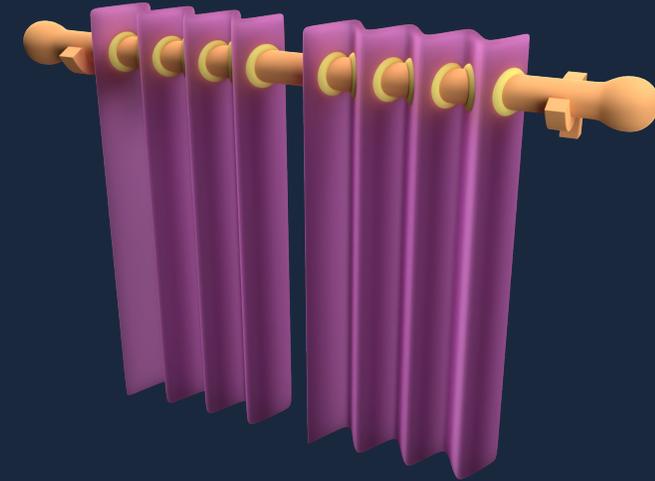
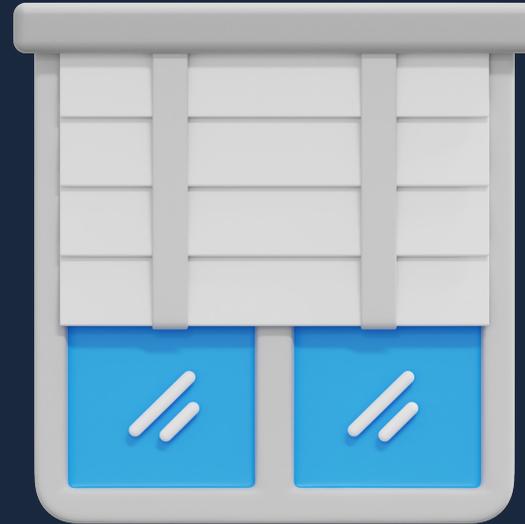


// Salience.

Curains & Blinds

Salience Index 2023



12 Month Report

This **Curtains and Blinds 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.



Editors

2023, what next?

As the cost-of-living crisis, compounded with global uncertainty, is understandably leaving brands scrutinising their marketing budgets, ROI has been the word of the last few months.

This year, we're expecting to see paid search and social go wild as bearish brands drop out of the marketing race, and, in turn, a heavy reliance on long-term SEO and brand plays through digital PR. See this report as a way to keep tabs on exactly that.

The report analyses the ups and downs of the top brands and retailers in your space across key performance indicators for SEO, paid search, social, and digital PR.

This year, we've added more data around how brand, links and PR affect you and your competitors, as well as a tonne of insight from our paid media team on what everyone is talking about right now.

Our next report on your industry will be in six month's 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.



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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



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Visibility Year on Year

The key SEO metric. Visibility is all about how easily your brand can be found online. It's a little like the footfall of the internet. The greater your brand's visibility, the more likely you can be found by your target market.



Year-on-year visibility identifies which brands are growing and those who are on a downward trajectory.



Brands with high visibility dominate search engines. They're first to be seen and first to be clicked.



At its most basic level, the higher your visibility, the more people you can get through the front door.

93%

**of all online
experiences
begin with a
search engine.**

Visibility Findings

Top 5 winners

01 HILLARYS
You'll love what we do

02 JUSTFABRICS

03 
THE MILL SHOP
CURTAINS • ACCESSORIES • TEXTILES

04 
Blinds
DIRECT ONLINE

05 YOUR STYLISH
HOME



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.

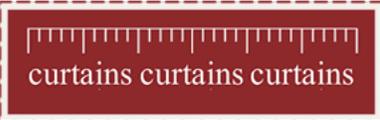


Top 5 Losses

01 **curtains2go**TM
made to measure, made simple

02 **swift** directblinds

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

04  curtains curtains curtains

05  **terrys**fabrics



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.



Visibility Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2023	Visibility Mar 2022	YoY Change	Compared to Market
hillarys.co.uk	1	+4	10,184	6,927	+47%	+64%
blindsdirect.co.uk	2	-1	8,617	9,054	-5%	+12%
247blinds.co.uk	3	+3	6,661	6,367	+5%	+22%
terrystfabrics.co.uk	4	-	6,377	7,854	-19%	-2%
blinds-2go.co.uk	5	-3	5,721	8,611	-34%	-17%
grahambrown.com	6	+1	5,363	4,942	+9%	+26%
justfabrics.co.uk	7	+3	3,769	2,777	+36%	+53%
curtainscurtainscurtains.co.uk	8	-	2,056	4,773	-57%	-40%
curtains-2go.co.uk	9	-6	1,780	8,049	-78%	-61%
blindsdirectonline.co.uk	10	+15	1,490	859	+73%	+91%
fabric-direct.co.uk	11	+5	1,471	1,209	+22%	+39%
swiftdirectblinds.co.uk	12	-3	1,295	4,430	-71%	-54%
247curtains.co.uk	13	-2	1,213	2,001	-39%	-22%
netcurtainsdirect.com	14	+6	1,176	1,013	+16%	+33%
blinds-direct.co.uk	15	+4	1,098	1,073	+2%	+19%
englishblinds.co.uk	16	-4	1,017	1,843	-45%	-28%
luxaflex.co.uk	17	+1	936	1,078	-13%	+4%
idealtextiles.co.uk	18	-5	873	1,562	-44%	-27%
themillshop.co.uk	19	+24	842	116	+626%	+643%
blindsbypost.co.uk	20	+8	780	768	+2%	+19%
curtainfactoryoutlet.co.uk	21	+1	738	949	-22%	-5%
blinds-uk.net	22	-7	726	1,314	-45%	-28%
thomas-sanderson.co.uk	23	-6	699	1,187	-41%	-24%
web-blinds.com	24	-10	678	1,337	-49%	-32%

