

// Salience.

Car Finance

Salience Index 2024



12 Month Report

This **Car Finance Report** was put together by a small team of humans at Saliency, using a whole host of tools, software and weeks of our time; What makes it into the report is the tip of the iceberg.

Want to go beyond the data within?
Speak to our team, any time, through our site or social pages.



Editor's

As if last year wasn't tough enough, brands are charging into 2024 armed with concern for ever crowded channels, balancing automation with authentic engagement, maintaining digital trust and, of course, ROI.

We're already seeing revised approaches across the board this year. The desire to reduce reliance on paid channels, to varying degrees of success, website migration projects revived, and the duelling needs of brand performance and clear attribution.

Perhaps you see it differently. That's where this 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 nine key performance indicators provide 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.

Enjoy the report!

Brett Janes
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Note

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

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



You can assess
the overall
success of a site
based off of **11**
key metrics...



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

Contents

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43 High Competition Keywords

45 Opportunity Keywords

48 Trust

51 Online Reviews

55 Digital Brand Reach

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

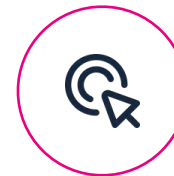
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

Traffic Score Findings

Top 5 winners

01 **ZOPA**

02 **choose my car**
click. save. drive.

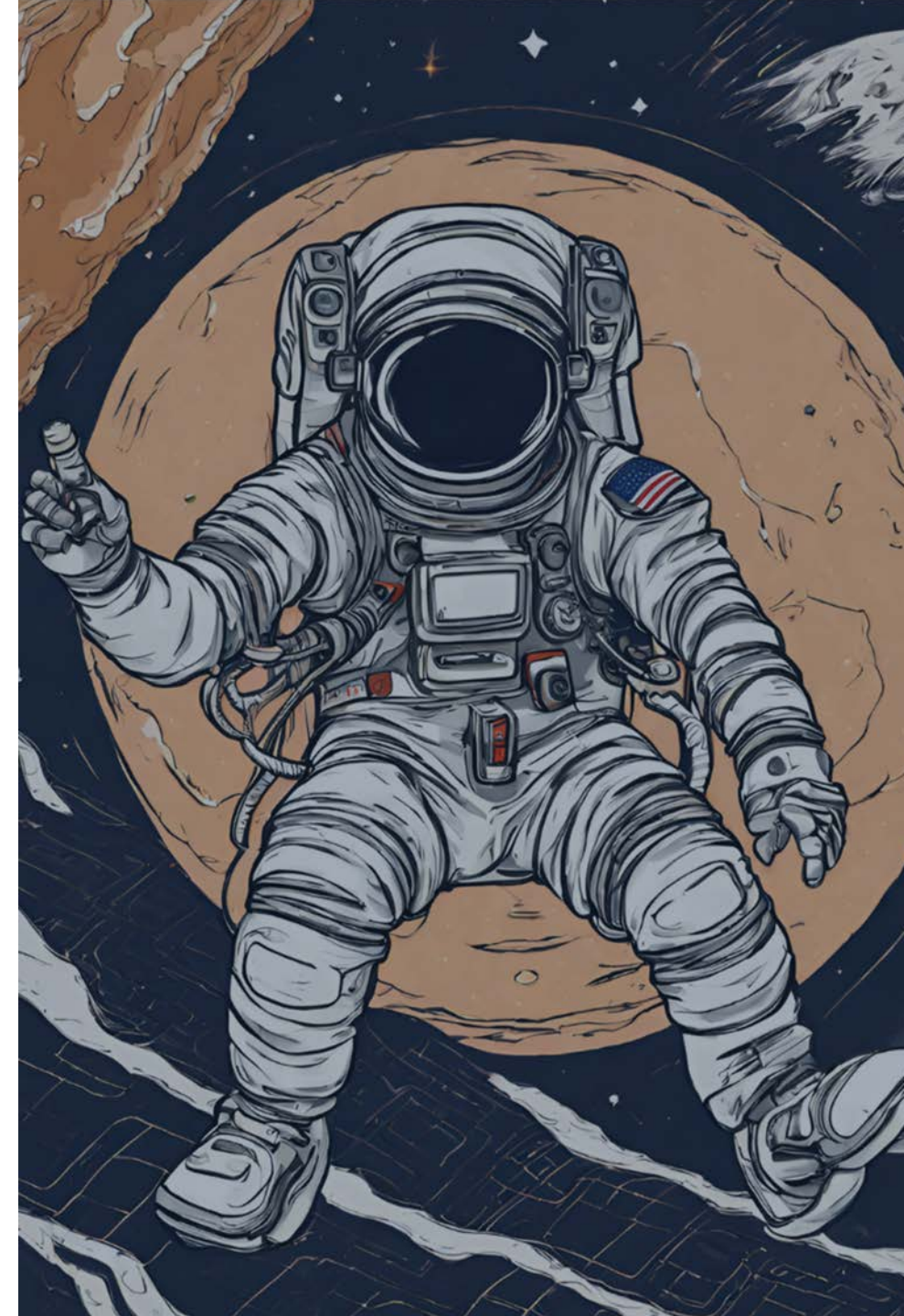
03 **Carplus**

04 **Car Finance 247**

05 **aro**



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 **toodle**
car finance

02 **carmoola**

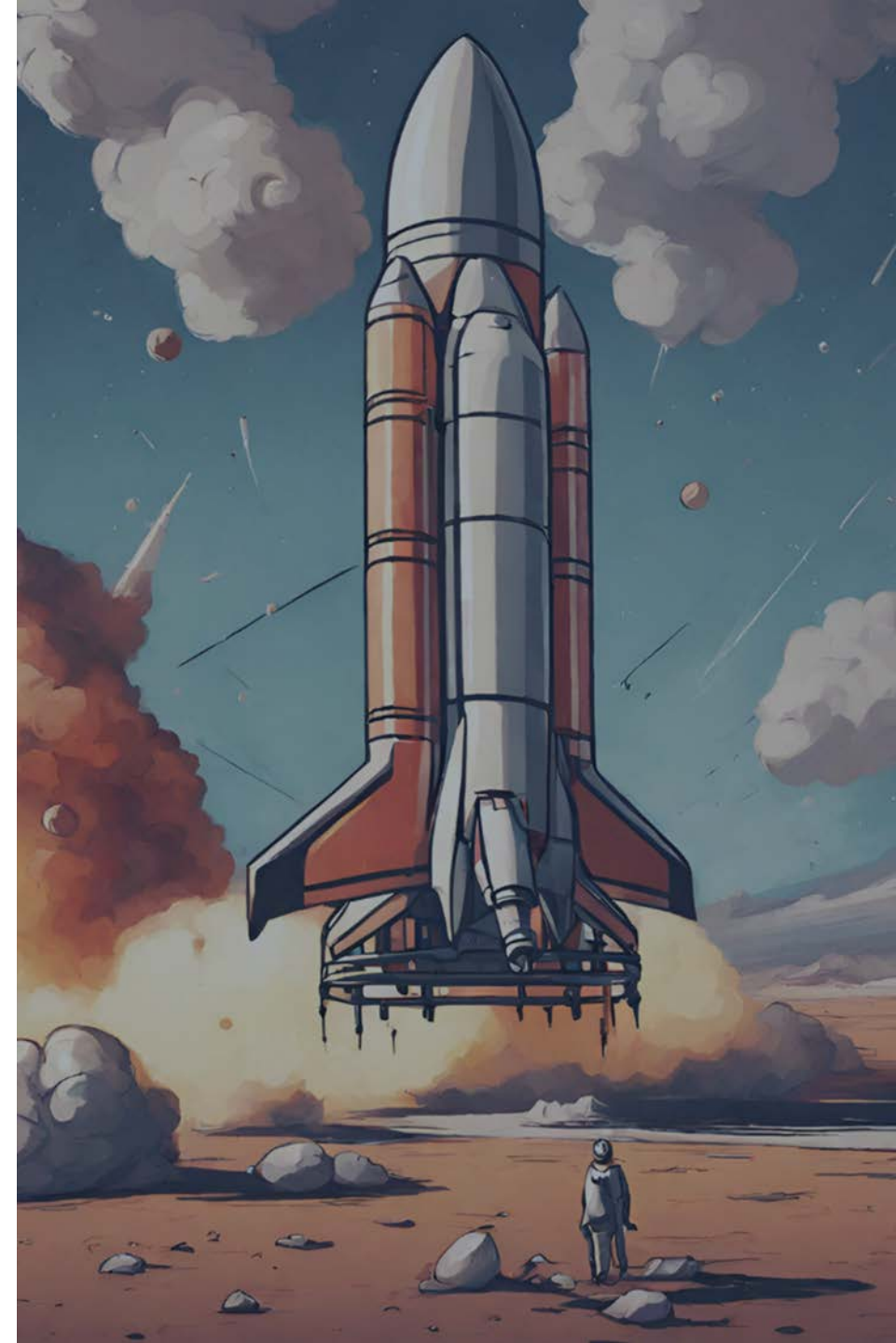
03 **MY** CAR CREDIT

04 **Young**
CAR DRIVER

05 **CarLoanWarehouse**



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	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
zopa.com	1	-	172,691	139,067	+24%	+9%
paragonbank.co.uk	2	-	135,925	131,148	+4%	-11%
choosemycar.com	3	+3	68,630	45,074	+52%	+37%
moneybarn.com	4	-1	58,612	60,770	-4%	-19%
carplus.co.uk	5	+5	56,278	34,928	+61%	+46%
