

// Salience.

Cycling

Salience Index 2025



6 Month Report

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

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

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



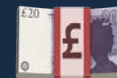
Technical SEO



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 Cycling has seen a 5% 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.”

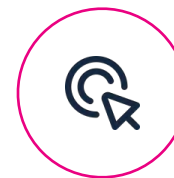
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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.

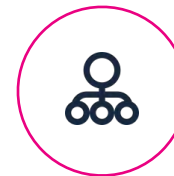
How it's calculated:



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 **halfords**

02 **EVANS**
CYCLES

03 **alpkit**

04 **chain**
reaction

05 **TWEEKS**
CYCLES



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  tredz

02  EBIKESHOP.CO.UK

03  Liv

04  BUY A BIKE
CO.UK

05  WHEELBASE
CO.UK
UK'S PREMIER CYCLE STORES



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 Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
halfords.com	1	-	4,832,970	4,613,679	+5%	-
evanscycles.com	2	-	314,799	283,480	+11%	+6%
tredz.co.uk	3	-	145,998	167,460	-13%	-18%
trekbikes.com	4	-	119,880	116,885	+3%	-2%
sigmasports.com	5	-	112,982	109,958	+3%	-2%
canyon.com	6	-	96,966	90,785	+7%	+2%
specialized.com	7	-	91,447	90,170	+1%	-3%
merlincycles.com	8	-	74,314	72,544	+2%	-2%
alpkit.com	9	+1	73,159	58,599	+25%	+20%
giant-bicycles.com	10	-1	72,592	66,599	+9%	+4%
leisurelakesbikes.com	11	-	57,086	54,148	+5%	+1%
ribblecycles.co.uk	12	-	51,081	53,235	-4%	-9%
chainreactioncycles.com	13	+6	45,542	36,535	+25%	+20%
paulscycles.co.uk	14	-	45,211	41,070	+10%	+5%
brompton.com	15	+1	45,092	39,955	+13%	+8%
ebikes.co.uk	16	-3	44,370	42,714	+4%	-1%
raleigh.co.uk	17	+4	41,366	34,665	+19%	+15%
planetx.co.uk	18	-1	41,131	39,621	+4%	-1%
winstanleysbikes.co.uk	19	-1	39,355	38,073	+3%	-1%
wheelbase.co.uk	20	-5	37,431	40,984	-9%	-13%
tweekscycles.com	21	+7	37,268	27,871	+34%	+29%
balfesbikes.co.uk	22	+5	37,254	28,638	+30%	+25%
cannondale.com	23	-1	35,122	31,417	+12%	+7%
specializedconceptstore.co.uk	24	+1	32,919	29,411	+12%	+7%
frogbikes.com	25	+1	31,368	29,313	+7%	+2%
theelectricbikeshop.co.uk	26	-3	31,154	30,485	+2%	-3%
cycleking.co.uk	27	+2	31,005	26,717	+16%	+11%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
cube.eu	28	-4	30,978	30,253	+2%	-2%
scott-sports.com	29	+2	25,424	25,484	-	-5%
cyclesuk.com	30	-	24,769	25,747	-4%	-9%
sourcebmx.com	31	+1	21,798	22,826	-5%	-9%
whytebikes.com	32	+1	21,027	22,443	-6%	-11%
e-bikeshop.co.uk	33	-13	20,919	36,394	-43%	-47%
edinburghbicycle.com	34	-	18,844	21,884	-14%	-19%
cubestores.co.uk	35	+4	17,804	15,988	+11%	+7%
jeamescycles.com	36	+15	17,789	11,343	+57%	+52%
cyclesolutions.co.uk	37	+6	17,451	15,163	+15%	+10%
sjscycles.co.uk	38	-	16,964	16,702	+2%	-3%
bobbinbikes.com	39	-3	16,552	17,360	-5%	-9%
westbrookcycles.co.uk	40	+5	16,167	13,978	+16%	+11%
oxfordproducts.com	41	-	16,078	15,372	+5%	-
