

// Salience.

Car Dealerships

Salience Index 2025



6 Month Report

“ This **report** is a brief run through of digital performance for last 6 months in the **Online Car Dealerships 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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Note

Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Car Dealerships 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  AutoTrader

02  RAC

03  MOTORS

04  cinch

05  Lookers



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 **AA**
- 02 **Arnold Clark**
- 03 **CarGurus**
- 04 **PARKERS**
- 05 **Inchcape**



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 Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
autotrader.co.uk	1	-	13,326,945	12,497,108	+7%	+3%
theaa.com	2	-	4,004,058	4,386,679	-9%	-12%
carwow.co.uk	3	-	2,070,521	2,014,407	+3%	-
rac.co.uk	4	-	1,980,498	1,521,344	+30%	+27%
motors.co.uk	5	-	1,886,595	1,449,085	+30%	+27%
arnoldclark.com	6	-	1,207,303	1,361,393	-11%	-15%
motability.co.uk	7	+3	759,682	731,205	+4%	+1%
evanshalshaw.com	8	+1	718,098	777,293	-8%	-11%
cargurus.co.uk	9	-1	675,021	810,857	-17%	-20%
cinch.co.uk	10	+2	642,574	511,722	+26%	+22%
pistonheads.com	11	-	624,196	680,827	-8%	-12%
motorpoint.co.uk	12	+1	552,830	503,461	+10%	+7%
lookers.co.uk	13	+1	518,975	434,210	+20%	+16%
bristolstreet.co.uk	14	+1	313,873	262,656	+19%	+16%
parkers.co.uk	15	-8	302,273	1,007,532	-70%	-73%
cargiant.co.uk	16	-	240,663	245,763	-2%	-5%
usedcars.bmw.co.uk	17	+1	225,092	187,062	+20%	+17%
stoneacre.co.uk	18	-1	210,824	215,555	-2%	-5%
group1auto.co.uk	19	+4	195,538	128,780	+52%	+49%
vertumotors.com	20	+6	184,877	112,005	+65%	+62%
bigmotoringworld.co.uk	21	+4	175,428	113,318	+55%	+52%
marshall.co.uk	22	-1	169,815	133,358	+27%	+24%
sytner.co.uk	23	-1	154,461	130,543	+18%	+15%
cazoo.co.uk	24	-4	154,252	133,374	+16%	+12%
dicklovett.co.uk	25	-1	125,647	126,645	-1%	-4%
john-clark.co.uk	26	+2	108,162	93,137	+16%	+13%
charleshurstgroup.co.uk	27	+3	98,180	80,105	+23%	+19%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
trustford.co.uk	28	+3	95,813	77,666	+23%	+20%
carsupermarket.com	29	+3	93,021	73,180	+27%	+24%
jct600.co.uk	30	+3	91,308	70,165	+30%	+27%
buyacar.co.uk	31	-4	84,155	106,216	-21%	-24%
parks.uk.com	32	+2	80,326	66,576	+21%	+17%
lloydmotorgroup.com	33	+5	68,680	56,499	+22%	+18%
steveneagell.co.uk	34	+1	65,534	65,531	-	-3%
exchangeandmart.co.uk	35	+2	63,316	59,012	+7%	+4%
pentagon-group.co.uk	36	-	62,976	62,635	+1%	-3%
perrys.co.uk	37	+3	60,168	54,646	+10%	+7%
swanswaygarages.com	38	+1	49,466	56,171	-12%	-15%
sinclairgroup.co.uk	39	+21	47,107	32,539	+45%	+42%
spoticar.co.uk	40	+9	45,875	40,046	+15%	+11%
harwoods.co.uk	41	+1	42,790	47,019	-9%	-12%
fow.co.uk	42	+2	40,402	43,434	-7%	-10%
