

// Salience.

Eyewear

Salience Index 2024



12 Month Report

This **Eyewear Report** was put together by a small team of humans at Saliency, using a whole host of tools, software and weeks of our time; What makes it into the report is the tip of the iceberg.

Want to go beyond the data within?
Speak to our team, any time, through our site or social pages.



Editor's

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.

Enjoy the report!

Brett Janes
Managing Director
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Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



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



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

Contents

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34 Search Volume Trends

36 Keyword Trends

43 High Competition Keywords

45 Opportunity Keywords

48 Trust

51 Online Reviews

55 Digital Brand Reach

0.63%

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

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

Traffic Score Year on Year

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

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

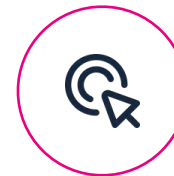
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics, however, these are accurate metrics relatively across domains.

How it's calculated:



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



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



They sum up the traffic estimations of each keyword

Traffic Score Findings

Top 5 winners

01

Specsavers

02

VisionExpress



03



GENUINE SINCE 1937

04

lenstore

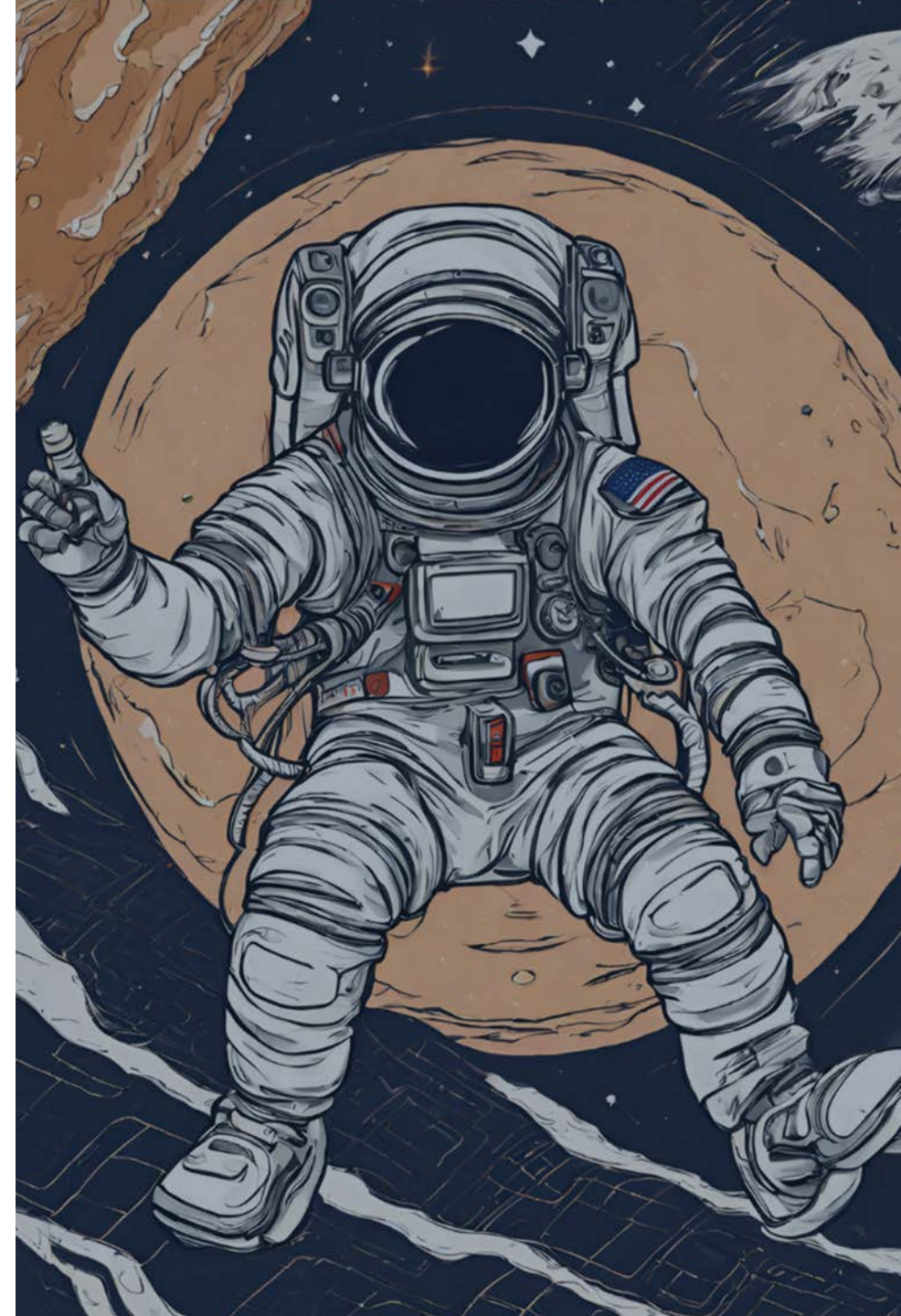
05

DISCOUNTED

SUNGLASSES | GLASSES



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 
OAKLEY

02 glasses direct
YOUR GLASSES. YOUR WAY.

