

// Salience.

Car Hire

Salience Index 2024



12 Month Report

This **Car Hire 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
Managing Director
01244 564 501
brett@salience.co.uk



Note

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

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



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



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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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  enterprise

02  *Hertz*

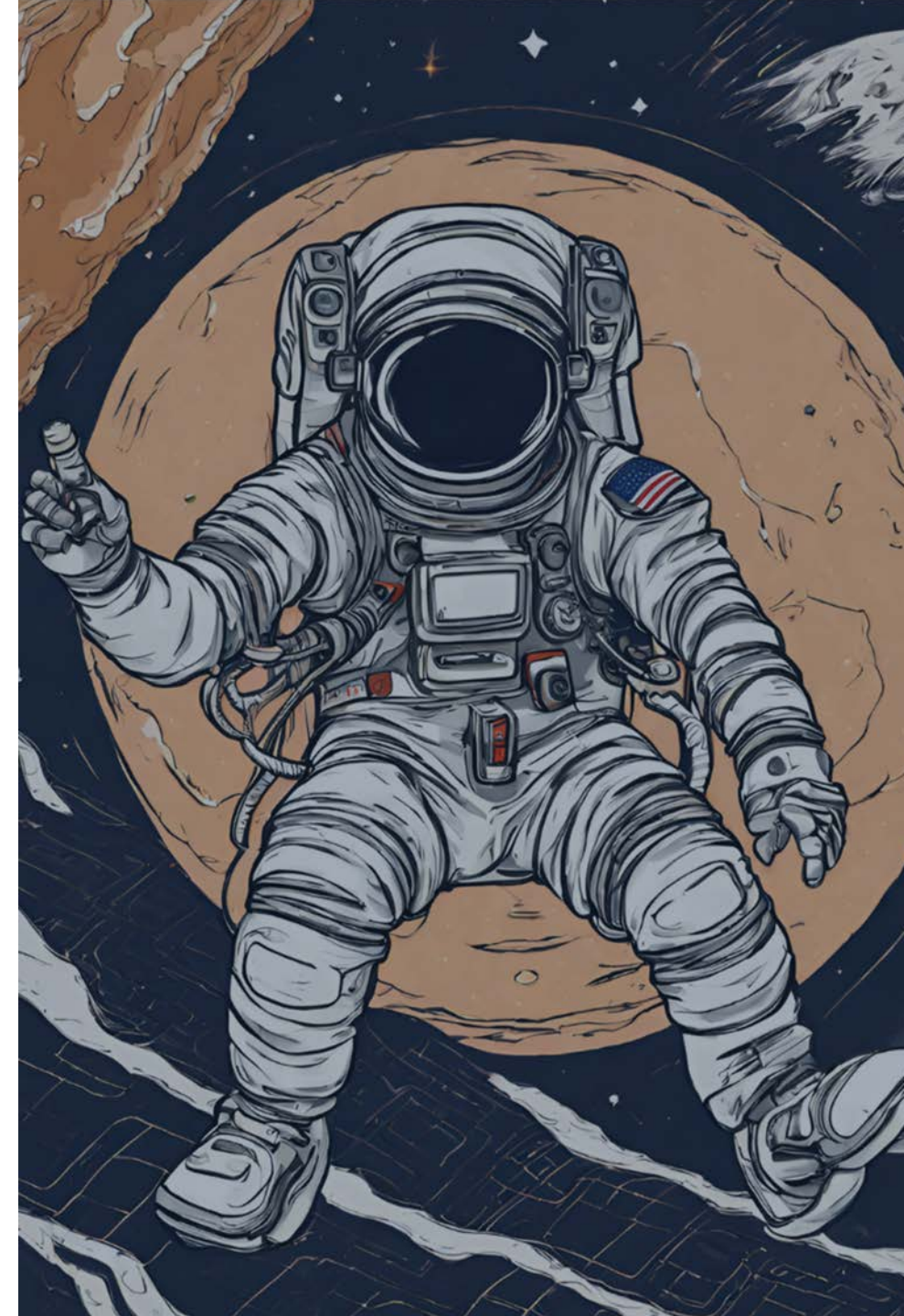
03  Rentalcars.com

04  vanarama

05  LeaseLoco



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 Europcar

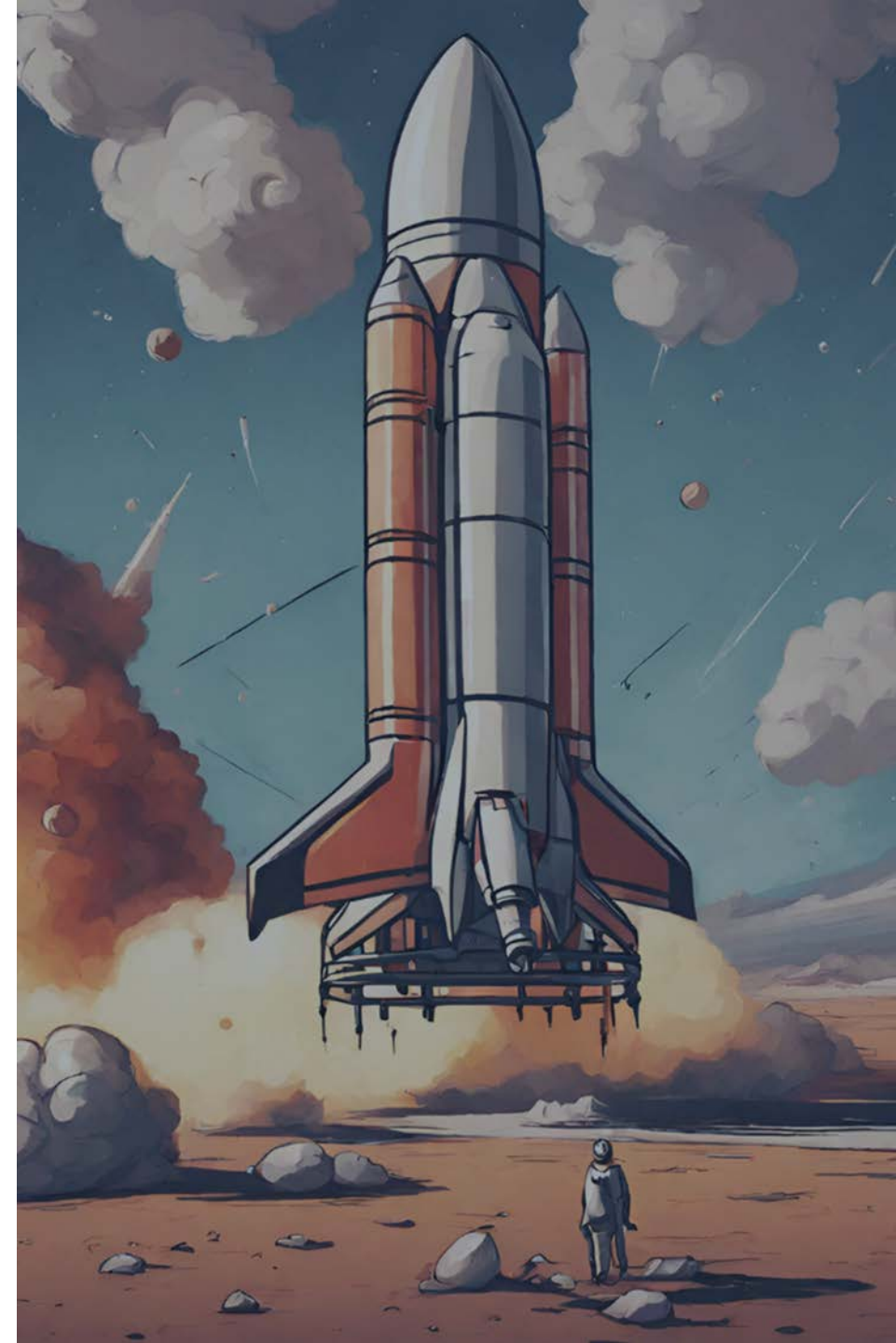
02 **AVIS**[®]

