

// Salience.

Curtains & Blinds

Salience Index 2024



6 Month Report

“ This **report** is a brief
run through of digital
performance for last 6
months in the **Online
Curtains & Blinds
Sector.**

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.

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.



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design




User Experience CRO

Services

Contents

- 01** Traffic Score Year on Year
- 03** Winners & Losers
- 05** Overall Traffic Scores
- 09** Keyword Trends
- 11** Emerging Trends
- 13** Receding Trends
- 15** The Latest News In Paid Media



Online Curtains & Blinds Sector has seen a 11% increase in overall organic visibility within the last 6 months.

Traffic Score Year on Year

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

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

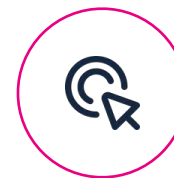
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

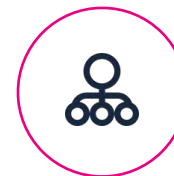
How it's calculated:



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



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



They sum up the traffic estimations of each keyword

0.63%

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

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

Traffic Score Findings

Top 5 winners

01 **GRAHAM & BROWN**
EST. 1946

02 **247blinds**

03 **blinds2go™**
made to measure, made simple

04 **Blinds*by*Post**

05 **HILLARYS**
You'll love what we do

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 **BLINDS DIRECT**
DEFINED BY QUALITY