Visibility Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2023	Visibility Mar 2022	YoY Change	Compared to Market
harrycorry.com	25	+5	657	616	+7%	+24%
curtainsdirect2u.co.uk	26	-3	642	904	-29%	-12%
yourstylishhome.co.uk	27	+13	630	184	+242%	+259%
curtainmadesimple.co.uk	28	-2	552	834	-34%	-17%
woodyattcurtains.com	29	-	552	629	-12%	+5%
furn.com	30	+8	500	213	+135%	+152%
plumbs.co.uk	31	-10	479	965	-50%	-33%
tonystextiles.co.uk	32	-8	467	886	-47%	-30%
apollo-blinds.co.uk	33	+3	439	235	+87%	+104%
linenfabrics.co.uk	34	-1	391	333	+17%	+34%
thecurtainstore.com	35	+2	391	221	+77%	+94%
crosbyblinds.co.uk	36	-5	345	425	-19%	-2%
reynoldsblinds.co.uk	37	-10	315	790	-60%	-43%
blocblinds.co.uk	38	-6	287	413	-31%	-13%
fabric-online.co.uk	39	-4	286	256	+12%	+29%
stitched.co.uk	40	+2	230	122	+89%	+106%
custom-curtains.co.uk	41	+3	229	111	+106%	+123%
curtainsandblinds4homes.co.uk	42	-1	223	166	+34%	+51%
kvadrat.dk	43	-4	163	189	-14%	+3%
selectblinds.co.uk	44	+1	145	108	+34%	+51%
norwichsunblinds.co.uk	45	+2	145	45	+222%	+239%
curtainexpress.co.uk	46	-	130	57	+128%	+145%
conceptblindsdirect.co.uk	47	-13	123	265	-54%	-37%

Industry Variance

-17%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 17% decrease 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.

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.

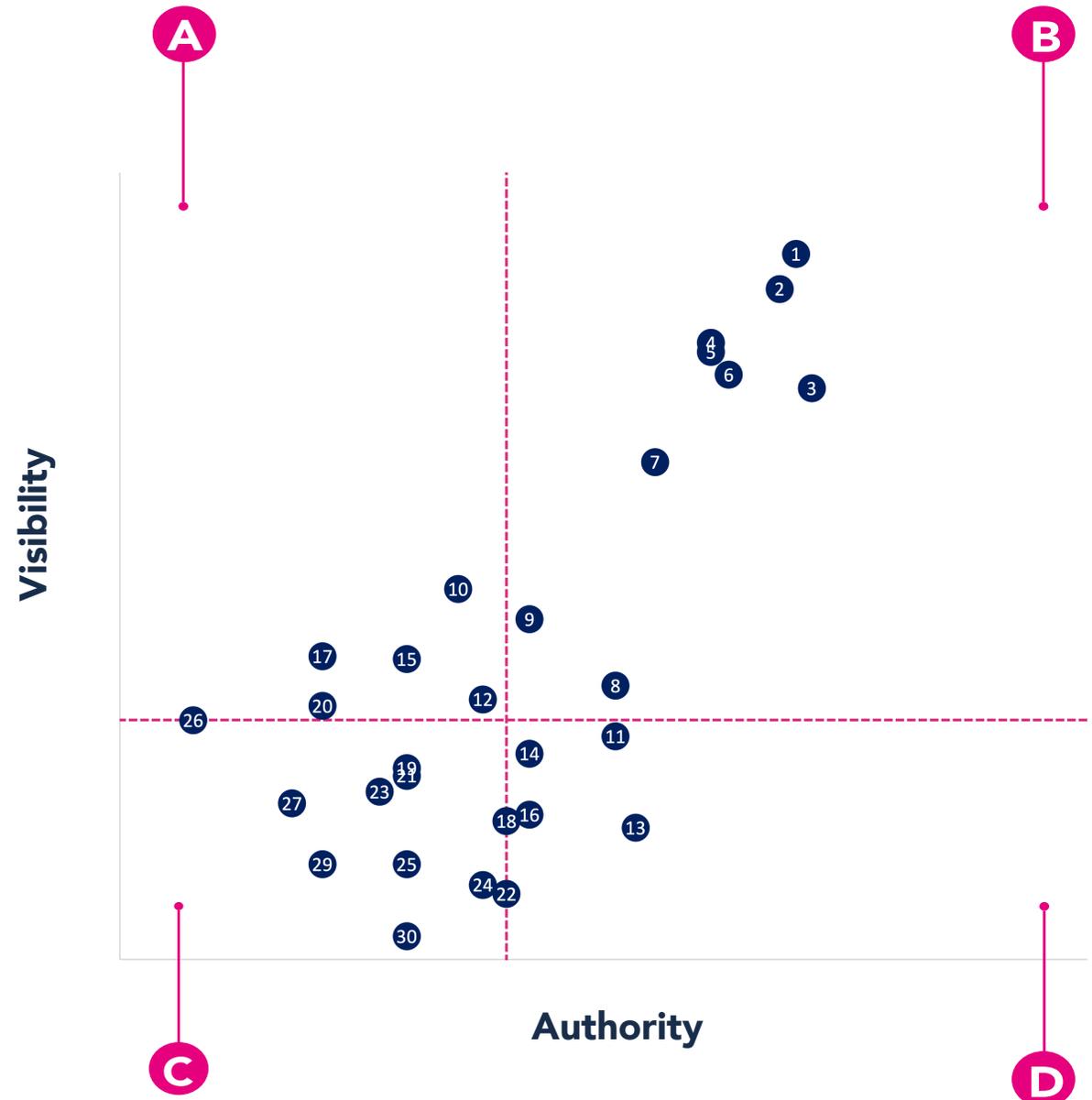


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Visibility Vs Authority Scores



hillarys.co.uk	1	englishblinds.co.uk	11	themillshop.co.uk	21
blindsdirect.co.uk	2	247curtains.co.uk	12	plumbs.co.uk	22
grahambrown.com	3	harrycorry.com	13	blindsbypost.co.uk	23
247blinds.co.uk	4	luxaflex.co.uk	14	furn.com	24
terrystfabrics.co.uk	5	fabric-direct.co.uk	15	woodyattcurtains.com	25
blinds-2go.co.uk	6	thomas-sanderson.co.uk	16	blinds-direct.co.uk	26
justfabrics.co.uk	7	blindsdirectonline.co.uk	17	curtainfactoryoutlet.co.uk	27
swiftdirectblinds.co.uk	8	web-blinds.com	18	kvadrat.dk	28
curtains-2go.co.uk	9	idealtextiles.co.uk	19	curtainmadesimple.co.uk	29
curtainscurtainscurtains.co.uk	10	netcurtainsdirect.com	20	linenfabrics.co.uk	30

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 visibility 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 visibility, 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.