03  rhinocarhire.com

04 

05 

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
enterprise.co.uk	1	-	577,709	500,096	+16%	-2%
hertz.co.uk	2	+1	233,250	185,632	+26%	+8%
sixt.co.uk	3	-1	210,614	195,662	+8%	-10%
rentalcars.com	4	+1	175,126	142,925	+23%	+5%
europcar.co.uk	5	-1	149,522	177,415	-16%	-34%
vanarama.com	6	+1	127,892	90,987	+41%	+23%
leaseloco.com	7	+1	123,405	81,692	+51%	+33%
zipcar.com	8	+1	87,845	77,997	+13%	-5%
avis.co.uk	9	-3	85,528	119,014	-28%	-46%
arnoldclarkrental.com	10	-	75,913	67,686	+12%	-6%
leasingoptions.co.uk	11	+4	50,330	23,416	+115%	+97%
easycar.com	12	+2	47,573	24,618	+93%	+75%
autoeurope.co.uk	13	-2	46,801	30,604	+53%	+35%
budget.co.uk	14	-1	41,258	29,681	+39%	+21%
zestcarrental.com	15	+4	36,910	17,405	+112%	+94%
thrifty.co.uk	16	-4	34,365	29,974	+15%	-3%
alamo.co.uk	17	-1	31,951	19,271	+66%	+48%
hiyacar.co.uk	18	+3	25,748	14,789	+74%	+56%
enterprisecarclub.co.uk	19	-2	24,549	18,087	+36%	+18%
goldcar.es	20	-	20,702	15,506	+34%	+16%
turo.com	21	-3	20,409	17,915	+14%	-4%
practical.co.uk	22	-	17,903	14,592	+23%	+5%
stressfreecarrental.com	23	+9	17,848	8,436	+112%	+94%
discovercars.com	24	-1	17,317	14,371	+20%	+2%
doyouspain.com	25	+3	16,676	12,181	+37%	+19%
drivalia.co.uk	26	-2	15,474	12,884	+20%	+2%
greenmotion.com	27	+24	13,958	4,489	+211%	+193%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
holidayautos.com	28	-3	12,620	12,755	-1%	-19%
nationwidehireuk.co.uk	29	-2	10,951	12,241	-11%	-29%
avisprestige.com	30	+4	10,749	7,580	+42%	+24%
recordrentacar.com	31	+7	9,413	6,694	+41%	+23%
carjet.com	32	+4	8,817	7,121	+24%	+6%
kendallcars.com	33	-	8,742	7,770	+13%	-5%
northgatevehiclehire.co.uk	34	-8	8,403	12,644	-34%	-52%
u-drive.co.uk	35	-4	7,882	9,470	-17%	-35%
free2move.com	36	+29	7,659	2,532	+202%	+184%
centauro.net	37	+3	7,293	6,468	+13%	-5%
vwfsrentacar.co.uk	38	+6	7,145	5,578	+28%	+10%
nvr.co.uk	39	-2	6,537	7,027	-7%	-25%
flexed.co.uk	40	+1	6,213	6,140	+1%	-17%
rhinocarhire.com	41	-12	5,994	10,388	-42%	-60%
indigocarhire.co.uk	42	-7	5,904	7,454	-21%	-39%
platinumet.co.uk	43	+9	5,727	4,429	+29%	+11%
intack.co.uk	44	+2	5,695	5,335	+7%	-11%
alamo.com	45	-3	5,407	5,873	-8%	-26%
questor-insurance.co.uk	46	+8	5,233	3,986	+31%	+13%
affordrentacar.co.uk	47	+16	5,146	2,721	+89%	+71%
vroomvroomvroom.co.uk	48	-18	5,139	9,554	-46%	-64%
nationalcar.co.uk	49	+8	4,822	3,598	+34%	+16%
economycarrentals.com	50	-	4,626	4,498	+3%	-15%
greenmotion.co.uk	51	-12	4,139	6,587	-37%	-55%
salfordvanhire.com	52	-3	3,695	4,561	-19%	-37%
daysrental.co.uk	53	-	3,626	4,142	-12%	-30%
carleaseandgo.co.uk	54	-6	3,582	4,622	-23%	-41%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
