



Decors & Paints

Salience Index 2025



6 Month Report

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



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Decor & Paints Sector has seen a 14% 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.

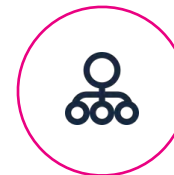
How it's calculated:



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  Dulux
let's colour
- 02 FARROW&BALL®
- 03  Wallpaper
Shop.co.uk
- 04 Little Greene®
— PAINT & PAPER —
- 05  i want wallpaper



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 @Photowall

02 COAT

03 MILTON & KING®

04  Wallpaper
from the 70s

05 valspar®



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 Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
dulux.co.uk	1	-	544,321	479,553	+14%	-1%
farrow-ball.com	2	-	374,057	321,751	+16%	+2%
littlegreene.com	3	-	169,586	133,504	+27%	+13%
wallpaperdirect.com	4	-	136,740	130,466	+5%	-10%
worldofwallpaper.com	5	+1	132,939	108,396	+23%	+8%
johnstonespaint.com	6	-1	109,519	111,900	-2%	-16%
wallpapershop.co.uk	7	+9	99,370	60,383	+65%	+50%
thepaintshed.com	8	-	91,952	84,937	+8%	-6%
iwantwallpaper.co.uk	9	+8	89,684	58,403	+54%	+39%
duluxdecoratorcentre.co.uk	10	-1	87,825	79,997	+10%	-5%
grahambrown.com	11	-4	85,611	88,173	-3%	-17%
brewers.co.uk	12	-1	85,484	73,714	+16%	+2%
firedearth.com	13	-1	79,726	70,461	+13%	-1%
valsparpaint.co.uk	14	-4	71,962	77,792	-7%	-22%
crownpaints.co.uk	15	-2	71,220	70,121	+2%	-13%
janeclayton.co.uk	16	-1	71,022	61,703	+15%	+1%
decoratingcentreonline.co.uk	17	-3	66,870	69,537	-4%	-18%
duluxheritage.co.uk	18	+2	61,236	50,774	+21%	+6%
lick.com	19	-1	58,419	57,384	+2%	-13%
paintwell.co.uk	20	-1	50,642	53,681	-6%	-20%
gowallpaper.co.uk	21	+2	49,771	42,246	+18%	+3%
houseofhackney.com	22	+8	48,002	24,526	+96%	+81%
frenchicpaint.co.uk	23	-1	44,067	42,373	+4%	-10%
crowndecoratingcentres.co.uk	24	+1	41,222	38,286	+8%	-7%
duluxtradepaintexpert.co.uk	25	+3	39,722	33,176	+20%	+5%
wallpaper-uk.com	26	-5	39,163	44,128	-11%	-26%
buypaintsonline.co.uk	27	-	38,780	33,914	+14%	-