Visibility vs Authority Findings

High authority, low visibility

The Overachievers

These websites have strong visibility in spite of a lack of trusted link equity. Digital PR can push the brand further, but through technical SEO, content and experience, they play a role in the search engines.



01 **BLINDS - DIRECT**

02  Blinds
DIRECT ONLINE

03  blinds-u.net

04  THE
CURTAIN FACTORY
OUTLET

05  Net
Curtains
Direct

Visibility vs Authority Findings

High visibility, low authority

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 **kvadrat**

02 **Plumbs**

03 **furn.**
home + style

04 **blocblinds**[®]

05 **WOODYATT**[™]
CURTAINS

Visibility Vs Referring Domains

Links aren't a numbers game. Not anymore, at least. The loose correlation between the number of linking domains and organic visibility shows that it's quality, not quantity that counts, brands that know this invest in digital PR not link building.

Key:

grahambrown.com	1	swiftdirectblinds.co.uk	13
hillarys.co.uk	2	thomas-sanderson.co.uk	14
terrystfabrics.co.uk	3	web-blinds.com	15
blinds-2go.co.uk	4	woodyattcurtains.com	16
247blinds.co.uk	5	curtains-2go.co.uk	17
kvadrat.dk	6	fabric-direct.co.uk	18
blindsdirect.co.uk	7	plumbs.co.uk	19
justfabrics.co.uk	8	luxaflex.co.uk	20
harrycorry.com	9	yourstylishhome.co.uk	21
englishblinds.co.uk	10	netcurtainsdirect.com	22
tonystextiles.co.uk	11	blindsbypost.co.uk	23
curtainscurtainscurtains.co.uk	12	blindsdirectonline.co.uk	24

Visibility Vs Referring Domains

Key:

blinds-uk.net	25	stitched.co.uk	38
linenfabrics.co.uk	26	fabric-online.co.uk	39
apollo-blinds.co.uk	27	selectblinds.co.uk	40
curtainmadesimple.co.uk	28	crosbyblinds.co.uk	41
idealtextiles.co.uk	29	curtainsandblinds4homes.co.uk	42
norwichsunblinds.co.uk	30	custom-curtains.co.uk	43
247curtains.co.uk	31	thecurtainstore.com	44
blinds-direct.co.uk	32	conceptblindsdirect.co.uk	45
blocblinds.co.uk	33	curtainexpress.co.uk	46
curtainfactoryoutlet.co.uk	34	stitched.co.uk	47
themillshop.co.uk	35		
furn.com	36		
reynoldsblinds.co.uk	37		



A

High visibility with low referring domains likely means the site is well set up technically, with great content, but scores low on brand visibility. Compare your visibility and RDs to your competition. Strong potential to grow brand visibility with digital PR links.

B

High visibility 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 visibility through technical SEO and content.

C

Low visibility 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 visibility 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



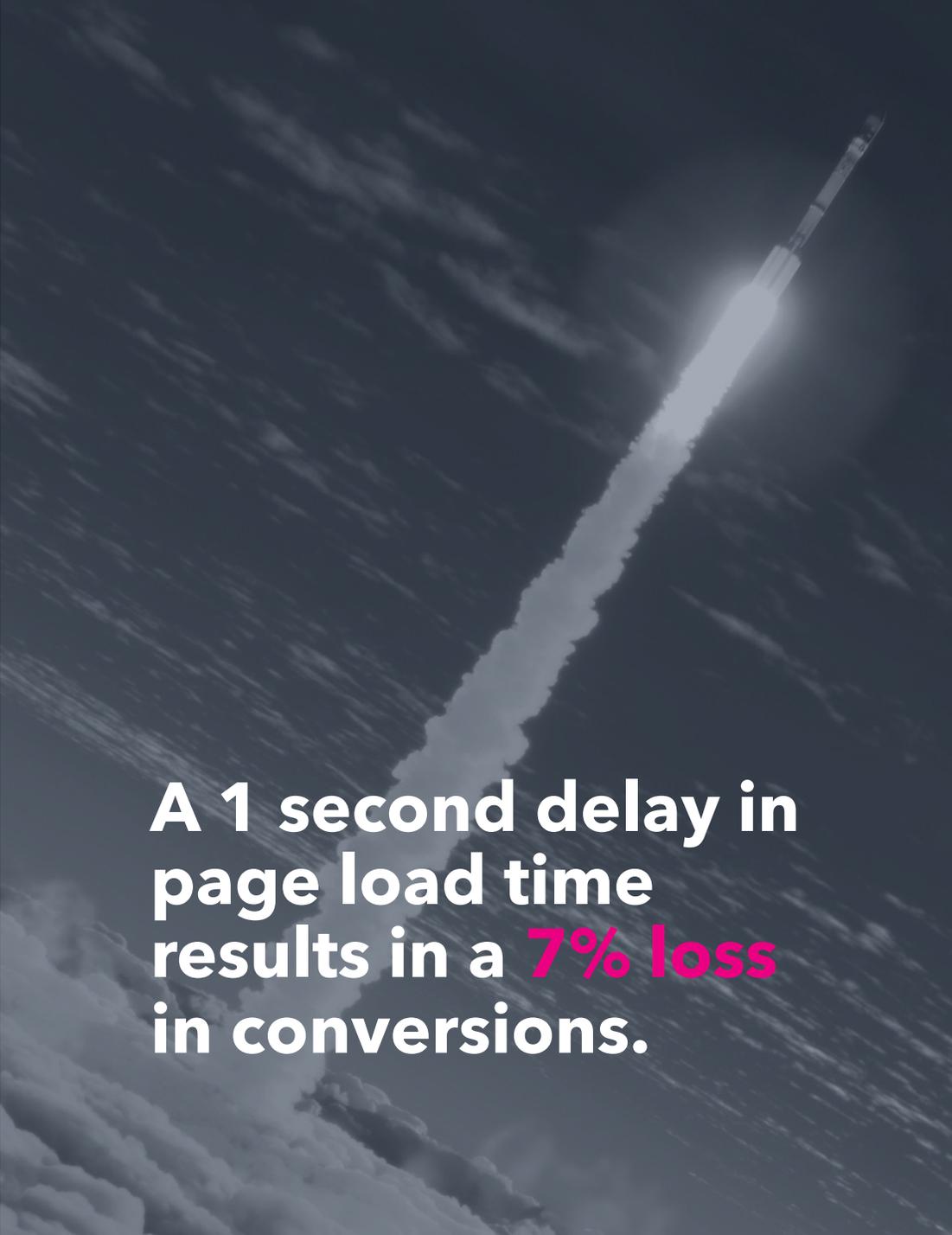
[Read this Case Study](#)