carfinance247.co.uk	6	+2	52,139	40,726	+28%	+13%
novunapersonalfinance.co.uk	7	-3	49,969	51,738	-3%	-18%
oceanfinance.co.uk	8	-1	49,280	42,587	+16%	+1%
zuto.com	9	-	47,561	36,319	+31%	+16%
blackhorse.co.uk	10	-5	46,030	48,936	-6%	-21%
motonovofinance.com	11	-	35,042	29,949	+17%	+2%
firstresponsefinance.co.uk	12	-	29,904	19,225	+56%	+41%
aro.co.uk	13	+4	24,567	10,782	+128%	+113%
closemotorfinance.co.uk	14	-	19,037	15,747	+21%	+6%
oodlecarfinance.com	15	-2	13,719	18,863	-27%	-42%
stellantisfinancialservices.co.uk	16	+13	11,288	5,703	+98%	+83%
ally.com	17	+8	11,284	7,260	+55%	+40%
bluemotorfinance.co.uk	18	+2	10,110	10,051	+1%	-14%
advantage-finance.co.uk	19	+2	9,412	8,847	+6%	-9%
gocarcredit.co.uk	20	-1	9,346	10,205	-8%	-23%
moneyshake.com	21	+3	8,728	7,918	+10%	-5%
refusedcarfinance.com	22	+1	8,208	7,934	+3%	-12%
carmoney.co.uk	23	+10	7,551	4,914	+54%	+39%
carmoola.co.uk	24	-8	7,431	12,645	-41%	-56%
magnitodefinance.com	25	+2	6,469	6,842	-5%	-20%
wefinanceanycar.com	26	+34	6,296	807	+680%	+665%
globalvans.co.uk	27	+1	5,984	6,064	-1%	-16%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
hippomotorfinance.co.uk	28	-6	5,394	8,033	-33%	-48%
moneyway.co.uk	29	+3	5,161	5,042	+2%	-13%
marshfinance.com	30	+25	5,138	1,135	+353%	+338%
lombard.co.uk	31	-1	4,844	5,351	-9%	-24%
alpheria.co.uk	32	+2	4,836	4,621	+5%	-10%
thecarloancentre.co.uk	33	-7	4,483	6,905	-35%	-50%
creditplus.co.uk	34	+3	4,096	3,677	+11%	-4%
scotiabank.com	35	-4	3,803	5,201	-27%	-42%
mycarcredit.co.uk	36	-18	3,535	10,393	-66%	-81%
leaseplan.com	37	-2	3,382	4,375	-23%	-38%
quickcarfinance.co.uk	38	+9	2,698	1,752	+54%	+39%
jbrcapital.com	39	+4	2,677	2,043	+31%	+16%
v12vf.co.uk	40	+11	2,673	1,400	+91%	+76%
youngcardriver.com	41	-26	2,543	13,221	-81%	-96%
forzafinance.co.uk	42	+2	2,514	1,934	+30%	+15%
matchmecarfinance.co.uk	43	-4	2,420	2,232	+8%	-7%
ca-autofinance.co.uk	44	+8	2,376	1,396	+70%	+55%
getcarfinancehere.com	45	-	2,354	1,917	+23%	+8%
evolutionfunding.com	46	-5	2,195	2,185	-	-15%
uk-carfinance.co.uk	47	-5	2,172	2,136	+2%	-13%
conceptcarcredit.co.uk	48	-10	2,156	2,517	-14%	-29%
accept-car-finance.co.uk	49	+1	1,964	1,457	+35%	+20%
oraclefinance.co.uk	50	+4	1,820	1,283	+42%	+27%
carloansuk.co.uk	51	-3	1,716	1,519	+13%	-2%
kiafinance.co.uk	52	-3	1,706	1,519	+12%	-3%
pay-as-you-go-car-credit.co.uk	53	-13	1,648	2,205	-25%	-40%
octanefinance.co.uk	54	+43	1,334	167	+699%	+684%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