cycleexchange.co.uk	42	+4	15,898	13,963	+14%	+9%
mtbmonster.com	43	-1	15,490	15,345	+1%	-4%
e-bikesdirect.co.uk	44	-4	15,354	15,551	-1%	-6%
condorcycles.com	45	+3	15,243	12,551	+21%	+17%
marinbikes.com	46	-2	15,089	14,318	+5%	+1%
biketart.com	47	-	14,571	13,743	+6%	+1%
certini.co.uk	48	+2	14,155	11,932	+19%	+14%
gtbicycles.com	49	-	13,455	11,960	+13%	+8%
liv-cycling.com	50	-13	12,356	17,090	-28%	-32%
bicyclechain.co.uk	51	+2	11,886	10,955	+8%	+4%
thebikefactory.co.uk	52	-	11,486	11,215	+2%	-2%
buyabike.co.uk	53	-18	10,030	18,215	-45%	-50%
bikebargains.co.uk	54	-	9,908	9,862	-	-4%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
santafixie.co.uk	55	+9	9,901	7,494	+32%	+27%
orangebikes.com	56	+4	8,753	8,188	+7%	+2%
orrobikes.com	57	+6	8,751	7,655	+14%	+10%
dolan-bikes.com	58	-	8,267	8,384	-1%	-6%
genesisbikes.co.uk	59	+11	8,261	7,154	+15%	+11%
saracen.co.uk	60	+11	8,050	6,997	+15%	+10%
pinarello.com	61	-	7,955	8,156	-2%	-7%
tritoncycles.co.uk	62	+4	7,924	7,343	+8%	+3%
alansbmx.com	63	+11	7,693	6,431	+20%	+15%
ridgeback.co.uk	64	+3	7,501	7,340	+2%	-3%
cyclestore.co.uk	65	-10	7,485	9,545	-22%	-26%
damianharriscycles.co.uk	66	-9	7,162	8,650	-17%	-22%
freewheel.co.uk	67	+1	6,891	7,240	-5%	-10%
sprocketscycles.com	68	-9	6,864	8,309	-17%	-22%
bikesheduk.com	69	-13	6,467	9,176	-30%	-34%
wheelies.co.uk	70	-5	6,457	7,471	-14%	-18%
islabikes.co.uk	71	+4	6,260	5,955	+5%	-
evocycles.co.uk	72	-	6,025	6,822	-12%	-16%
sunsetmtb.co.uk	73	-	5,590	6,700	-17%	-21%
kinesisbikes.co.uk	74	+2	5,318	5,598	-5%	-10%
swinnertoncycles.co.uk	75	+6	5,223	4,042	+29%	+24%
allterraincycles.co.uk	76	-7	5,146	7,208	-29%	-33%
bigbearbikes.co.uk	77	+13	5,096	3,347	+52%	+47%
lapierrebikes.com	78	+1	4,507	4,204	+7%	+2%
colnago.com	79	+10	4,418	3,530	+25%	+20%
bricklanebikes.co.uk	80	-18	4,335	7,812	-45%	-49%
peatys.co.uk	81	-4	3,829	4,267	-10%	-15%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
paulmilnescycles.com	82	+4	3,727	3,665	+2%	-3%
brilliantbikes.co.uk	83	-1	3,720	3,796	-2%	-7%
cotic.co.uk	84	+1	3,620	3,695	-2%	-7%
pashley.co.uk	85	-5	3,573	4,136	-14%	-18%
fairlightcycles.com	86	+5	3,500	3,184	+10%	+5%
tweedvalleybikes.co.uk	87	+5	3,203	3,060	+5%	-
ukelectricbike.co.uk	88	+9	3,186	2,681	+19%	+14%
formbycycles.co.uk	89	-2	2,842	3,655	-22%	-27%
rmcycles.co.uk	90	+11	2,830	2,465	+15%	+10%
chickencyclekit.co.uk	91	+3	2,616	2,863	-9%	-13%
thecyclecompany.co.uk	92	-4	2,575	3,642	-29%	-34%
wilier.com	93	+11	2,547	2,353	+8%	+3%
templecycles.com	94	-10	2,546	3,696	-31%	-36%
ukbikesdepot.com	95	-	2,450	2,759	-11%	-16%
thebicyclelounge.co.uk	96	-13	2,424	3,788	-36%	-41%
winstanleysbmx.com	97	+2	2,318	2,521	-8%	-13%
clearancebikes.co.uk	98	-5	2,313	2,946	-21%	-26%
masoncycles.cc	99	+3	2,306	2,443	-6%	-10%
mangobikes.com	100	+6	2,237	2,314	-3%	-8%

**Industry
Variance**
+5%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 5% 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.



ds Awards Awards Awards Awards Award

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.