Page speed

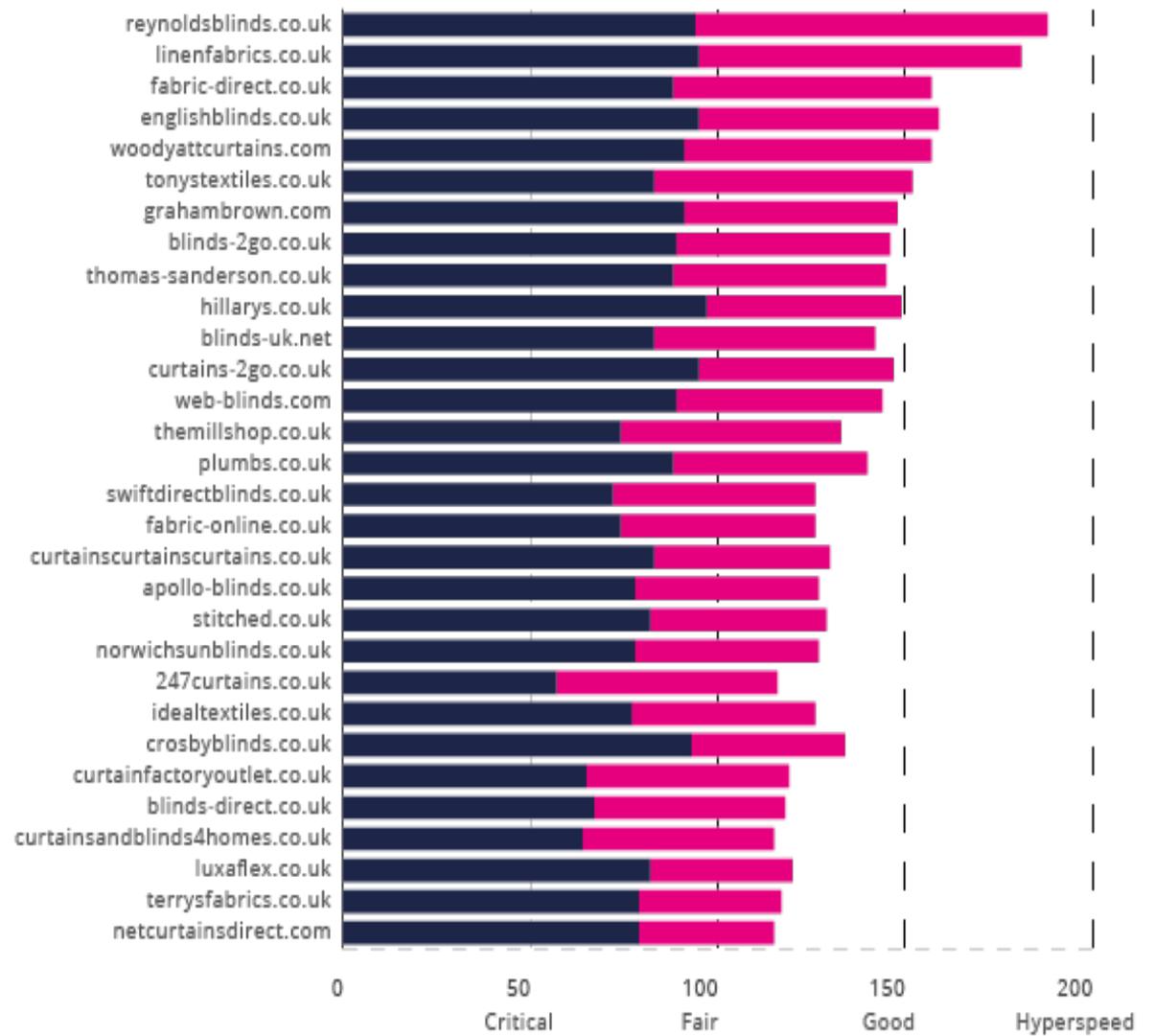
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input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



What is Google's MUM update?

The Google Multitask Unified Model (MUM) update aims to answer modern search demands by using an AI-powered algorithm to improve online search capability. When searching the internet, contradictory to expectations users are faced with multiple searches, geographical, and language barriers due to a lack of intuition on the search engine.

Google's MUM will remove the need to carry out multiple searches that users currently do in order to compare and gain deeper insights. It has the ability to understand and bring solutions based not just on textual content but also an interpretation of images, videos, and podcasts in a way that was never possible before.*

* Source:
searchenginewatch.com



Marcus Overend
Search Expert

01244 564 501
Marcus@salience.co.uk

[Book a Chat](#)

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

HARD TO FIND
WHISKY
Selling collectables since 1991

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.

