



Fitness Equipment

Salience Index 2025

12 Month Report



This **Fitness Equipment 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.



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

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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



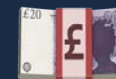
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

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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."

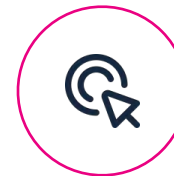
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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 **PRIMAL[®]**

02 **FACTORY
WEIGHTS**

03 **BLK BLX**

04 solo.

05 **ROGUE**



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 **POWERHOUSE**
fitness
EUROPE'S N°.1 FOR HOME FITNESS

02 **FITSHOP**
Europe's No. 1 for Home Fitness

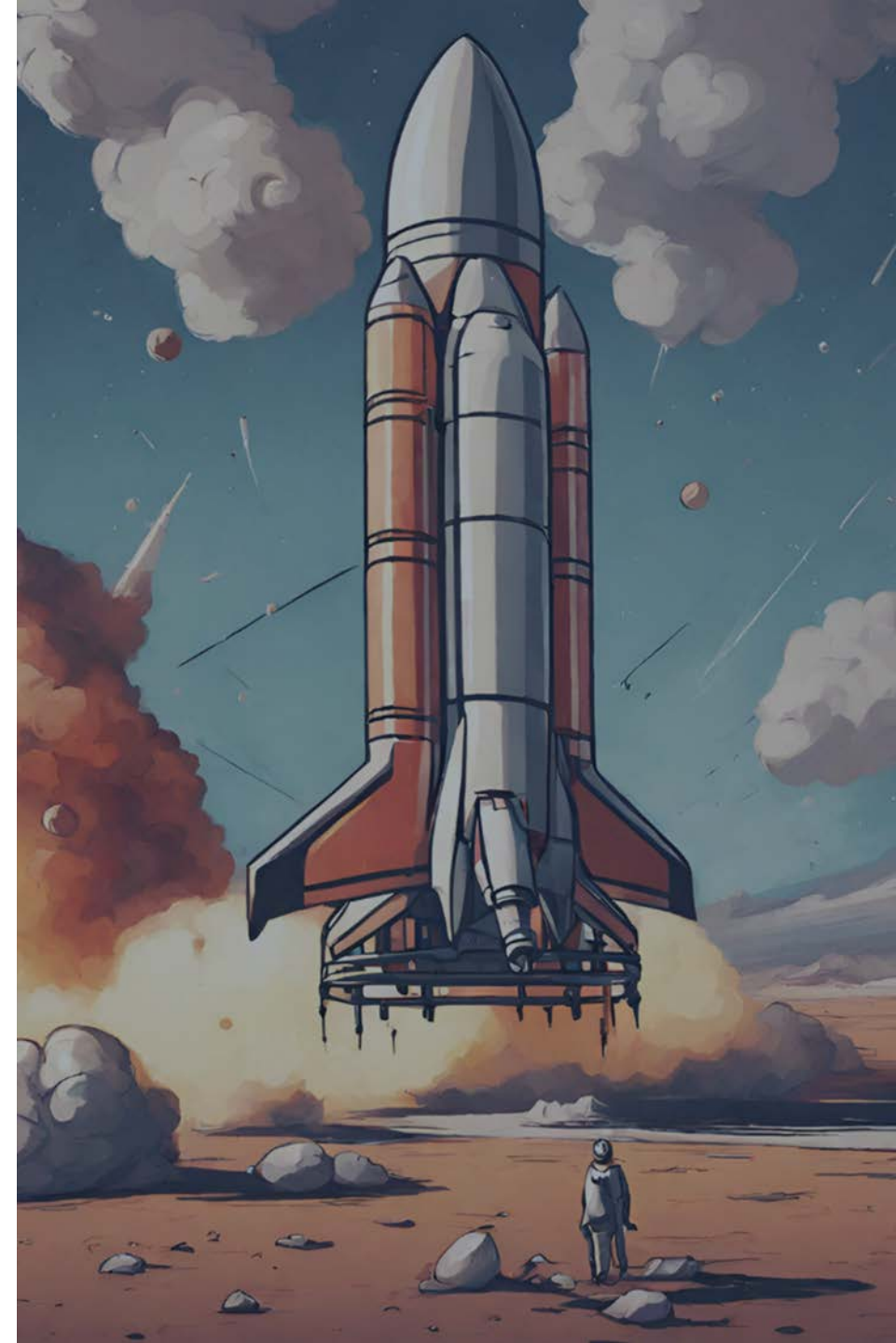
03 **PELTON**

04 **Fitness**
Superstore

05 **WOLVERSON**
FITNESS



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	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
mirafit.co.uk	1	+2	100,350	106,464	-6%	+16%
fitness-superstore.co.uk	2	+3	49,365	59,514	-17%	+5%
primalstrength.com	3	+7	40,363	21,340	+89%	+111%
strengthshop.co.uk	4	+2	28,883	35,480	-19%	+3%
fitshop.co.uk	5	-4	27,236	112,596	-76%	-54%
physioroom.com	6	+1	25,460	28,718	-11%	+11%
homegymsupply.co.uk	7	+2	24,312	28,204	-14%	+8%
newitts.com	8	+4	22,984	19,656	+17%	+39%
wolverson-fitness.co.uk	9	-1	19,077	28,665	-33%	-11%
nordictrack.co.uk	10	+3	16,916	18,147	-7%	+15%
gymgear.com	11	+7	14,883	14,901	-	+22%
technogym.com	12	+9	14,728	12,693	+16%	+38%
ukgymequipment.com	13	+4	13,494	15,123	-11%	+11%
blkboxfitness.com	14	+13	13,222	7,917	+67%	+89%
cannonsuk.com	15	-4	12,270	20,033	-39%	-17%
factoryweights.co.uk	16	+20	11,784	6,222	+89%	+111%
fitkituk.com	17	+3	11,449	13,550	-16%	+6%
onepeloton.co.uk	18	-14	10,639	69,142	-85%	-63%
yorkfitness.com	19	-5	10,540	15,964	-34%	-12%
gymequipmentsuperstore.co.uk	20	-5	10,073	15,498	-35%	-13%
jllfitness.co.uk	21	+4	9,949	8,909	+12%	+34%
wattbike.com	22	-	9,737	12,086	-19%	+3%
gymequipment.co.uk	23	-7	9,092	15,433	-41%	-19%
physicalcompany.co.uk	24	-1	8,957	11,601	-23%	-1%
roguefitness.com	25	+17	8,851	4,176	+112%	+134%
pinnaclefitness.org.uk	26	+6	8,737	6,603	+32%	+54%
jtxfitness.com	27	-8	7,548	14,868	-49%	-27%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
workoutforless.co.uk	28	-2	7,527	8,446	-11%	+11%
originfitness.com	29	-	6,826	7,054	-3%	+19%
k-sport-uk.co.uk	30	-6	6,685	11,250	-41%	-19%
waterrower.co.uk	31	-	6,642	6,666	-	+22%
bestgymequipment.co.uk	32	-2	6,356	6,887	-8%	+14%
concept2.co.uk	33	+4	6,187	5,955	+4%	+26%
solofitness.co.uk	34	+52	5,779	1,046	+452%	+474%
gymmaster.co.uk	35	+19	5,677	2,810	+102%	+124%
tumbltrak.co.uk	36	-8	5,481	7,434	-26%	-4%
sweatband.com	37	+1	5,096	5,751	-11%	+11%