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
osmouk.com	28	-4	38,219	38,995	-2%	-16%
wallpaper-it.com	29	+32	37,851	9,440	+301%	+287%
nextdaypaint.co.uk	30	+8	35,488	17,259	+106%	+91%
coatpaints.com	31	-5	30,981	37,313	-17%	-31%
wmorrisandco.com	32	-	30,206	21,491	+41%	+26%
homeimagedirect.com	33	+16	25,233	12,672	+99%	+85%
sandtexpaints.com	34	-	25,176	21,068	+19%	+5%
cole-and-son.com	35	+1	22,885	18,102	+26%	+12%
fabricsandpapers.com	36	+1	22,865	18,018	+27%	+13%
paint-direct.co.uk	37	-6	21,595	23,038	-6%	-21%
lusthome.com	38	+16	19,833	11,357	+75%	+60%
wallpapersales.co.uk	39	+4	19,799	15,956	+24%	+10%
photowall.co.uk	40	-11	18,635	30,851	-40%	-54%
sanderson.sandersondesigngroup.com	41	-6	17,994	20,113	-11%	-25%
benjaminmoorepaint.co.uk	42	+4	17,697	14,758	+20%	+6%
sandbergwallpaper.com	43	+30	16,382	7,218	+127%	+113%
craigandrose.com	44	-3	15,486	16,503	-6%	-20%
wallpaperfromthe70s.com	45	-12	15,368	21,277	-28%	-42%
designersguild.com	46	+7	15,289	11,361	+35%	+20%
homeflairdecor.co.uk	47	-3	14,805	15,492	-4%	-19%
chapelinteriors.co.uk	48	+4	14,485	12,020	+21%	+6%
coveryourwall.co.uk	49	-9	13,813	16,559	-17%	-31%
wallsauce.com	50	-8	13,506	15,990	-16%	-30%
mylands.com	51	-6	13,309	14,941	-11%	-25%
paintandpaperlibrary.com	52	-2	12,891	12,106	+6%	-8%
bricoflor.co.uk	53	-14	12,188	16,683	-27%	-41%
yescolours.com	54	+14	12,004	8,167	+47%	+33%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
allenbraithwaite.co.uk	55	-7	11,894	13,363	-11%	-25%
designerwallpapers.co.uk	56	+9	11,892	8,880	+34%	+20%
1clickwallpapers.co.uk	57	+7	9,962	8,935	+11%	-3%
decorsupplies.co.uk	58	-3	9,597	10,903	-12%	-26%
crownpaintsprofessional.com	59	-8	9,511	12,024	-21%	-35%
kentblaxill.co.uk	60	-13	8,929	13,968	-36%	-50%
edwardbulmerpaint.co.uk	61	+5	8,805	8,350	+5%	-9%
harlequin.sandersondesigngroup.com	62	-4	8,724	10,411	-16%	-31%
campbellwicks.co.uk	63	+4	8,647	8,238	+5%	-9%
wallpapersales.uk.com	64	-7	8,390	10,575	-21%	-35%
naken.co.uk	65	+32	8,298	4,136	+101%	+86%
polycell.co.uk	66	-10	8,284	10,701	-23%	-37%
clarke-clarke.sandersondesigngroup.com	67	+5	8,171	7,270	+12%	-2%
owatrolldirect.co.uk	68	+3	8,107	7,682	+6%	-9%
lovefrankie.com	69	-9	7,397	9,567	-23%	-37%
rabart.co.uk	70	+15	7,372	5,149	+43%	+29%
timorousbeasties.com	71	+6	7,345	6,605	+11%	-3%
scionliving.com	72	-2	6,935	7,793	-11%	-25%
fashionwallpaper.co.uk	73	-4	6,907	8,007	-14%	-28%
linwoodfabric.com	74	+1	6,899	6,812	+1%	-13%
coifax.com	75	+5	6,263	5,979	+5%	-10%
tm-interiors.co.uk	76	-13	6,257	9,285	-33%	-47%
hovia.com	77	-15	5,997	9,398	-36%	-51%
earthbornpaints.co.uk	78	-4	5,598	7,195	-22%	-37%
splatdecoratingsupplies.co.uk	79	+15	5,166	4,355	+19%	+4%
beautifulwalls.co.uk	80	+24	5,054	3,378	+50%	+35%
osborneandlittle.com	81	+7	5,039	4,780	+5%	-9%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
everwallpaper.co.uk	82	-23	4,784	9,695	-51%	-65%
prestigious.co.uk	83	+18	4,771	3,850	+24%	+10%
beut.co.uk	84	-	4,637	5,382	-14%	-28%
emmajshipley.com	85	-6	4,635	6,214	-25%	-40%
feathr.com	86	-8	4,527	6,594	-31%	-46%
rebelwalls.com	87	+5	4,313	4,500	-4%	-18%
zoffany.sandersondesigngroup.com	88	-5	4,298	5,445	-21%	-35%
anaglypta.co.uk	89	+10	4,229	3,993	+6%	-8%
lakelandpaints.co.uk	90	-3	4,101	4,899	-16%	-31%
iloveborders.co.uk	91	+4	4,041	4,314	-6%	-21%
ukwallpaper.co.uk	92	+16	4,025	2,979	+35%	+21%
grahamsandersoninteriors.com	93	-12	3,862	5,674	-32%	-46%
homewallmurals.co.uk	94	-3	3,809	4,593	-17%	-31%
fiddes.co.uk	95	+11	3,773	3,315	+14%	-
selectwallpaper.co.uk	96	+9	3,685	3,330	+11%	-4%
wallpaperking.co.uk	97	-7	3,670	4,664	-21%	-36%
limelace.co.uk	98	-2	3,590	4,159	-14%	-28%
sprayster.com	99	-10	3,397	4,753	-29%	-43%
gpjbaker.com	100	+7	3,124	3,195	-2%	-17%