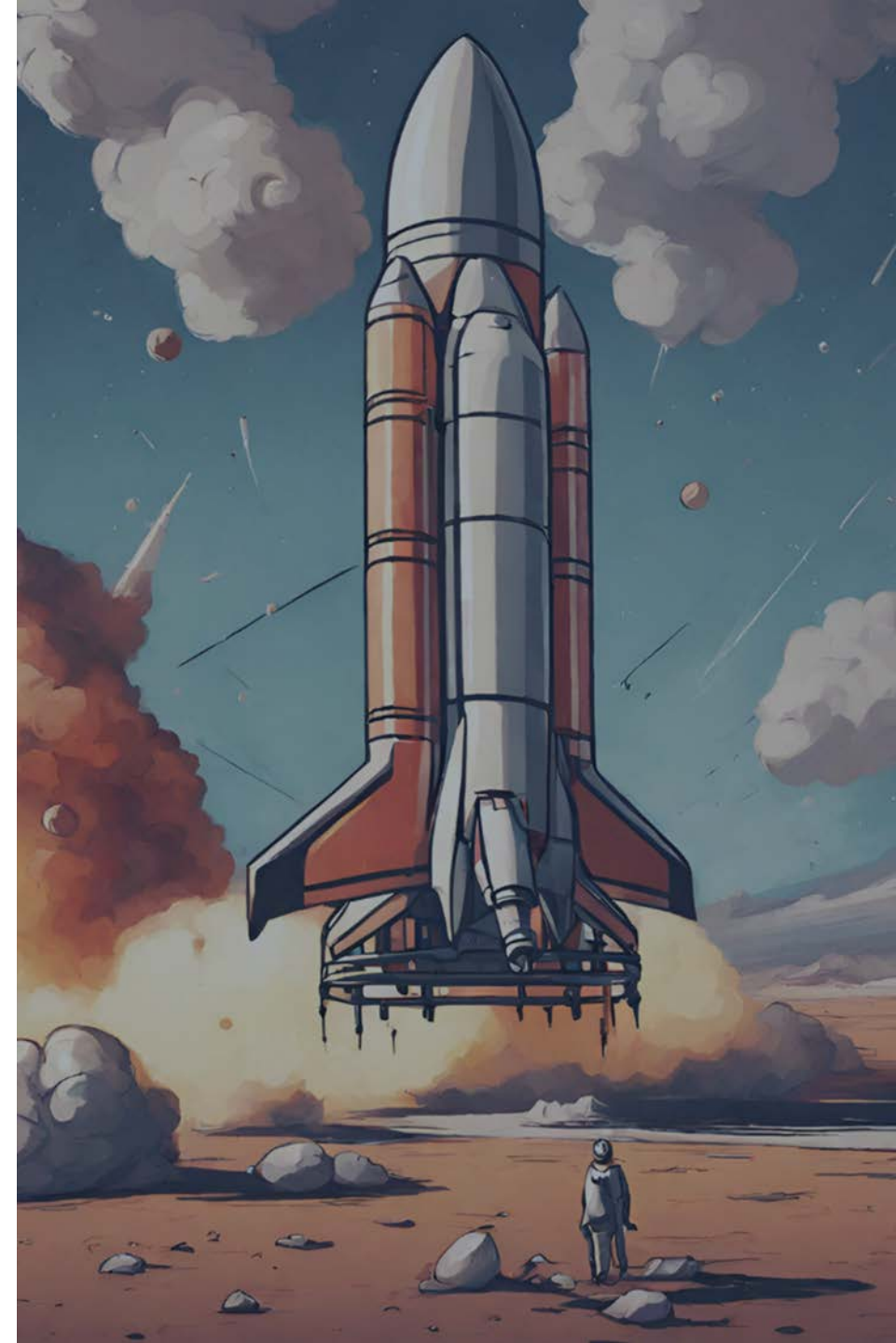
03  VisionDirect

04 JIMMY FAIRLY

05 *Lulus*



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



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
specsavers.co.uk	1	-	1,543,208	1,285,078	+20%	-4%
visionexpress.com	2	+1	390,362	314,603	+24%	-
ray-ban.com	3	+1	307,871	208,243	+48%	+24%
glassesdirect.co.uk	4	-2	251,540	314,882	-20%	-44%
sunglasshut.com	5	-	171,174	140,863	+22%	-2%
lenstore.co.uk	6	+4	113,067	52,213	+117%	+93%
visiondirect.co.uk	7	-1	89,125	118,960	-25%	-49%
discountedsunglasses.co.uk	8	+22	74,710	15,635	+378%	+354%
pretavoir.co.uk	9	-	72,759	56,742	+28%	+4%
shadestation.co.uk	10	+2	66,870	37,704	+77%	+53%
smartbuyglasses.co.uk	11	-3	64,972	61,838	+5%	-19%
misterspex.co.uk	12	+3	61,050	31,446	+94%	+70%
spex4less.com	13	-	57,685	36,173	+59%	+35%
glasses2you.co.uk	14	-3	51,923	42,067	+23%	-1%
opticiansdirect.co.uk	15	+3	43,212	23,426	+84%	+60%
mandsopticians.com	16	+10	40,089	16,797	+139%	+115%
selectspecs.com	17	+8	38,273	17,149	+123%	+99%
opticians.asda.com	18	+3	37,882	18,825	+101%	+77%
feelgoodcontacts.com	19	-3	37,716	29,665	+27%	+3%
onlineopticiansuk.com	20	-3	36,157	27,796	+30%	+6%
specscart.co.uk	21	-7	35,242	35,158	-	-24%
fashioneyewear.com	22	+5	33,405	16,239	+106%	+82%
aceandtate.com	23	-1	31,900	18,769	+70%	+46%
oakley.com	24	-17	31,051	110,475	-72%	-96%
directsight.co.uk	25	+8	30,065	13,827	+117%	+93%
cubitts.com	26	+3	29,248	15,774	+85%	+61%
scrivens.com	27	-8	28,079	21,971	+28%	+4%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
theopticsshop.co.uk	28	+3	26,288	14,642	+80%	+56%
firmoo.co.uk	29	+8	24,563	11,502	+114%	+90%
coopervision.co.uk	30	-2	23,793	15,977	+49%	+25%
blockbluelight.co.uk	31	+7	20,536	11,480	+79%	+55%
contactlenses.co.uk	32	+2	19,258	12,994	+48%	+24%
just-glasses.co.uk	33	+17	16,082	7,432	+116%	+92%
goodlookers.co.uk	34	-14	15,977	20,803	-23%	-47%
tigerspecs.co.uk	35	-	15,506	12,181	+27%	+3%
lensology.co.uk	36	-4	15,019	14,238	+5%	-19%
designerglasses.co.uk	37	+17	13,960	6,943	+101%	+77%
goggles4u.co.uk	38	+5	13,942	9,290	+50%	+26%
davidclulow.com	39	+9	13,498	7,767	+74%	+50%
leightons.co.uk	40	+13	13,383	7,055	+90%	+66%
oliverpeoples.com	41	-	13,364	10,375	+29%	+5%
izipizi.com	42	+22	13,252	4,780	+177%	+153%
speckyfoureyes.com	43	+6	11,379	7,740	+47%	+23%
designerglassesboutique.co.uk	44	-	10,136	9,047	+12%	-12%
mellerbrand.com	45	+34	10,072	3,042	+231%	+207%
theglassescompany.co.uk	46	+19	9,986	4,626	+116%	+92%
alensa.co.uk	47	-11	9,968	11,884	-16%	-40%
