

// Salience.

# Charities

Salience Index 2024



12 Month Report

This **Charities 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@saliency.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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# 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.”

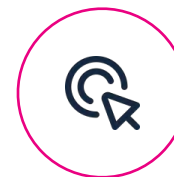
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

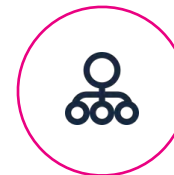
## How it's calculated:



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

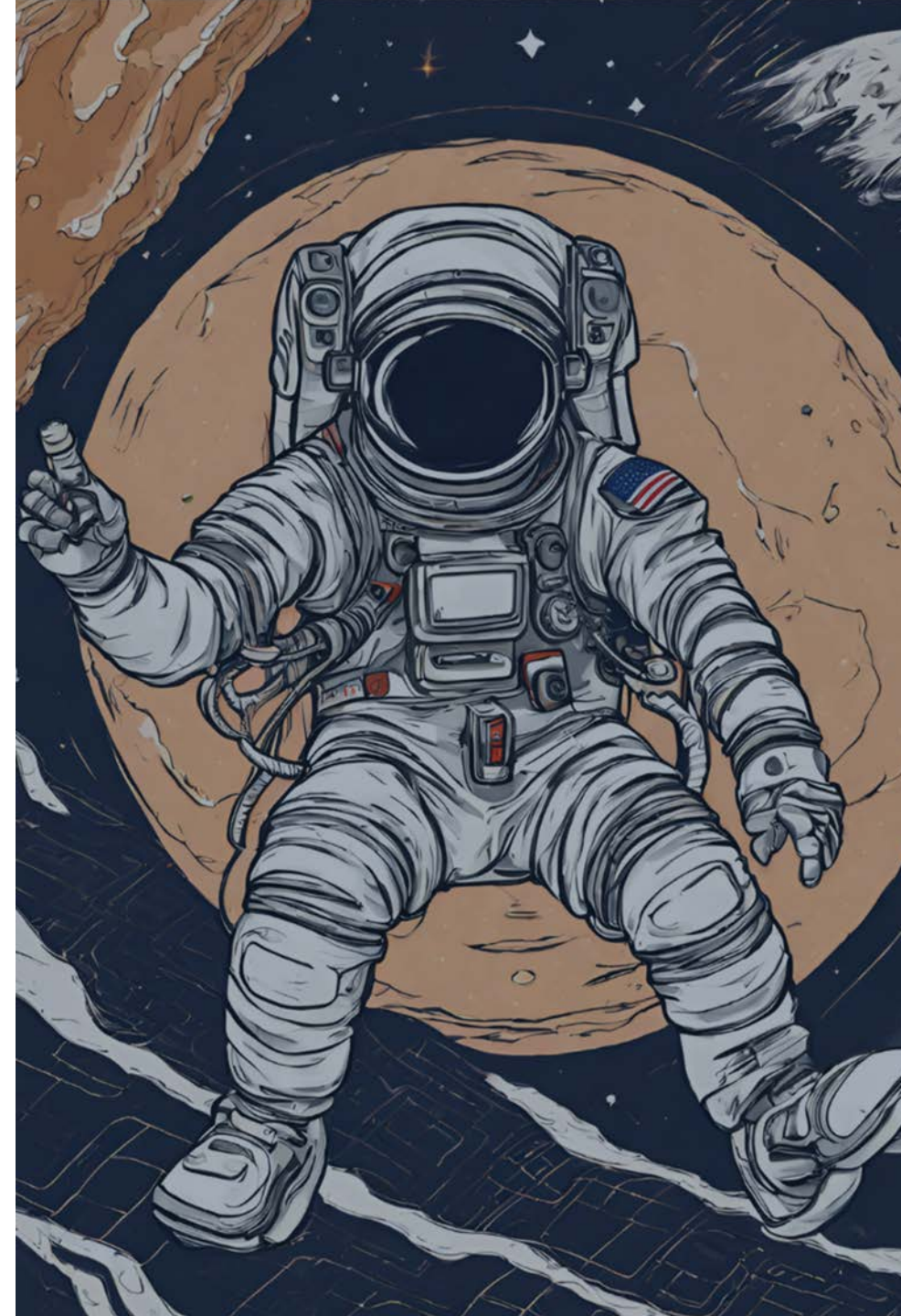
# Traffic Score Findings

## Top 5 winners

- 01**  National Trust
- 02**  British Heart Foundation
- 03**  WOODLAND TRUST
- 04**  MACMILLAN CANCER SUPPORT
- 05**  Alzheimer's Society