**Industry
Variance**
+14%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 14% 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

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
dulux decorator centre	60500	39%
dulux	49500	7%
johnstones paint	33100	8%
brewers	27100	14%
valspar paint	18100	17%
lick	18100	6%
coat paints	14800	38%
little greene	14800	8%
dulux heritage	9900	31%
world of wallpaper	9900	16%
the paint shed	6600	5%
wallpaper shop	4400	14%
paint well	3600	22%
benjamin moore paint	2400	22%
sandtex paints	2400	28%
wallpaper it	1900	37%
nextday paint	1600	46%
sandberg wallpaper	1000	54%
paint direct	880	8%
home image direct	260	9%
dulux trade paint expert	170	51%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
sage green paint	14800	8%
self adhesive wallpaper	14800	8%
stick & peel wallpaper	12100	31%
a flower wallpaper	12100	14%
flower wallpaper	12100	14%
wallpaper of a flower	12100	14%
kids wallpaper	9900	42%
beige wallpaper	9900	13%
wallpaper with paste	8100	6%
beige paint	5400	23%
front door paint	5400	12%
elephants breath paint	4400	109%
leopard print wallpaper	4400	109%
wallpaper shop	4400	14%
grey wall paint	3600	40%
wall paint primer	3600	23%
cream paint	3600	9%
interior painting companies near me	2900	35%
leopard wallpaper	2400	76%
wallpaper for walls	2400	24%
neutral paint colors	2400	18%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
flower wallpaper pink	1900	22%
white radiator paint	1600	25%
floral antique wallpaper	1300	32%
floral retro wallpaper	1300	32%
flower vintage wallpaper	1300	32%
beige wall paint	1000	31%
burgundy paint	880	88%
green beige paint	260	118%
bedroom wall mural wallpaper	110	1600%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
frenchic paint	40500	-8%
wallpaper direct	40500	-4%
wallpaper uk	9900	-33%
house of hackney	9900	-16%
decorating centre online	8100	-12%
photo wall	6600	-29%
wallpaper sales	5400	-19%
go wallpaper	4400	-34%
craig and rose	3600	-28%
lust home	2900	-46%
wallpaper from the 70s	2900	-25%
cole and son	2900	-14%
i want wallpaper	2400	-35%
graham brown	1600	-17%
my lands	1300	-21%
osmo uk	720	-34%
buy paints online	720	-25%
wall sauce	590	-21%
home flair decor	480	-5%
fabrics and papers	320	-7%
cover your wall	260	-7%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
wallpaper	450000	-13%
black wallpaper	60500	-29%
grey wallpaper	40500	-33%
panel wallpaper	27100	-24%
green wallpaper	27100	-18%
blue wallpaper	27100	-18%
white wallpaper	22200	-24%
kitchen wallpaper	22200	-24%
bedroom wallpaper	22200	-22%
bathroom wallpaper	22200	-14%
brick wallpaper	18100	-28%
black and white wallpaper	18100	-18%
mural on a wall	18100	-11%
wall murals	18100	-11%
living room wallpaper	14800	-33%
navy wallpaper	14800	-33%
grey paint	14800	-24%
purple wallpaper	14800	-24%
silver wallpaper	12100	-45%
wallpaper shops near me	12100	-31%
marble wallpaper	12100	-33%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
gold wallpaper	12100	-23%
teal wallpaper	12100	-28%
jungle wallpaper	9900	-28%
nursery wallpaper	9900	-24%
wood panel wallpaper	8100	-35%
wood effect wallpaper	8100	-25%
cheap wallpaper	8100	-31%
black and gold wallpaper	6600	-24%
leaf wallpaper	6600	-33%

 **Dulux** 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](#)



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.**