

// Salience.

# Business Finance

Salience Index 2025

6 Month Report



“ This **report** is a brief  
run through of digital  
performance for last  
6 months in the **Online  
Business Finance 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

**Brett Janes**  
Managing Director  
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# Note

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

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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**Online Business Finance** has seen a 2% 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  **CashFloat**  
— Direct Lender —

02  **British  
Business  
Bank**

03  **Funding  
Circle**

04  **CLIFTON**  
PRIVATE FINANCE

05  **COCKLE  
FINANCE**  
*Always here when you need us!*



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 everydayloans

02 Swoop

03   
Commercial Trust

04 abc finance

05  business expert



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
rbs.co.uk	1	-	854,236	854,032	-	-2%
shawbrook.co.uk	2	-	192,603	191,134	+1%	-2%
cashfloat.co.uk	3	+5	113,935	70,513	+62%	+59%
british-business-bank.co.uk	4	-	113,629	102,190	+11%	+9%
ulsterbank.co.uk	5	-2	106,024	106,648	-1%	-3%
capitalontap.com	6	-	76,199	71,586	+6%	+4%
tide.co	7	-	75,752	71,393	+6%	+4%
aldermore.co.uk	8	+1	67,436	62,550	+8%	+5%
everyday-loans.co.uk	9	-4	51,453	96,819	-47%	-49%
startuploans.co.uk	10	+1	48,336	43,433	+11%	+9%
fundingcircle.com	11	+4	45,667	30,593	+49%	+47%
cynergybank.co.uk	12	-2	44,580	44,042	+1%	-1%
cliftonpf.co.uk	13	-1	40,518	35,210	+15%	+13%
cocklefinance.co.uk	14	+15	39,115	5,473	+615%	+612%
novuna.co.uk	15	-1	33,773	33,538	+1%	-2%
oaknorth.co.uk	16	+1	24,829	23,810	+4%	+2%
swoopfunding.com	17	-4	24,803	35,203	-30%	-32%
iwoca.co.uk	18	-	23,409	20,644	+13%	+11%
commercialtrust.co.uk	19	-3	20,966	28,460	-26%	-29%
allica.bank	20	+1	12,936	11,023	+17%	+15%
fundingoptions.com	21	-1	9,714	11,640	-17%	-19%
capitalise.com	22	+4	9,566	6,250	+53%	+51%
kisbridgingloans.co.uk	23	+1	9,308	9,081	+2%	-
mfsuk.com	24	+1	8,069	7,919	+2%	-
nortonfinance.co.uk	25	-3	7,223	10,057	-28%	-31%
lendingexpert.co.uk	26	+2	6,439	5,547	+16%	+14%
assetzcapital.co.uk	27	-	6,213	6,215	-	-2%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
fleximize.com	28	+4	5,763	4,008	+44%	+41%
abcfinance.co.uk	29	-6	5,063	9,709	-48%	-50%
365finance.co.uk	30	+14	4,638	1,778	+161%	+158%
businessexpert.co.uk	31	-12	3,840	16,611	-77%	-79%
ukpropertyfinance.co.uk	32	+1	3,093	3,865	-20%	-22%
amconline.co.uk	33	+8	2,956	2,120	+39%	+37%
capalona.co.uk	34	-4	2,652	4,479	-41%	-43%
capify.co.uk	35	-	2,569	3,300	-22%	-25%
virginstartup.org	36	+2	2,436	2,747	-11%	-14%
alternativebusinessfunding.co.uk	37	+2	2,223	2,499	-11%	-13%
ecapital.com	38	+9	2,201	1,379	+60%	+57%
bolton-finance.co.uk	39	+3	2,163	2,079	+4%	+2%
smeloans.co.uk	40	-3	2,002	2,835	-29%	-32%
loan.co.uk	41	-5	1,967	2,941	-33%	-35%
closeassetfinance.co.uk	42	+3	1,817	1,684	+8%	+6%
mambu.com	43	-3	1,807	2,235	-19%	-22%
rangewell.com	44	-13	1,570	4,124	-62%	-64%
thincats.com	45	+1	1,415	1,426	-1%	-3%
closeinvoice.co.uk	46	+6	1,351	976	+38%	+36%
lovefinance.co.uk	47	-13	1,285	3,566	-64%	-66%