thegymrevolution.co.uk	38	+12	4,773	3,400	+40%	+62%
echelonfit.uk	39	+4	4,374	4,034	+8%	+30%
strongway.co.uk	40	+53	4,254	821	+418%	+440%
pullumsports.co.uk	41	-6	3,818	6,459	-41%	-19%
ukfitnessequipment.co.uk	42	+4	3,499	3,637	-4%	+18%
sportandleisureuk.com	43	-4	3,204	5,166	-38%	-16%
homefitnesscode.com	44	-4	3,192	4,765	-33%	-11%
proformfitness.co.uk	45	+8	3,112	3,122	-	+22%
beemat.co.uk	46	+3	3,092	3,441	-10%	+12%
mad-hq.com	47	-	2,976	3,627	-18%	+4%
eleiko.com	48	+15	2,920	2,226	+31%	+53%
rivalstrength.co.uk	49	-8	2,899	4,261	-32%	-10%
kefl.co.uk	50	+39	2,603	966	+169%	+191%
foams4sports.co.uk	51	-6	2,522	3,843	-34%	-12%
gravity.fitness	52	+8	2,451	2,546	-4%	+18%
againfaster.eu	53	-2	2,431	3,353	-27%	-5%
nohrd.com	54	+4	2,322	2,616	-11%	+11%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
matrixfitness.com	55	+10	2,288	2,148	+7%	+29%
performbetter.co.uk	56	-8	2,279	3,624	-37%	-15%
strongerwellness.com	57	+20	2,172	1,426	+52%	+74%
fitnessmarketplace.co.uk	58	+10	2,102	1,846	+14%	+36%
thesportshq.com	59	+15	2,031	1,528	+33%	+55%
cycfitness.co.uk	60	-8	2,029	3,313	-39%	-17%
watsongym.co.uk	61	+5	2,029	2,123	-4%	+18%
reebokfitnessequipment.co.uk	62	+104	1,967	-	+100%	+122%
exercise.co.uk	63	-19	1,874	3,970	-53%	-31%
bishopsport.co.uk	64	+16	1,716	1,263	+36%	+58%
powerplate.co.uk	65	+7	1,596	1,614	-1%	+21%
gymsets.co.uk	66	+85	1,555	45	+3356%	+3378%
gallantsports.co.uk	67	-11	1,487	2,647	-44%	-22%
extremefitness.co.uk	68	-13	1,484	2,651	-44%	-22%
gymkituk.com	69	-36	1,458	6,583	-78%	-56%
benysports.co.uk	70	-13	1,447	2,624	-45%	-23%
equip4gyms.com	71	+21	1,392	849	+64%	+86%
jordanfitness.com	72	+6	1,363	1,372	-1%	+21%
shop.lesmills.com	73	-6	1,327	1,985	-33%	-11%
podium4sport.com	74	+5	1,311	1,348	-3%	+19%
titaniumstrength.co.uk	75	+8	1,176	1,140	+3%	+25%
wersports.com	76	-12	1,066	2,164	-51%	-29%
forte-fitness.co.uk	77	+36	1,036	436	+138%	+160%
myfitnessjunction.co.uk	78	+20	1,018	680	+50%	+72%
thefitnessstore.co.uk	79	+20	968	631	+53%	+75%
pulsefitness.com	80	-11	957	1,725	-45%	-23%
fuji-health.co.uk	81	+60	908	102	+790%	+812%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
homegymuk.com	82	-1	898	1,247	-28%	-6%
rebelstrength.co.uk	83	-13	886	1,633	-46%	-24%
trxtraining.eu	84	+19	861	573	+50%	+72%
ironmaster.co.uk	85	-	806	1,059	-24%	-2%
uk.johnsonfitness.com	86	+48	749	187	+301%	+323%
hygym.co.uk	87	-5	747	1,145	-35%	-13%
fitness-king.co.uk	88	+8	745	733	+2%	+24%
forceusa.co.uk	89	+20	741	501	+48%	+70%
gymwarehouse.co.uk	90	-	740	938	-21%	+1%
escapefitness.com	91	+6	725	729	-1%	+21%
completegyms.com	92	-17	721	1,500	-52%	-30%
solefitness.co.uk	93	-17	695	1,444	-52%	-30%
warrioraddict.com	94	+24	689	342	+101%	+123%
aperformance.co.uk	95	+5	676	618	+9%	+31%
hillfitnessuk.co.uk	96	+14	673	481	+40%	+62%
powerplate.com	97	+23	638	333	+92%	+114%
uksupremefitness.com	98	-3	613	788	-22%	-
gym-pin.co.uk	99	+17	612	374	+64%	+86%
keiseruk.com	100	+8	605	528	+15%	+37%