directcarcredit.co.uk	55	+1	1,320	1,098	+20%	+5%
autofinanceonline.co.uk	56	-3	1,318	1,310	+1%	-14%
ucancarcredit.uk	57	-	1,084	1,081	-	-15%
capitalcarfinance.co.uk	58	+1	1,063	890	+19%	+4%
blackcountrycarfinance.co.uk	59	-1	984	953	+3%	-12%
euphoriafinance.com	60	+2	983	759	+30%	+15%
reallyeasycarcredit.co.uk	61	-	938	789	+19%	+4%
billingfinance.co.uk	62	+2	776	691	+12%	-3%
gp-carsales.co.uk	63	+4	748	651	+15%	-
intelligentvehiclefinance.co.uk	64	+13	652	418	+56%	+41%
fast-car-finance.co.uk	65	+5	626	571	+10%	-5%
carvine.co.uk	66	-20	609	1,857	-67%	-82%
classicandsportsfinance.com	67	+1	555	625	-11%	-26%
motorly.co.uk	68	-5	532	724	-27%	-42%
quickcarcredit.co.uk	69	+2	529	565	-6%	-21%
autolend.co.uk	70	+9	516	358	+44%	+29%
freedomcarcredit.com	71	+2	501	475	+5%	-10%
carloans365.com	72	+8	445	332	+34%	+19%
carfinancegenie.co.uk	73	+8	442	332	+33%	+18%
vanfinanceuk.com	74	+35	429	104	+313%	+298%
thecarfinancehub.co.uk	75	-3	409	537	-24%	-39%
instantcarfinance.co.uk	76	-2	395	458	-14%	-29%
icarfinance.co.uk	77	+8	374	299	+25%	+10%
prestigecarfinance.com	78	+4	361	329	+10%	-5%
motorfinance4u.com	79	+4	338	320	+6%	-9%
firstvehiclefinance.co.uk	80	-2	335	398	-16%	-31%
rightdrive.co.uk	81	+5	334	299	+12%	-3%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
happymotorfinance.co.uk	82	+6	328	274	+20%	+5%
getmecarfinance.co.uk	83	-7	321	420	-24%	-39%
payasugocarfinance.com	84	+18	307	143	+115%	+100%
carfinancen1.co.uk	85	+5	298	240	+24%	+9%
cancancarfinance.com	86	-2	282	310	-9%	-24%
brightmotorfinance.co.uk	87	+14	266	145	+83%	+68%
thevehiclefinancer.co.uk	88	-13	264	440	-40%	-55%
carfinancerus.com	89	+5	262	206	+27%	+12%
carcredible.com	90	+15	244	125	+95%	+80%
zoomocarcredit.com	91	+16	212	110	+93%	+78%
carki.co.uk	92	+42	210	2	+10400%	+10385%
ifinancecars.co.uk	93	-4	200	249	-20%	-35%
motionfinance.co.uk	94	+1	186	187	-1%	-16%
midlandcredit.co.uk	95	-3	181	219	-17%	-32%
bnpparibas-pf.co.uk	96	-3	153	210	-27%	-42%
badcreditmotorfinance.co.uk	97	+14	135	85	+59%	+44%
carloan2day.co.uk	98	+6	126	131	-4%	-19%
multicarfinance.co.uk	99	+42	126	-	+100%	+85%
ignitioncredit.co.uk	100	-4	122	172	-29%	-44%

Industry Variance

+15%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 15% 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

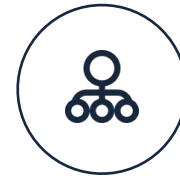
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



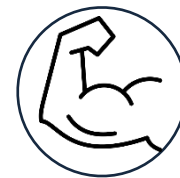
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

