



Consumer Electronics

Salience Index 2025



12 Month Report

This **Consumer Electronics Report** was put together by a small team of humans at Salience, 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

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

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Note

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  Apple

02  currys

03 **SAMSUNG**

04  Back Market

05  hmv.com



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 appliances
direct ↗

02 ao

03 laptopsdirect ➤

04 ☆ euronics

05 AWD IT AWD-IT.co.uk



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	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
apple.com	1	-	18,440,514	15,173,230	+22%	+9%
currys.co.uk	2	-	8,442,671	7,595,168	+11%	-2%
samsung.com	3	-	3,625,779	3,050,175	+19%	+6%
ao.com	4	-	1,328,718	1,476,314	-10%	-23%
dyson.co.uk	5	-	813,422	764,850	+6%	-7%
hp.com	6	-	667,355	677,425	-1%	-14%
sony.co.uk	7	+1	556,731	547,766	+2%	-11%
backmarket.co.uk	8	+2	527,167	422,321	+25%	+12%
asus.com	9	-	486,649	442,676	+10%	-3%
lenovo.com	10	+1	466,554	397,996	+17%	+4%
lg.com	11	+2	457,177	374,624	+22%	+9%
appliancesdirect.co.uk	12	-5	432,109	604,834	-29%	-42%
hmv.com	13	+6	371,364	271,227	+37%	+24%
canon.co.uk	14	-2	348,439	381,788	-9%	-22%
scan.co.uk	15	-1	348,439	325,914	+7%	-6%
richersounds.com	16	+4	329,405	270,697	+22%	+9%
overclockers.co.uk	17	-2	323,026	324,504	-	-13%
bosch-home.co.uk	18	-1	321,351	308,119	+4%	-9%
beko.co.uk	19	-1	290,929	293,342	-1%	-14%
laptopsdirect.co.uk	20	-4	248,545	311,599	-20%	-33%
robertdyas.co.uk	21	+2	246,421	246,735	-	-13%
ebuyer.com	22	-	235,624	261,304	-10%	-23%
pcpartpicker.com	23	+2	215,102	198,854	+8%	-5%
euronics.co.uk	24	-3	211,608	267,382	-21%	-34%
uk.jbl.com	25	-1	194,471	200,090	-3%	-16%
miele.co.uk	26	-	176,977	173,878	+2%	-11%
hotpoint.co.uk	27	+2	172,178	142,808	+21%	+8%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
bose.co.uk	28	-	164,826	150,716	+9%	-4%
logitech.com	29	+2	160,479	127,799	+26%	+13%
jessops.com	30	+7	149,272	105,239	+42%	+29%
mpb.com	31	+11	148,998	96,677	+54%	+41%
pcspecialist.co.uk	32	-2	144,758	134,250	+8%	-5%
awd-it.co.uk	33	-6	121,378	173,878	-30%	-43%
sonos.com	34	+5	116,319	99,717	+17%	+4%
cyberpowersystem.co.uk	35	+3	113,046	100,387	+13%	-
gopro.com	36	-	109,831	106,821	+3%	-10%
panasonic.com	37	-3	109,372	115,194	-5%	-18%
hisense.co.uk	38	-3	105,775	107,567	-2%	-15%
wexphotovideo.com	39	+2	103,522	97,566	+6%	-7%
beatsbydre.com	40	-	101,873	98,530	+3%	-10%
espares.co.uk	41	+3	100,520	92,469	+9%	-4%
markselectrical.co.uk	42	+9	100,417	73,923	+36%	+23%
store.canon.co.uk	43	-10	97,843	117,689	-17%	-30%
russellhobbs.com	44	-12	95,945	121,833	-21%	-34%
anker.com	45	+3	95,319	79,228	+20%	+7%
hughes.co.uk	46	+8	94,205	58,367	+61%	+48%
shop.smeguk.com	47	+8	93,635	56,427	+66%	+53%
cclonline.com	48	+4	89,369	69,197	+29%	+16%
yalehome.co.uk	49	-2	88,722	82,716	+7%	-6%
applianceshop.co.uk	50	-	86,582	75,763	+14%	+1%
sageappliances.com	51	-5	84,042	85,333	-2%	-15%
appliancecity.co.uk	52	-9	78,590	94,296	-17%	-30%
fujifilm-x.com	53	+3	75,926	52,750	+44%	+31%
nikon.co.uk	54	-5	72,203	75,828	-5%	-18%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
skullcandy.co.uk	55	+38	65,021	22,632	+187%	+174%
lcegroup.co.uk	56	-3	60,308	62,413	-3%	-16%
bootskitchenappliances.com	57	+15	54,535	30,624	+78%	+65%
applianceworldonline.com	58	+40	49,578	18,845	+163%	+150%
hoxtonmacs.co.uk	59	+15	48,601	29,379	+65%	+52%
chillblast.com	60	-2	47,733	44,334	+8%	-5%
box.co.uk	61	-16	46,957	86,361	-46%	-59%
pioneerdj.com	62	-2	45,376	41,309	+10%	-3%
petertyson.co.uk	63	-4	42,341	43,196	-2%	-15%
parkcameras.com	64	+2	41,582	33,564	+24%	+11%
sonicdirect.co.uk	65	+15	38,631	25,458	+52%	+39%
bang-olufsen.com	66	+4	37,021	32,282	+15%	+2%
shop.swan-brand.co.uk	67	+10	35,374	27,553	+28%	+15%
denon.com	68	-5	35,324	35,303	-	-13%
stonegroup.co.uk	69	+55	34,959	9,612	+264%	+251%
cotswoldcameras.co.uk	70	+16	34,867	23,579	+48%	+35%
laptopoutlet.co.uk	71	-3	34,692	33,431	+4%	-9%
onedirect.co.uk	72	-7	34,525	33,740	+2%	-11%
leica-camera.com	73	+2	34,050	29,023	+17%	+4%
analoguewonderland.co.uk	74	-13	32,877	37,786	-13%	-26%
appliancecentre.com	75	+15	32,629	23,178	+41%	+28%
uk.hyperx.com	76	+3	29,281	25,726	+14%	+1%
centresdirect.co.uk	77	+11	27,954	23,458	+19%	+6%
cameraworld.co.uk	78	+13	27,678	22,977	+20%	+7%
audio-technica.com	79	-3	26,888	28,667	-6%	-19%
sevenoakssoundandvission.co.uk	80	-18	25,949	36,943	-30%	-43%
electromarket.co.uk	81	+1	24,854	24,143	+3%	-10%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
smarthomesounds.co.uk	82	-4	24,552	26,866	-9%	-22%
reliant.co.uk	83	-26	24,455	45,918	-47%	-60%
donaghybros.co.uk	84	-3	24,434	25,228	-3%	-16%
store.panasonic.co.uk	85	+9	24,089	22,066	+9%	-4%
bax-shop.co.uk	86	+26	24,046	13,119	+83%	+70%
droix.co.uk	87	+20	23,897	14,904	+60%	+47%
comet.co.uk	88	-24	22,620	33,917	-33%	-46%
clove.co.uk	89	+15	22,336	16,801	+33%	+20%
cramptonandmoore.co.uk	90	+26	21,586	11,122	+94%	+81%
macfinder.co.uk	91	+15	21,118	14,954	+41%	+28%
newegg.com	92	-7	20,660	23,889	-14%	-27%
eshop.fujifilm-x.com	93	+18	20,588	13,775	+49%	+36%
appliancesuperstore.co.uk	94	+14	20,401	14,898	+37%	+24%
uk.kef.com	95	+5	20,286	18,574	+9%	-4%
electricshop.com	96	-13	19,928	24,056	-17%	-30%
cambridgeaudio.com	97	-	19,162	19,160	-	-13%
webbs.tv	98	+37	18,614	7,896	+136%	+123%
wilkinson.co.uk	99	-32	18,332	33,553	-45%	-58%
naimaudio.com	100	+10	17,497	14,443	+21%	+8%