**Industry
Variance**
-22%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 22% decrease 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

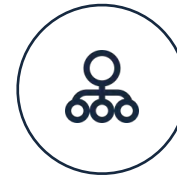
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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

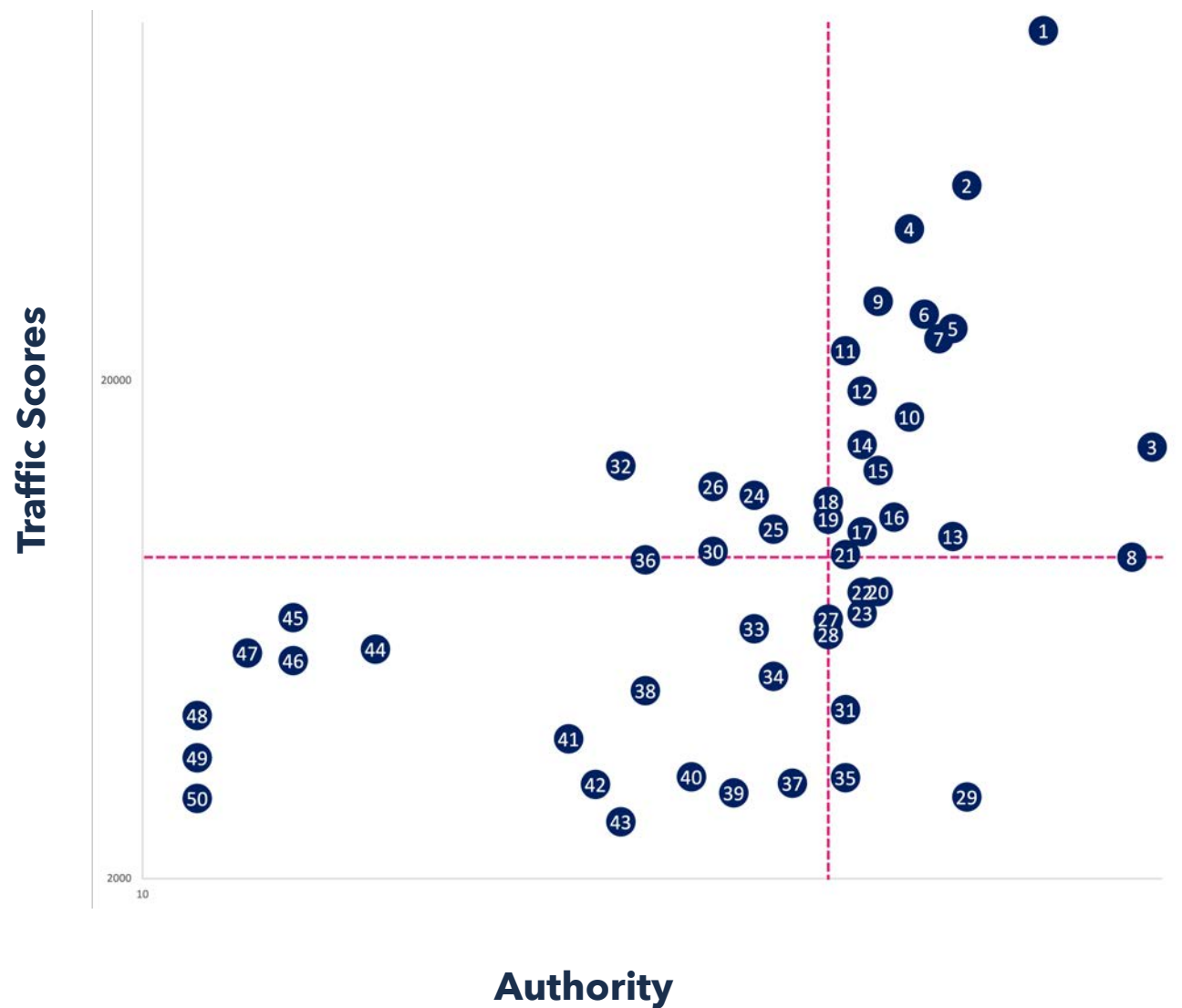


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



mirafit.co.uk	1	newitts.com	11	physicalcompany.co.uk	21	echelonfit.uk	31	pullumsports.co.uk	41
fitness-superstore.co.uk	2	wolverson-fitness.co.uk	12	workoutforless.co.uk	22	ukgymequipment.com	32	beemat.co.uk	42
technogym.com	3	wattbike.com	13	originfitness.com	23	bestgymequipment.co.uk	33	kefl.co.uk	43
primalstrength.com	4	gymgear.com	14	factoryweights.co.uk	24	sweatband.com	34	solofitness.co.uk	44
physioroom.com	5	blkboxfitness.com	15	gymequipmentsuperstore.co.uk	25	homefitnesscode.com	35	k-sport-uk.co.uk	45
fitshop.co.uk	6	onepeloton.co.uk	16	cannonsuk.com	26	pinnaclefitness.org.uk	36	tumbltrak.co.uk	46
homegymsupply.co.uk	7	jillfitness.co.uk	17	waterrower.co.uk	27	proformfitness.co.uk	37	gymmaster.co.uk	47
roguefitness.com	8	fitkituk.com	18	concept2.co.uk	28	thegymrevolution.co.uk	38	strongway.co.uk	48
strengthshop.co.uk	9	yorkfitness.com	19	eleiko.com	29	mad-hq.com	39	ukfitnessequipment.co.uk	49
nordictrack.co.uk	10	jtxfitness.com	20	gymequipment.co.uk	30	sportandleisureuk.com	40	rivalstrength.co.uk	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



WATERROWER | NOHRD



02



03



04



05

ELEIKO

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



02



03



04



05



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:

roguefitness.com	1	blkboxfitness.com	13
technogym.com	2	homegymsupply.co.uk	14
fitness-superstore.co.uk	3	gymequipmentsuperstore.co.uk	15
mirafit.co.uk	4	workoutforless.co.uk	16
newitts.com	5	nordictrack.co.uk	17
sweatband.com	6	jtxfitness.com	18
physioroom.com	7	pinnaclefitness.org.uk	19
fitkituk.com	8	onepeloton.co.uk	20
ukgymequipment.com	9	gymgear.com	21
primalstrength.com	10	wolverson-fitness.co.uk	22
wattbike.com	11	homefitnesscode.com	23
strengthshop.co.uk	12	originfitness.com	24

Traffic Scores Vs Referring Domains

Key:

bestgymequipment.co.uk	25	physicalcompany.co.uk	38
gymequipment.co.uk	26	ukfitnessequipment.co.uk	39
factoryweights.co.uk	27	waterrower.co.uk	40
yorkfitness.com	28	gymmaster.co.uk	41
pullumsports.co.uk	29	k-sport-uk.co.uk	42
eleiko.com	30	proformfitness.co.uk	43
jllfitness.co.uk	31	solofitness.co.uk	44
fitshop.co.uk	32	kefl.co.uk	45
concept2.co.uk	33	strongway.co.uk	46
echelonfit.uk	34	rivalstrength.co.uk	47
thegymrevolution.co.uk	35	beemat.co.uk	48
cannonsuk.com	36	sportandleisureuk.com	49
mad-hq.com	37	tumbltrak.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.