mcnicollvehiclehire.co.uk	55	+6	3,552	2,812	+26%	+8%
carrentals.co.uk	56	-9	3,480	4,824	-28%	-46%
dorsetvehiclerentals.co.uk	57	+7	3,446	2,555	+35%	+17%
fireflycarrental.com	58	+4	3,136	2,746	+14%	-4%
orbitcarhire.com	59	+37	2,934	805	+264%	+246%
carandvanhire.co.uk	60	-1	2,798	3,097	-10%	-28%
easirent.com	61	+5	2,748	2,361	+16%	-2%
driiveme.co.uk	62	+14	2,674	1,527	+75%	+57%
hertz247.co.uk	63	-20	2,639	5,601	-53%	-71%
apexrental.co.uk	64	+4	2,626	1,941	+35%	+17%
vipcars.com	65	-7	2,595	3,241	-20%	-38%
4x4vehiclehire.co.uk	66	+1	2,579	2,133	+21%	+3%
abacusvehiclehire.co.uk	67	-11	2,533	3,602	-30%	-48%
pitterselfdrive.co.uk	68	+13	2,490	1,368	+82%	+64%
crusader-vans.co.uk	69	-	2,473	1,861	+33%	+15%
theout.com	70	+3	2,439	1,613	+51%	+33%
classicparade.co.uk	71	+15	2,384	1,153	+107%	+89%
cambridgecarandvanrental.co.uk	72	-2	2,346	1,780	+32%	+14%
uscarhire.com	73	+4	2,256	1,500	+50%	+32%
amtauto.co.uk	74	+18	2,234	986	+127%	+109%
hhvanhire.co.uk	75	+49	2,161	307	+604%	+586%
tottingtonmotorcompany.co.uk	76	+6	2,152	1,346	+60%	+42%
carhirescotland.com	77	+12	2,101	1,059	+98%	+80%
county-rental.co.uk	78	+10	2,069	1,102	+88%	+70%
elliottsvanhire.co.uk	79	-8	1,849	1,771	+4%	-14%
arguscarhire.com	80	-20	1,736	2,900	-40%	-58%
holidaycars.com	81	+9	1,708	1,018	+68%	+50%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
ssdhire.co.uk	82	-7	1,696	1,570	+8%	-10%
rentdirectuk.com	83	+14	1,515	771	+96%	+78%
firstselfdrive.co.uk	84	+3	1,474	1,144	+29%	+11%
dollar.co.uk	85	+54	1,471	153	+861%	+843%
spaceshipsrentals.co.uk	86	+14	1,291	748	+73%	+55%
berkshirevanhire.co.uk	87	-13	1,238	1,592	-22%	-40%
rewardvanhire.co.uk	88	-9	1,158	1,421	-19%	-37%
focusvehiclerental.co.uk	89	-6	1,120	1,300	-14%	-32%
bayfieldvehiclehire.co.uk	90	+1	1,062	996	+7%	-11%
paullsvehiclerental.co.uk	91	-6	1,048	1,166	-10%	-28%
carhire-hebrides.co.uk	92	-14	1,040	1,431	-27%	-45%
zitauto.com	93	-	969	960	+1%	-17%
cavershamvehiclehire.com	94	+10	966	683	+41%	+23%
cargest.com	95	-11	933	1,170	-20%	-38%
carflexi.com	96	-2	861	862	-	-18%
starcarhire.co.uk	97	+52	832	67	+1142%	+1124%
cvshire.co.uk	98	+21	823	340	+142%	+124%
robinsonshiredrive.co.uk	99	+2	811	713	+14%	-4%
orkneycarhire.co.uk	100	+2	765	702	+9%	-9%

**Industry
Variance**

+18%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 18% 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

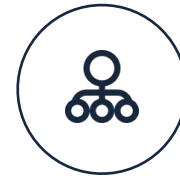
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



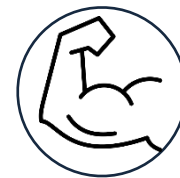
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