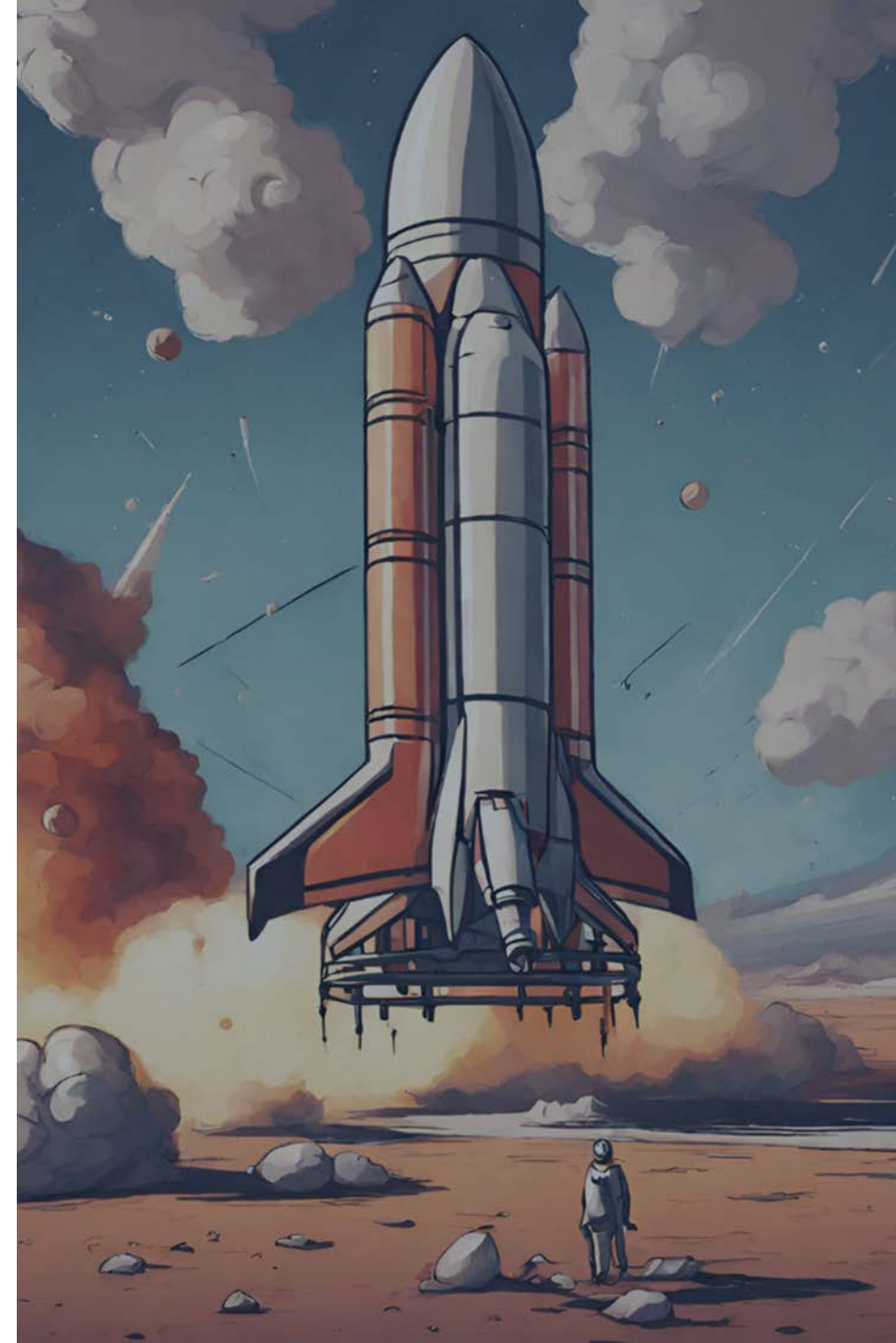
These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses



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 September 2024	Traffic score September 2023	YoY Change	Compared to Market
<a href="https://nationaltrust.org.uk">nationaltrust.org.uk</a>	1	-	1,942,837	1,743,236	+11%	+2%
<a href="https://bhf.org.uk">bhf.org.uk</a>	2	-	1,266,359	1,065,679	+19%	+10%
<a href="https://cancerresearchuk.org">cancerresearchuk.org</a>	3	-	923,543	983,217	-6%	-15%
<a href="https://rspb.org.uk">rspb.org.uk</a>	4	-	744,423	976,280	-24%	-33%
<a href="https://ageuk.org.uk">ageuk.org.uk</a>	5	-	570,876	641,983	-11%	-20%
<a href="https://diabetes.org.uk">diabetes.org.uk</a>	6	+2	540,108	466,647	+16%	+7%
<a href="https://rspca.org.uk">rspca.org.uk</a>	7	-	537,098	537,308	-	-9%
<a href="https://woodlandtrust.org.uk">woodlandtrust.org.uk</a>	8	+1	519,404	410,094	+27%	+18%
<a href="https://mind.org.uk">mind.org.uk</a>	9	-3	498,121	563,602	-12%	-21%
<a href="https://macmillan.org.uk">macmillan.org.uk</a>	10	+1	420,850	311,234	+35%	+26%
<a href="https://dogstrust.org.uk">dogstrust.org.uk</a>	11	-1	384,479	332,340	+16%	+7%
<a href="https://pdsa.org.uk">pdsa.org.uk</a>	12	-	377,760	310,655	+22%	+13%
<a href="https://bluecross.org.uk">bluecross.org.uk</a>	13	-	337,042	270,892	+24%	+15%
<a href="https://alzheimers.org.uk">alzheimers.org.uk</a>	14	+1	289,273	195,073	+48%	+39%
<a href="https://cats.org.uk">cats.org.uk</a>	15	-1	287,577	234,206	+23%	+14%
<a href="https://redcross.org.uk">redcross.org.uk</a>	16	+1	213,951	172,096	+24%	+15%
<a href="https://autism.org.uk">autism.org.uk</a>	17	+3	179,024	148,063	+21%	+12%
<a href="https://shelter.org.uk">shelter.org.uk</a>	18	+1	167,296	148,598	+13%	+4%
<a href="https://nts.org.uk">nts.org.uk</a>	19	-1	160,016	158,560	+1%	-8%
<a href="https://gosh.nhs.uk">gosh.nhs.uk</a>	20	+1	150,765	143,170	+5%	-4%
<a href="https://versusarthritis.org">versusarthritis.org</a>	21	-5	149,557	187,938	-20%	-29%
<a href="https://scope.org.uk">scope.org.uk</a>	22	+10	148,217	68,814	+115%	+106%
<a href="https://nspcc.org.uk">nspcc.org.uk</a>	23	+1	144,065	124,525	+16%	+7%
<a href="https://oxfam.org.uk">oxfam.org.uk</a>	24	+2	134,938	119,537	+13%	+4%
<a href="https://wwf.org.uk">wwf.org.uk</a>	25	-3	132,778	126,431	+5%	-4%
<a href="https://scouts.org.uk">scouts.org.uk</a>	26	+5	122,474	86,422	+42%	+33%
<a href="https://sja.org.uk">sja.org.uk</a>	27	-	112,157	115,772	-3%	-12%