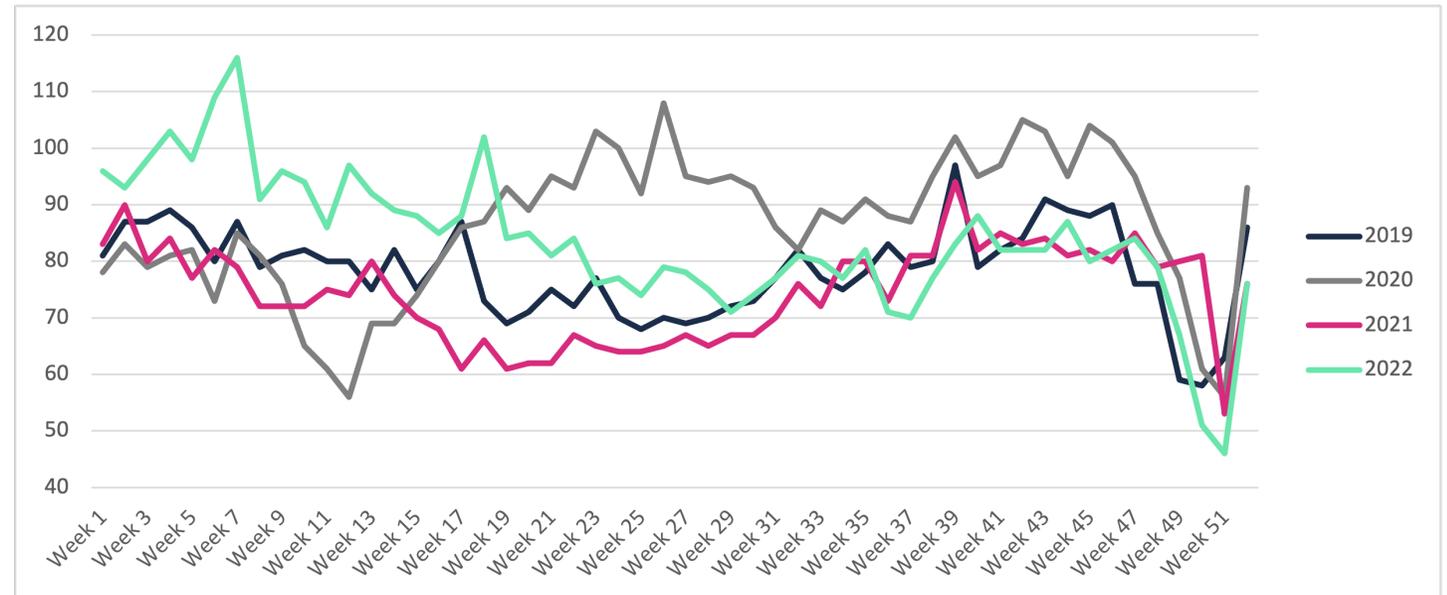
— Caren Downie, Fashion Director

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 the looming recession result in a drop of consumer demand in **2023?**

 Salience.



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
curtains	165,000	7%
window blinds	40,500	22%
door curtains	22,200	119%
bedroom curtains	14,800	23%
blackout door	14,800	49%
thermal curtains	12,100	220%
curtains for living room	12,100	39%
thermal door curtain	5,400	433%
thermal blinds	4,400	115%
front door curtains	2,900	167%

Emerging Brands

Emerging Brands



Keyword	Search Volume	Interest Trend
stitched	110,000	60%
247 blinds	40,500	17%
linen fabrics	5,400	8%
hillarys	9,900	16%
blinds by post	5,400	22%
247 curtains	4,400	29%
furn	2,400	14%
the mill shop	1,300	32%
sterling home	880	319%
curtain express	390	16%

Receding Trends

Receding Products



Keyword	Search Volume	Interest Trend
grey curtains	33,100	-18%
voile curtains	27,100	-12%
eyelet curtains	18,100	-13%
made to measure curtains	14,800	-14%
curtain fabric	12,100	-10%
curtains online	9,900	-71%
teal curtains	9,900	-25%
silver curtains	5,400	-13%
room shades	3,600	-55%
harry potter curtains	1,600	-46%

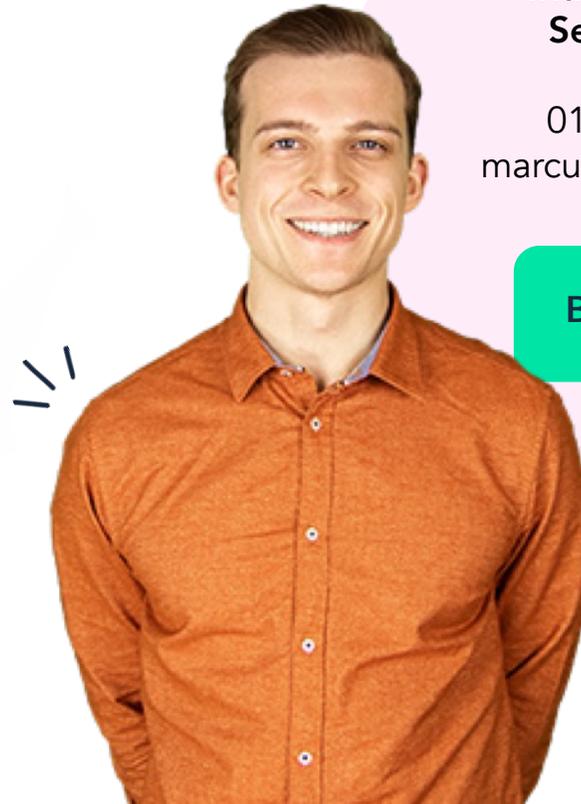
Receding Brands

Receding Brands



Keyword	Search Volume	Interest Trend
westelm	60,500	-38%
harry corry	40,500	-7%
terrys fabrics	33,100	-22%
just fabrics	9,900	-21%
plumbs	8,100	-14%
web blinds	6,600	-25%
curtains 2 go	5,400	-14%
tonys textiles	5,400	-23%
swift direct blinds	4,400	-19%
curtains curtains curtains	2,900	-25%

 **Stitched** takes the crown to top the emerging brands table with over **110k** monthly searches.



Marcus Overend
Search Expert

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marcus@saliency.co.uk

[Book a Chat](#)

Got a

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

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



Email us



Call us



Live Chat

Question?