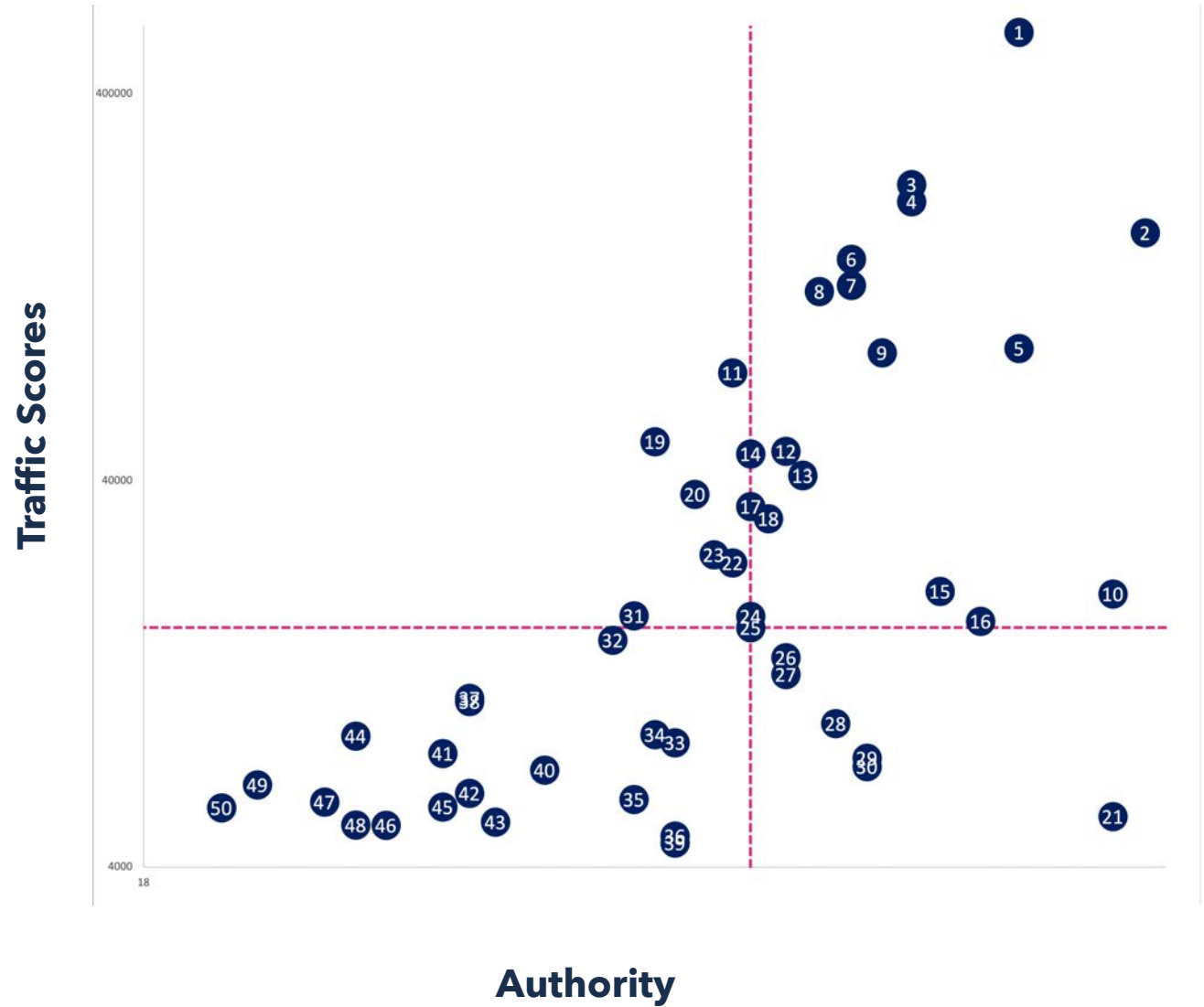


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



enterprise.co.uk	1	arnoldclarkrental.com	11	alamo.com	21	practical.co.uk	31	u-drive.co.uk	41
rentalcars.com	2	easycar.com	12	enterprisecarclub.co.uk	22	drivalia.co.uk	32	flexed.co.uk	42
hertz.co.uk	3	budget.co.uk	13	hiyacar.co.uk	23	northgatevehiclehire.co.uk	33	questor-insurance.co.uk	43
sixt.co.uk	4	autoeurope.co.uk	14	stressfreecarrental.com	24	carjet.com	34	kendallcars.com	44
zipcar.com	5	goldcar.es	15	doyouspain.com	25	rhinocarhire.com	35	platinumet.co.uk	45
europcar.co.uk	6	discovercars.com	16	greenmotion.com	26	nationalcar.co.uk	36	vroomvroomvroom.co.uk	46
vanarama.com	7	thrifty.co.uk	17	holidayautos.com	27	nationwidehireuk.co.uk	37	indigocarhire.co.uk	47
leaseloco.com	8	alamo.co.uk	18	recordrentacar.com	28	avisprestige.com	38	affordrentacar.co.uk	48
avis.co.uk	9	leasingoptions.co.uk	19	free2move.com	29	economycarrentals.com	39	nvr.co.uk	49
turo.com	10	zestcarrental.com	20	centauro.net	30	vwfsrentacar.co.uk	40	intack.co.uk	50

A

Those with high visibility but low authority may not have the brand reach compared to rivals, but overperform in search engines thanks to technical SEO, content and site experience.

B

Hats off to these guys. They've built their house right and have the search marketing strategy to expand. At this point, you should be thinking about solidifying yourself as market leader.

C

Sites with low traffic scores and authority. Look on the bright side, there's a lot of room for improvement. Brands in this zone should consider urgently rethinking their on-site technical and structural setup, also their keyword strategy and off-site campaigns.

D

Low traffic scores, high authority. At school, these sites were the kids who 'had potential.' There are clearly some on-site issues holding these brands back. Whether those issues lie in content, structure, or tech, an on-site review is highly recommended.

Traffic Scores vs Authority Findings

High authority, low traffic scores

The Sleeping Giants

These brands could benefit most from resolving their on-site tech and structural issues. Identification of those problems, and dealing with them in a priority order, should be their key objective.



- 01  holiday autos
- 02  Recordgo^o
MOBILITY
- 03  Free2move
- 04  centauro
- 05  Alamo[®]

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 **Arnold Clark**
CAR & VAN RENTAL
- 02  LeasingOptions
- 03  **zest** | car rental
- 04 **hiyacar**
- 05  **Enterprise**
CarClub

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.