persol.com	48	-8	9,927	10,695	-7%	-31%
bolle.com	49	+28	9,762	3,243	+201%	+177%
lulus.com	50	-26	9,607	17,498	-45%	-69%
quayaustralia.co.uk	51	-9	9,412	9,443	-	-24%
sunglassesforsport.com	52	+5	9,343	6,218	+50%	+26%
edel-optics.co.uk	53	-7	9,321	8,157	+14%	-10%
optical-center.co.uk	54	+9	9,237	5,111	+81%	+57%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
goodr.co.uk	55	+14	9,223	4,216	+119%	+95%
moscot.com	56	-4	8,787	7,273	+21%	-3%
directspecs.co.uk	57	+21	8,703	3,221	+170%	+146%
bloceyewear.com	58	+12	8,610	4,056	+112%	+88%
lenssaver.co.uk	59	-4	8,573	6,620	+30%	+6%
daysoft.com	60	-9	8,264	7,292	+13%	-11%
mauijim.com	61	-3	8,245	6,122	+35%	+11%
polaroideyewear.com	62	+9	8,045	4,043	+99%	+75%
zegna.com	63	-3	7,992	5,472	+46%	+22%
lespecs.com	64	-8	7,329	6,330	+16%	-8%
cutlerandgross.com	65	+11	7,183	3,249	+121%	+97%
fostergrant.co.uk	66	-7	7,141	5,651	+26%	+2%
gentlemonster.com	67	-6	6,572	5,296	+24%	-
uksportseyewear.co.uk	68	-6	6,538	5,140	+27%	+3%
peepeyewear.co.uk	69	-1	6,443	4,227	+52%	+28%
framesbuy.co.uk	70	+15	5,955	2,724	+119%	+95%
bantonframeworks.co.uk	71	-24	5,599	8,036	-30%	-54%
lowcostglasses.co.uk	72	+12	5,484	2,730	+101%	+77%
framesdirect.com	73	-	5,427	3,979	+36%	+12%
uk.lindafarrow.com	74	-2	5,414	4,010	+35%	+11%
funkyreaders.co.uk	75	+15	5,281	2,287	+131%	+107%
perfectglasses.co.uk	76	+18	4,970	1,970	+152%	+128%
julbo.com	77	+20	4,402	1,840	+139%	+115%
silhouette.com	78	-11	4,385	4,435	-1%	-25%
jimmyfairly.co.uk	79	-56	4,242	17,899	-76%	-100%
mojoglasses.com	80	-5	4,031	3,656	+10%	-14%
glassesstation.co.uk	81	+25	3,706	1,257	+195%	+171%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
gb.dfranklincreation.com	82	+23	3,653	1,258	+190%	+166%
dita.com	83	+9	3,600	2,100	+71%	+47%
clip-on-sunglasses.co.uk	84	-18	3,442	4,467	-23%	-47%
theoldglassesshop.co.uk	85	+17	3,349	1,322	+153%	+129%
olliequinn.co.uk	86	-12	3,126	3,825	-18%	-42%
coolframes.co.uk	87	-7	3,095	3,026	+2%	-22%
opticalh.com	88	-6	3,049	2,823	+8%	-16%
iolla.com	89	-2	2,912	2,442	+19%	-5%
finlayandco.com	90	-2	2,856	2,319	+23%	-1%
sunglasses-shop.co.uk	91	+9	2,825	1,497	+89%	+65%
hawkersco.com	92	-11	2,778	2,866	-3%	-27%
vooglam.uk	93	-7	2,773	2,511	+10%	-14%
eyelidsreadingglasses.co.uk	94	+5	2,655	1,601	+66%	+42%
eco-eyewear.com	95	+18	2,614	950	+175%	+151%
lentiamo.co.uk	96	-51	2,451	8,538	-71%	-95%
arlowolf.com	97	+36	2,372	568	+318%	+294%
retropeepers.com	98	+3	2,352	1,337	+76%	+52%
the-eye-place.co.uk	99	-8	2,300	2,282	+1%	-23%
ardoreyewear.co.uk	100	+20	2,290	796	+188%	+164%