High Competition Keywords.

These keywords are the heavyweight belts, the golden tickets, the ones to tell your nan about. For top of market brands holding these positions, close monitoring and continued search marketing activity is needed to safeguard them.

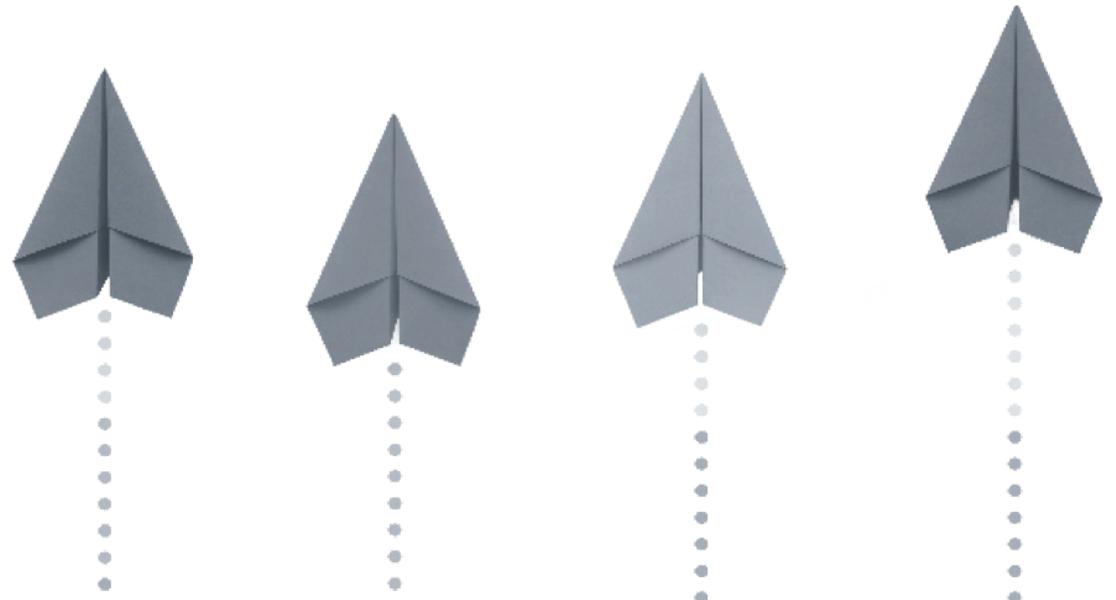
For challenger brands looking to weigh in, you best bring your A-game.



High competition keywords are typically sought after by big brands. We're talking those with brick and mortar stores & large brand reach.



Qualifying intent is more important than ever on these keywords. Providing the correct user journey upon first click is critical.



1

curtains
110,000 66

2

window blinds
22,200 65

3

blackout curtains
33,100 48

4

ready made curtains
12,100 59

5

thermal curtains
18,100 43

6

net curtains
22,200 38

7

voile curtains
14,800 41

8

curtain fabric
6,600 41

9

curtains online
3,600 49

10

fitted blinds
2,900 47

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.



Marcus Overend
Search Expert

01244 564 501
marcus@saliency.co.uk

[Book a Chat](#)

Keywords

1

blinds near me
12,100 16

2

thermal blinds
6,600 22

3

curtains for bedroom
6,600 25

4

kitchen curtains
4,400 26

5

red curtains
3,600 21

6

kids curtains
3,600 26

7

childrens curtains
2,400 21

8

privacy blinds
2,400 25

9

check curtains
1,900 23

10

natural curtains
1,600 20

Opportunity Keywords.



Key:

-  Local monthly searches (uk)
-  Competitiveness Score

Our

638

Clients over
the years

Our clients are an eclectic mix from all over the globe. But they all share the same goal, to be more prominent across their market and increase their profitability.

We've provided blended solutions across SEO, paid search, content marketing, user experience, CRO, digital PR and social media. Over the last 10 years, we've worked hard, delivered results and won awards.

[Book a Chat](#)

carpetright.

Patisserie Valerie

Lindt 

Dreams

“

CRISIS

Over the time we have been working with Salience, they have increased our online donations through Google Adwords and keywords significantly. Their technical expertise and knowledge in this area are impressive, and they are a pleasure to work with.

- Richard Moody, Head of Supporter Engagement

Clients

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.

90%

Of people check online reviews before buying from a business *

94%

of people say they often avoid businesses below a 4 rating. *

48%

Of people only pay attention to reviews written within the past 2 weeks. *

94%

of people are more likely to visit a business that responds to their negative reviews. *

// // Salience.

High
Competition
Review score:





blinds-2go.co.uk
160,592 4.8



247blinds.co.uk
55,224 4.8



blindsdirect.co.uk
67,329 4.5



hillarys.co.uk
53,542 4.5



woodyattcurtains.com
16,370 4.9



justfabrics.co.uk
13,019 4.9



swiftdirectblinds.co.uk
45,947 4.3



harrycorry.com
12,949 4.7



curtains-2go.co.uk
7,350 4.8



thomas-sanderson.co.uk
11,127 4.6

High Reviewed Sites.