**Industry
Variance**
+13%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 13% 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

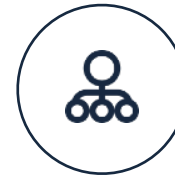
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



apple.com	1	canon.co.uk	11	gopro.com	21	mpb.com	31	wexphotovideo.com	41
currys.co.uk	2	uk.jbl.com	12	richersounds.com	22	store.canon.co.uk	32	espares.co.uk	42
samsung.com	3	hmv.com	13	bosch-home.co.uk	23	miele.co.uk	33	awd-it.co.uk	43
hp.com	4	overclockers.co.uk	14	sonos.com	24	euronics.co.uk	34	sageappliances.com	44
lenovo.com	5	logitech.com	15	appliancesdirect.co.uk	25	bose.co.uk	35	hughes.co.uk	45
asus.com	6	backmarket.co.uk	16	robertdyas.co.uk	26	hotpoint.co.uk	36	markselectrical.co.uk	46
ao.com	7	pcpartpicker.com	17	anker.com	27	jessops.com	37	cclonline.com	47
lg.com	8	panasonic.com	18	ebuyer.com	28	russellhobbs.com	38	yalehome.co.uk	48
dyson.co.uk	9	beko.co.uk	19	beatsbydre.com	29	pcspecialist.co.uk	39	cyberpowersystem.co.uk	49
sony.co.uk	10	scan.co.uk	20	laptopsdirect.co.uk	30	shop.smeguk.com	40	applianceshop.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 **Panasonic**

02 
beats. by dr. dre.

