months in the Online  
**Book Sellers** Sector.

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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**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



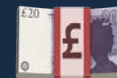
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services



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**Online Book Sellers** has seen a 3% increase 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."

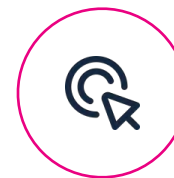
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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.

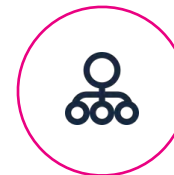
### How it's calculated:



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 Waterstones

02  THE WORKS **W**

03  AbeBooks.com™

04  World of Books

05  OXFAM SHOP



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



# Top 5 Losses

01 WH Smith

02  Penguin  
Random House  
PENGUIN GENERAL

03  monster  
BOOKSHOP

04  SCHOLASTIC

05  Wob



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 Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
waterstones.com	1	-	738,959	714,156	+3%	-
theworks.co.uk	2	+1	433,237	417,484	+4%	-
whsmith.co.uk	3	-1	345,422	449,490	-23%	-27%
abebooks.co.uk	4	1	203,593	178,720	+14%	+11%
penguin.co.uk	5	-1	194,841	224,138	-13%	-16%
worldofbooks.com	6	-	170,165	98,692	+72%	+69%
onlineshop.oxfam.org.uk	7	+2	120,838	77,850	+55%	+52%
books2door.com	8	-	89,750	82,749	+8%	+5%
forbiddenplanet.com	9	+1	74,389	69,740	+7%	+3%
books4people.co.uk	10	+1	72,853	67,713	+8%	+4%
guinnessworldrecords.com	11	+1	60,666	63,341	-4%	-8%
uk.bookshop.org	12	+3	51,730	43,979	+18%	+14%
scholastic.co.uk	13	-	42,985	54,505	-21%	-25%
awesomebooks.com	14	+5	42,849	31,477	+36%	+33%
penguinrandomhouse.com	15	-1	41,849	49,978	-16%	-20%
bloomsbury.com	16	+1	36,444	38,210	-5%	-8%
eden.co.uk	17	+7	33,652	25,856	+30%	+27%
shop.scholastic.co.uk	18	-2	31,768	42,827	-26%	-29%
harpercollins.co.uk	19	-1	30,622	35,623	-14%	-17%
faber.co.uk	20	+1	30,414	28,831	+5%	+2%
nationalbooktokens.com	21	+2	28,617	27,151	+5%	+2%
blackwells.co.uk	22	+7	28,320	17,572	+61%	+58%
barnesandnoble.com	23	+2	26,533	24,424	+9%	+5%
wonderbly.com	24	+6	25,599	16,578	+54%	+51%
foliosociety.com	25	-3	24,723	27,696	-11%	-14%
dauntbooks.co.uk	26	-6	24,203	30,017	-19%	-23%
foyles.co.uk	27	-	23,668	19,819	+19%	+16%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
usborne.com	28	-2	20,967	20,887	-	-3%
lovereading4kids.co.uk	29	+9	20,893	12,492	+67%	+64%
kobo.com	30	+3	16,916	15,827	+7%	+3%
thriftbooks.com	31	-3	16,076	19,601	-18%	-21%
psbooks.co.uk	32	-	16,027	16,064	-	-4%
blurb.co.uk	33	+1	15,035	14,829	+1%	-2%
lowplexbooks.com	34	-3	14,968	16,219	-8%	-11%
hive.co.uk	35	+1	14,868	13,778	+8%	+5%
timesbookshop.co.uk	36	+36	14,761	2,848	+418%	+415%
dk.com	37	-	13,440	12,684	+6%	+3%
blacklibrary.com	38	-3	12,560	14,428	-13%	-16%
biblio.co.uk	39	+24	12,363	3,680	+236%	+233%