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](#)

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 and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
halfords	2240000	7%
sigma sports	49500	14%
cube	33100	7%
brompton	27100	15%
canyon	27100	8%
winstanleys bikes	18100	7%
frog bikes	18100	3%
balfes bikes	14800	8%
leisure lakes bikes	9900	15%
whyte bikes	9900	1%
pauls cycles	8100	38%
marin bikes	6600	24%
bike tart	6600	8%
cycle king	6600	11%
bobbin bikes	4400	11%
e bike shop	4400	7%
specialized concept store	3600	8%
certini	2900	23%
edinburgh bicycle	1900	17%
gt bicycles	480	51%
cube stores	170	42%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
electric bicycle	246000	15%
bikes	110000	32%
mountain bicycle	49500	33%
kids bikes	40500	7%
full suspension mountain bike	22200	45%
bicycle helmet	22200	9%
bicycle lock	22200	9%
electric mountain bike	18100	9%
collapsible electric bike	14800	15%
cycles	14800	15%
foldable electric bike	14800	15%
electric bicycles for sale	14800	14%
affordable electric bike	9900	50%
mtb helmet	9900	26%
full face mountain bike helmets	8100	43%
kids electric bike	8100	33%
bicycle parts	6600	34%
ebike trekking	6600	26%
hardtail mountain bike	6600	26%
cheap bikes	5400	33%
dirt jumper	4400	139%
full suspension bike	4400	106%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
e bike shop near me	4400	31%
electric bicycle shop near me	4400	31%
handlebars	3600	32%
bicycle stem	2900	429%
full suspension ebike	2900	64%
bicycle fork	1600	114%
ebikes for sale	1300	97%
pedal assist electric bike	880	150%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
even cycles	135000	-17%
tredz	74000	-6%
chain reaction cycles	49500	-83%
merlin cycles	40500	-17%
alpkit	33100	-18%
planetx	33100	-29%
specialized	33100	-11%
ribble cycles	27100	-18%
trek bikes	22200	-3%
wheelbase	14800	-12%
raleigh	12100	-7%
cycles uk	9900	-28%
source bmx	9900	-17%
cycle solutions	8100	-17%
sjs cycles	6600	-18%
cycle exchange	6600	-13%
tweeks cycles	5400	-11%
e bikes direct	4400	-11%
oxford products	3600	-13%
mtb monster	3600	-6%
giant bicycles	1600	-3%
the electric bike shop	1300	-22%
scott sports	1300	-15%
liv cycling	720	-12%
jeames cycles	170	-8%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
bicycle shop near me	110000	-11%
cycle shop near me	27100	-6%
road bicycle	27100	-7%
bicycle lights	18100	-8%
bicycle rack	18100	-6%
bicycle stand	14800	-23%
bike for sale	14800	-11%
bikes for sale	14800	-11%
bike trailer	12100	-11%
cargo bicycle	9900	-24%
childrens bike	6600	-16%
bicycle panniers	5400	-11%
bicycle mudguard	4400	-19%
road bicycles for sale	4400	-18%
electric hybrid bike	4400	-12%
cyclocross	3600	-24%
electric cycle	3600	-19%
bicycle handlebar bag	3600	-27%
second hand electric bikes	3600	-13%
bicycle carrier	2900	-20%
wall mounted bike rack	2900	-17%
second hand bicycle for sale near me	2400	-44%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
bicycle maintenance stand	2400	-22%
mountain bike rear mudguard	1900	-24%
bicycle handlebar tape	1900	-25%
bike stand vertical	1900	-21%
road bike mudguards	1600	-35%
11 speed chain	1600	-29%
waterproof bike gloves	1300	-40%
gravel bike mudguards	1000	-37%



Halfords is dominating the brand search game.

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

Brett Janes
Managing Director

01244 564 501
Brett@salience.co.uk

[Book a Chat](#)



Ooo Nice Clients...

Dreams

carpetright.


Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORING KING


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



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.**