portmanfinancegroup.co.uk	48	-	1,209	1,230	-2%	-4%
transmitstartups.co.uk	49	-6	1,118	1,970	-43%	-46%
nationwidefinance.co.uk	50	-1	1,030	1,206	-15%	-17%
nucleuscommercialfinance.com	51	-1	984	1,032	-5%	-7%
unionbusinessfinance.co.uk	52	+12	976	429	+128%	+125%
ultimatefinance.co.uk	53	-2	974	980	-1%	-3%
lendingcrowd.com	54	-1	946	953	-1%	-3%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
newable.co.uk	55	-1	848	916	-7%	-10%
businessfinance.growthco.uk	56	+4	819	568	+44%	+42%
cubefunder.com	57	+6	759	437	+74%	+71%
merchantloanadvance.co.uk	58	-3	739	914	-19%	-22%
fundingxchange.co.uk	59	-1	649	580	+12%	+10%
centurybusinessfinance.co.uk	60	+80	611	-	+100%	+98%
bizcap.co.uk	61	+34	552	78	+608%	+605%
befund.org	62	+3	548	425	+29%	+27%
ideal4finance.com	63	-2	511	513	-	-3%
b2bfinance.com	64	+5	485	354	+37%	+35%
gotcapital.co.uk	65	-3	419	478	-12%	-15%
skiptonbusinessfinance.co.uk	66	+5	375	327	+15%	+12%
millbrookbusinessfinance.com	67	+3	366	350	+5%	+2%
afsuk.com	68	-2	332	423	-22%	-24%
approvedbusinessfinance.co.uk	69	+3	312	322	-3%	-5%
providefinance.com	70	-14	301	713	-58%	-60%
dsl-businessfinance.co.uk	71	+8	297	211	+41%	+38%
positivecommercialfinance.co.uk	72	-5	295	420	-30%	-32%
blgdevelopmentfinance.co.uk	73	+9	284	184	+54%	+52%
charleston.co.uk	74	+15	279	120	+133%	+130%
hiltonbairdfinancial.co.uk	75	+3	270	215	+26%	+23%
jpmcapital.co.uk	76	-1	259	290	-11%	-13%
purepropertyfinance.co.uk	77	-9	257	382	-33%	-35%
cleverlending.co.uk	78	-5	246	307	-20%	-22%
thinkbusinessloans.com	79	-20	229	573	-60%	-62%
creditman.co.uk	80	-4	229	233	-2%	-4%
choicebusinessloans.co.uk	81	+9	218	120	+82%	+79%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
mclfinance.com	82	-25	204	676	-70%	-72%
ukbusiness.finance	83	-3	192	199	-4%	-6%
alphacapitaluk.com	84	+41	133	4	+3225%	+3223%
bfs.ltd.uk	85	+3	130	127	+2%	-
bizl.co	86	-2	120	141	-15%	-17%
bcrs.org.uk	87	+17	120	40	+200%	+198%
originfinance.co.uk	88	-3	118	140	-16%	-18%
apollofinance.biz	89	+2	116	118	-2%	-4%
24cashflow.co.uk	90	-16	95	296	-68%	-70%
lendio.com	91	-4	91	132	-31%	-33%
betterbusinessfinance.co.uk	92	+13	81	40	+103%	+100%
bizbritain.com	93	-	79	86	-8%	-11%
multifi.co.uk	94	+5	77	71	+8%	+6%
clearbusinessfinance.com	95	+1	70	78	-10%	-13%
pmdbusinessfinance.co.uk	96	+1	67	75	-11%	-13%
fundingsolutions.co.uk	97	-3	63	85	-26%	-28%
transparentmortgageservices.co.uk	98	-	62	75	-17%	-20%
abnamrocomfin.com	99	-7	61	96	-36%	-39%
firstbusinessgroup.co.uk	100	+2	61	42	+45%	+43%

**Industry  
Variance**  
**+2%**



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

**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**

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

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

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



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

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

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

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

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

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

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

AKA domination of "wholesale sweet" terms.