Key:

 Review Score

 Number of reviews

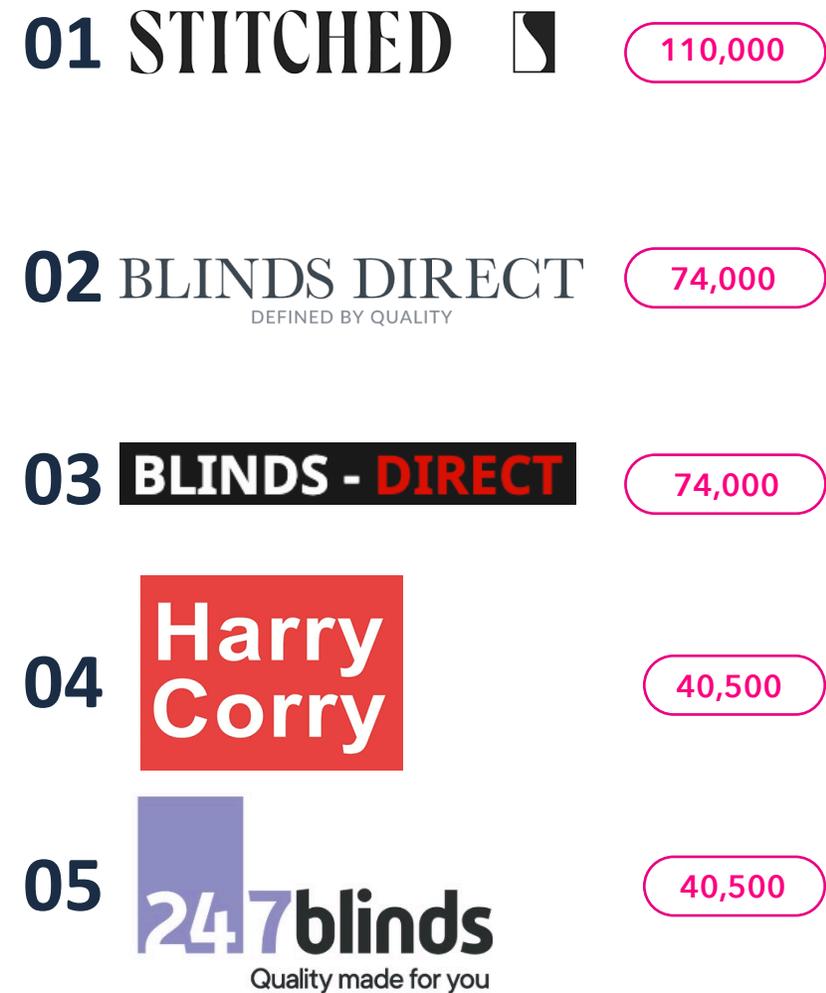
Brand Reach Findings

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.



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	blinds2go™ made to measure, made simple	322
02	HILLARYS You'll love what we do	226
03	GRAHAM & BROWN EST. 1946	155
04	Harry Corry	141
05	<i>Luxaflex</i>	106

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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Digital PR Manager

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[Book a Chat](#)

Awareness

Brand Awareness Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
blinds-2go.co.uk	27,100	322	1
harrycorry.com	40,500	141	2
blinds-direct.co.uk	74,000	44	3
blindsdirect.co.uk	74,000	44	4
stitched.co.uk	110,000	26	5
hillarys.co.uk	9,900	226	6
247blinds.co.uk	40,500	54	7
terrystfabrics.co.uk	33,100	44	8
fabric-online.co.uk	5,400	226	9
curtainfactoryoutlet.co.uk	1,000	1062	10
grahambrown.com	3,600	155	11
justfabrics.co.uk	9,900	54	12
blindsdirectonline.co.uk	3,600	141	13
netcurtainsdirect.com	3,600	106	14

Brand Awareness Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
blindsbypost.co.uk	5,400	57	15
thomas-sanderson.co.uk	4,400	55	16
247curtains.co.uk	4,400	53	17
idealtextiles.co.uk	4,400	51	18
web-blinds.com	6,600	34	19
blocblinds.co.uk	5,400	37	20
luxaflex.co.uk	1,600	106	21
curtainscurtainscurtains.co.uk	2,900	55	22
blinds-uk.net	6,600	21	23
plumbs.co.uk	8,100	17	24
swiftdirectblinds.co.uk	4,400	25	25
englishblinds.co.uk	1,900	57	26
furn.com	2,400	43	27
curtains-2go.co.uk	5,400	17	28
kvadrat.dk	2,900	30	29

Brand Searches Vs Visibility

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:

blindsdirect.co.uk	1	swiftdirectblinds.co.uk	13
247blinds.co.uk	2	247curtains.co.uk	14
hillarys.co.uk	3	netcurtainsdirect.com	15
terrystfabrics.co.uk	4	fabric-direct.co.uk	16
blinds-2go.co.uk	5	idealtextiles.co.uk	17
grahambrown.com	6	blindsbypost.co.uk	18
justfabrics.co.uk	7	blinds-uk.net	19
blinds-direct.co.uk	8	web-blinds.com	20
curtains-2go.co.uk	9	englishblinds.co.uk	21
curtainscurtainscurtains.co.uk	10	thomas-sanderson.co.uk	22
blindsdirectonline.co.uk	11	stitched.co.uk	23
harrycorry.com	12	luxaflex.co.uk	24