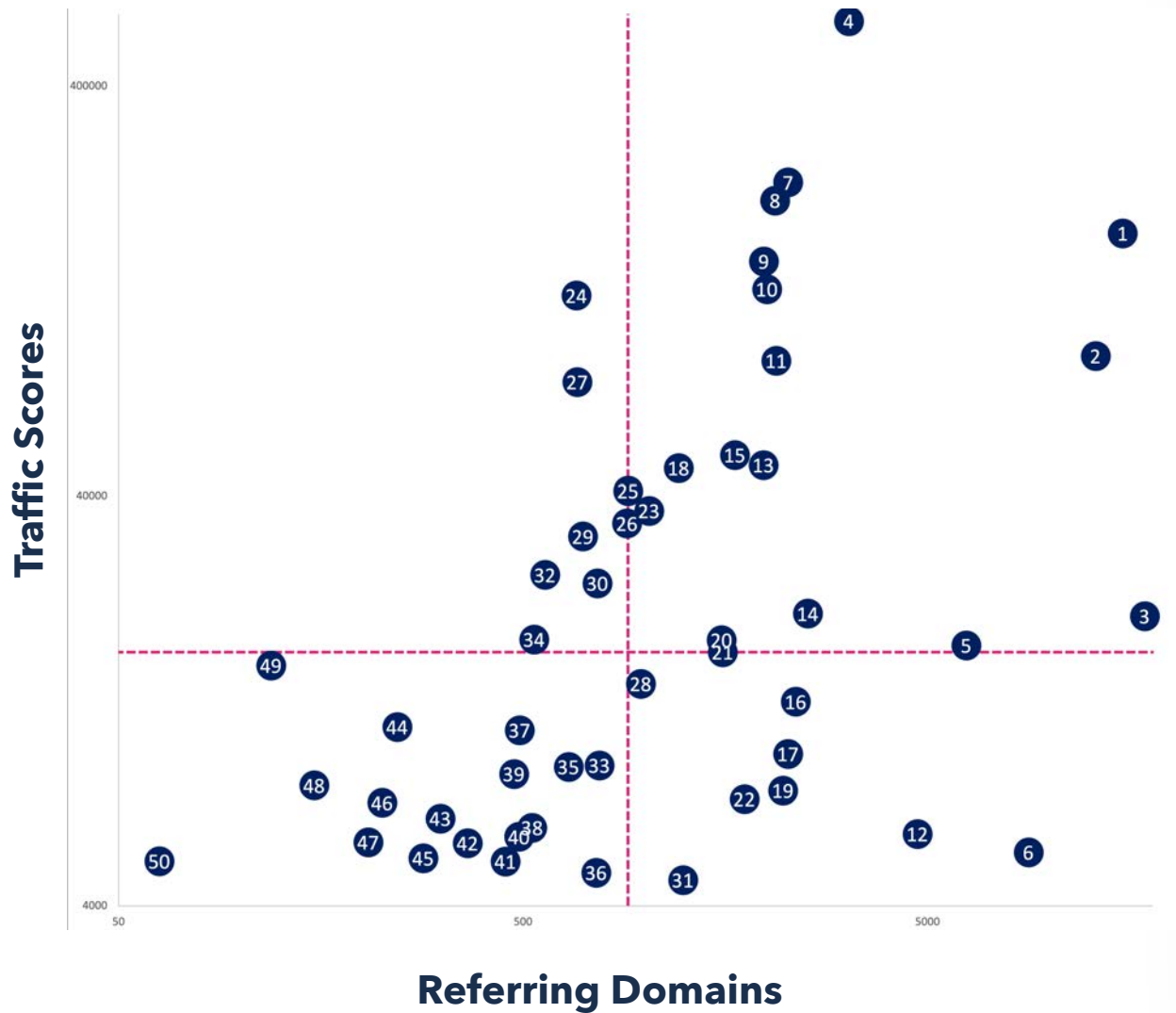
Key:

rentalcars.com	1	easycar.com	13
zipcar.com	2	goldcar.es	14
turo.com	3	leasingoptions.co.uk	15
enterprise.co.uk	4	holidayautos.com	16
discovercars.com	5	recordrentacar.com	17
alamo.com	6	autoeurope.co.uk	18
hertz.co.uk	7	free2move.com	19
sixt.co.uk	8	stressfreecarrental.com	20
europcar.co.uk	9	doyouspain.com	21
vanarama.com	10	centauro.net	22
avis.co.uk	11	zestcarrental.com	23
rhinocarhire.com	12	leaseloco.com	24

Traffic Scores Vs Referring Domains

Key:

budget.co.uk	25	flexed.co.uk	38
thrifty.co.uk	26	northgatevehiclehire.co.uk	39
arnoldclarkrental.com	27	indigocarhire.co.uk	40
greenmotion.com	28	vroomvroomvroom.co.uk	41
alamo.co.uk	29	intack.co.uk	42
enterprisecarclub.co.uk	30	nvr.co.uk	43
economycarrentals.com	31	nationwidehireuk.co.uk	44
hiyacar.co.uk	32	questor-insurance.co.uk	45
carjet.com	33	vwfsrentacar.co.uk	46
practical.co.uk	34	platinumet.co.uk	47
kendallcars.com	35	u-drive.co.uk	48
nationalcar.co.uk	36	drivalia.co.uk	49
avisprestige.com	37	affordrentacar.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](#)