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
battersea.org.uk	28	-5	108,211	125,790	-14%	-23%
canalrivertrust.org.uk	29	-	107,121	100,144	+7%	-2%
drinkaware.co.uk	30	-	100,011	98,372	+2%	-7%
mentalhealth.org.uk	31	-3	97,082	108,222	-10%	-19%
comicrorelief.com	32	+3	96,215	59,731	+61%	+52%
samaritans.org	33	+3	91,054	59,568	+53%	+44%
britishlegion.org.uk	34	+6	88,278	56,803	+55%	+46%
bowelcanceruk.org.uk	35	+18	87,525	38,418	+128%	+119%
bbcchildreninneed.co.uk	36	-2	83,298	60,057	+39%	+30%
mariecurie.org.uk	37	-12	81,785	120,452	-32%	-41%
greenpeace.org.uk	38	+23	71,562	21,072	+240%	+231%
prostatecanceruk.org	39	-	70,965	56,946	+25%	+16%
breastcancer.org.uk	40	+1	68,785	56,207	+22%	+13%
barnardos.org.uk	41	+2	66,175	54,397	+22%	+13%
mencap.org.uk	42	+9	65,624	42,129	+56%	+47%
salvationarmy.org.uk	43	-1	65,187	56,103	+16%	+7%
savethechildren.org.uk	44	-7	63,452	59,178	+7%	-2%
dofe.org	45	-7	63,065	58,881	+7%	-2%
rnli.org	46	-2	58,326	51,458	+13%	+4%
girlguiding.org.uk	47	-14	58,202	64,174	-9%	-18%
rnib.org.uk	48	+4	47,834	39,498	+21%	+12%
stroke.org.uk	49	+1	46,645	42,387	+10%	+1%
booktrust.org.uk	50	-1	46,408	43,080	+8%	-1%
msociety.org.uk	51	-6	44,726	48,504	-8%	-17%
thedonkeysanctuary.org.uk	52	-6	41,294	43,797	-6%	-15%
peta.org	53	-6	40,729	43,631	-7%	-16%
parkinsons.org.uk	54	+3	39,878	32,218	+24%	+15%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
woodgreen.org.uk	55	-7	35,128	43,286	-19%	-28%
alzheimersresearchuk.org	56	+9	33,080	18,032	+83%	+74%
cafonline.org	57	-1	32,840	34,142	-4%	-13%
guidedogs.org.uk	58	+1	31,695	26,995	+17%	+8%
tht.org.uk	59	-5	30,154	36,012	-16%	-25%
princes-trust.org.uk	60	+3	27,617	19,598	+41%	+32%
unicef.org.uk	61	+1	26,353	20,470	+29%	+20%
uk.movember.com	62	+14	24,398	7,960	+207%	+198%
amnesty.org.uk	63	-5	23,669	29,022	-18%	-27%
childrenssociety.org.uk	64	+6	22,151	12,655	+75%	+66%
stonewall.org.uk	65	-10	21,441	34,760	-38%	-47%
friendsoftheearth.uk	66	-2	19,372	19,395	-	-9%
kidneyresearchuk.org	67	+4	17,515	11,838	+48%	+39%
helpforheroes.org.uk	68	+6	16,243	9,169	+77%	+68%
teenagecancertrust.org	69	-9	14,632	26,481	-45%	-54%
artscouncil.org.uk	70	-4	14,545	17,575	-17%	-26%
pennyappeal.org	71	-4	12,885	13,948	-8%	-17%
dignityindying.org.uk	72	-3	12,518	12,709	-2%	-11%
fairtrade.org.uk	73	-	11,584	9,210	+26%	+17%
midlandsairambulance.com	74	+9	10,725	5,338	+101%	+92%
londonsairambulance.org.uk	75	+10	9,804	4,854	+102%	+93%
ash.org.uk	76	-1	9,059	8,265	+10%	+1%
christianaid.org.uk	77	+4	8,635	6,175	+40%	+31%
rapecrisis.org.uk	78	-10	8,557	13,046	-34%	-43%
anthonymolan.org	79	+1	8,285	7,518	+10%	+1%
wateraid.org	80	-2	8,111	7,771	+4%	-5%
centrepoin.org.uk	81	-2	8,042	7,768	+4%	-5%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
unwomen.org	82	-5	7,975	7,930	+1%	-8%
firefighterscharity.org.uk	83	-1	7,516	5,900	+27%	+18%
msf.org.uk	84	+5	6,927	2,617	+165%	+156%
lgbt.foundation	85	-13	6,778	9,490	-29%	-38%
actionaid.org.uk	86	-2	6,617	5,107	+30%	+21%
sightsavers.org	87	-1	4,595	3,677	+25%	+16%
keepbritaintidy.org	88	-	3,588	3,042	+18%	+9%
cnduk.org	89	-2	2,997	3,623	-17%	-26%
theredcard.org	90	+1	2,628	2,213	+19%	+10%
countryside-alliance.org	91	+2	2,502	1,200	+109%	+100%
leonardcheshire.org	92	-	1,914	1,681	+14%	+5%
amh.org.uk	93	+1	1,097	1,193	-8%	-17%
bacaworld.org	94	+2	126	97	+30%	+21%
abortionrights.org.uk	95	-	51	228	-78%	-87%
breastcancersupport.org.uk	96	+1	35	61	-43%	-52%
begambleaware.org	97	-7	-	2,533	-100%	-109%
wellcome.ac.uk	98	-	-	3	-100%	-109%
clicsargent.org.uk	99	-	-	-	+100%	+91%