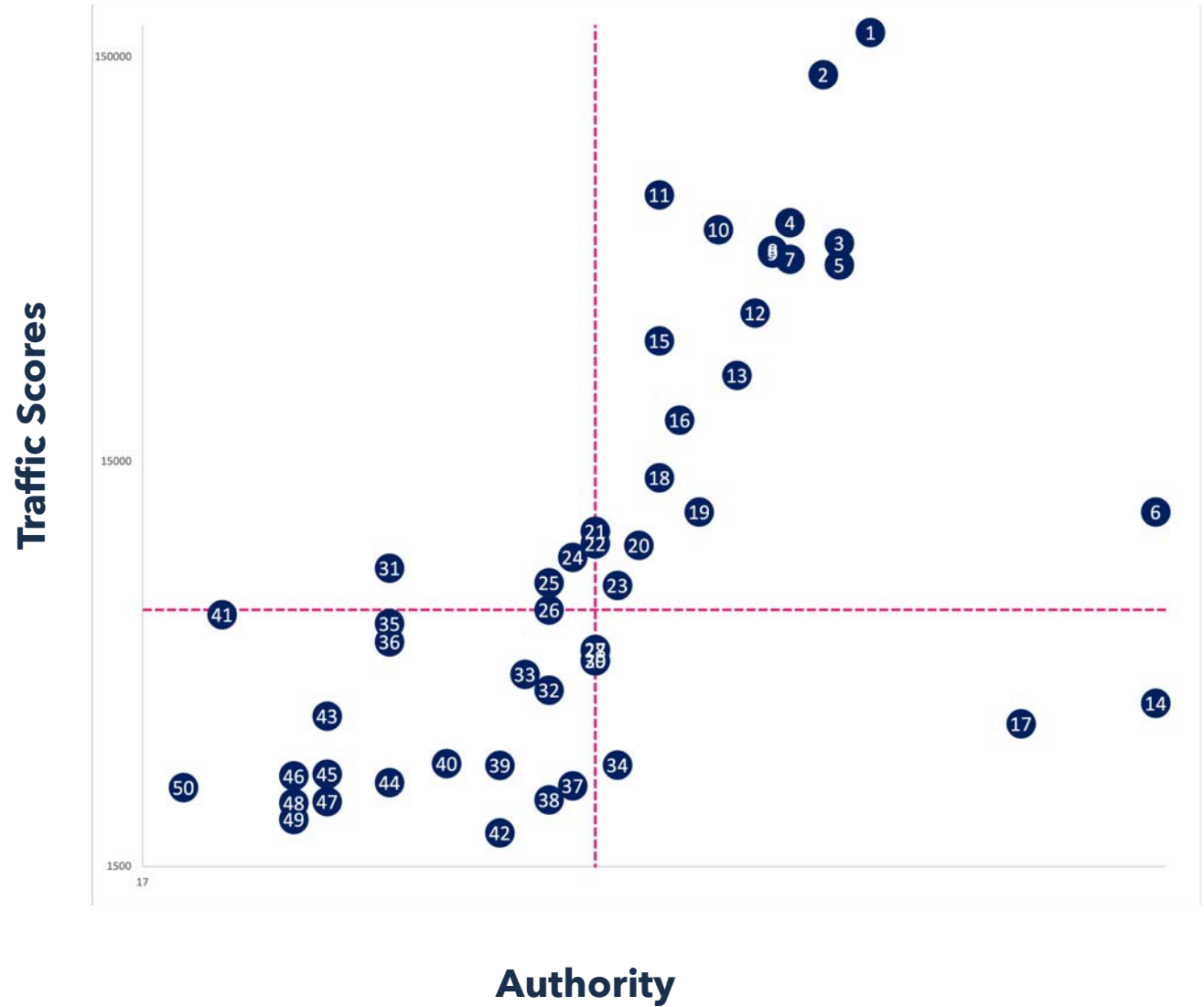


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



zopa.com	1	choosemycar.com	11	bluemotorfinance.co.uk	21	refusedcarfinance.com	31	wefinanceanycar.com	41
paragonbank.co.uk	2	motonovofinance.com	12	advantage-finance.co.uk	22	creditplus.co.uk	32	oraclefinance.co.uk	42
carfinance247.co.uk	3	aro.co.uk	13	carmoola.co.uk	23	thecarloancentre.co.uk	33	mycarcredit.co.uk	43
moneybarn.com	4	scotiabank.com	14	moneyshake.com	24	jbrcapital.com	34	matchmecarfinance.co.uk	44
blackhorse.co.uk	5	firstresponsefinance.co.uk	15	carmoney.co.uk	25	globalvans.co.uk	35	youngcardriver.com	45
ally.com	6	closemotorfinance.co.uk	16	magnitudoefinance.com	26	hippomotorfinance.co.uk	36	forzafinance.co.uk	46
zuto.com	7	leaseplan.com	17	moneyway.co.uk	27	ca-autofinance.co.uk	37	uk-carfinance.co.uk	47
novunapersonalfinance.co.uk	8	oodlecarfinance.com	18	marshfinance.com	28	evolutionfunding.com	38	conceptcarcredit.co.uk	48
oceanfinance.co.uk	9	stellantisfinancialservices.co.uk	19	lombard.co.uk	29	v12vf.co.uk	39	accept-car-finance.co.uk	49
carplus.co.uk	10	gocarcredit.co.uk	20	alphera.co.uk	30	quickcarfinance.co.uk	40	getcarfinancehere.com	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



02



03



04



05



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

BLUE MOTOR
FINANCE

02

 Advantage
Finance™

03

 moneyshake™
Shake. Deal. Drive.

04

REFUSED
CARFINANCE

05

 CarMoney™
The car finance ninjas

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:

scotiabank.com	1	blackhorse.co.uk	13
ally.com	2	carplus.co.uk	14
zopa.com	3	refusedcarfinance.com	15
leaseplan.com	4	carmoola.co.uk	16
choosemycar.com	5	creditplus.co.uk	17
paragonbank.co.uk	6	gocarcredit.co.uk	18
oceanfinance.co.uk	7	novunapersonalfinance.co.uk	19
moneybarn.com	8	closemotorfinance.co.uk	20
moneyshake.com	9	motonovofinance.com	21
zuto.com	10	lombard.co.uk	22
carfinance247.co.uk	11	firstresponsefinance.co.uk	23
carmoney.co.uk	12	globalvans.co.uk	24

Traffic Scores Vs Referring Domains

Key:

aro.co.uk	25	advantage-finance.co.uk	38
jbrcapital.com	26	evolutionfunding.com	39
uk-carfinance.co.uk	27	getcarfinancehere.com	40
mycarcredit.co.uk	28	quickcarfinance.co.uk	41
magnitundefinance.com	29	marshfinance.com	42
youngcardriver.com	30	stellantisfinancialservices.co.uk	43
oodlecarfinance.com	31	forzafinance.co.uk	44
conceptcarcredit.co.uk	32	moneyway.co.uk	45
bluemotorfinance.co.uk	33	ca-autofinance.co.uk	46
oraclefinance.co.uk	34	alphera.co.uk	47
thecarloancentre.co.uk	35	v12vf.co.uk	48
hippomotorfinance.co.uk	36	wefinanceanycar.com	49
accept-car-finance.co.uk	37	matchmecarfinance.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.