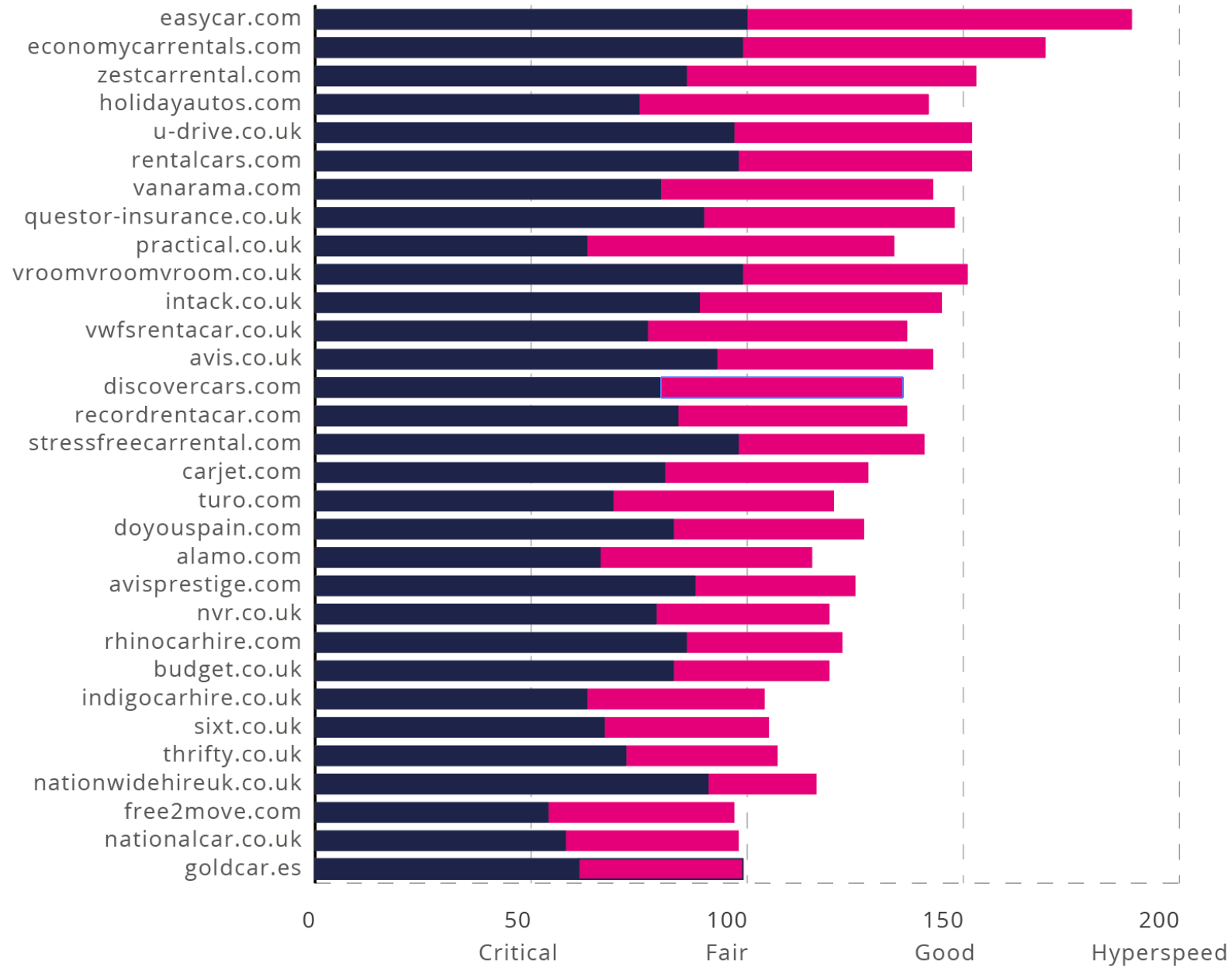
Page speed

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 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](#)

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 rental	110000	38%
car hire	110000	8%
rent auto car	60500	31%
car hire near me	40500	8%
vehicle hire near me	40500	8%
auto rental near me	27100	50%
car rental agencies near me	27100	50%
car rental near me	27100	50%
vehicle rental near me	27100	50%
cheap auto rental	14800	3%
cheap car rental	14800	3%
7 seater car hire	12100	16%
7 seater car rental	12100	16%
monthly car hire	9900	24%
monthly car rental	9900	24%
monthly car rental companies	9900	24%
automatic car rental near me	9900	8%
9 seater car hire	4400	18%
9 seater car rental	4400	18%
rent a 9 seater	4400	18%
car rental companies	2400	16%
automatic transmission van hire	2400	8%
booking car rental	1900	31%
car rental no deposit	1600	18%
car rental without credit card	1300	19%
electric car hire	1300	20%
low cost car rental	880	48%
budget car rental near me	480	539%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
enterprise	165000	15%
hertz	74000	22%
sixt	60500	22%
lease loco	49500	50%
avis	49500	40%
rental cars	40500	22%
turo	22200	14%
gold car	14800	61%
arnold clark rental	14800	32%
discover cars	14800	7%
auto europe	12100	21%
zest car rental	9900	31%
leasing options	9900	39%
green motion	9900	7%
car jet	8100	7%
centauro	4400	110%
drivalia	4400	22%
kendall cars	4400	7%
afford rent a car	3600	8%
avis prestige	2400	43%
economy car rentals	1900	51%
questor insurance	1600	16%
stress free car rental	1300	22%
indigo car hire	880	25%
flexed	880	23%
intack	480	14%
record rent a car	260	32%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
van hire near me	60500	-28%
cheap car hire	14800	-18%
transit van rental near me	12100	-6%
van rental companies near me	12100	-6%
van rental near me	12100	-6%
cheap car hire near me	9900	-22%
cheap car rentals near me	9900	-22%
self drive minibus hire	6600	-18%
one day car rental	6600	-12%
rent a car for a day	6600	-12%
single day car rental	6600	-12%
cheap van hire near me	6600	-12%
cheap van hire	5400	-18%
rent a van for a day	3600	-19%
prom car hire	3600	-30%
affordable van rentals	2900	-34%
cheap van rentals	2900	-34%
car hire sports car	2400	-42%
car rental sports car	2400	-42%
sports car on rent	2400	-42%
sports car rental	2400	-42%
electric car rental	2400	-42%
mini bus hire near me	1900	-32%
car rental prices	1900	-43%
rental car rates	1900	-43%
weekend car hire	1900	-33%
self drive van hire	1600	-36%
self drive van rental	1600	-36%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
vanarama	40500	-29%
holiday autos	18100	-7%
do you spain	9900	-7%
northgate vehicle hire	8100	-7%
easy car	1600	-18%
free 2 move	1000	-19%
vwfs rent a car	880	-5%
rhino car hire	480	-5%
nationwide hire uk	320	-8%
budget co uk	90	-17%
practical co uk	40	-17%
nvr co uk	20	-38%