03 **Canon**

04  Russell Hobbs

05 **ANKER**

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  Back Market

02 

03 

04 
Experience Better

05  **BOSCH**

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:

apple.com	1	gopro.com	13
samsung.com	2	sonos.com	14
hp.com	3	canon.co.uk	15
asus.com	4	scan.co.uk	16
lenovo.com	5	overclockers.co.uk	17
lg.com	6	appliancesdirect.co.uk	18
panasonic.com	7	pcpartpicker.com	19
currys.co.uk	8	laptopsdirect.co.uk	20
ao.com	9	ebuyer.com	21
logitech.com	10	robertdyas.co.uk	22
hmv.com	11	dyson.co.uk	23
sony.co.uk	12	anker.com	24

Traffic Scores Vs Referring Domains

Key:

beatsbydre.com	25	sageappliances.com	38
mpb.com	26	bosch-home.co.uk	39
richersounds.com	27	pcspecialist.co.uk	40
cclonline.com	28	jessops.com	41
uk.jbl.com	29	euronics.co.uk	42
russellhobbs.com	30	hotpoint.co.uk	43
beko.co.uk	31	cyberpowersystem.co.uk	44
espaes.co.uk	32	yalehome.co.uk	45
wexphotovideo.com	33	backmarket.co.uk	46
hughes.co.uk	34	shop.smeguk.com	47
bose.co.uk	35	applianceshop.co.uk	48
awd-it.co.uk	36	store.canon.co.uk	49
miele.co.uk	37	markselectrical.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.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