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

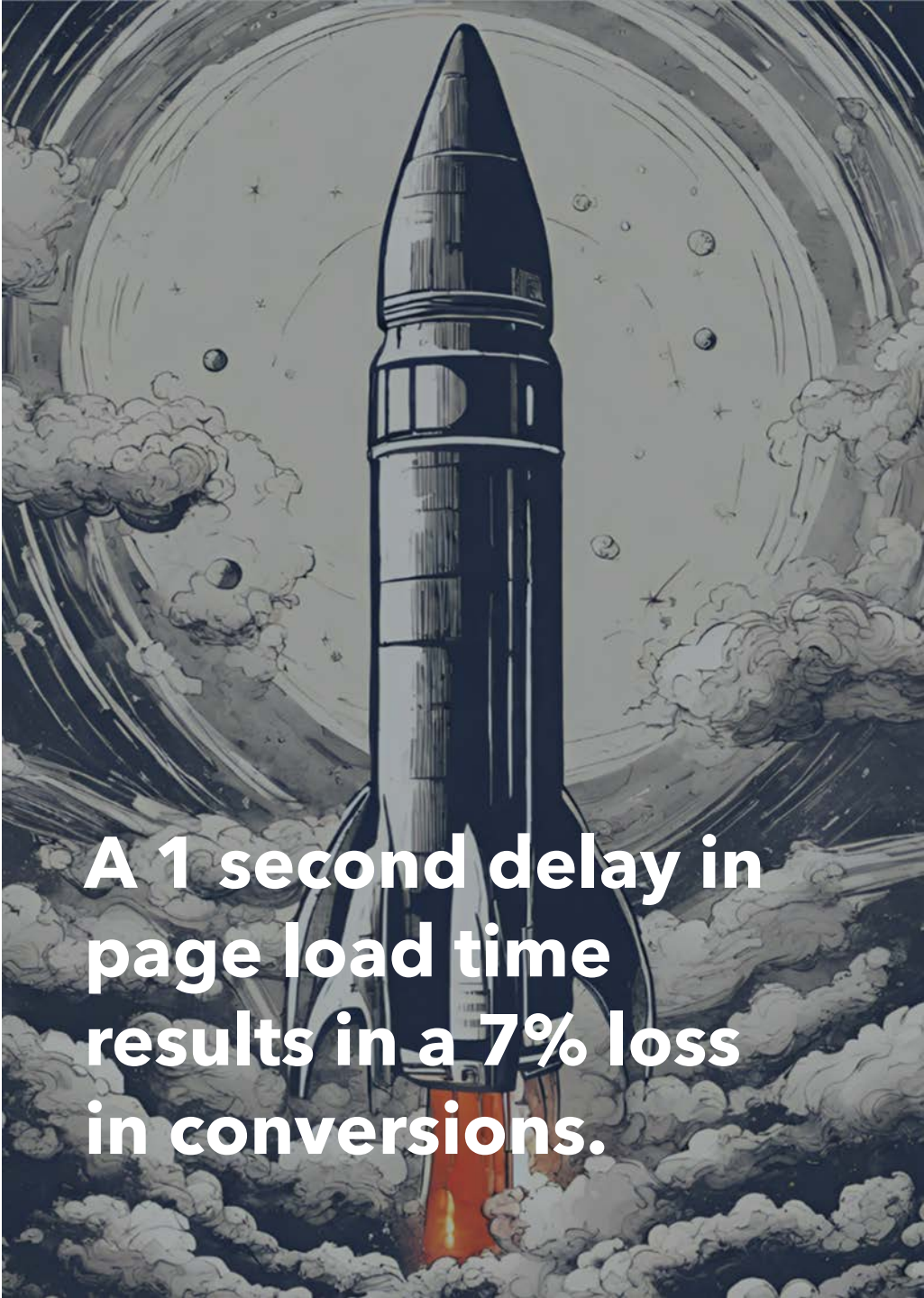


[Read this Case Study](#)

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.



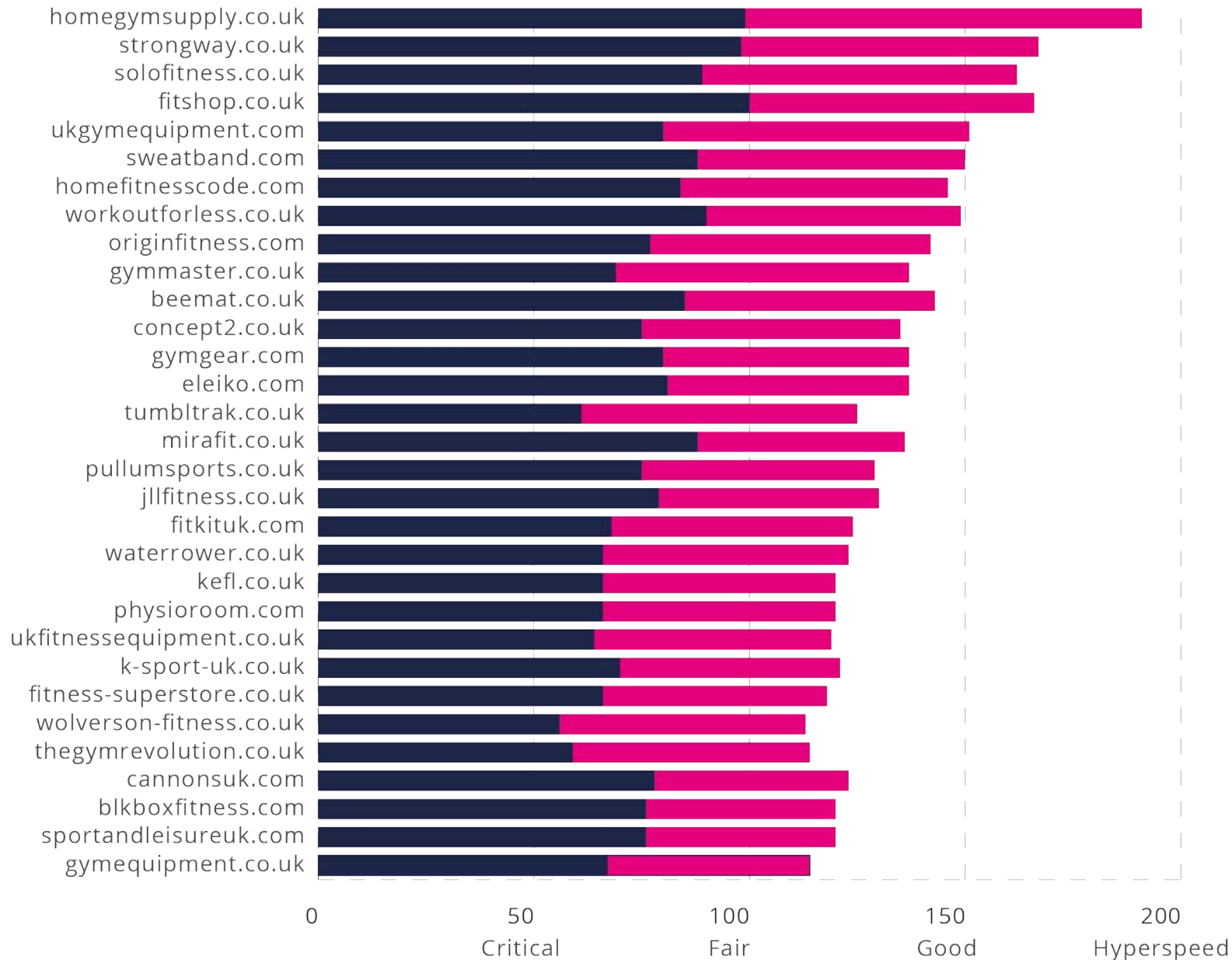
**A 1 second delay in
page load time
results in a 7% loss
in conversions.**

Page Speed Scores



Key:

- Desktop
- Mobile





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 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.