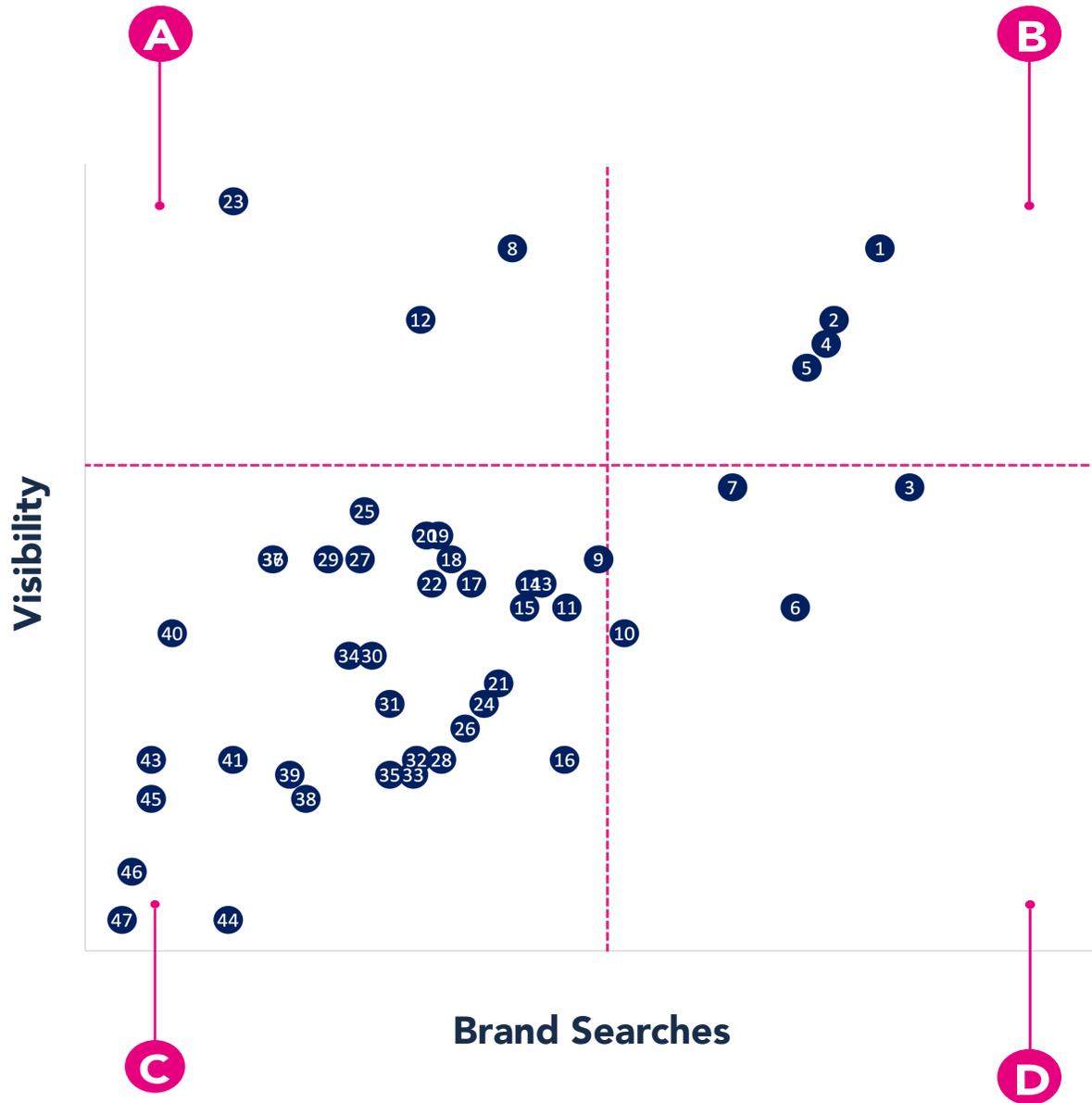
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Key:

plumbs.co.uk	25	crosbyblinds.co.uk	38
themillshop.co.uk	26	reynoldsblinds.co.uk	39
tonystextiles.co.uk	27	kvadrat.dk	40
curtainfactoryoutlet.co.uk	28	custom-curtains.co.uk	41
linenfabrics.co.uk	29	thecurtainstore.com	42
furn.com	30	selectblinds.co.uk	43
woodyattcurtains.com	31	curtainsandblinds4homes.co.uk	44
curtainsdirect2u.co.uk	32	norwichsunblinds.co.uk	45
yourstylishhome.co.uk	33	curtainexpress.co.uk	46
apollo-blinds.co.uk	34	conceptblindsdirect.co.uk	47
curtainsmadesimple.co.uk	35		
blocblinds.co.uk	36		
fabric-online.co.uk	37		



A High visibility with low referring domains likely means the site is well set up technically, with great content, but scores low on brand visibility. Compare your visibility and RDs to your competition. Strong potential to grow brand visibility with digital PR links.

B High visibility 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 visibility through technical SEO and content.

C Low visibility 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 visibility 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.



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

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

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

How we did this?

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

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

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

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

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker

Patisserie Valerie

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

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



Patisserie Valerie

These categories were:

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



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

Each new category needed a reason for its existence.

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

Sticking to our principles, we quickly saw results

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

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



// // **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.

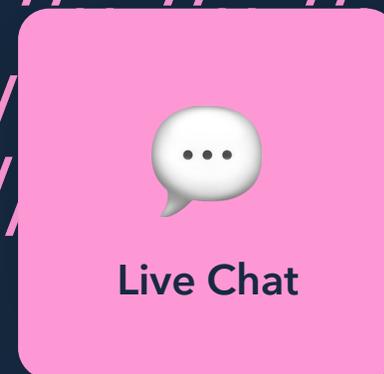
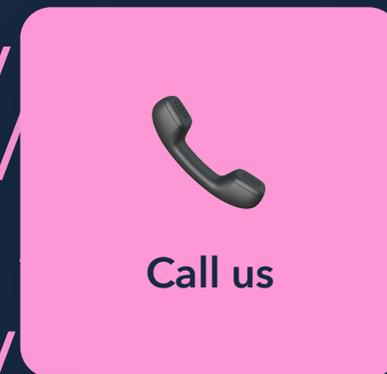
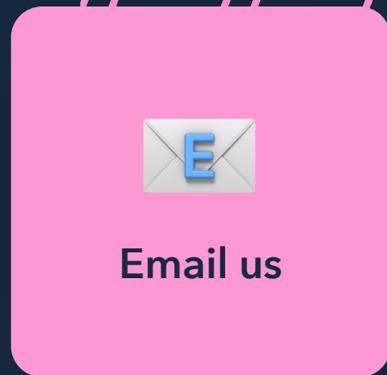
**Struggling with
the migration to
GA4?**

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.



Question?



// **Salience.**