abebooks.com	40	+9	11,541	7,803	+48%	+44%
guardianbookshop.com	41	+62	11,382	1,276	+792%	+789%
illuminate.com	42	-3	11,276	11,291	-	-4%
imagecomics.com	43	+8	11,059	7,189	+54%	+50%
wordery.com	44	-3	9,891	10,676	-7%	-11%
londonreviewbookshop.co.uk	45	-5	9,652	10,871	-11%	-15%
minalima.com	46	-2	9,019	9,381	-4%	-7%
shop.penguin.co.uk	47	-4	8,947	9,463	-5%	-9%
alibris.co.uk	48	+4	8,705	6,453	+35%	+31%
peterharrington.co.uk	49	-3	8,230	8,884	-7%	-11%
headline.co.uk	50	-8	7,301	9,862	-26%	-29%
thebookbundle.com	51	-3	7,193	8,440	-15%	-18%
toppingbooks.co.uk	52	-7	7,026	9,143	-23%	-27%
hatchards.co.uk	53	-	6,825	6,396	+7%	+3%
easons.com	54	+5	6,507	4,532	+44%	+40%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
betterworldbooks.com	55	+31	6,336	1,801	+252%	+248%
booksamillion.com	56	+99	6,295	307	+1950%	+1947%
bookishly.co.uk	57	-10	6,024	8,556	-30%	-33%
bertsbooks.co.uk	58	-2	6,007	5,425	+11%	+7%
mrbsemporium.com	59	+6	4,520	3,555	+27%	+24%
macmillan.com	60	-10	4,355	7,384	-41%	-44%
taschen.com	61	+1	3,913	3,702	+6%	+2%
countryhouselibrary.co.uk	62	-5	3,861	5,243	-26%	-30%
goldsborobooks.com	63	-5	3,722	4,712	-21%	-24%
welbooks.co.uk	64	-4	3,597	4,526	-21%	-24%
thewilloughbybookclub.co.uk	65	+11	3,565	2,678	+33%	+30%
bricklanebookshop.org	66	-2	3,405	3,679	-7%	-11%
peters.co.uk	67	+4	3,143	2,971	+6%	+2%
mostly-books.co.uk	68	+1	3,114	3,230	-4%	-7%
bitebackpublishing.com	69	+4	3,024	2,794	+8%	+5%
labourandwait.co.uk	70	-9	2,934	4,488	-35%	-38%
gaysttheword.co.uk	71	+4	2,883	2,695	+7%	+4%
harringtonbooks.co.uk	72	-4	2,791	3,351	-17%	-20%
queerlit.co.uk	73	+9	2,750	2,044	+35%	+31%
argonautbooks.co.uk	74	+14	2,474	1,740	+42%	+39%
persephonebooks.co.uk	75	+2	2,337	2,641	-12%	-15%
griffinbooksonline.co.uk	76	+22	2,270	1,347	+69%	+65%
johnatkinsonbooks.co.uk	77	+30	2,195	1,115	+97%	+93%
childrensbookoutlet.co.uk	78	+6	2,132	1,952	+9%	+6%
cambridgebookshop.co.uk	79	-1	2,116	2,370	-11%	-14%
andotherstories.org	80	-14	2,010	3,534	-43%	-47%
stpauls.org.uk	81	+21	1,998	1,283	+56%	+52%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
foxlanebooks.co.uk	82	-1	1,912	2,118	-10%	-13%
bookabookshop.co.uk	83	-3	1,874	2,172	-14%	-17%
smeikalbooks.co.uk	84	+60	1,857	372	+399%	+396%
coles-books.co.uk	85	-30	1,828	5,826	-69%	-72%
huntsbookshop.com	86	+7	1,810	1,541	+17%	+14%
acecomics.co.uk	87	+9	1,778	1,433	+24%	+21%
hurstpublishers.com	88	-1	1,731	1,779	-3%	-6%
cheltenhamrarebooks.co.uk	89	-4	1,720	1,893	-9%	-13%
wob.com	90	-83	1,701	98,692	-98%	-102%
austinmacauley.com	91	+6	1,680	1,376	+22%	+19%
booksetc.co.uk	92	-2	1,672	1,680	-	-4%
heathbooks.co.uk	93	+16	1,648	1,062	+55%	+52%
counter-print.co.uk	94	-20	1,629	2,748	-41%	-44%
madeleinelindley.com	95	+20	1,522	928	+64%	+61%
jonkers.co.uk	96	-7	1,505	1,681	-10%	-14%
chilternbookshops.co.uk	97	-3	1,500	1,505	-	-4%
goldenharebooks.com	98	-3	1,378	1,437	-4%	-8%
theportobellobookshop.com	99	-8	1,377	1,615	-15%	-18%
bags-of-books.co.uk	100	-21	1,340	2,296	-42%	-45%