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

— Paul Hambridge, MD

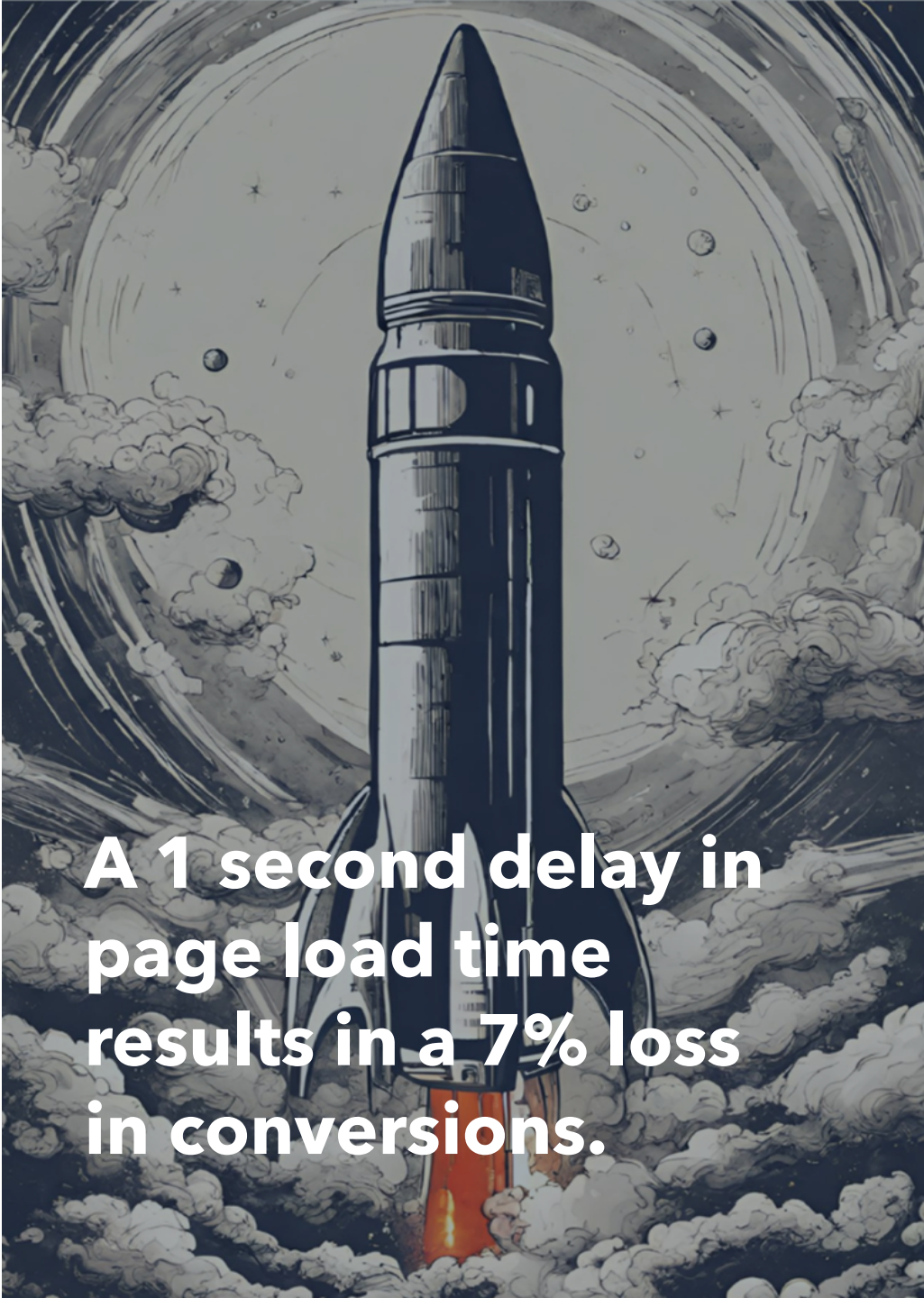


[Read this Case Study](#)

Page speed

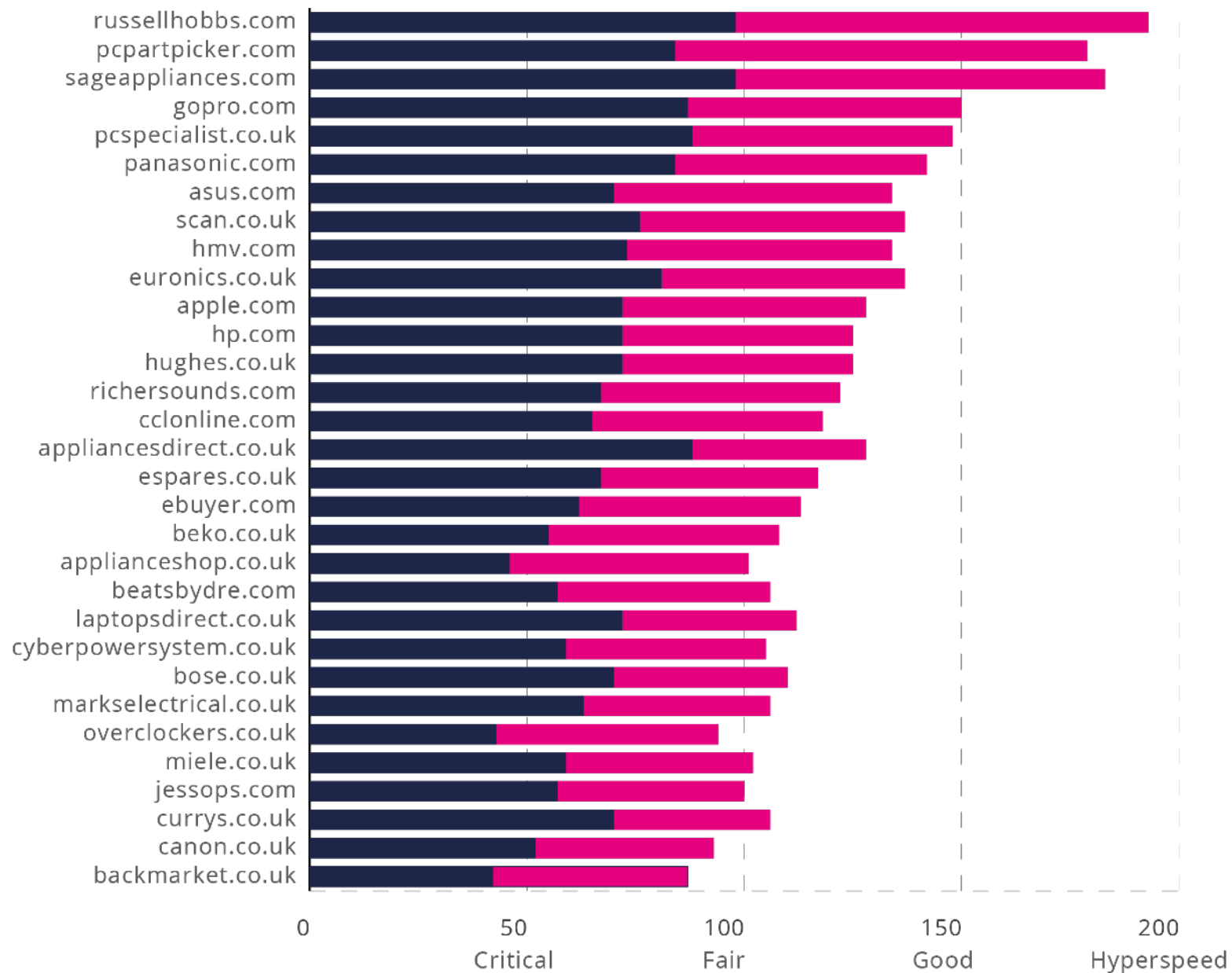
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input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