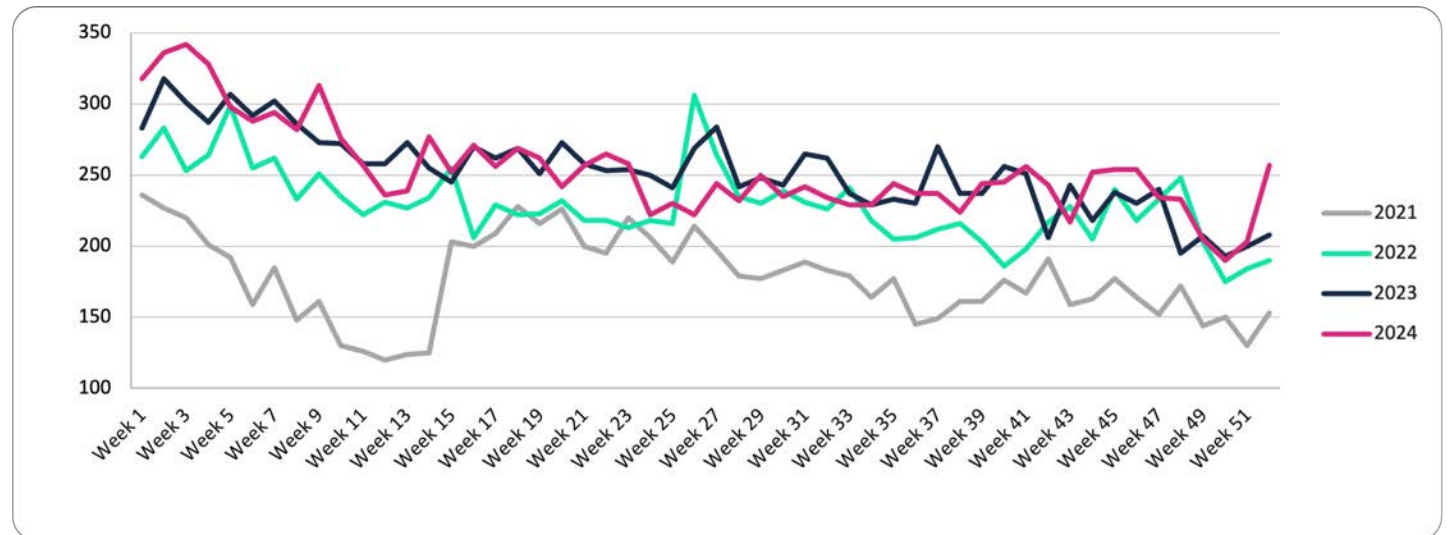
— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

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.



The rise of AI is dramatically changing our industry, users will be searching in entirely new ways in 2025 and beyond.



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
gym barbell	18100	31%
weightvest	18100	31%
skipping ropes	18100	22%
elliptical walker	18100	15%
elliptical machines	8100	22%
chest press dumbbells	8100	22%
dumbbell bench	8100	22%
chest press equipment	8100	17%
machine for bench press	8100	17%
swinging kettlebell	8100	16%
extension leg machine	6600	12%
hip abductor machines	5400	35%
treadmill for home	4400	75%
running machine for home	4400	16%
seated leg curl	4400	23%
curl leg machine	4400	17%
leg curl equipment	4400	17%
machine row seated	3600	23%

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
back extension equipment	2900	64%
weighted jump rope	2400	75%
weighted skipping rope	2400	75%
blue barbell	2400	40%
bicycle for exercise at home	2400	32%
fitness cycle for home	2400	32%
home bicycle workout	2400	32%
treadmill with incline	1600	37%
cordless skipping rope	720	1525%
ropeless jump rope	590	993%
sport stepper	210	815%
dumbbell bench press workout	170	1755%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
techno gym	9900	6%
concept2	6600	14%
roque fitness	3600	1%
york fitness	1900	22%
factory weights	1300	72%
one peloton	880	64%
fit shop	720	4033%
sport and leisure uk	590	46%
rival strength	480	16%
strongway	390	186%
mad hq	390	14%
beemat	390	4%
tumbltrak	320	51%
fit kit uk	260	127%
workout for less	260	32%
the gym revolution	260	25%
kefl	210	118%
solo fitness	110	63%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
treadmills	110000	-9%
bicycle for workout	74000	-6%
exercise bicycle	74000	-6%
stationary bicycle exercise	74000	-6%
kettlebells	33100	-14%
elliptical cross trainers	33100	-14%
back exerciser	27100	-14%
barbells	27100	-6%
spinning bicycle	22200	-18%
weight benches	22200	-12%
gold barbell	22200	-6%
running machine for sale	22200	-5%
treadmill for sale	22200	-5%
fold away treadmill	14800	-18%
foldable running machine	14800	-18%
folding treadmill	14800	-18%
under desk treadmill	9900	-44%
foldable treadmill	9900	-26%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
walking treadmill	8100	-29%
desk treadmill	8100	-28%
walking desk	8100	-28%
tread mill	8100	-63%
rowing cable	6600	-18%
kettle weight set	5400	-27%
kettlebell set	5400	-27%
loaded barbell	5400	-13%
portable running machine	2900	-27%
portable treadmill	2900	-27%
mini stepper	2400	-44%
space saving treadmill	880	-70%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
gym equipment	33100	-6%
strength shop	12100	-18%
newitts	9900	-13%
watt bike	8100	-13%
water rower	4400	-12%
wolverson fitness	4400	-13%
physio room	3600	-34%
uk fitness equipment	3600	-49%
nordic track	3600	-28%
gym gear	3600	-12%
home fitness code	2900	-18%
sweat band	2900	-15%
eleiko	2400	-26%
jll fitness	1600	-34%
origin fitness	1600	-13%
physical company	1600	-9%
best gym equipment	1000	-10%
blk box fitness	1000	-6%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
echelon fit	880	-54%
pullum sports	880	-14%
cannons uk	880	-10%
uk gym equipment	720	-6%
gym equipment superstore	170	-58%
proform fitness	140	-39%
home gym supply	140	-7%
jxt fitness	10	-100%

 **Techno Gym** 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

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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.