02  **terrys**

03  **MAKE MY
BLINDS**

04 **furn.**
home + style

05 **poweredBLINDS**



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
blinds-2go.co.uk	1	-	407,384	385,926	+6%	-6%
247blinds.co.uk	2	+1	140,124	117,220	+20%	+8%
grahambrown.com	3	+2	127,917	97,507	+31%	+20%
blindsdirect.co.uk	4	-2	120,100	160,474	-25%	-36%
terrystfabrics.co.uk	5	-1	88,224	109,736	-20%	-31%
hillarys.co.uk	6	-	80,153	62,077	+29%	+18%
janeclayton.co.uk	7	-	69,451	60,461	+15%	+4%
unbeatableblinds.co.uk	8	-	64,543	57,906	+11%	-
curtains-2go.co.uk	9	+1	59,928	52,897	+13%	+2%
furn.com	10	-1	51,304	55,783	-8%	-19%
swiftdirectblinds.co.uk	11	-	50,780	44,400	+14%	+3%
blindsbypost.co.uk	12	+1	50,449	30,658	+65%	+53%
justfabrics.co.uk	13	-1	38,325	35,846	+7%	-4%
themillshop.co.uk	14	+3	36,334	25,489	+43%	+31%
curtainscurtainscurtains.co.uk	15	-1	33,182	26,816	+24%	+12%
orderblinds.co.uk	16	+3	28,961	19,854	+46%	+35%
curtainsdirect2u.co.uk	17	+4	27,268	18,419	+48%	+37%
247curtains.co.uk	18	+9	26,090	13,221	+97%	+86%
polesandblinds.com	19	-4	25,491	26,232	-3%	-14%
plumbs.co.uk	20	-2	24,834	20,935	+19%	+7%
blinds-direct.co.uk	21	+5	21,561	15,539	+39%	+28%
netcurtainsdirect.com	22	+1	20,570	17,324	+19%	+7%
englishblinds.co.uk	23	-3	20,080	19,014	+6%	-6%
idealtextiles.co.uk	24	-	19,910	17,162	+16%	+5%
blinds-2go.ie	25	+56	19,658	280	+6921%	+6909%
uk.harrycorry.com	26	+5	17,873	11,303	+58%	+47%
blindsdirectonline.co.uk	27	-2	17,575	16,515	+6%	-5%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
makemyblinds.co.uk	28	-12	17,290	26,051	-34%	-45%
blinds4uk.co.uk	29	-7	17,229	18,176	-5%	-16%
pondenhome.co.uk	30	+2	16,337	11,000	+49%	+37%
curtainfactoryoutlet.co.uk	31	+9	15,776	7,309	+116%	+105%
directorderblinds.co.uk	32	-2	14,160	12,055	+17%	+6%
cheapestblinds.com	33	-5	12,642	12,989	-3%	-14%
direct-fabrics.co.uk	34	-1	12,415	10,903	+14%	+3%
woodyattcurtains.com	35	+4	12,231	7,847	+56%	+45%
roman-blinds-direct.co.uk	36	-2	8,819	9,805	-10%	-21%
sewinghouse.co.uk	37	+26	8,131	2,734	+197%	+186%
blocblinds.co.uk	38	-3	7,563	9,138	-17%	-28%
wooden-blinds-direct.co.uk	39	+16	7,082	3,200	+121%	+110%
luxaflex.co.uk	40	-4	6,964	8,713	-20%	-31%
roller-blinds-direct.co.uk	41	+7	6,927	5,013	+38%	+27%
fabric-online.co.uk	42	+2	6,921	6,146	+13%	+1%
apollo-blinds.co.uk	43	+4	6,786	5,646	+20%	+9%
thecurtainstore.com	44	-7	6,433	8,338	-23%	-34%
linenfabrics.co.uk	45	-4	6,013	6,727	-11%	-22%
soeasyblinds.co.uk	46	+13	5,805	2,921	+99%	+87%
dekorio.co.uk	47	+3	5,682	4,459	+27%	+16%
fabric-direct.co.uk	48	-10	5,460	8,233	-34%	-45%
candh.co.uk	49	+9	5,353	2,929	+83%	+72%
blinds-uk.net	50	+6	5,158	3,198	+61%	+50%
crosbyblinds.co.uk	51	-9	5,075	6,588	-23%	-34%
curtain-emporium.com	52	+15	4,795	2,344	+105%	+93%
dotcomblinds.com	53	-8	4,667	5,958	-22%	-33%
thomas-sanderson.co.uk	54	-2	4,648	3,915	+19%	+7%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
charmed-interiors.co.uk	55	-9	4,431	5,884	-25%	-36%
stitched.co.uk	56	+8	4,327	2,559	+69%	+58%
theblindshop.com	57	-14	4,116	6,261	-34%	-46%
blindzonline.co.uk	58	-4	3,830	3,689	+4%	-7%
curtainsmadeforfree.co.uk	59	-2	3,738	3,021	+24%	+12%
curtainsandblinds4homes.co.uk	60	+5	3,140	2,364	+33%	+22%
britanniarose.com	61	-10	2,940	4,076	-28%	-39%
curtainsmadesimple.co.uk	62	-2	2,746	2,912	-6%	-17%
thewhitewindowcurtains.co.uk	63	+15	2,644	623	+324%	+313%
reynoldsblinds.co.uk	64	-3	2,579	2,808	-8%	-19%
selectblinds.co.uk	65	+3	2,313	2,021	+14%	+3%
ucblinds.co.uk	66	-	2,269	2,345	-3%	-14%
yorkshirefabricshop.com	67	-5	2,027	2,764	-27%	-38%
emeraldblindsandcurtains.co.uk	68	+8	1,974	794	+149%	+137%
custom-curtains.co.uk	69	+2	1,701	1,557	+9%	-2%
poweredblinds.co.uk	70	-21	1,582	4,924	-68%	-79%
curtains-at-home.co.uk	71	-1	1,370	1,577	-13%	-24%
tonystextiles.co.uk	72	-19	954	3,762	-75%	-86%
conceptblindsdirect.co.uk	73	+2	920	949	-3%	-14%
directblindsandcurtains.co.uk	74	-1	913	1,081	-16%	-27%
norwichsunblinds.co.uk	75	+2	793	768	+3%	-8%
pretavivre.com	76	-7	775	1,988	-61%	-72%
wilsonsblinds.co.uk	77	-3	611	990	-38%	-50%
thecurtaintrader.co.uk	78	+1	417	542	-23%	-34%
designerfabricstore.co.uk	79	-7	410	1,263	-68%	-79%
curtainexpress.co.uk	80	-	343	352	-3%	-14%
eclipseblinds.co.uk	81	+1	308	263	+17%	+6%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
shop4blinds.co.uk	82	+2	300	200	+50%	+39%
clickforblinds.com	83	+2	259	162	+60%	+49%
homecurtains.com	84	+2	213	145	+47%	+36%
daydreamerblinds.co.uk	85	+5	197	74	+166%	+155%
galaxy4blinds.co.uk	86	+1	147	109	+35%	+24%
thecurtainplace.co.uk	87	+2	79	80	-1%	-13%
baildoninteriors.com	88	-	50	108	-54%	-65%
blindsubbuy.co.uk	89	+2	37	18	+106%	+94%
hfcurtainsandblinds.co.uk	90	+2	12	4	+200%	+189%
broadlandhomeinteriors.co.uk	91	+2	7	3	+133%	+122%
avablinds.co.uk	92	+2	4	1	+300%	+289%
norwoodtextiles.co.uk	93	-64	-	12,617	-100%	-111%
californiablinks.co.uk	94	-11	-	213	-100%	-111%
yourstylishhome.co.uk	95	-	-	-	+100%	+89%
expresscurtains.online	96	-	-	-	+100%	+89%
sanhom.eu	97	-	-	-	+100%	+89%

Industry Variance

+11%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 11% increase in overall organic growth within this industry.