# Industry Variance

# +9%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 9% increase in overall traffic scores within this industry.

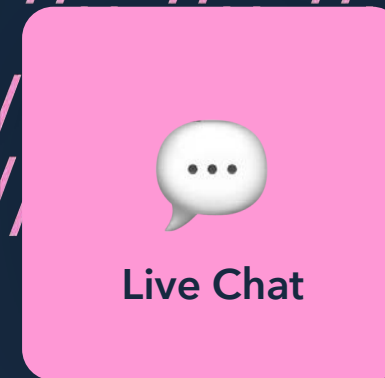
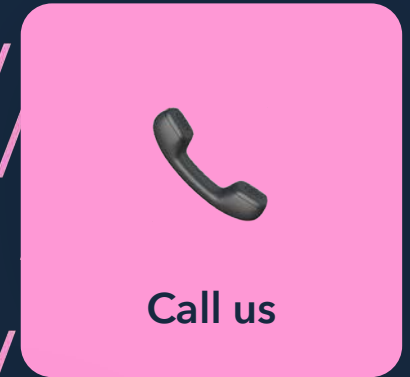
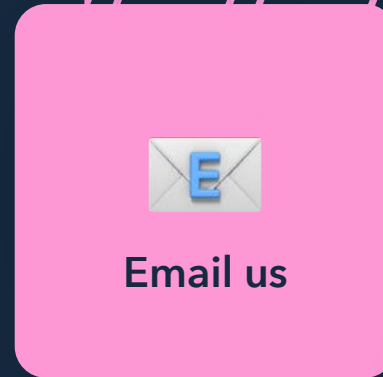
If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



# 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.



# Question?

# Visibility Vs Authority

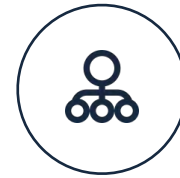
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



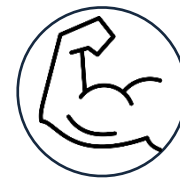
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