10+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD




[Read this Case Study](#)

Page speed

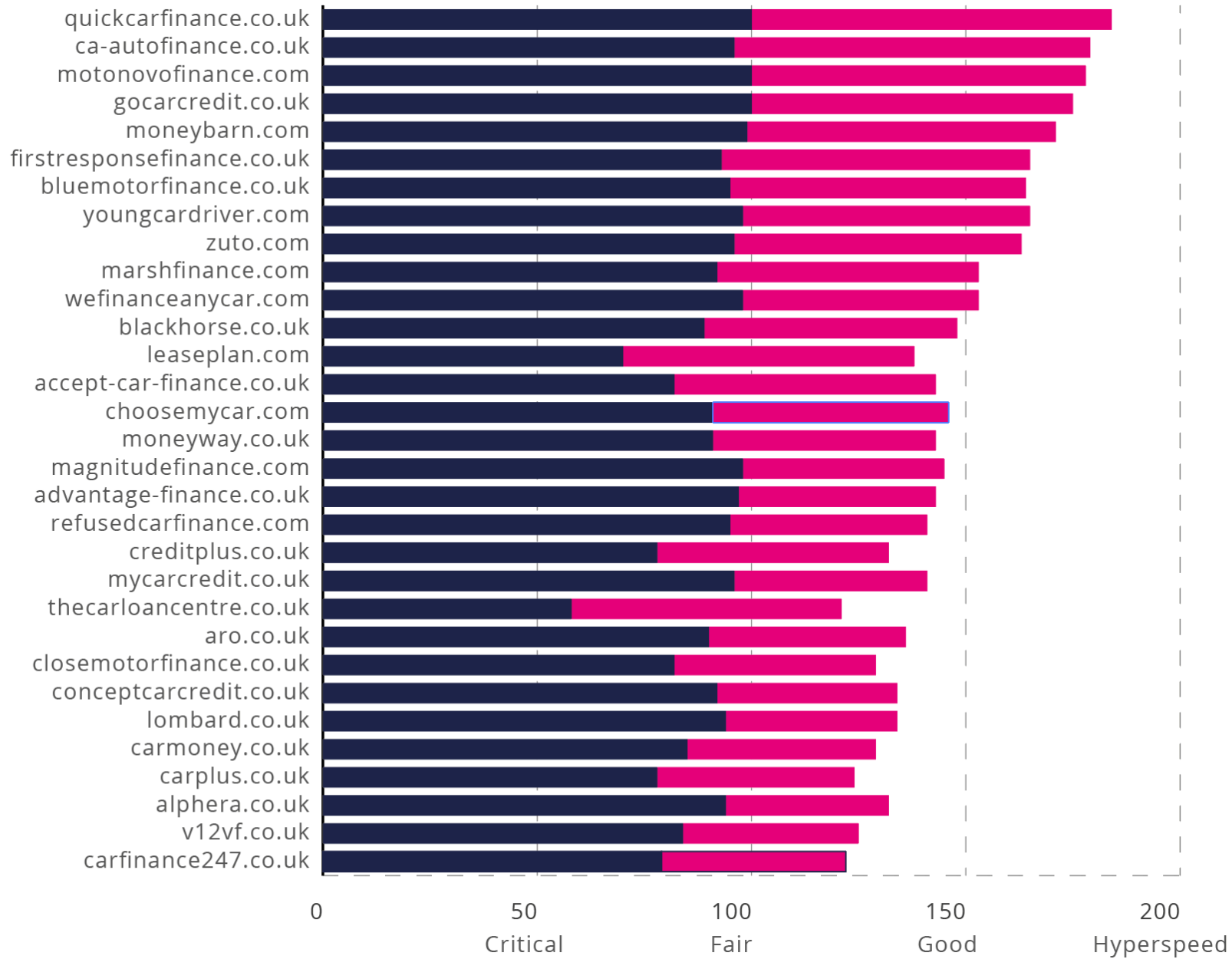
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input delay (FID) - in simple terms, how fast your site loads and how fast it can be interacted with.

The first step is to check how you compare against the rest of your industry. Luckily, we've got just the thing. Our page speed leaderboard shows which brands are lightning fast and those lagging behind.



**A 1 second delay in
page load time
results in a 7% loss
in conversions.**

Page Speed Scores



Key:

- Desktop
- Mobile

THE DPMI[®]
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

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.