ds Awards Awards Awards Awards Award

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.

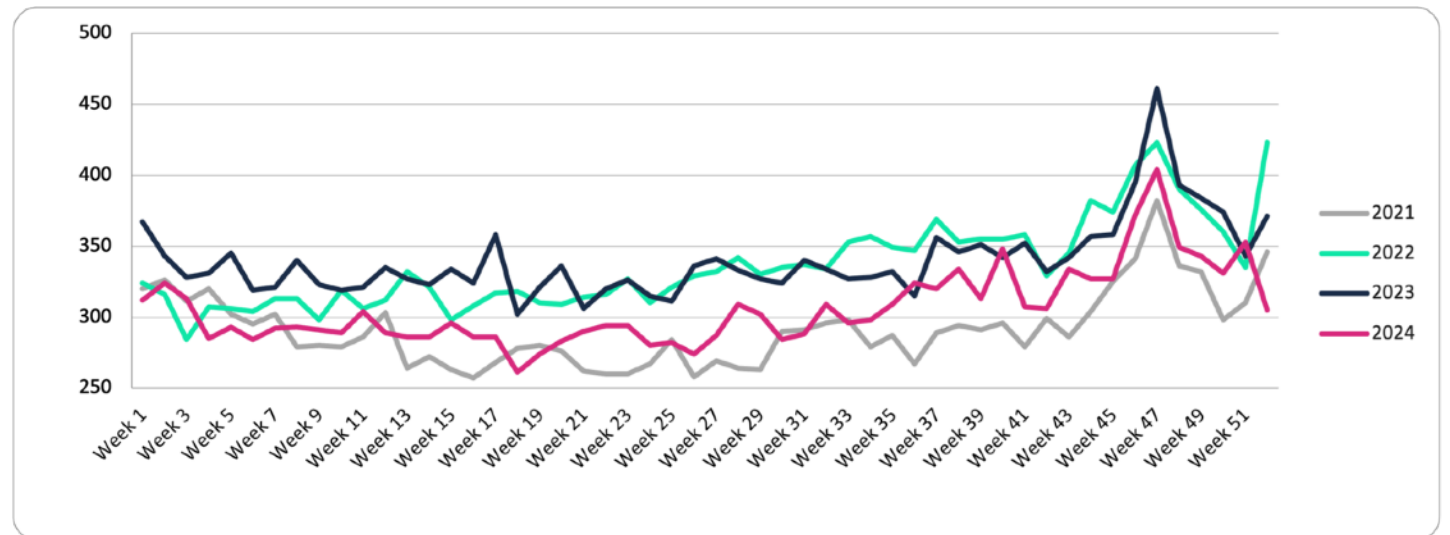
— Caren Downie, Fashion Director

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.



The rise of AI is dramatically changing our industry, users will be searching in entirely new ways in 2025 and beyond.