Industry Variance

+24%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 24% increase in overall traffic scores within this industry.

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

Got a

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

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



Email us



Call us



Live Chat

Question?

Visibility Vs Authority

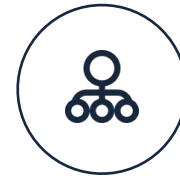
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



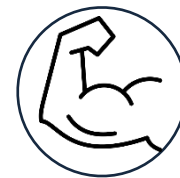
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



Authority is best achieved through high-quality links gained through topical and brand-relevant digital pr. Not spammy link building.



By matching visibility scores to authority, we identify which sites are performing beyond their means. These are the ones to learn from.

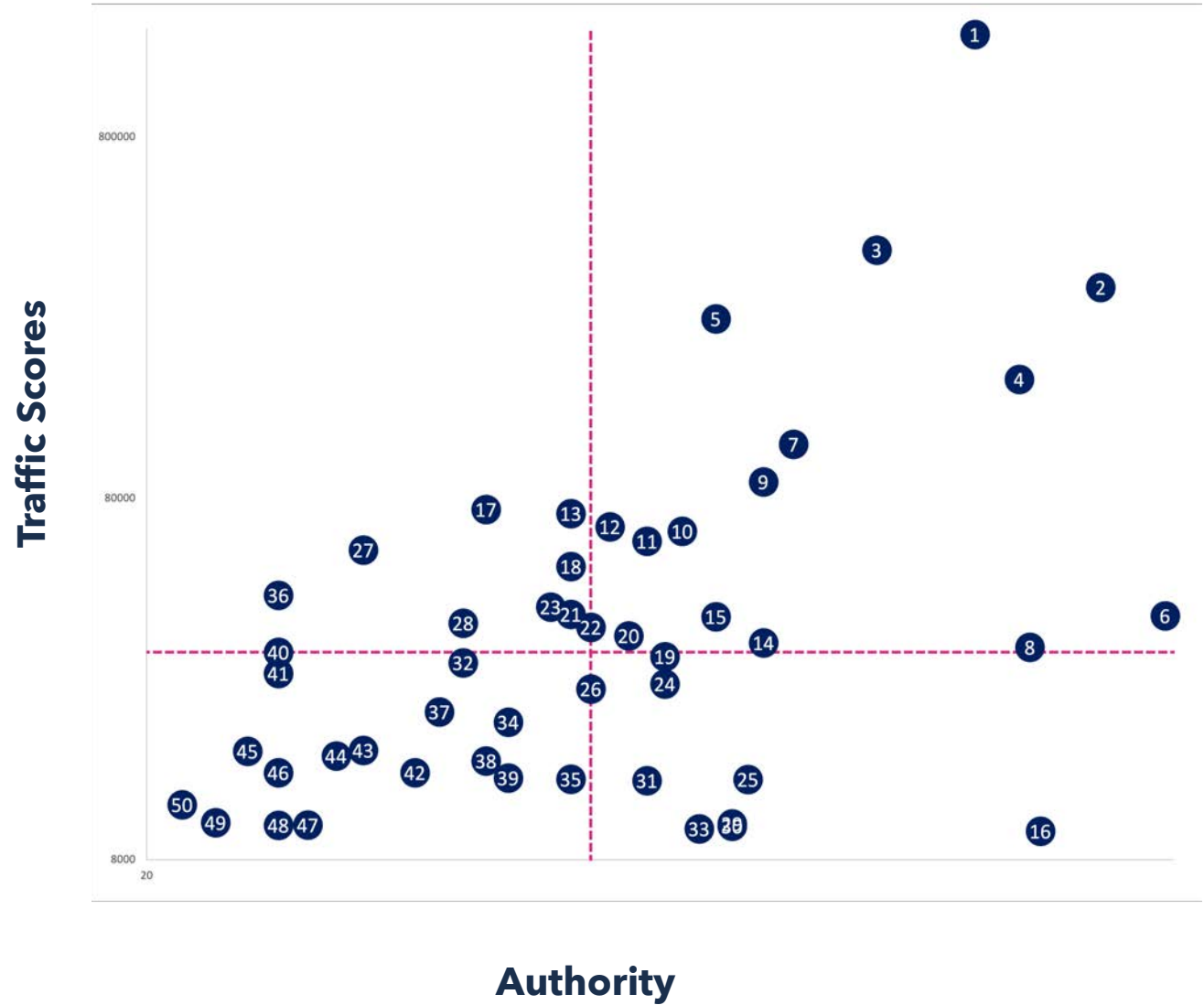


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



specsavers.co.uk	1	misterspex.co.uk	11	selectspecs.com	21	izipizi.com	31	theopticsshop.co.uk	41
ray-ban.com	2	shadestation.co.uk	12	specscart.co.uk	22	scrivens.com	32	goggles4u.co.uk	42
visionexpress.com	3	pretavoir.co.uk	13	mandsopticians.com	23	bolle.com	33	just-glasses.co.uk	43
sunglasshut.com	4	aceandtate.com	14	firmoo.co.uk	24	contactlenses.co.uk	34	tigerspecs.co.uk	44
glassesdirect.co.uk	5	feelgoodcontacts.com	15	oliverpeoples.com	25	leightons.co.uk	35	goodlookers.co.uk	45
opticians.asda.com	6	lulus.com	16	coopervision.co.uk	26	opticiansdirect.co.uk	36	designerglasses.co.uk	46
lenstore.co.uk	7	discountedsunglasses.co.uk	17	spex4less.com	27	blockbluelight.co.uk	37	theglassescompany.co.uk	47
oakley.com	8	glasses2you.co.uk	18	onlineopticiansuk.com	28	lensology.co.uk	38	alensa.co.uk	48
visiondirect.co.uk	9	cubitts.com	19	mellerbrand.com	29	davidclulow.com	39	designerglassesboutique.co.uk	49
smartbuyglasses.co.uk	10	fashionejewear.com	20	persol.com	30	directsight.co.uk	40	speckyfour eyes.com	50

A

Those with high visibility but low authority may not have the brand reach compared to rivals, but overperform in search engines thanks to technical SEO, content and site experience.

B

Hats off to these guys. They've built their house right and have the search marketing strategy to expand. At this point, you should be thinking about solidifying yourself as market leader.

C

Sites with low traffic scores and authority. Look on the bright side, there's a lot of room for improvement. Brands in this zone should consider urgently rethinking their on-site technical and structural setup, also their keyword strategy and off-site campaigns.

D

Low traffic scores, high authority. At school, these sites were the kids who 'had potential.' There are clearly some on-site issues holding these brands back. Whether those issues lie in content, structure, or tech, an on-site review is highly recommended.

Traffic Scores vs Authority Findings

High authority, low traffic scores

The Sleeping Giants

These brands could benefit most from resolving their on-site tech and structural issues. Identification of those problems, and dealing with them in a priority order, should be their key objective.



- 01 **IZIPIZI**[®]
PARIS
- 02 **MELLER**
- 03 *Persol*[®]
- 04  bollé
- 05 *Lulus*

Traffic Scores vs Authority Findings

High traffic scores, **low authority**

The Overachievers

These websites have strong traffic scores in spite of a lack of trusted links and press coverage. Digital PR can push the brand further, but through technical SEO, content and experience, they play a role in the search engines.



01 DISCOUNTED
SUNGLASSES | GLASSES

02 PRET A VOIR

03 
SPEX4LESS.COM

04 glasses2you

05 OPTICIANS DIRECT

Traffic Scores Vs Referring Domains

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

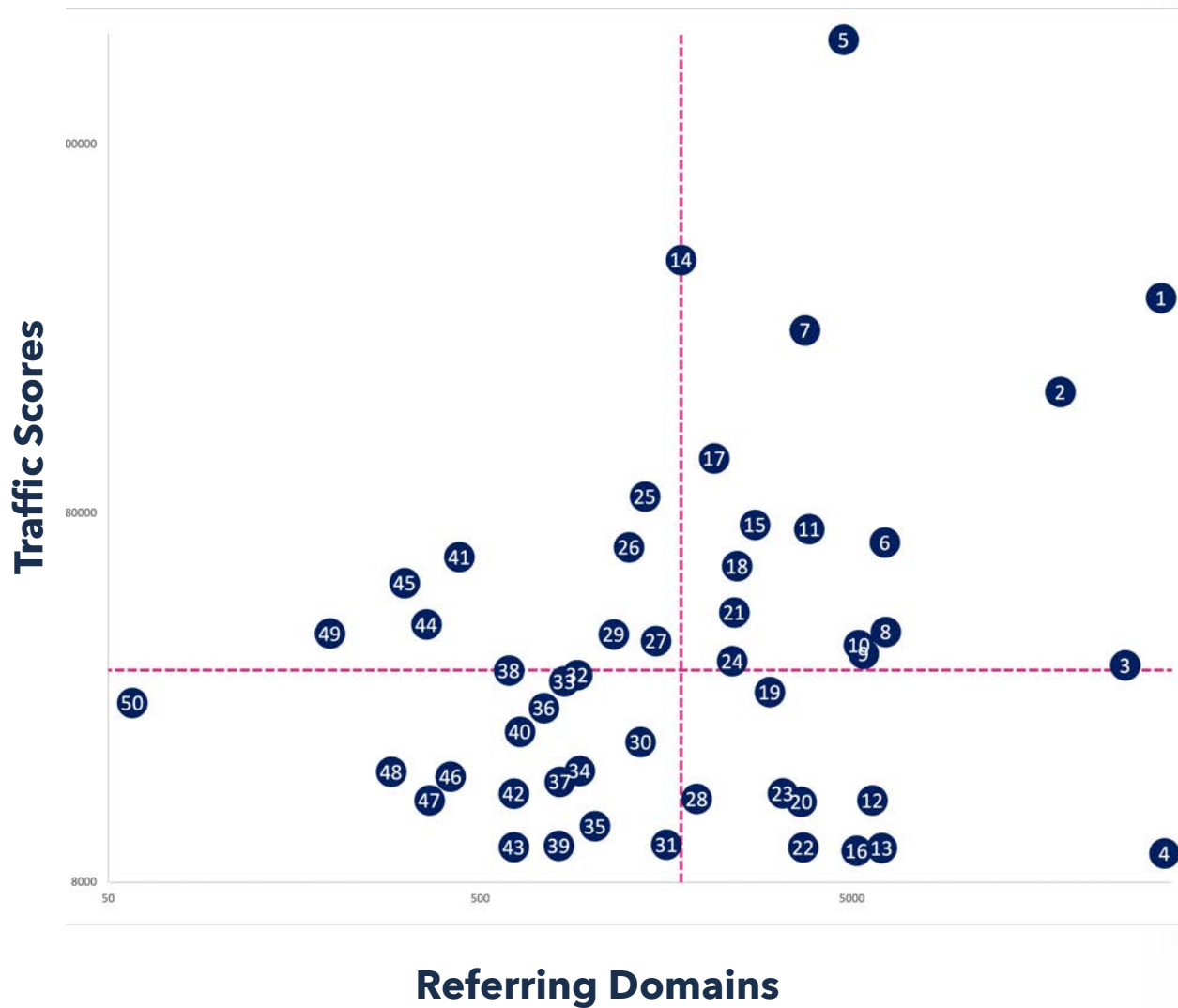
Key:

ray-ban.com	1	persol.com	13
sunglasshut.com	2	visionexpress.com	14
oakley.com	3	discountedsunglasses.co.uk	15
lulus.com	4	bolle.com	16
specsavers.co.uk	5	lenstore.co.uk	17
shadestation.co.uk	6	spex4less.com	18
glassesdirect.co.uk	7	theoptishop.co.uk	19
selectspecs.com	8	izipizi.com	20
fashioneyewear.com	9	opticiansdirect.co.uk	21
specscart.co.uk	10	alensa.co.uk	22
pretavoir.co.uk	11	designerglasses.co.uk	23
oliverpeoples.com	12	aceandtate.com	24

Traffic Scores Vs Referring Domains

Key:

visiondirect.co.uk	25	directsight.co.uk	38
smartbuyglasses.co.uk	26	mellerbrand.com	39
onlineopticiansuk.com	27	blockbluelight.co.uk	40
davidclulow.com	28	misterspex.co.uk	41
feelgoodcontacts.com	29	goggles4u.co.uk	42
contactlenses.co.uk	30	theglassescompany.co.uk	43
designerglassesboutique.co.uk	31	mandsopticians.com	44
cubitts.com	32	glasses2you.co.uk	45
scrivens.com	33	tigerspecs.co.uk	46
just-glasses.co.uk	34	leightons.co.uk	47
speckyfoureyes.com	35	goodlookers.co.uk	48
coopervision.co.uk	36	opticians.asda.com	49
lensology.co.uk	37	firmoo.co.uk	50



A

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

B

High traffic scores with high referring domains are dominating the organic market. If you're in this quadrant, keep doin' you. If not, it may be easier to compete with their traffic scores through technical SEO and content.

C

Low traffic scores with low referring domains could mean infinite things. However, generally ramping up your search marketing is required to compete in your space. Whether that's through tech, content or links, we can't say from this graph, but speak to us if you need a few pointers.

D

Low traffic scores with high links is a double edged-sword. Potentially, your link profile and strategy is spammy, old or otherwise suboptimal, and search engines see that. Regardless, it could also mean you're a sleeping giant in search. Get an outside opinion on your tech, content, and links.

Our

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



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

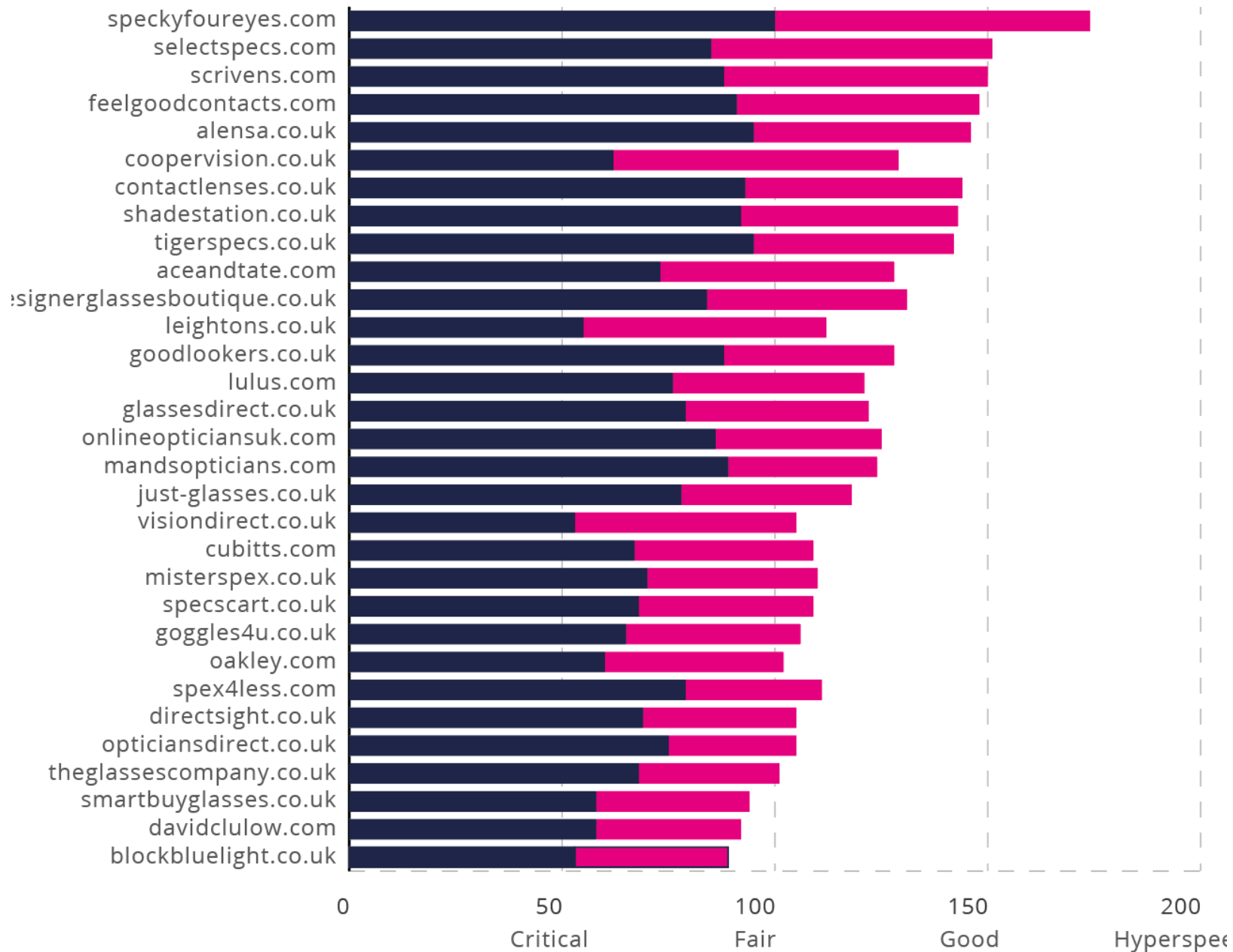
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input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



Key:

- Desktop
- Mobile

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

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 Salience 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