 **Enterprise** 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.

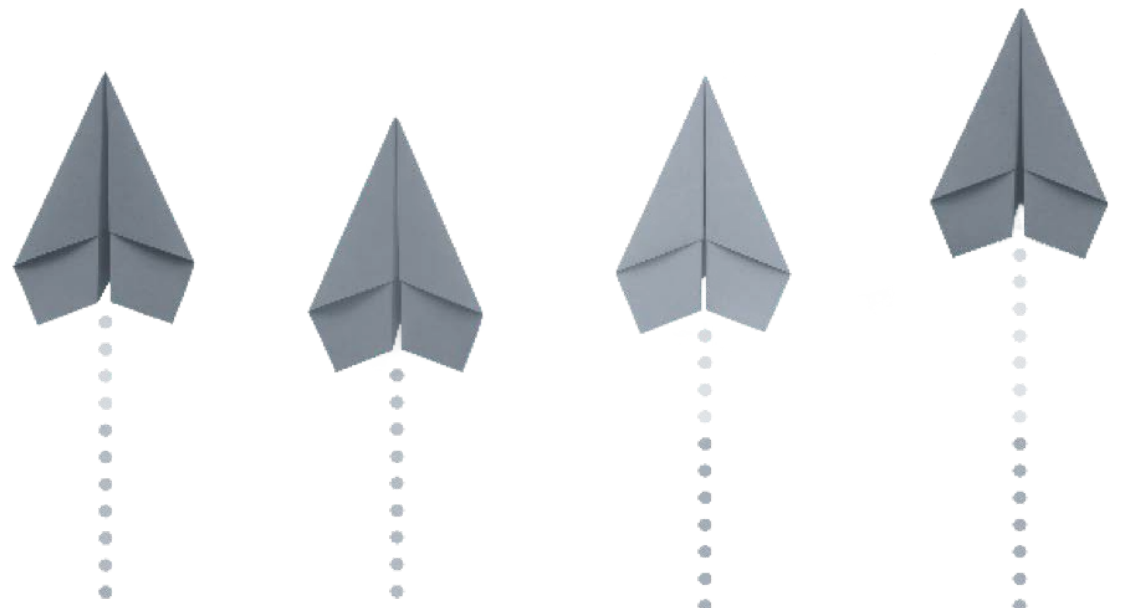
For challenger brands looking to weigh in, you best bring your A-game.



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

cheap car hire

7,200 79

2

van hire near me

14,000 60

3

car hire near me

19,000 51

4

long term car rental

3,100 78

5

hire a van

3,900 70

6

van rental

6,000 56

7

cheap car hire near me

3,000 67

8

cheap car rental

2,700 68

9

9 seater car hire

2,800 63

10


cheap van hire near me

2,200 68

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 car rental
38,000 27
- 2 car hire
57,000 44
- 3 car rental near me
6,200 41
- 4 car rental companies
1,300 32
- 5 low cost car rental
500 11

- 6 economy car rental
1,400 42
- 7 electric car hire
900 33
- 8 luxury car rental
1,400 44
- 9 classic car hire
600 30
- 10 sports car hire
800 37

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](https://www.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:





discovercars.com
181,823 4.6



arnoldclarkrental.com
25,058 4.8



leasingoptions.co.uk
16,783 4.9



turo.com
46,997 4.4



questor-insurance.co.uk
17,142 4.8



doyouspain.com
91,439 4



economycarrentals.com
32,316 4.4



carjet.com
81,084 4



holidayautos.com
46,902 4





indigocarhire.co.uk
5,237 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		165,000
02		74,000
03		60,500
04	 LeaseLoco	49,500
05		49,500

Top 5 Social Scores



Owned social score

Social score considers followers and engaged conversations on all major social platforms. The top five have a strong following, creating engagement through content and product campaigns.