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
phone	110000	8%
mobile phone	74000	1%
digital camera	49500	72%
air purifier	49500	6%
phone shop	33100	49%
mobile shop near me	12100	22%
camcorder	12100	22%
android phone	12100	14%
running headphones	8100	15%
sleep headphones	6600	41%
coffee machines for home	6600	39%
swimming headphones	5400	15%
mini phone	3600	191%
sleep earphones	3600	60%
affordable digital cameras	3600	23%
cheap digital camera	3600	23%
soundcore headphones	2900	50%
mobile shop	2900	51%
phone store	2900	61%
wired earphones	2900	31%
compact digital camera	2900	23%
vintage digital camera	1900	51%
good headphones for music	1900	33%

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
coffee maker machine	1600	96%
bone conduction earbuds	1300	71%
digicams	1000	118%
mini smartphone	1000	127%
pink digital camera	1000	54%
room air purifier	880	263%
heavys headphones	720	927%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
ao	673000	6%
samsung	550000	6%
hmv	450000	14%
back market	201000	7%
dyson	201000	7%
ebuyer	135000	4%
pc part picker	110000	14%
scan	110000	15%
pc specialist	90500	6%
hp	74000	6%
jbl	40500	22%
canon	40500	14%
asus	40500	6%
lg	40500	6%
anker	27100	15%
panasonic	27100	7%
awd it	22200	14%
beko	18100	7%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
ccl online	6600	6%
wex photo video	3600	50%
smeg uk	2900	15%
bosch home	2400	6%
hot point	1000	8%
canon store	1000	8%
yale home	590	23%
cyber power system	70	64%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
wireless headphones	90500	-28%
mobile phone deals	74000	-29%
portable air cooler	49500	-28%
bluetooth headphones	40500	-24%
noise cancelling headphones	40500	-13%
ear buds	40500	-5%
wireless earbuds	33100	-25%
refurbished phones	22200	-29%
earpods	22200	-18%
wireless earphones	22200	-28%
phone deals	22200	-19%
flip phone	22200	-7%
head sets	22200	-5%
bone conduction headphones	18100	-7%
cheap phones	18100	-7%
good wireless headphones	14800	-28%
cheap mobile phones	14800	-24%
good noise cancelling headphones	14800	-6%
bluetooth earbuds	12100	-28%
bluetooth earphones	9900	-24%
second hand phones	9900	-13%
kids headphones	9900	-11%
overear headphones	9900	-7%

Receding Trends


Receding Products

Keyword	Search Volume	Interest Trend
gaming headphones	6600	-21%
headset with mic	5400	-32%
wireless gaming headset	5400	-18%
air purifier for home	4400	-31%
cheap phones for sale	2900	-24%
over ear wireless headphones	1900	-38%
earmuff headphones	590	-50%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
richer sounds	201000	-7%
appliances direct	90500	-18%
sony	90500	-7%
sonos	74000	-14%
laptop direct	49500	-18%
bose	49500	-14%
miele	49500	-13%
marks electrical	49500	-8%
mpb	49500	-6%
euronics	40500	-18%
espares	40500	-6%
jessops	33100	-13%
hughes	27100	-7%
russell hobbs	22200	-12%
over clockers	9900	-14%
beats by dre	8100	-14%
sage appliances	4400	-13%
appliance shop	1600	-6%

 **AO** is dominating the brand search game.

This is far more than technical SEO fundamentals, achieving this requires a full frontal assault on search.



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[Book a Chat](#)

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.

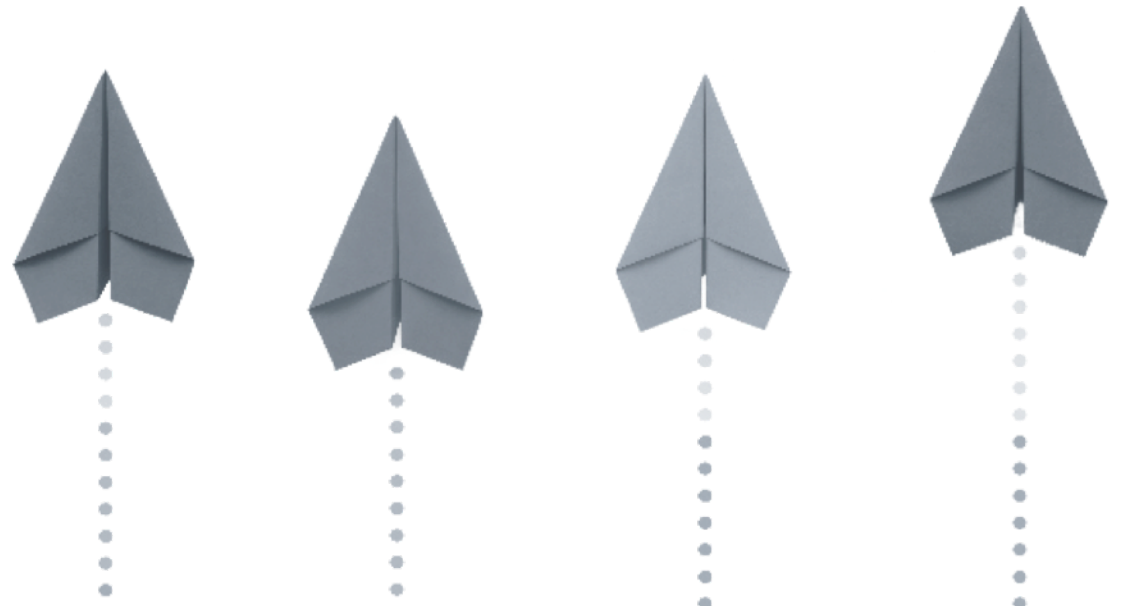
For challenger brands looking to weigh in, you best bring your A-game.