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

THE DPMI[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT AWARDS 2018
WINNER

ds Awards Awards Awards Awards Awards

Our

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



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](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis 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
blackout blinds	40500	24%
blackout roller shades	40500	24%
blinds for windows blackout	40500	24%
dark out blinds	40500	24%
plantation shutters for windows	27100	7%
window blind shutters	27100	7%
window shutters	27100	7%
windows and shutters	27100	7%
plantation shutter blinds	22200	15%
shutter blinds	22200	15%
window blinds and shutters	22200	15%
blinds without drilling	9900	60%
drill less blinds	9900	60%
no drill blinds	9900	60%
no drill window shades	9900	60%
blinds for wooden windows	5400	14%
wooden blinds for windows	5400	14%
curtains stripes	2400	51%
no drill roller blinds	1900	170%
temporary blackout blinds	1600	79%
temporary blackout window shades	1600	79%
blackout blinds with side tracks	1000	240%
blackout roller blinds with side tracks	1000	240%
blackout roller shades with side tracks	1000	240%
blackout window shades with side tracks	1000	240%
blinds shutters for windows	880	256%
shutter blinds for windows	880	256%
no drill blackout blinds	480	171%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
furn	74000	22%
247 blinds	33100	14%
blinds 2go	27100	14%
hillarys	9900	59%
blinds by post	8100	40%
jane clayton	8100	7%
net curtains direct	6600	23%
bloc blinds	5400	34%
swift direct blinds	4400	25%
blinds direct online	4400	15%
ponden home	4400	6%
unbeatable blinds	3600	7%
english blinds	1900	6%
luxaflex	1300	20%
the mill shop	1300	20%
order blinds	1000	4%
roller blinds direct	590	7%
blinds 4 uk	480	22%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
blinds and roman shades	60500	-7%
roman blinds	60500	-7%
roller blinds vertical	49500	-12%
vertical blinds	49500	-12%
wooden blinds	33100	-18%
day and night blinds	27100	-7%
day and night window shades	27100	-7%
perfect fit blinds	22200	-13%
plantation shutters	18100	-6%
blinds for bifold doors	12100	-24%
roller blinds for bifold doors	12100	-24%
white curtains	12100	-12%
white wooden blinds	8100	-18%
teal color curtains	8100	-18%
bamboo blind	8100	-12%
bamboo roller blinds	8100	-12%
bamboo roller shades	8100	-12%
custom blinds for bay windows	6600	-13%
plantation blinds for bay windows	6600	-12%
plantation shutters bay window	6600	-12%
roller blinds for bay windows	6600	-13%
roller shades for bay windows	6600	-13%
shutters for bay windows	6600	-12%
window blinds for bay windows	6600	-13%
window shutters for bay windows	6600	-12%
grey window shades	4400	-29%
kitchen roller blinds	4400	-18%
roller blinds for windows	3600	-48%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
harry corry	40500	-24%
terrys fabrics	27100	-12%
just fabrics	9900	-18%
make my blinds	8100	-42%
plumbs	8100	-14%
linen fabrics	5400	-18%
blinds uk	4400	-19%
ideal textiles	4400	-20%
direct order blinds	3600	-64%
fabric online	3600	-19%
curtains curtains curtains	2900	-14%
blindsdirect	2400	-19%
247 curtains	2400	-8%
wooden blinds direct	1600	-27%
curtains direct 2u	1600	-21%
graham brown	1600	-23%
curtain factory outlet	1000	-40%
roman blinds direct	1000	-13%
poles and blinds	880	-12%
c and h	390	-30%
dekorla	210	-25%
blinds direct co uk	210	-19%
blinds 2go co uk	170	-8%
the curtain store	110	-26%
fabric direct co uk	20	-20%



Furn 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](#)



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



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

// // **Salience.**

Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

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

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?



// **Salience.**