# Industry Variance **+3%**



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



ds Awards Awards Awards Awards Award

# 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.



**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](#)

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

# Trends

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
whsmith	450000	6%
world of books	201000	30%
forbidden planet	135000	22%
foyles	49500	30%
bookshop	40500	83%
daunt books	40500	49%
bloomsbury	22200	13%
kobo	18100	39%
barnes and noble	18100	8%
awesome books	14800	60%
wonderbly	12100	30%
books 2 door	9900	7%
harper collins	6600	33%
thrift books	2400	7%
peter harrington	1900	14%
abebooks com	1900	6%
ps books	390	7%
penguin shop	260	23%
london review book shop	30	11%

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
young adult literature	27100	22%
discovery of witches book	22200	62%
sarah j maas throne of glass	18100	69%
dork diaries	18100	30%
cormoran strike	12100	208%
elena ferrante my brilliant friend	12100	265%
science fiction	12100	50%
a thousand splendid suns	9900	41%
brandon sanderson stormlight	6600	142%
stormlight archive	6600	142%
throne of glass books in order	5400	78%
mistborn	5400	101%
twisted series	5400	44%
throne of glass series	4400	108%
outlander book series	4400	84%
outlander novel	4400	84%
paddington bear books	3600	84%
hilary mantel wolf hall	1900	500%
wolf hall book	1900	500%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
the stormlight archive	1900	198%
dark romance fiction	1900	110%
strike books in order	1600	247%
isadora moon books	1600	175%
melanie martinez colouring book	1300	899%
acotar book order	1300	1120%
throne of glass reading order	1300	168%
wolf hall trilogy	1000	393%
harry potter cook book	880	179%
a short novel	880	709%
wicked book series	320	4122%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
the works	673000	-4%
abebooks	135000	-18%
biblio	22200	-7%
guinness world records	18100	-18%
wordery	12100	-42%
scholastic	9900	-13%
illuminate	6600	-18%
minalima	6600	-17%
water stones	3600	-35%
usborne	3600	-13%
guardian book shop	2900	-11%
image comics	2400	-24%
alibris	2400	-18%
books 4 people	1600	-40%
eden co uk	1000	-24%
scholastic shop	110	-7%
penguin co uk	90	-12%
times book shop	10	-36%



## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
the summer i turned pretty jenny han	74000	-28%
bone series	49500	-23%
wheel of time book series	40500	-52%
harry potter books	33100	-24%
lockwood and co books	27100	-55%
the haunting of hill house shirley jackson	22200	-31%
the catcher and the rye	12100	-23%
fiction and non fiction	12100	-18%
bell jar book	12100	-13%
air fryer cook books	9900	-54%
air fryer recipes cookbook	9900	-54%
jack reacher book series	9900	-62%
reacher book series	9900	-62%
percy jackson and the olympians books	9900	-54%
heartstopper books	9900	-30%
shatter me books in order	8100	-30%
harlan coben books	6600	-23%
the queen's nose	6600	-31%
percy jackson series	4400	-74%

Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
percy jackson books in order	4400	-48%
heroes of olympus	4400	-38%
heartstopper volume 5	2900	-92%
good omens book	2900	-53%
good omens neil gaiman	2900	-53%
jack reacher killing floor	2400	-66%
air fryer book	1300	-46%
book for air fryer	1300	-46%
reacher books	1000	-69%
i need a new bum	1000	-78%
zagazoo	720	-78%

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

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



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

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[Book a Chat](#)

# 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



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.



Email us



Call us



Live Chat

# Question?



// **Salience.**