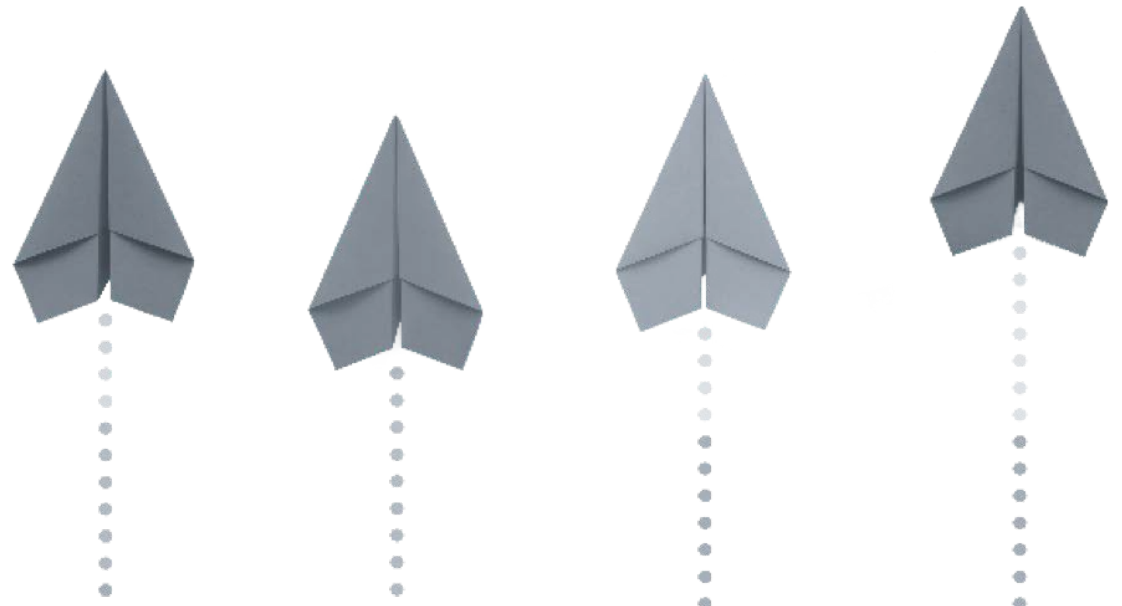
For challenger brands looking to weigh in, you best bring your A-game.



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	leg extension	14,000	34	6	walking treadmill	7,700	13
2	leg press	16,000	21	7	rowing machines	1,300	22
3	under desk treadmill	9,900	24	8	stationary bike	1,900	19
4	dumbbell bench press	3,600	30	9	running machine	10,000	10
5	spin bike	6,300	15	10	treadmills	2,400	15

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

01244 564 501
Brett@saliency.co.uk

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Keywords



1

gym bench

7,400 6

2

treadmill for sale

7,300 8

3

folding treadmill

5,800 5

4

elliptical trainer

3,700 9

5

portable treadmill

2,600 6

6

small treadmill

2,300 6

7

mini treadmill

2,100 5

8

exercise bench

1,700 5

9

folding exercise bike

1,500 5

10

treadmill with incline

1,500 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


FLOORING KING


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:





fitness-superstore.co.uk
30,709 4.7



mirafit.co.uk
18,709 4.8



sweatband.com
22,370 4.5



fitshop.co.uk
10,846 4.5



jtxfitness.com
6,242 4.7



physicalcompany.co.uk
5,759 4.7



physioroom.com
34,223 3.8



newitts.com
1,990 4.8



strongway.co.uk
971 4.8



homefitnesscode.com
6,528 3.9

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	GYMEQUIPMENT ⁺	33,100
02	 MIRA FIT	27,100
03		18,100
04		12,100
05		9,900

Top 5 Social Scores



Owned social score

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	PELOTON	4,037
02	TECHNOGYM	1,961
03	ROGUE	1,589
04	<i>NordicTrack</i>	642
05	ELEIKO	474

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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Head of Digital PR