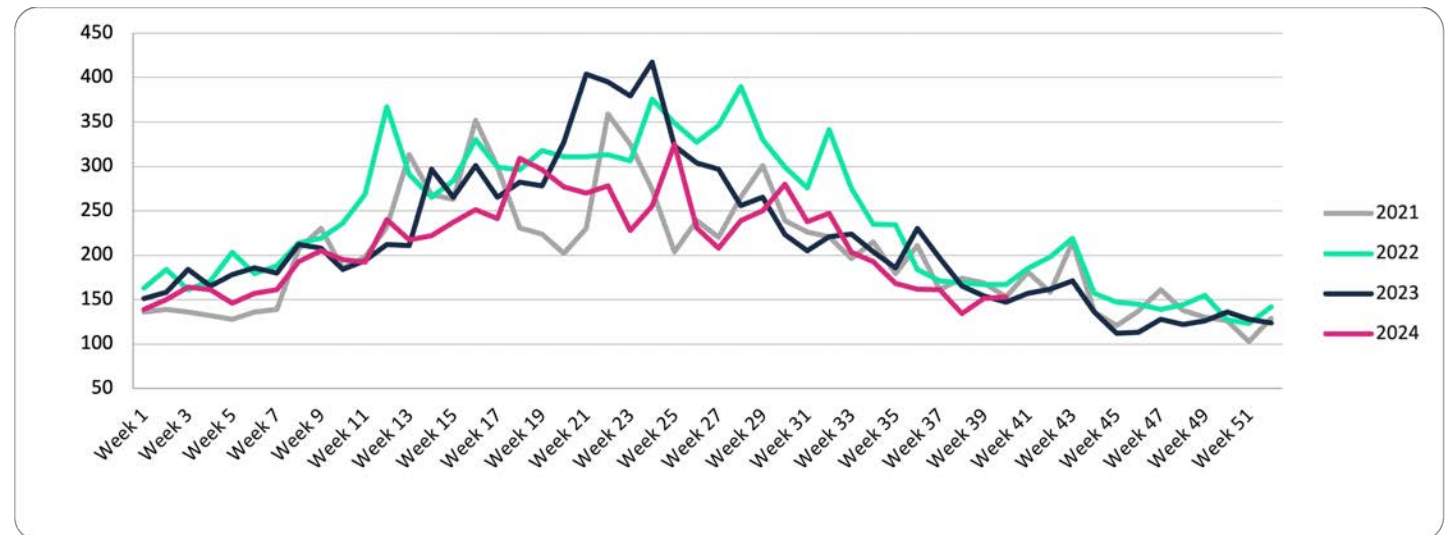
LEMONADE DOLLS

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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 **2024** be the year
that brands' fortunes
are reversed, following
the economic slump of
2023?



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
prescribed shades	33100	11%
prescribed sunglasses	33100	11%
prescription glasses and sunglasses	33100	11%
prescription shades	33100	11%
prescription sunglasses	33100	11%
sunglasses with eye prescription	33100	11%
glass with prescription	22200	22%
prescription spectacles	22200	22%
ladies shades sunglasses	18100	18%
sunglasses for women	18100	12%
polarised sunglasses	12100	11%
polarised shades	8100	25%
sun glasses near me	4400	154%
sunglass store near me	3600	98%
sunglasses shop near me	3600	98%
designer sunglasses women	3600	62%
mens shades sale	3600	51%
mens sunglasses sale	3600	51%
theatrical contact lenses	2900	90%
designer female glasses	2900	44%
designer glasses for women	2900	44%
designer spectacles for women	2900	44%
female designer glasses	2900	44%
ladies designer eyeglasses	2900	44%
ladies designer glasses	2900	44%
ladies designer spectacles	2900	44%
sunglasses store	2400	114%
oval sunglasses	1900	69%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
vision express	246000	22%
ray ban	165000	16%
lulus	90500	92%
sunglass hut	74000	11%
oakley	60500	42%
opticians asda	49500	40%
lenstore	33100	7%
feel good contacts	27100	22%
goggles 4u	27100	22%
firmoo	18100	71%
cubitts	18100	41%
shade station	14800	95%
david clulow	12100	50%
m&s opticians	12100	22%
oliver peoples	8100	21%
coopervision	6600	31%
izipizi	6600	22%
pretavoir	5400	50%
persol	5400	1%
lensology	4400	41%
specscart	2900	60%
tiger specs	2400	13%
alensa	1900	61%
good lookers	1900	14%
bolle	1600	8%
glasses 2 you	1600	6%
discount sunglasses	1300	15%
specky four eyes	1300	13%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
sunglasses	135000	-2%
coloured contact lenses	18100	-28%
eye contacts coloured	18100	-28%
contact lenses online	14800	-13%
aviator sunglasses	14800	-13%
colored contacts	12100	-18%
colour contact lenses	12100	-18%
contacts coloured	12100	-18%
cat eye shades sunglasses	8100	-21%
cat eye sunglasses	8100	-21%
halloween contact lenses	8100	-21%
designer readers men	8100	-7%
sunglasses chain	6600	-53%
black sunglasses	5400	-18%
wrap around sunglasses	5400	-15%
round eyeglasses	5400	-18%
round glasses	5400	-18%
daily soft lenses	4400	-23%
glasses style for men	4400	-24%
mens fashion glasses	4400	-24%
pink sunglass	3600	-36%
white sunglasses	3600	-26%
square sunglasses	3600	-29%
buy contact lenses online	3600	-19%
affordable contact lenses	2900	-18%
cheap contact lenses	2900	-18%
mirrored sunglasses	2400	-29%
heart shaped sunglasses	1900	-54%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
select specs	60500	-13%
vision direct	49500	-6%
ace and tate	27100	-6%
mister spex	9900	-21%
scrivens	8100	-33%
direct sight	4400	-43%
smart buy glasses	1900	-24%
the optic shop	1900	-14%
the glasses company	1900	-5%
just glasses	720	-27%
optician direct	590	-34%
online opticians uk	590	-25%
designer glasses boutique	480	-14%
meller brand	90	-6%

 **Vision Express** has
generated the greatest
increase in brand awareness
QoQ.

**Hats off to all the teams
involved!**



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Managing Director

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[Book a Chat](#)

Got a

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

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



Email us



Call us



Live Chat

Question?

High Competition Keywords.