## Similar Challenges?

### Talk to an expert.





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

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# 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
capital on tap	40500	30%
aldermore	33100	9%
iwoca	9900	29%
british business bank	8100	8%
cash float	6600	39%
capitalise	3600	6%
fleximize	1300	23%
norton finance	1300	12%
love finance	880	85%
virgin start up	880	6%
allica	720	45%
cockle finance	480	78%
sme loans	480	9%
365 finance	390	69%
commercial trust	390	17%
loan co uk	320	14%
portman finance group	260	377%
uk property finance	260	32%
alternative business funding	170	32%
clifton pf	30	43%
close invoice	10	40%

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
business lending	27100	5%
business loans	27100	5%
lending for business	27100	5%
business loans for start up	6600	7%
loans for start up businesses	6600	7%
start up business loans	6600	7%
small business financing loan	5400	7%
small business loan	5400	7%
small company loans	5400	7%
fast lending	4400	7%
calculate commercial mortgage	3600	13%
ppp loan	2900	133%
invoice finance	2400	15%
business auto loan	1000	71%
business vehicle loans	1000	71%
fast business lending	880	50%
fast business loan	880	50%
quick business funding	880	50%
quick business loans	880	50%
government backed business loans	480	103%
cash flow lending	390	121%

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
cash flow loan	390	121%
accounts receivable factoring loans	390	106%
factoring in accounts receivable	390	106%
factoring receivables	390	106%
business line of credit	320	158%
line of credit business loan	320	158%
business cash flow loans	260	233%
commercial mortgage broker near me	210	421%
business loans near me	50	800%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
rbs	450000	-13%
ulster bank	90500	-29%
shaw brook	74000	-18%
tide	74000	-6%
everyday loans	33100	-24%
funding circle	33100	-14%
cynergy bank	27100	-29%
novuna	14800	-18%
start up loans	6600	-12%
assetz capital	3600	-38%
thin cats	1600	-13%
funding options	1300	-36%
mambu	1300	-21%
nationwide finance	1300	-7%
close asset finance	480	-27%
abc finance	390	-25%
rangewell	210	-14%
lending expert	170	-7%
business expert	140	-37%
capalona	140	-28%
amc online	140	-31%
bolton finance	110	-31%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
corporate and asset finance	18100	-8%
bounceback loan	14800	-29%
loans for start ups	6600	-12%
start up loans	6600	-12%
business loan for startup business	2900	-6%
startup business loans	2900	-6%
business mortgage lenders	2400	-20%
business mortgage loan	2400	-20%
commercial mortgage deals	1900	-14%
commercial mortgage interest rates	1900	-14%
commercial mortgage lending rates	1900	-14%
commercial mortgage loan rates	1900	-14%
commercial mortgage rates	1900	-14%
financing leverage	1900	-7%
government start up loans	1600	-18%
recovery loan	1300	-71%
good business loans	880	-23%
business purchase loan	880	-13%
loan to buy a business	880	-13%
commercial loan	880	-19%
merchant cash advance	880	-13%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
business recovery loan	720	-74%
loans to open a small business	720	-18%
small business start up loans	720	-18%
business property loan	720	-13%
commercial land loan	720	-13%
commercial property loan	720	-13%
today's variable mortgage rate	590	-50%
government small business loans	480	-42%
same day business loans	260	-45%

 **Capital on tap** 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 Saliency to increase brand awareness and drive press coverage, with the core aim of placing their brand directly in front of consumers.

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

### How we did this?

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

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

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

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

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

# Google Analytics

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

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

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

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

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

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

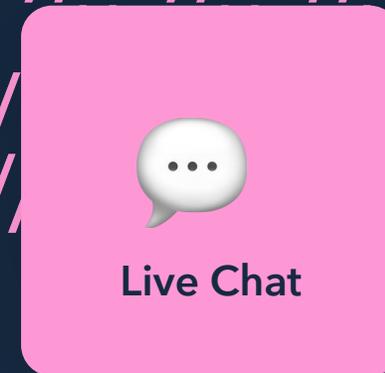
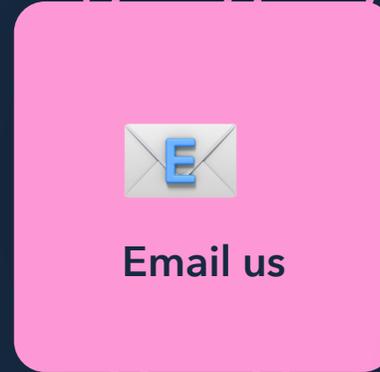
**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# Got a

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

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



# Question?



// **Salience.**