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

phone

49,000 79

2

mobile phone

25,000 74

3

noise cancelling headphones

37,000 47

4

bluetooth headphones

36,000 31

5

refurbished phones

16,000 38

6

wireless earbuds

23,000 32

7

bluetooth earbuds

8,400 42

8

ear buds

13,000 36

9

bone conduction headphones

19,000 29

10

home appliances

1,700 59

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.

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Keywords

1

headphones

70,000 17

2

wireless headphones

45,000 12

3

air purifier

40,000 18

4

air conditioner

26,000 11

5

digital camera

38,000 28

6

over ear headphones

7,500 12

7

bluetooth earphones

6,500 8

8

wireless earphones

12,000 26

9

noise cancelling earbuds

12,000 26

10

phones for sale

6,200 22

Opportunity Keywords.



Key:



Local monthly
searches (UK)



Competitiveness
Score

Ooo Nice Clients...

Dreams

carpetright.

Lindt

HARVEY MARIA®
FABULOUS FLOORS

sunny

early
learning
centre
ELC

PÂTISSERIE
VALERIE

FLOORING KING

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:





ao.com
719,664 4.8



espares.co.uk
403,384 4.7



richersounds.com
103,356 4.9



markselectrical.co.uk
93,181 4.8



currys.co.uk
266,081 4.3



hmv.com
111,013 4.6



wexphotovideo.com
66,891 4.8



appliancesdirect.co.uk
126,863 4.4



mpb.com
44,615 4.8



scan.co.uk
44,314 4.8

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		4,090,000
02	 Apple	1,220,000
03		673,000
04	SAMSUNG	550,000
05	hmv.com	450,000

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 **SAMSUNG**

324,788

02  **LG**

90,190

03  **Apple**

76,450

04 **ASUS**

56,881

05 **GoPro**


43,650

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.