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

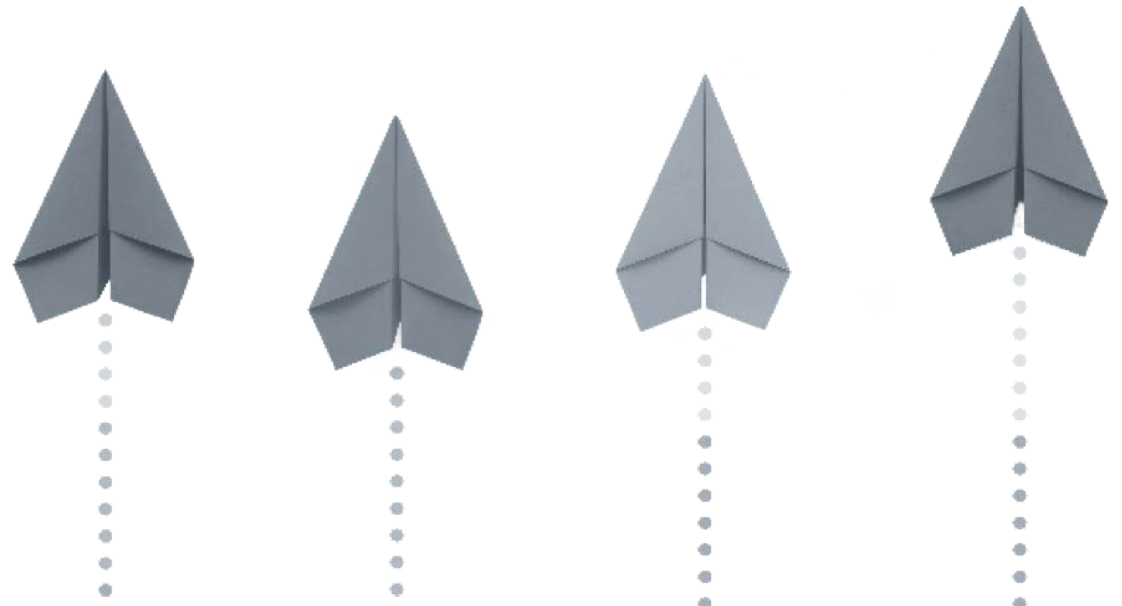
For challenger brands looking to weigh in, you best bring your A-game.



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



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



1

contact lenses

52,000 66

2

sunglasses

80,000 33

3

contact lenses online

8,200 67

4

order contact lenses online

3,100 65

5

buy contact lenses online

2,200 67

6

prescription sunglasses

22,000 20

7

womens sunglasses

5,700 18

8

mens sunglasses

15,000 12

9

sunglasses for women

7,200 13

10

daily contact lenses

2,500 18

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.

Brett Janes
Managing Director

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Keywords

1

designer sunglasses

7,800 7

2

mens designer sunglasses

2,700 6

3

designer sunglasses women

2,600 6

4

monthly contact lenses

2,000 7

5

toric contact lenses

1,700 6

6

cool glasses

1,700 7

7

cheap sunglasses

1,600 6

8

green contact lenses

1,100 8

9

designer prescription sunglasses

800 5

10

vintage sunglasses

800 5

Opportunity Keywords.



Key:

 Local monthly searches (uk)

 Competitiveness Score

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

Trust

First introduced with the E-A-T Algorithm update in 2018, trust has since become a critical ranking factor. But there's no single score to judge trust. Instead, it's a holistic view of your website's expertise, authority and trustworthiness. It centres around both on and off-site signals. Think external review platforms, high-quality links, transparency over processes and policies, and plenty more.



Your Money Your Life (YMYL) / eCommerce brands are those most likely to see visibility drop as a cause of poor trust signals.



Search quality evaluator guidelines identify how manual reviewers evaluate your site's trust-worthiness. Use these to get ahead.

Trust centres around both on and off-site signals.



Checklist For Building Customer Trust.

A website can be used to build trust. You can do this through “trust signals”.

Trust signals are content embedded within your website that builds up credibility.

Having these things strategically placed around the site builds trust from users & search engines alike.

A lot of things can be considered a trust signal Like:

- 1** **User reviews**
(TrustPilot, Feefo)
- 2** **Testimonials**
- 3** **Guarantees**
(free returns, warranties)
- 4** **Credential badges**
(Industry recognised certifications, think **Informed Sport** for a supplements brand)

Here is a quick checklist of where you could place **trust signals**:



Trust bar across the site
(a small bar that holds all your guarantee's, warranties etc.)



Customer testimonials in product pages, convince the user at point of purchase.



Review profile embedded in the home page & key PLPs
uk.huel.com are a great example.



Individual product reviews.
Bonus points if you can link this with a review profile.



Embed credential badges on shopping cart pages and any other high intent pages.



Online Reviews

A key element of trust, reviews are essential to your search marketing arsenal. Having more good reviews than your competitors is important for off-site trust signals (part of the EAT update), local pack prominence, and CTR where star-ratings feature in the SERPs.

01

Incorporate external review platforms into your buying process to ensure maximum take-up.

02

Bad reviews need to be answered and fast. Users are more likely to ignore bad reviews if they see fast replies.

03

eCommerce sites are judged by both users and search engines on their review platforms.

98%

People read online reviews for local businesses. *

36%

Of businesses that claim free listings on multiple review sites make 36% more revenue. *

90%

Of read online reviews for before visiting a business. *

36%

Of consumers are 'highly' or 'likely' to use a business that responds to all of its online reviews. *

// Salience.

High Competition Review score:





visionexpress.com
343,204 4.7



glassesdirect.co.uk
241,437 4.6



lenstore.co.uk
84,639 4.6



feelgoodcontacts.com
63,043 4.7



specsavers.co.uk
131,015 4.3



visiondirect.co.uk
101,836 4.4



goggles4u.co.uk
63,326 4.5



selectspecs.com
72,459 4.4



spex4less.com
28,409 4.8




pretavoir.co.uk
27,995 4.7

High Reviewed Sites.



Key:

 Number of reviews

 Review Score





Brand Reach Findings

Top 5 Brand Searches

● Monthly Searches (uk)

Monthly brand searches shows an indication of brand recall within search behaviour. The top five are the most recalled names within search.







01		1,000,000
02	VisionExpress 	246,000
03	 GENUINE SINCE 1937	165,000
04	glasses direct YOUR GLASSES. YOUR WAY.	165,000
05		90,500

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	 GENUINE SINCE 1937	34,323
02		13,830
03	● sunglasses hut	5,505
04		5,364
05		4,743

Brand

Brand Awareness describes how familiar consumers are with your brand or products.

Digital brand awareness describes how familiar consumers are with your brand or products online, whether they are searching for your brand or interacting with it on social media.

To calculate this figure, we blend branded search metrics with the performance and reach of social channels for brands across the sector.

This helps identify which brands are most prominent across a range of channels and those who are fading into the background.

Brand searches are a traditional measure. Owned social score is really important too. This identifies audiences you have access to. These can both be improved by strategic, relevant digital pr.