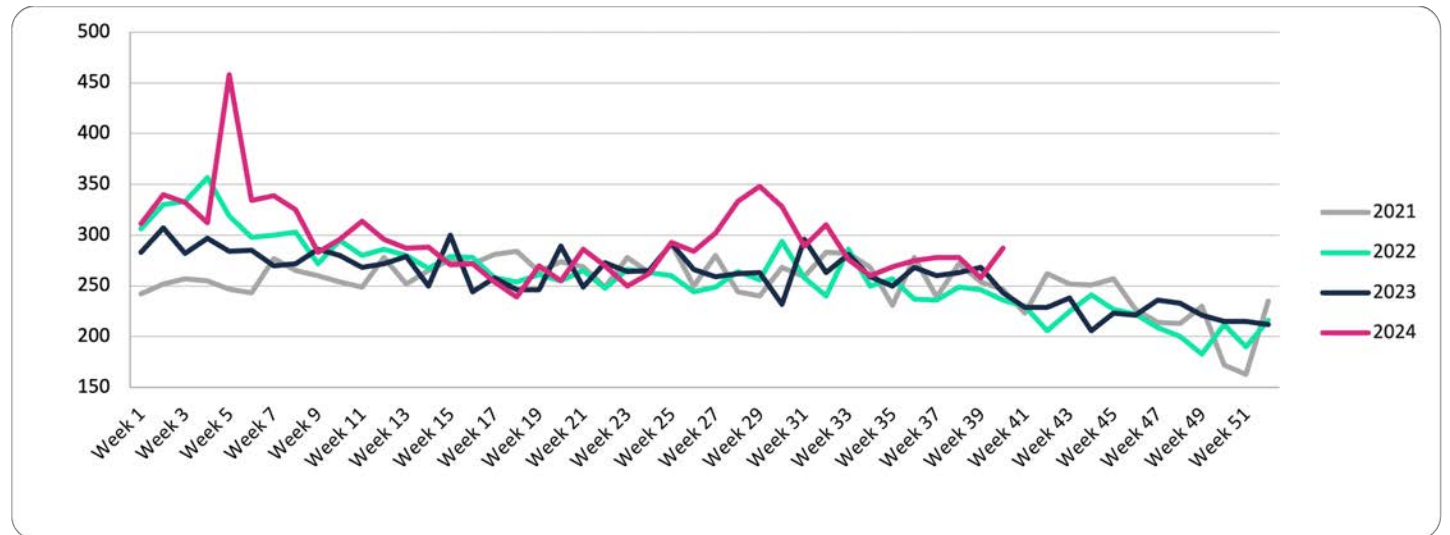
— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

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.



Could **2024** be the year
that brands' fortunes
are reversed, following
the economic slump of
2023?



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
car finance	90500	22%
car finance used car	22200	297%
second hand car finance	22200	297%
used auto financing	22200	297%
used car finance	22200	297%
car finance calculator	22200	22%
car finance estimate	22200	22%
motor finance calculator	22200	22%
vehicle finance calculator	22200	22%
finance auto	18100	41%
cars with 0 financing	14800	54%
car pcp offers	14800	41%
pcp car deals	14800	41%
car loan calculator	14800	33%
loan calculator car loan	14800	33%
cheap car finance	12100	33%
personal contract purchase car	9900	22%
pcp finance	6600	40%
mis sold car finance	3600	1212%
pcp car finance	2900	75%
pcp car loan	2900	75%
car finance companies	2900	75%
car finance without deposit	2900	51%
car loan without deposit	2900	51%
no deposit car finance	2900	51%
car finance check	2400	100%
guarantor car finance	1900	113%
no credit check auto loans	1600	209%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
black horse	60500	40%
car finance 247	33100	14%
zuto	27100	49%
first response finance	22200	31%
blue motor finance	22200	1%
advantage finance	12100	7%
close motor finance	12100	1%
motonovo finance	12100	1%
aro	9900	49%
scotia bank	6600	31%
magnitude finance	5400	31%
carmoola	4400	53%
lombard	4400	50%
global vans	4400	31%
stellantis financial services	3600	144%
lease plan	3600	16%
aplhara	2400	40%
marsh finance	2400	21%
ca auto finance	1900	61%
my car credit	1600	48%
car plus	1600	12%
forza finance	1000	13%
credit plus	880	7%
we finance any car	720	36%
refused car finance	390	96%
uk car finance	260	75%
v12vf	50	29%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
calculator financing	9900	-6%
pcp calculator	9900	-7%
personal contract purchase calculator	9900	-7%
pcp deals	9900	-6%
pcp offers	9900	-6%
personal pcp deals	9900	-6%
van finance	8100	-6%
car finance deals	6600	-13%
best auto financing deals	5400	-18%
best car finance deals	5400	-18%
bank auto loans	3600	-18%
bank loan for car	3600	-18%
best pcp deals	3600	-13%
best pcp offers	3600	-13%
good pcp deals	3600	-13%
great pcp deals	3600	-13%
0 apr car finance	2400	-34%
new car finance	2400	-32%
vans on finance	2400	-23%
automatic cars for finance	1900	-19%
best auto finance rates	1900	-14%
personal car finance	1600	-26%
personal car loan	1600	-26%
car loan interest rates	1600	-23%
car loan percentage rates	1600	-23%
vehicle loan interest rates	1600	-23%
car auto loan	1300	-29%
loans for vehicles	1300	-29%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
paragon bank	49500	-18%
novuna personal finance	27100	-12%
oodle car finance	14800	-12%
ocean finance	6600	-24%
choose my car	5400	-24%
go car credit	5400	-28%
evolution funding	5400	-7%
the car loan centre	2900	-83%
quick car finance	2900	-59%
accept car finance	1900	-57%
jbr capital	1300	-13%
hippo motor finance	880	-8%
money shake	320	-29%
get car finance here	140	-16%
young car driver	40	-29%



Black Horse has generated
the greatest increase in
brand awareness QoQ.

**Hats off to all the teams
involved!**

Brett Janes
Managing Director

01244 564 501
Brett@saliency.co.uk

[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.