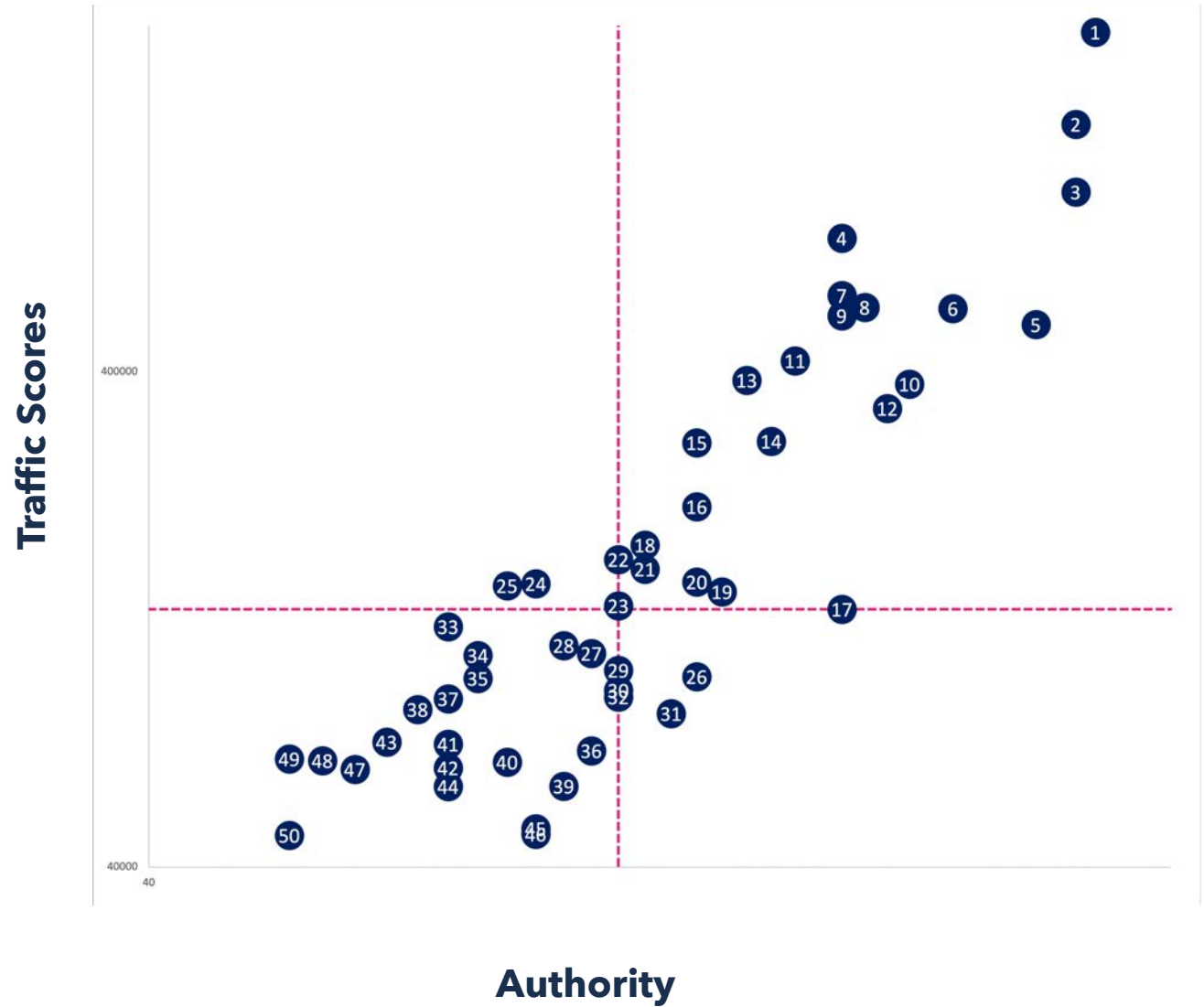


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores





nationaltrust.org.uk	1	macmillan.org.uk	11	nts.org.uk	21	mariecurie.org.uk	31	prostatecanceruk.org	41
bhf.org.uk	2	bluecross.org.uk	12	shelter.org.uk	22	britishlegion.org.uk	32	savethechildren.org.uk	42
cancerresearchuk.org	3	dogstrust.org.uk	13	oxfam.org.uk	23	scouts.org.uk	33	greenpeace.org.uk	43
rspb.org.uk	4	alzheimers.org.uk	14	versusarthritis.org	24	canalrivertrust.org.uk	34	girlguiding.org.uk	44
mind.org.uk	5	cats.org.uk	15	scope.org.uk	25	comicroelief.com	35	rnib.org.uk	45
rspca.org.uk	6	redcross.org.uk	16	mentalhealth.org.uk	26	breastcancernow.org	36	stroke.org.uk	46
ageuk.org.uk	7	wwf.org.uk	17	battersea.org.uk	27	bowelcanceruk.org.uk	37	dofe.org	47
diabetes.org.uk	8	autism.org.uk	18	sja.org.uk	28	bbcchildreninneed.co.uk	38	mencap.org.uk	48
woodlandtrust.org.uk	9	nspcc.org.uk	19	drinkaware.co.uk	29	rnli.org	39	barnardos.org.uk	49
pdsa.org.uk	10	gosh.nhs.uk	20	samaritans.org	30	salvationarmy.org.uk	40	booktrust.org.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 **drinkaware**



# 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  SHELTER
- 02  VERSUS  
ARTHRITIS
- 03  SCOPE
- 04  OXFAM
- 05  Scouts

# 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.

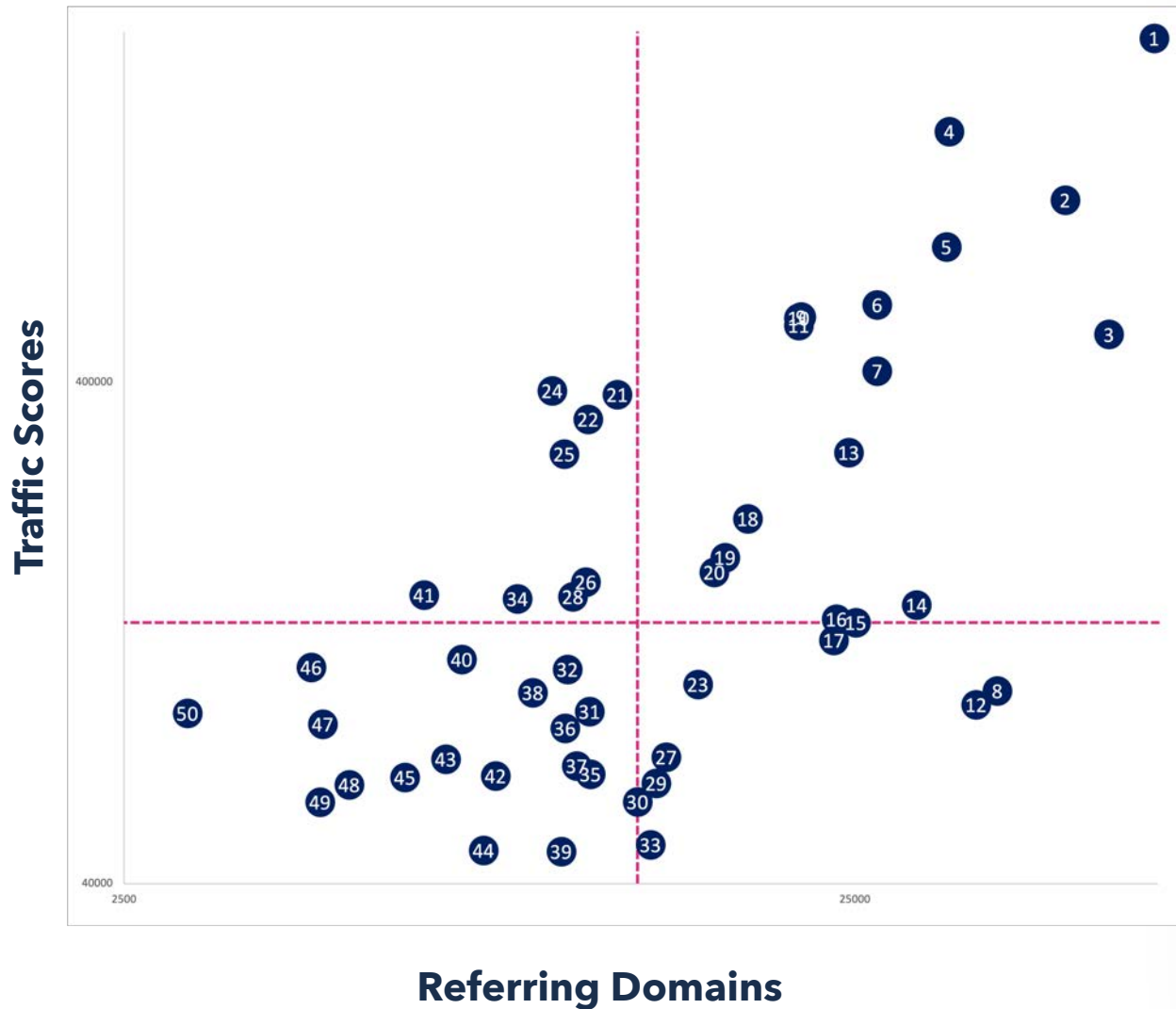
## Key:

<a href="http://nationaltrust.org.uk">nationaltrust.org.uk</a>	1	<a href="http://alzheimers.org.uk">alzheimers.org.uk</a>	13
<a href="http://cancerresearchuk.org">cancerresearchuk.org</a>	2	<a href="http://nspcc.org.uk">nspcc.org.uk</a>	14
<a href="http://mind.org.uk">mind.org.uk</a>	3	<a href="http://wwf.org.uk">wwf.org.uk</a>	15
<a href="http://bhf.org.uk">bhf.org.uk</a>	4	<a href="http://oxfam.org.uk">oxfam.org.uk</a>	16
<a href="http://rspb.org.uk">rspb.org.uk</a>	5	<a href="http://scouts.org.uk">scouts.org.uk</a>	17
<a href="http://ageuk.org.uk">ageuk.org.uk</a>	6	<a href="http://redcross.org.uk">redcross.org.uk</a>	18
<a href="http://macmillan.org.uk">macmillan.org.uk</a>	7	<a href="http://autism.org.uk">autism.org.uk</a>	19
<a href="http://mentalhealth.org.uk">mentalhealth.org.uk</a>	8	<a href="http://shelter.org.uk">shelter.org.uk</a>	20
<a href="http://diabetes.org.uk">diabetes.org.uk</a>	9	<a href="http://pdsa.org.uk">pdsa.org.uk</a>	21
<a href="http://rspca.org.uk">rspca.org.uk</a>	10	<a href="http://bluecross.org.uk">bluecross.org.uk</a>	22
<a href="http://woodlandtrust.org.uk">woodlandtrust.org.uk</a>	11	<a href="http://drinkaware.co.uk">drinkaware.co.uk</a>	23
<a href="http://samaritans.org">samaritans.org</a>	12	<a href="http://dogstrust.org.uk">dogstrust.org.uk</a>	24

# Traffic Scores Vs Referring Domains

## Key:

cats.org.uk	25	comicroelief.com	38
nts.org.uk	26	booktrust.org.uk	39
greenpeace.org.uk	27	sja.org.uk	40
versusarthritis.org	28	gosh.nhs.uk	41
savethechildren.org.uk	29	mencap.org.uk	42
rnli.org	30	prostatecanceruk.org	43
britishlegion.org.uk	31	stroke.org.uk	44
canalrivertrust.org.uk	32	salvationarmy.org.uk	45
rnib.org.uk	33	battersea.org.uk	46
scope.org.uk	34	bbcchildreninneed.co.uk	47
barnardos.org.uk	35	dofe.org	48
mariecurie.org.uk	36	girlguiding.org.uk	49
breastcancer.org	37	bowelcanceruk.org.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

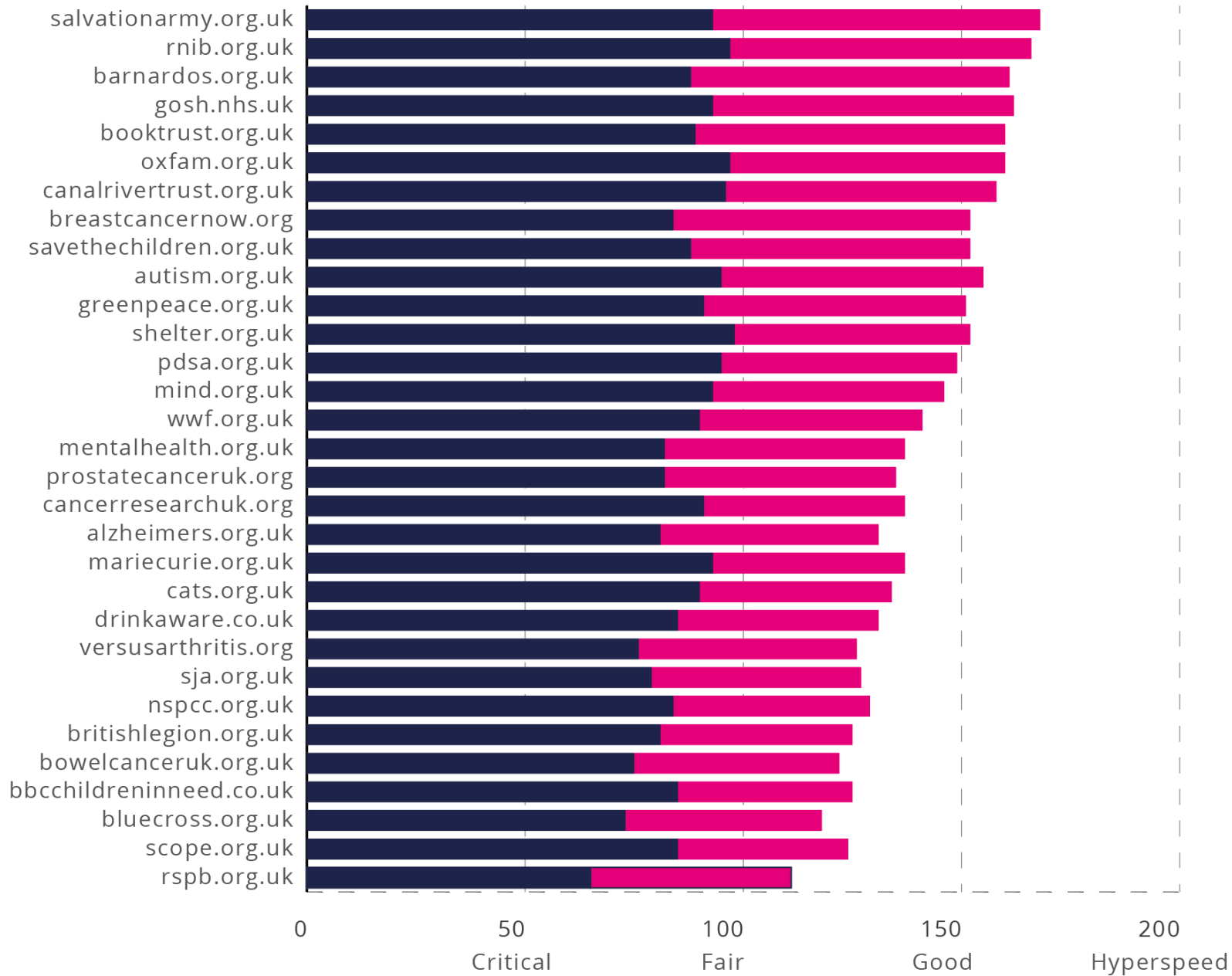
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input 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<sup>®</sup>**  
**MARKETING**  
**AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
**FINALIST**