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Awareness

Brand Awareness

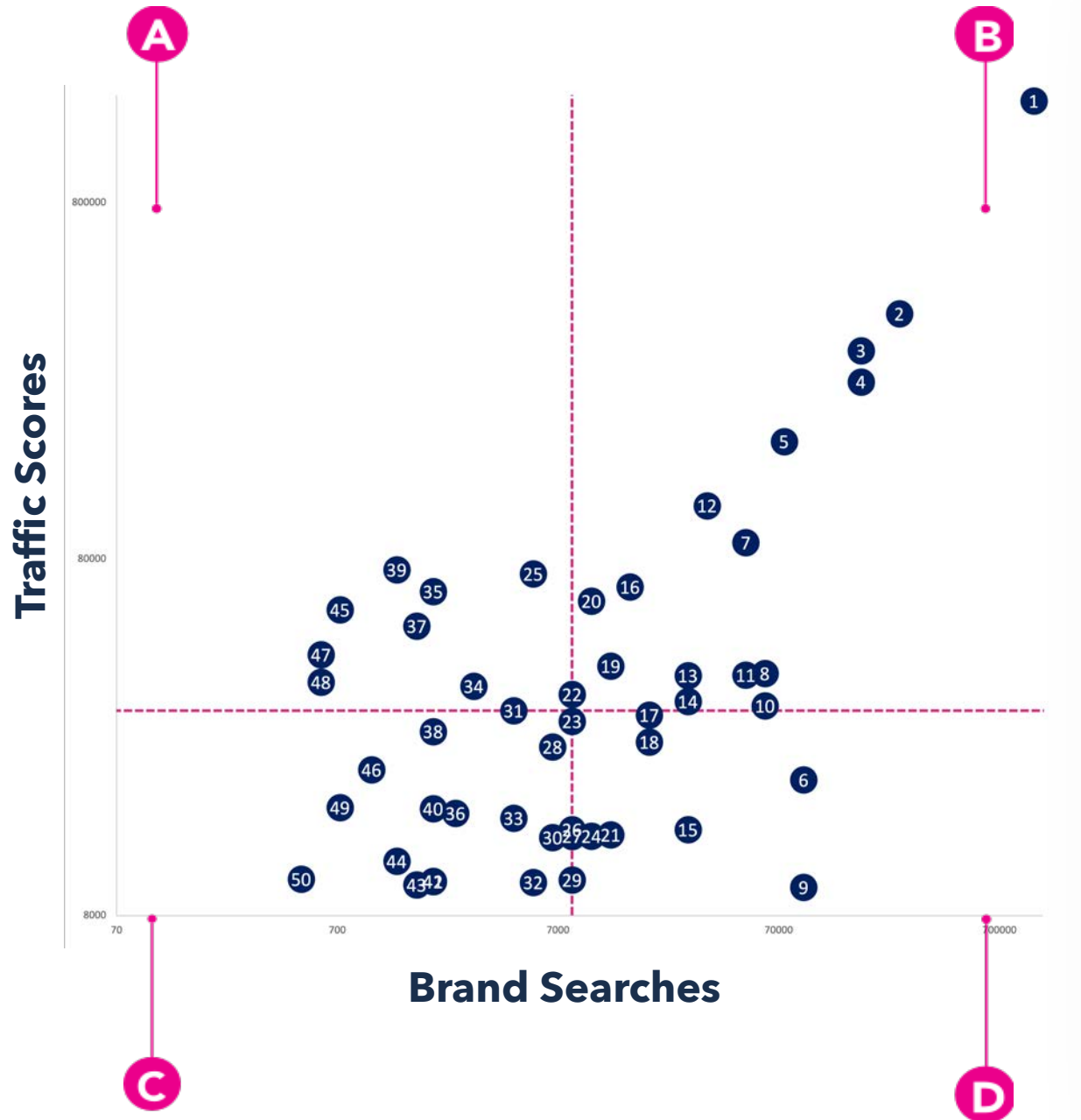
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
ray-ban.com	165000	34323	1
specsavers.co.uk	1000000	902	2
oakley.com	60500	13830	3
lulus.com	90500	4743	4
sunglasshut.com	74000	5505	5
opticians.asda.com	49500	5364	6
visionexpress.com	246000	133	7
glassesdirect.co.uk	165000	139	8
visiondirect.co.uk	49500	332	9
aceandtate.com	27100	562	10
mellerbrand.com	8100	1220	11
contactlenses.co.uk	90500	84	12
persol.com	5400	1359	13
oliverpeoples.com	8100	652	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
izipizi.com	6600	705	15
misterspex.co.uk	9900	436	16
selectspecs.com	60500	42	17
feelgoodcontacts.com	27100	75	18
cubitts.com	18100	100	19
shadestation.co.uk	14800	117	20
firmoo.co.uk	18100	73	21
goggles4u.co.uk	27100	48	22
pretavoir.co.uk	5400	132	23
lenstore.co.uk	33100	18	24
fashionequipment.com	8100	73	25
smartbuyglasses.co.uk	1900	305	26
bolle.com	1600	219	27
davidclulow.com	12100	26	28
scrivens.com	8100	25	29



A High traffic scores with low brand searches is a reflection of stronger performance in ranking for generic search terms, but weaker performance in prospects that come looking for you. Digital PR efforts can assist in growing these brands.

B High traffic scores with high brand searches. This is where everybody wants to be. These campaigns rank well for generic search terms, and swathes of people are coming looking for these guys. The pinnacle.

C Low traffic scores and low brand search campaigns are green with a lot of scope for growth. Onsite and offsite SEO can be utilised to start to make gains on both fronts.

D Low traffic scores and high brand searches are reflective of campaigns that do a great job on a brand front in attracting prospects, but perhaps lack the ability to share an even footing with competitors on generic search rankings.

Brand Searches

Vs Traffic Scores

Branded search is, by definition, any search query that includes the name of a brand or a branded product (think 'Hoover').

Branded search is important because these consumers know exactly what they are looking for, and are more likely to convert when they find it.

Key:

specsavers.co.uk	1	feelgoodcontacts.com	13
visionexpress.com	2	aceandtate.com	14
ray-ban.com	3	goggles4u.co.uk	15
glassesdirect.co.uk	4	shadestation.co.uk	16
sunglasshut.com	5	cubitts.com	17
contactlenses.co.uk	6	firmoo.co.uk	18
visiondirect.co.uk	7	mandsopticians.com	19
selectspecs.com	8	misterspex.co.uk	20
lulus.com	9	davidclulow.com	21
oakley.com	10	fashionejewear.com	22
opticians.asda.com	11	scrivens.com	23
lenstore.co.uk	12	leightons.co.uk	24

Brand Searches Vs Traffic Scores

Branded search is, by definition, any search query that includes the name of a brand or a branded product (think 'Hoover').

Branded search is important because these consumers know exactly what they are looking for, and are more likely to convert when they find it.

Key:

pretavoir.co.uk	25	theoptishop.co.uk	38
designerglasses.co.uk	26	discountedsunglasses.co.uk	39
oliverpeoples.com	27	goodlookers.co.uk	40
coopervision.co.uk	28	theglassescompany.co.uk	41
mellerbrand.com	29	alensa.co.uk	42
izipizi.com	30	bolle.com	43
directsight.co.uk	31	speckyfour eyes.com	44
persol.com	32	spex4less.com	45
lensology.co.uk	33	blockbluelight.co.uk	46
specscart.co.uk	34	opticiansdirect.co.uk	47
smartbuyglasses.co.uk	35	onlineopticiansuk.com	48
tigerspecs.co.uk	36	just-glasses.co.uk	49
glasses2you.co.uk	37	designerglassesboutique.co.uk	50



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

They partnered with Saliency 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.



Got a

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Live Chat

Question?



// **Salience.**