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Awareness

Brand Awareness

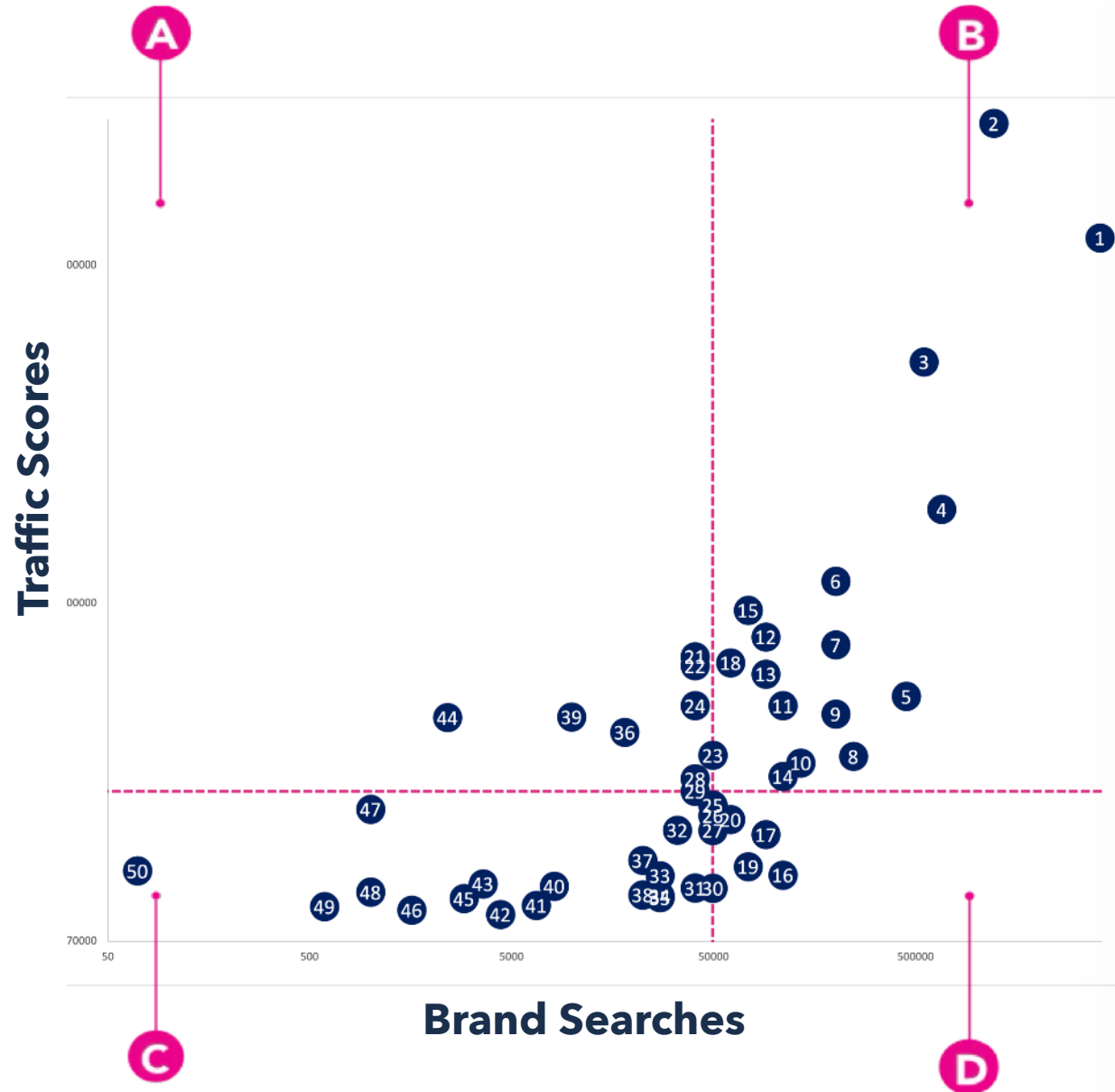
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
samsung.com	550000	324788	1
apple.com	1220000	76450	2
currys.co.uk	4090000	2985	3
gopro.com	110000	43650	4
lg.com	40500	90612	5
ao.com	673000	3819	6
asus.com	40500	56881	7
dyson.co.uk	201000	6936	8
hp.com	74000	12250	9
logitech.com	60500	8306	10
bose.co.uk	49500	9846	11
hmv.com	450000	825	12
uk.jbl.com	40500	7312	13
beko.co.uk	18100	14437	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
backmarket.co.uk	201000	1113	15
sony.co.uk	90500	2453	16
sonos.com	74000	2512	17
miele.co.uk	49500	3562	18
beatsbydre.com	6600	21183	19
richersounds.com	201000	404	20
pcspecialist.co.uk	90500	697	21
scan.co.uk	110000	468	22
anker.com	27100	1800	23
robertdyas.co.uk	246000	161	24
canon.co.uk	40500	921	25
ebuyer.com	135000	271	26
bosch-home.co.uk	2400	8203	27
mpb.com	49500	365	28
lenovo.com	60500	246	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:

currys.co.uk	1	appliancesdirect.co.uk	13
apple.com	2	pcpartpicker.com	14
samsung.com	3	hp.com	15
ao.com	4	gopro.com	16
hmv.com	5	pcspecialist.co.uk	17
dyson.co.uk	6	lenovo.com	18
backmarket.co.uk	7	sonos.com	19
robertdyas.co.uk	8	logitech.com	20
richersounds.com	9	asus.com	21
ebuyer.com	10	lg.com	22
scan.co.uk	11	laptopsdirect.co.uk	23
sony.co.uk	12	canon.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:

miele.co.uk	25	russellhobbs.com	38
bose.co.uk	26	overclockers.co.uk	39
mpb.com	27	beatsbydre.com	40
euronics.co.uk	28	cclonline.com	41
uk.jbl.com	29	sageappliances.com	42
markselectrical.co.uk	30	wexphotovideo.com	43
espaes.co.uk	31	bosch-home.co.uk	44
jessops.com	32	shop.smeguk.com	45
panasonic.com	33	applianceshop.co.uk	46
anker.com	34	hotpoint.co.uk	47
hughes.co.uk	35	store.canon.co.uk	48
beko.co.uk	36	yalehome.co.uk	49
awd-it.co.uk	37	cyberpowersystem.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**
- **Bedscapeing**
- **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

Pâtisserie Valerie

Pâtisserie Valerie, partnered with Salience 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.**