**EUROPEAN 2023**  
**SEARCH AWARDS**  
**WINNER**

**THE DPMI<sup>®</sup>**  
**CONTENT**  
**AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
**WINNER**

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
**SHORTLISTED**

**THE DPMI<sup>®</sup>**  
**SEARCH**  
**AWARDS**  
FINALIST 2016

**UK**  
**Agency**  
**Awards**  
**2023**  
**FINALIST**

**NORTHERN**  
**DIGITAL**  
**AWARDS**  
**SHORTLIST**  
**2018**

**DIGITAL IMPACT**  
**AWARDS 20**  
**WINNER**

**ds 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.**

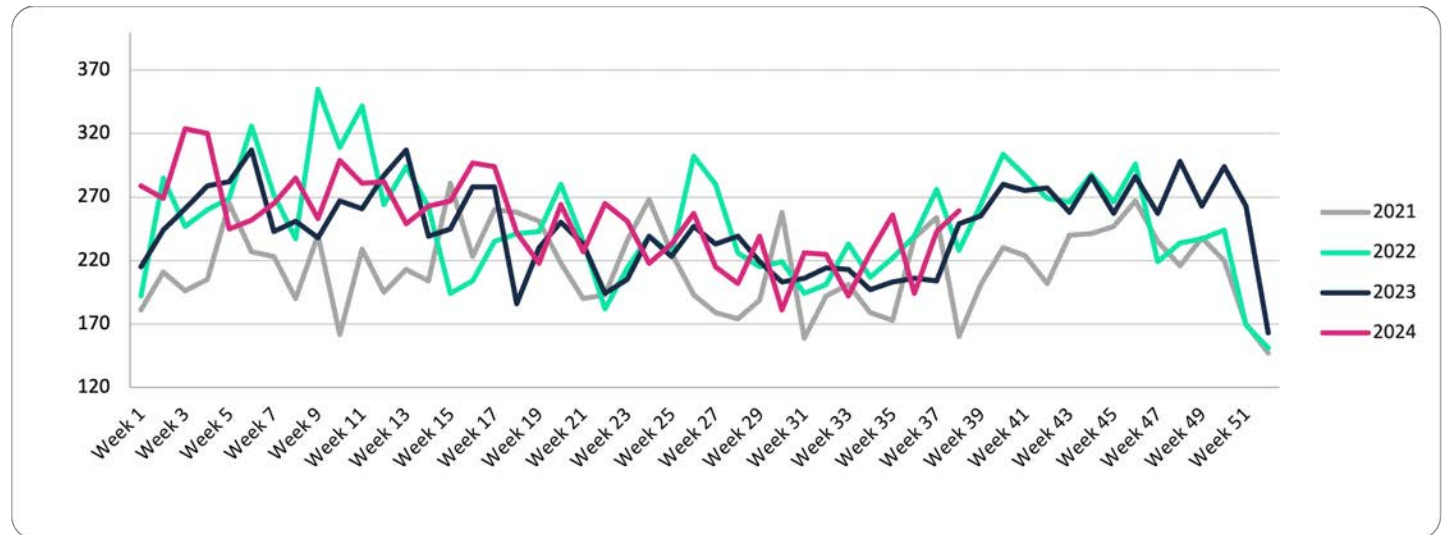
— Caren Downie, Fashion Director

**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 Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
national trust	450000	22%
age uk	74000	16%
oxfam	74000	14%
rspb	74000	14%
battersea	60500	83%
salvation army	60500	7%
barnardos	49500	123%
cancer research uk	33100	192%
scouts	27100	22%
canal river trust	22200	14%
save the children	18100	31%
british legion	18100	8%
comic relief	18100	6%
mencap	14800	15%
drink aware	2400	13%
cats org uk	390	1%
autism org uk	320	8%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
dog trust	301000	-18%
rspca	246000	-13%
mental health	74000	-12%
macmillan	60500	-18%
marie curie	60500	-17%
shelter	49500	-19%
blue cross	49500	-13%
nspcc	40500	-6%
wwf	33100	-17%
scope	22200	-18%
rnib	22200	-12%
woodland trust	22200	-12%
prostate cancer uk	14800	-28%
green peace	14800	-17%
gosh	12100	-6%
book trust	4400	-12%
alzheimers org uk	320	-13%





**National Trust** has  
generated the greatest  
increase in brand awareness  
QoQ.

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



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

01244 564 501  
Brett@salience.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?

# 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:





sja.org.uk  
40,614 4.9



dogstrust.org.uk  
2,664 4.7



bhf.org.uk  
5,180 3.7



battersea.org.uk  
151 4



bluecross.org.uk  
158 3.9



redcross.org.uk  
147 3.8



oxfam.org.uk  
146 3.4



scope.org.uk  
66 3.5



cats.org.uk  
298 3



mariecurie.org.uk  
17 3.9

## 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	 National Trust	450,000
02	 DogsTrust	301,000
03	 RSPCA.	246,000
04	 pdsa SAVING PETS CHANGING LIVES	90,500
05	 SAMARITANS	90,500

# 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 |  National Trust                     | 4692 |
| 02 |  CANCER RESEARCH UK                 | 3913 |
| 03 |  <b>MACMILLAN</b><br>CANCER SUPPORT | 3337 |
| 04 |  DogsTrust                         | 3178 |
| 05 |  <b>GREENPEACE</b>                | 2711 |

# 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



[Book a Chat](#)