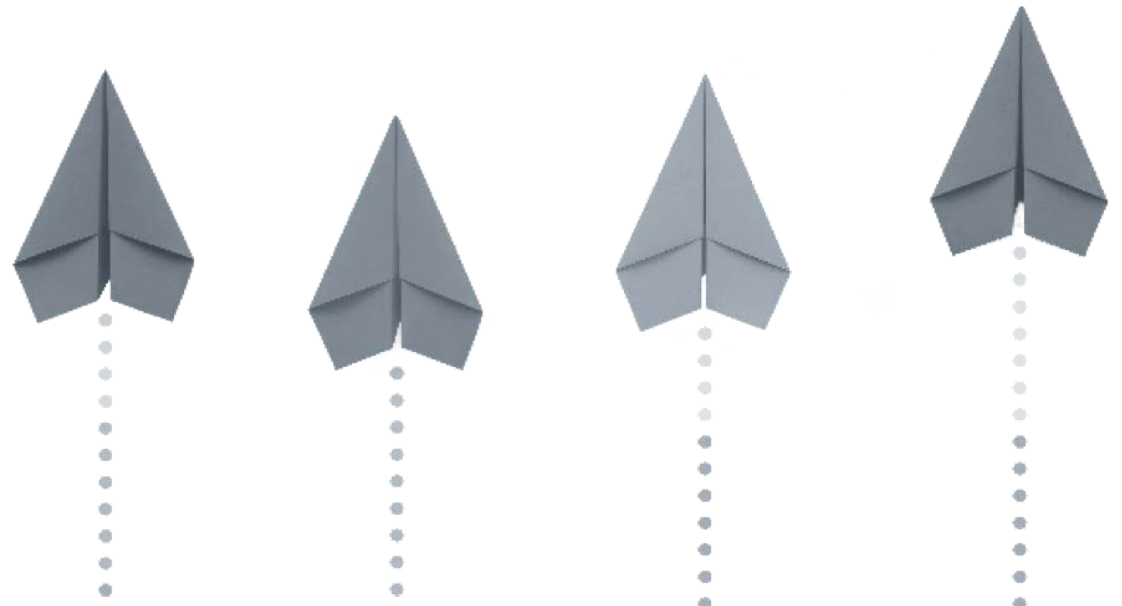
For challenger brands looking to weigh in, you best bring your A-game.



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	car finance	62,000	36	6	car finance deals	5,300	26
2	car loan	13,000	26	7	cheap car finance	2,300	15
3	car finance calculator	12,000	19	8	car finance companies	1,600	39
4	car loan calculator	7,800	15	9	best car finance deals	2,000	19
5	pcp calculator	8,200	12	10	used car finance	1,800	22

High Competition Keywords.



Key:

-  Local monthly searches (uk)
-  Competitiveness Score

Opportunity

These terms have less competition yet high search volumes. As such, they are a perfect battle ground for all brands in the industry to increase their digital reach.

Marketing teams across the industry ignore these terms but audiences are interested. With strong volumes and low competition, they're ripe for the taking.

For challenger and low-visibility brands, these are the terms where you'll see most success.

Concentrate on these and you'll see traffic and revenue start to grow.

For market leaders, these are the terms that have probably skipped your radar. Dig into these and corner the market.

Brett Janes
Managing Director

01244 564 501
Brett@saliency.co.uk

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Keywords

1

pcp finance
4,900 8

2

0 interest car finance
2,700 9

3

pcp car finance
1,500 5

4

0 deposit car finance
1,100 7

5

best car finance
1,100 8

6

0 apr car finance
1,100 9

7

low apr car finance
1,000 9

8

pcp finance explained
700 7

9

guaranteed car finance
700 9


10

no interest car finance
700 10

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


FLOORINGKING


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 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:





carfinance247.co.uk
26,079 4.9



zuto.com
25,553 4.8



motonovofinance.com
31,133 4.7



zopa.com
26,578 4.5



oodlecarfinance.com
12,347 4.8



aro.co.uk
10,609 4.8



moneyway.co.uk
6,414 4.8



paragonbank.co.uk
7,590 4.7



moneybarn.com
13,915 4.4




matchmecarfinance.co.uk
4,617 4.9

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		60,500
02		60,500
03		49,500
04		33,100
05		33,100

Top 5 Social Scores



Owned social care

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	Scotiabank [®]	1834
02	ally	812
03	 LeasePlan	688
04	Car Finance 247 	111
05	Zuto 	99

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.