autovillage.co.uk	43	+7	38,709	39,128	-1%	-4%
stellantisandyou.co.uk	44	-1	38,703	45,706	-15%	-19%
retailgroup.co.uk	45	+3	37,457	41,182	-9%	-12%
hrowen.co.uk	46	+12	37,457	32,939	+14%	+11%
johnsonscars.co.uk	47	-2	37,373	42,999	-13%	-16%
rrg-group.com	48	-7	37,185	52,706	-29%	-33%
saxton4x4.co.uk	49	-3	34,506	41,874	-18%	-21%
drivemotorretail.co.uk	50	+6	34,042	33,760	+1%	-2%
glynhopkin.com	51	+1	33,711	37,645	-10%	-14%
donnelygroup.co.uk	52	+1	33,276	35,353	-6%	-9%
foraymotorgroup.co.uk	53	+15	32,013	23,477	+36%	+33%
halliwelljones.co.uk	54	+11	31,676	24,864	+27%	+24%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
snows.co.uk	55	+4	29,336	32,755	-10%	-14%
ronskinnerandsons.co.uk	56	+7	27,165	28,385	-4%	-8%
classiccarsforsale.co.uk	57	-10	27,129	41,343	-34%	-38%
brindley.co.uk	58	-4	27,070	34,328	-21%	-24%
uk-car-discount.co.uk	59	+8	26,799	23,929	+12%	+9%
agnewcars.com	60	+2	26,403	30,770	-14%	-17%
allenmotorgroup.co.uk	61	+3	26,398	26,516	-	-4%
wilsons.co.uk	62	-1	25,758	32,514	-21%	-24%
chorleygroup.co.uk	63	-6	25,193	33,575	-25%	-28%
carsa.co.uk	64	+30	22,463	13,282	+69%	+66%
tch.co.uk	65	+12	21,471	18,833	+14%	+11%
monmotors.com	66	+20	20,694	15,363	+35%	+31%
yeomans.co.uk	67	+5	20,522	21,542	-5%	-8%
vospers.com	68	+7	20,340	19,193	+6%	+3%
edenmotorgroup.com	69	+1	20,002	22,083	-9%	-13%
motorrange.co.uk	70	+22	19,335	13,374	+45%	+41%
vanmonster.com	71	-2	19,154	23,442	-18%	-21%
hartwell.co.uk	72	-6	18,674	24,430	-24%	-27%
thurlownunn.co.uk	73	+1	18,672	19,460	-4%	-7%
carworld.co.uk	74	-1	18,125	19,863	-9%	-12%
brayleys.co.uk	75	+8	17,460	16,224	+8%	+4%
caffyns.co.uk	76	+5	17,319	16,394	+6%	+2%
toomeymotorgroup.co.uk	77	+5	17,284	16,314	+6%	+3%
gates.co.uk	78	+7	17,175	15,842	+8%	+5%
holdcroft.com	79	-3	17,170	19,148	-10%	-14%
richmondmotorgroup.com	80	+4	16,435	16,113	+2%	-1%
driftbridge.co.uk	81	-1	15,786	17,001	-7%	-10%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
hplmotors.co.uk	82	-3	15,485	17,396	-11%	-14%
williamsgroup.co.uk	83	-5	15,266	17,908	-15%	-18%
days.co.uk	84	+7	15,199	13,382	+14%	+10%
dacemotorgroup.co.uk	85	+13	15,084	12,441	+21%	+18%
macklinmotors.co.uk	86	-57	14,873	80,344	-81%	-85%
sandicliffe.co.uk	87	-	14,779	15,219	-3%	-6%
vindisgroup.com	88	+5	14,561	13,338	+9%	+6%
cars2.co.uk	89	+10	14,346	11,279	+27%	+24%
lshauto.co.uk	90	-1	13,474	13,642	-1%	-4%
citygate.co.uk	91	+6	13,370	12,647	+6%	+3%
peoplescars.co.uk	92	-2	12,741	13,641	-7%	-10%
johngrose.co.uk	93	+13	12,136	9,266	+31%	+28%
cartime.co.uk	94	+2	11,887	13,087	-9%	-12%
motormatch.com	95	-	11,648	13,226	-12%	-15%
hatfields.co.uk	96	+8	11,520	9,513	+21%	+18%
thejcbgroup.co.uk	97	-9	11,133	14,753	-25%	-28%
sgpetch.co.uk	98	+7	10,335	9,492	+9%	+6%
fish-bros.co.uk	99	+8	10,158	8,865	+15%	+11%
carcraft.co.uk	100	-29	10,053	21,985	-54%	-57%