01		1107
02		797
03		779
04		633
05		523

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

01244 564 501
Alana@saliency.co.uk

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Awareness

Brand Awareness

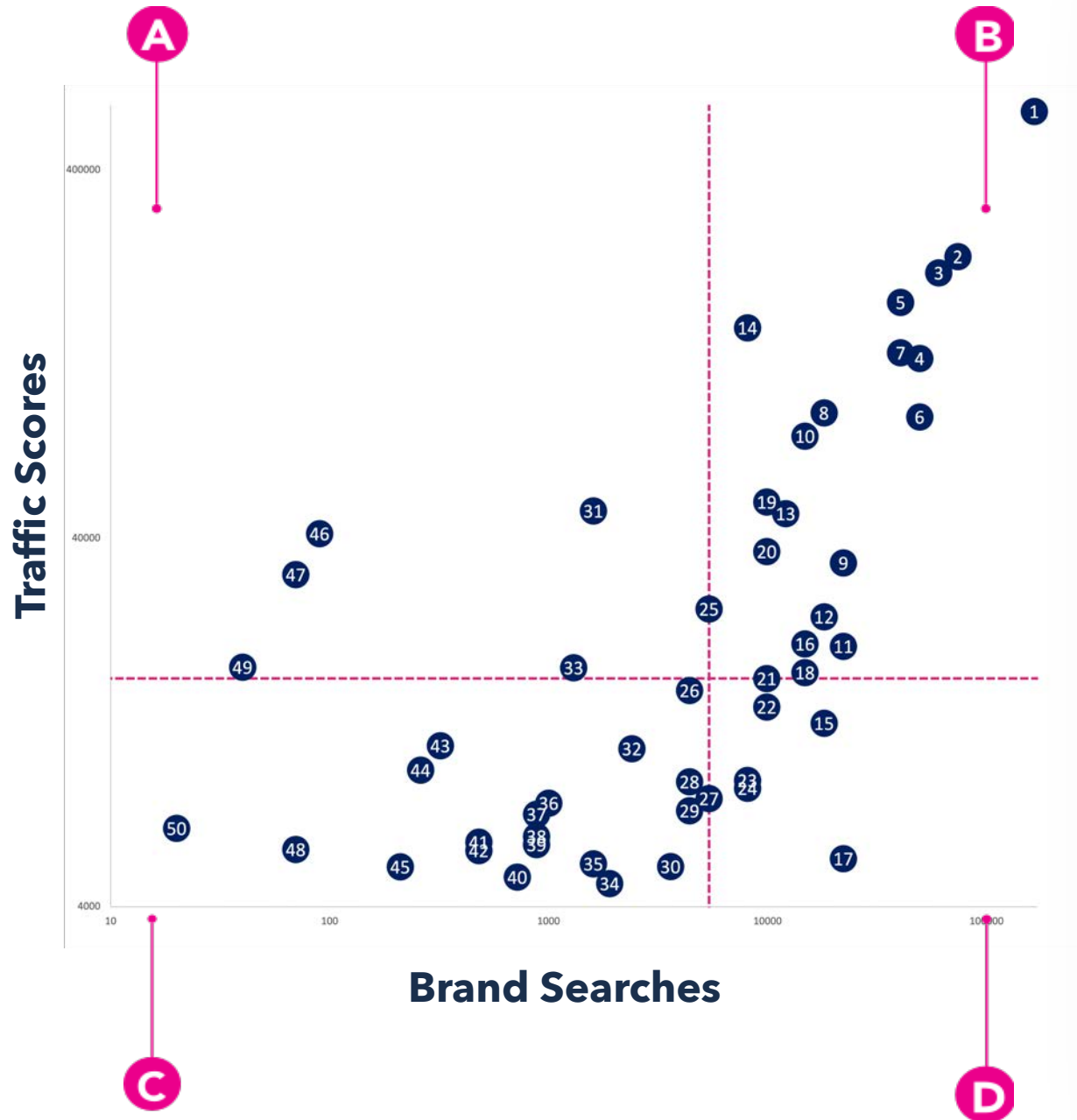
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
enterprise.co.uk	165000	1107	1
sixt.co.uk	60500	2390	2
hertz.co.uk	74000	779	3
turo.com	22200	633	4
alamo.co.uk	27100	468	5
alamo.com	22200	468	6
goldcar.es	14800	485	7
europcar.co.uk	8100	797	8
vanarama.com	40500	153	9
zipcar.com	18100	139	10
leaseloco.com	49500	40	11
leasingoptions.co.uk	9900	149	12
avis.co.uk	49500	23	13
holidayautos.com	18100	61	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
centauro.net	4400	135	15
platinumet.co.uk	4400	134	16
enterprisecarclub.co.uk	18100	26	17
greenmotion.com	9900	46	18
nationalcar.co.uk	720	523	19
rentalcars.com	40500	8	20
arnoldclarkrental.com	14800	19	21
drivalia.co.uk	4400	50	22
discovercars.com	14800	15	23
autoeurope.co.uk	12100	14	24
thrifty.co.uk	22200	6	25
free2move.com	1000	138	26
doyouspain.com	9900	13	27
avisprestige.com	2400	46	28
zestcarrental.com	9900	10	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:

enterprise.co.uk	1	autoeurope.co.uk	13
hertz.co.uk	2	europcar.co.uk	14
sixt.co.uk	3	holidayautos.com	15
leaseloco.com	4	goldcar.es	16
rentalcars.com	5	alamo.com	17
avis.co.uk	6	discovercars.com	18
vanarama.com	7	leasingoptions.co.uk	19
zipcar.com	8	zestcarrental.com	20
thriftycar.co.uk	9	doyouspain.com	21
arnoldclarkrental.com	10	greenmotion.com	22
turo.com	11	carjet.com	23
enterprisecarclub.co.uk	12	northgatevehiclehire.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:

hiyacar.co.uk	25	flexed.co.uk	38
drivalia.co.uk	26	indigocarhire.co.uk	39
u-drive.co.uk	27	nationalcar.co.uk	40
kendallcars.com	28	rhinocarhire.com	41
centauro.net	29	intack.co.uk	42
affordrentacar.co.uk	30	nationwidehireuk.co.uk	43
easycar.com	31	recordrentacar.com	44
avisprestige.com	32	vroomvroomvroom.co.uk	45
stressfreecarrental.com	33	budget.co.uk	46
economycarrentals.com	34	alamo.co.uk	47
questor-insurance.co.uk	35	platinumet.co.uk	48
free2move.com	36	practical.co.uk	49
vwsrentacar.co.uk	37	nvr.co.uk	50



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

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

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

How we did this?

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

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

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

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

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker

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

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Question?



// **Salience.**