Alana Mustill
Head of Digital PR

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Awareness

Brand Awareness

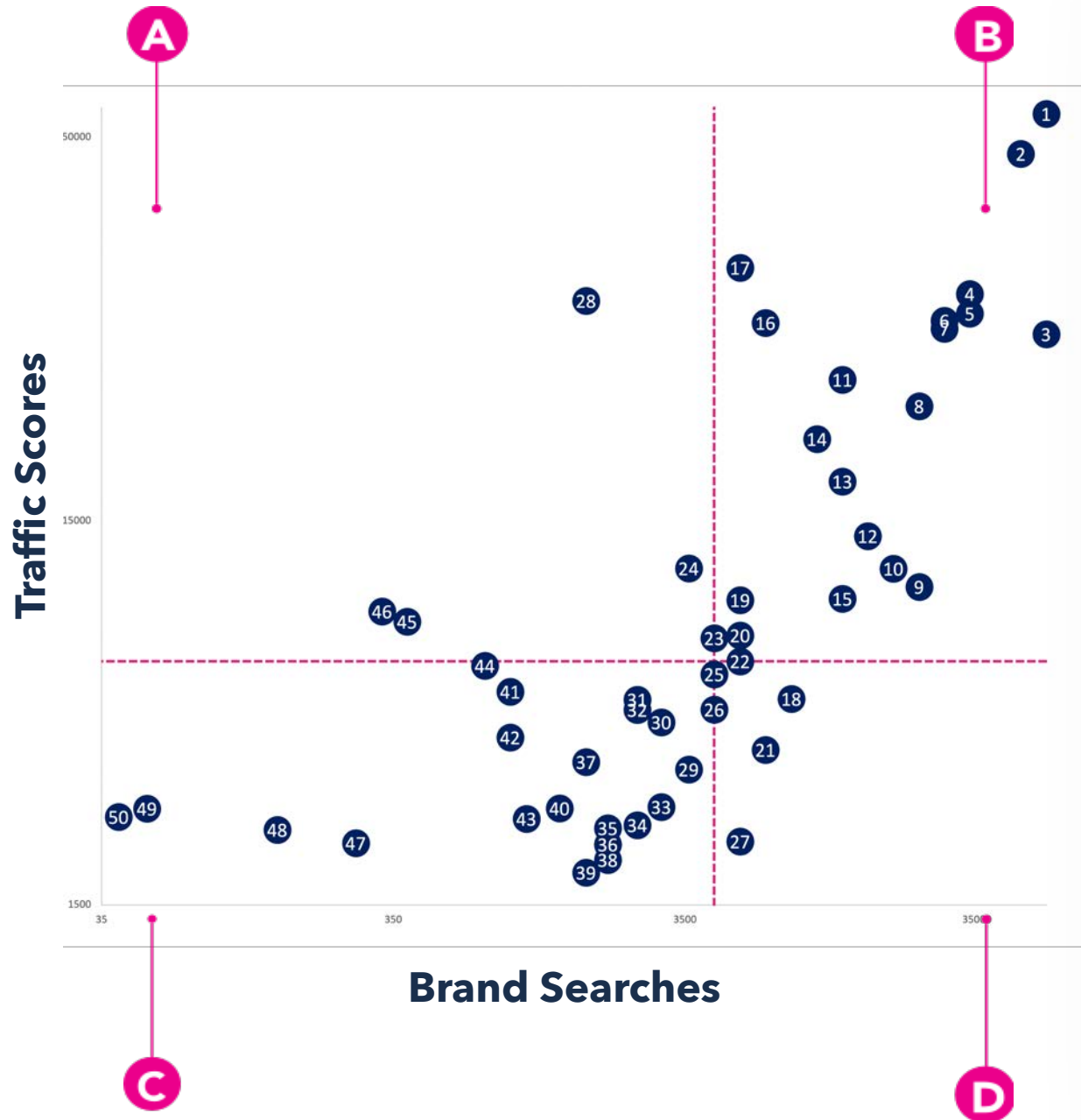
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
ally.com	18100	812	1
scotiabank.com	6600	1834	2
carfinance247.co.uk	33100	111	3
zopa.com	60500	53	4
zuto.com	27100	99	5
leaseplan.com	3600	688	6
firstresponsefinance.co.uk	22200	23	7
novunapersonalfinance.co.uk	27100	16	8
oceanfinance.co.uk	6600	49	9
moneybarn.com	33100	6	10
motonovofinance.com	12100	15	11
paragonbank.co.uk	49500	3	12
matchmecarfinance.co.uk	2400	56	13
conceptcarcredit.co.uk	1900	63	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
choosemycar.com	5400	21	15
accept-car-finance.co.uk	1900	45	16
globalvans.co.uk	4400	17	17
oodlecarfinance.com	14800	5	18
quickcarfinance.co.uk	2900	23	19
magnitundefinance.com	5400	12	20
closemotorfinance.co.uk	12100	5	21
bluemotorfinance.co.uk	22200	2	22
carmoola.co.uk	4400	11	23
moneyway.co.uk	8100	5	24
carmoney.co.uk	5400	6	25
thecarloancentre.co.uk	2900	11	26
hippomotorfinance.co.uk	880	31	27
aro.co.uk	9900	2	28
wefinanceanycar.com	720	20	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:

zopa.com	1	closemotorfinance.co.uk	13
paragonbank.co.uk	2	aro.co.uk	14
blackhorse.co.uk	3	advantage-finance.co.uk	15
moneybarn.com	4	oceanfinance.co.uk	16
carfinance247.co.uk	5	choosemycar.com	17
novunapersonalfinance.co.uk	6	moneyway.co.uk	18
zuto.com	7	gocarcredit.co.uk	19
firstresponsefinance.co.uk	8	carmoney.co.uk	20
bluemotorfinance.co.uk	9	scotiabank.com	21
ally.com	10	magnitudoefinance.com	22
motonovofinance.com	11	caroola.co.uk	23
oodlecarfinance.com	12	stellantisfinancialservices.co.uk	24

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:

globalvans.co.uk	25	accept-car-finance.co.uk	38
lombard.co.uk	26	oraclefinance.co.uk	39
evolutionfunding.com	27	jbrcapital.com	40
carplus.co.uk	28	hippomotorfinance.co.uk	41
leaseplan.com	29	creditplus.co.uk	42
thecarloancentre.co.uk	30	forzafinance.co.uk	43
marshfinance.com	31	wefinanceanycar.com	44
alpheria.co.uk	32	refusedcarfinance.com	45
quickcarfinance.co.uk	33	moneyshake.com	46
matchmecarfinance.co.uk	34	uk-carfinance.co.uk	47
ca-autofinance.co.uk	35	getcarfinancehere.com	48
conceptcarcredit.co.uk	36	v12vf.co.uk	49
mycarcredit.co.uk	37	youngcardriver.com	50



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

Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker

Patisserie Valerie

Patisserie Valerie, partnered with Saliency to aggressively grow their digital footprint following a landmark partnership with Sainsbury's. Like many digital campaigns, the goal is to acquire new traffic. However, we set a precedent from the start - no vanity metrics allowed. Traffic must have the intent to buy.

Following our discovery process, we identified a huge opportunity to implement 4 new site categories targeting high intent customers.



Patisserie Valerie

These categories were:

- **Occasions (birthdays, anniversaries etc)**
- **Flavour (red velvet, chocolate etc.)**
- **Recipient (for him, her, kids)**
- **Type (Carrot, Gateau etc.)**



Throughout the implementation & launch, we held customer intent and user experience at the heart of our strategy.

Each new category needed a reason for its existence.

Copy was implemented on each page to highlight the brand's history, unique selling points and delicious cakes. Written to be sincerely useful, while giving search engines a chance to recognise the page's purpose.

Sticking to our principles, we quickly saw results

- **67% increase in sessions**
- **52% increase in ranking keywords**
- **The new rankings were across our new high intent categories.**

We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



Got a

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

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.**