**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.

THE DPMI[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT AWARDS 2018
WINNER

ds Awards Awards Awards Awards Awards

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



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
big motoring world	450000	7%
car wow	201000	22%
motability	201000	10%
car gurus	90500	6%
motors	74000	22%
parkers	60500	7%
sytner	27100	22%
bmw used cars	27100	7%
vertu motors	18100	10%
fow	14800	50%
hrowen	6600	15%
harwoods	6600	7%
group 1 auto	5400	141%
bristol street	4400	40%
steven eagell	3600	32%
lloyd motor group	2900	7%
johnsons cars	1600	4%
sinclair group	880	9%
pentagon group	720	6%
charles hurst group	320	50%
retail group	140	8%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
car dealer	74000	25%
car place	22200	22%
used car dealerships near me	9900	40%
car showrooms near me	9900	14%
used car dealer	8100	31%
plug in hybrid	8100	24%
2nd hand electric cars	8100	22%
used electric vehicles	8100	22%
electric suv	8100	15%
car buying websites	8100	8%
pick up trucks for sale	8100	6%
new cars for sale	5400	54%
7 seater electric car	5400	15%
second hand automatic cars	5400	8%
used car dealer near me	3600	136%
used car websites	3600	33%
used suv for sale	3600	24%
ex police cars for sale	3600	23%
buy new car	3600	16%
cheap cars near me	2900	15%
used car search	2400	45%
electric hybrid cars	2400	35%
used hybrid cars for sale	2400	25%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
plug in hybrid suvs	1900	33%
buy and sell cars	1600	59%
sell used car	1300	77%
auto sale	720	70%
hybrid crossovers	480	134%
awd electric cars	390	182%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
arnold clark	550000	-13%
cazoo	301000	-75%
motor point	246000	-6%
car giant	201000	-28%
piston heads	201000	-13%
rac	165000	-18%
evans halshaw	135000	-18%
car supermarket	74000	-6%
the aa	60500	-13%
lookers	40500	-18%
stoneacre	40500	-13%
buy a car	33100	-28%
saxton 4x4	27100	-18%
perrys	22200	-12%
jct600	22200	-7%
exchange and mart	18100	-33%
spoticar	9900	-37%
john clark	8100	-12%
stellantis and you	2400	-18%
swansway garages	1600	-2%
rrg group	1300	-23%
auto village	720	-34%
parks uk com	90	-19%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
cars for sale	165000	-13%
used car	135000	-12%
sell my car	135000	-12%
used cars for sale	110000	-37%
auto dealerships near me	74000	-18%
second hand cars	60500	-23%
cars for sale near me	60500	-18%
second hand cars near me	40500	-18%
used vehicles for sale near me	40500	-18%
car dealerships	40500	-6%
buy second hand car	33100	-61%
buy used cars	33100	-61%
second hand car dealers near me	27100	-58%
used auto dealers near me	27100	-58%
cheap cars for sale	27100	-33%
used car dealers	27100	-41%
sell car	22200	-12%
second hand cars for sale	18100	-56%
electric cars for sale	14800	-6%
second hand car price	12100	-48%
new car deals	12100	-28%
automatic cars for sale near me	12100	-7%
sell your car	12100	-6%

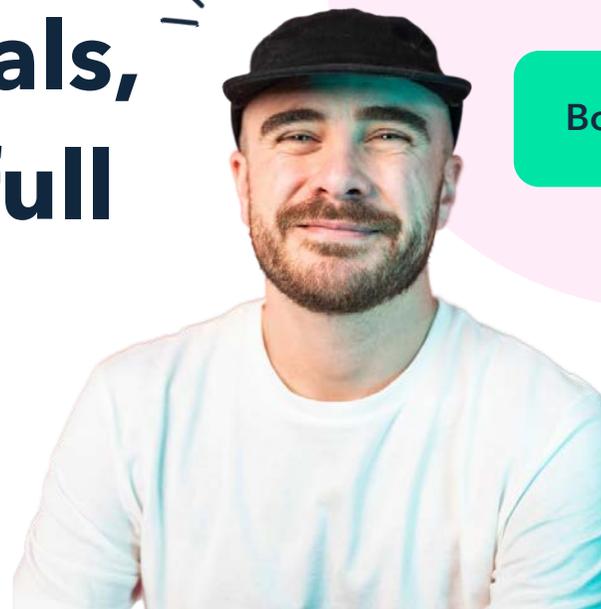
Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
online car buying	8100	-28%
smart car for sale	8100	-18%
car place near me	8100	-7%
7 seater cars for sale	8100	-6%
cheap cars for sale near me	8100	-13%
cars near me	8100	-6%
car prices	5400	-23%

 **Big Motoring World** 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](#)

Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®
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sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORINGKING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with 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.

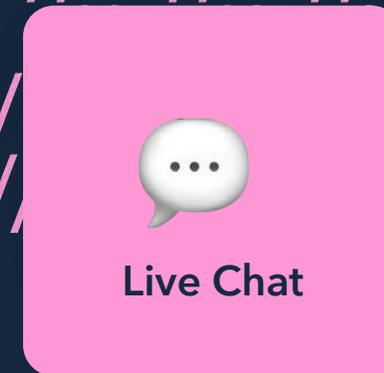
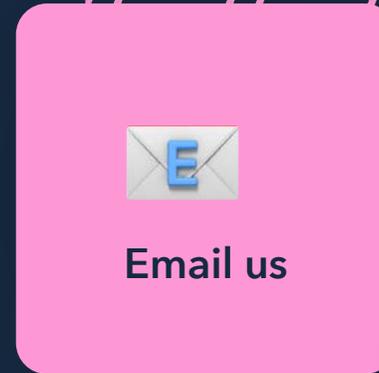
**Struggling with the
migration to GA4?**

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.**