# Awareness



# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
<a href="http://nationaltrust.org.uk">nationaltrust.org.uk</a>	450000	4692	1
<a href="http://dogstrust.org.uk">dogstrust.org.uk</a>	301000	3178	2
<a href="http://rspca.org.uk">rspca.org.uk</a>	246000	1963	3
<a href="http://macmillan.org.uk">macmillan.org.uk</a>	60500	3337	4
<a href="http://mind.org.uk">mind.org.uk</a>	60500	2425	5
<a href="http://rspb.org.uk">rspb.org.uk</a>	74000	1932	6
<a href="http://battersea.org.uk">battersea.org.uk</a>	60500	2244	7
<a href="http://cancerresearchuk.org">cancerresearchuk.org</a>	33100	3913	8
<a href="http://bbcchildreninneed.co.uk">bbcchildreninneed.co.uk</a>	49500	2453	9
<a href="http://mentalhealth.org.uk">mentalhealth.org.uk</a>	74000	1286	10
<a href="http://oxfam.org.uk">oxfam.org.uk</a>	74000	1265	11
<a href="http://mariecurie.org.uk">mariecurie.org.uk</a>	60500	1373	12
<a href="http://wwf.org.uk">wwf.org.uk</a>	33100	2329	13
<a href="http://pdsa.org.uk">pdsa.org.uk</a>	90500	792	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
rnli.org	40500	1655	15
samaritans.org	90500	732	16
ageuk.org.uk	74000	773	17
canalrivertrust.org.uk	22200	2389	18
nspcc.org.uk	40500	1218	19
bluecross.org.uk	49500	946	20
diabetes.org.uk	49500	929	21
comicrelief.com	18100	2349	22
shelter.org.uk	49500	837	23
woodlandtrust.org.uk	22200	1819	24
greenpeace.org.uk	14800	2711	25
redcross.org.uk	33100	1208	26
britishlegion.org.uk	18100	2089	27
bhf.org.uk	18100	1811	28
barnardos.org.uk	49500	548	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:

<a href="http://nationaltrust.org.uk">nationaltrust.org.uk</a>	1	<a href="http://mentalhealth.org.uk">mentalhealth.org.uk</a>	13
<a href="http://dogstrust.org.uk">dogstrust.org.uk</a>	2	<a href="http://cancerresearchuk.org">cancerresearchuk.org</a>	14
<a href="http://rspca.org.uk">rspca.org.uk</a>	3	<a href="http://battersea.org.uk">battersea.org.uk</a>	15
<a href="http://rspb.org.uk">rspb.org.uk</a>	4	<a href="http://shelter.org.uk">shelter.org.uk</a>	16
<a href="http://pdsa.org.uk">pdsa.org.uk</a>	5	<a href="http://mariecurie.org.uk">mariecurie.org.uk</a>	17
<a href="http://ageuk.org.uk">ageuk.org.uk</a>	6	<a href="http://salvationarmy.org.uk">salvationarmy.org.uk</a>	18
<a href="http://mind.org.uk">mind.org.uk</a>	7	<a href="http://bbcchildreninneed.co.uk">bbcchildreninneed.co.uk</a>	19
<a href="http://macmillan.org.uk">macmillan.org.uk</a>	8	<a href="http://nspcc.org.uk">nspcc.org.uk</a>	20
<a href="http://samaritans.org">samaritans.org</a>	9	<a href="http://barnardos.org.uk">barnardos.org.uk</a>	21
<a href="http://diabetes.org.uk">diabetes.org.uk</a>	10	<a href="http://redcross.org.uk">redcross.org.uk</a>	22
<a href="http://oxfam.org.uk">oxfam.org.uk</a>	11	<a href="http://bhf.org.uk">bhf.org.uk</a>	23
<a href="http://bluecross.org.uk">bluecross.org.uk</a>	12	<a href="http://woodlandtrust.org.uk">woodlandtrust.org.uk</a>	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:

wwf.org.uk	25	gosh.nhs.uk	38
rnli.org	26	greenpeace.org.uk	39
scouts.org.uk	27	prostatecanceruk.org	40
dofe.org	28	mencap.org.uk	41
scope.org.uk	29	breastcancernow.org	42
canalrivertrust.org.uk	30	stroke.org.uk	43
nts.org.uk	31	bowelcanceruk.org.uk	44
comicrorelief.com	32	booktrust.org.uk	45
britishlegion.org.uk	33	sja.org.uk	46
rnib.org.uk	34	drinkaware.co.uk	47
versusarthritis.org	35	cats.org.uk	48
savethechildren.org.uk	36	alzheimers.org.uk	49
girlguiding.org.uk	37	autism.org.uk	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.**

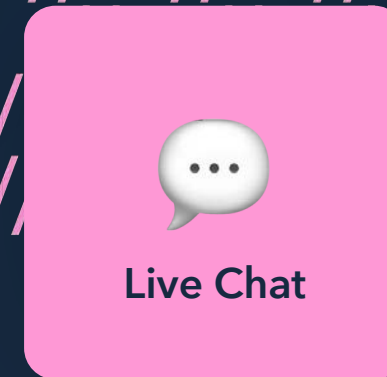
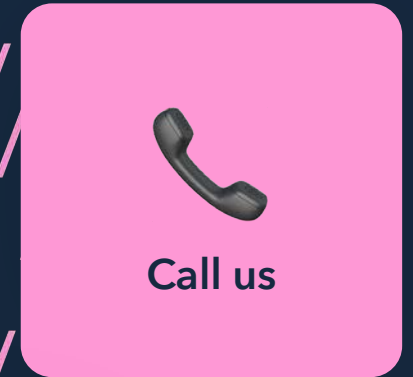
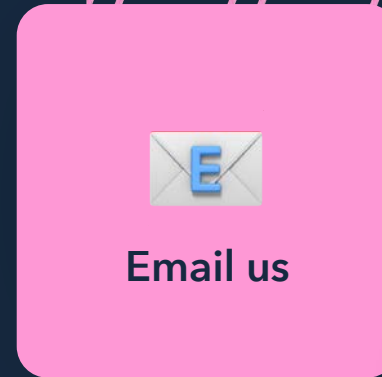
We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



# 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.



# Question?



// **Salience.**