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Awareness

Brand Awareness

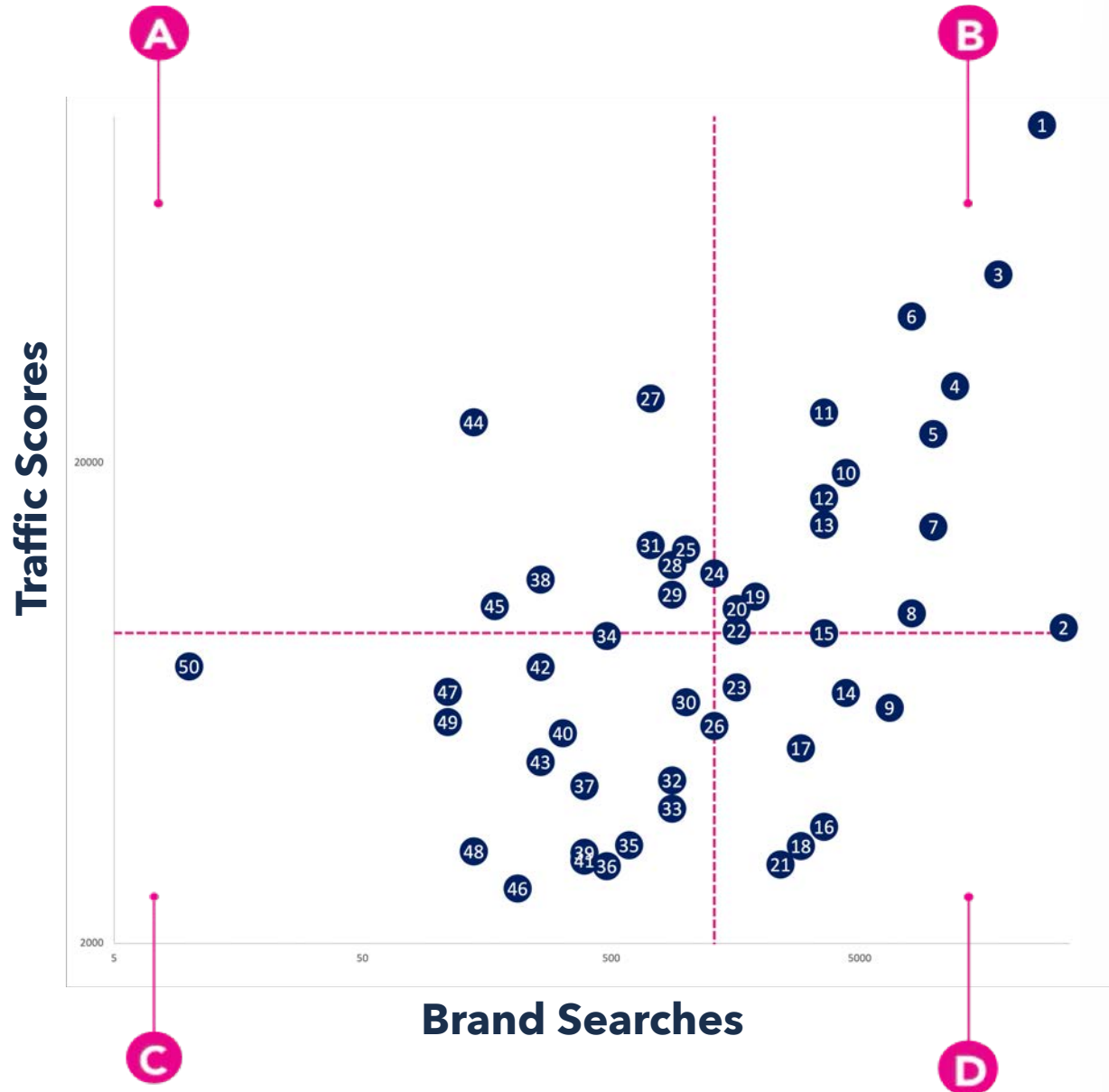
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
technogym.com	9900	1961	1
mirafit.co.uk	27100	213	2
roguefitness.com	3600	1589	3
onepeloton.co.uk	880	4037	4
nordictrack.co.uk	3600	642	5
strengthshop.co.uk	12100	128	6
wattbike.com	8100	146	7
primalstrength.com	8100	141	8
eleiko.com	2400	474	9
fitness-superstore.co.uk	18100	62	10
concept2.co.uk	6600	155	11
newitts.com	9900	57	12
wolverson-fitness.co.uk	4400	77	13
waterrower.co.uk	4400	77	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
physioroom.com	3600	82	15
gymgear.com	3600	62	16
echelonfit.uk	880	199	17
sweatband.com	2900	55	18
jllfitness.co.uk	1600	91	19
gymequipment.co.uk	33100	4	20
blkboxfitness.com	1000	127	21
homefitnesscode.com	2900	26	22
cannonsuk.com	880	73	23
originfitness.com	1600	31	24
physicalcompany.co.uk	1600	25	25
fitshop.co.uk	720	46	26
proformfitness.co.uk	140	222	27
factoryweights.co.uk	1300	21	28
tumbltrak.co.uk	320	75	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:

mirafit.co.uk	1	gymgear.com	13
gyequipment.co.uk	2	waterrower.co.uk	14
fitness-superstore.co.uk	3	roguefitness.com	15
strengthshop.co.uk	4	ukfitnessequipment.co.uk	16
newitts.com	5	sweatband.com	17
primalstrength.com	6	homefitnesscode.com	18
technogym.com	7	yorkfitness.com	19
wattbike.com	8	jllfitness.co.uk	20
concept2.co.uk	9	eleiko.com	21
wolverson-fitness.co.uk	10	physicalcompany.co.uk	22
physioroom.com	11	originfitness.com	23
nordictrack.co.uk	12	factoryweights.co.uk	24

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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:

blkboxfitness.com	25	fitkituk.com	38
gymmaster.co.uk	26	beemat.co.uk	39
fitshop.co.uk	27	tumbltrak.co.uk	40
cannonsuk.com	28	mad-hq.com	41
onepeloton.co.uk	29	workoutforless.co.uk	42
bestgymerquipment.co.uk	30	thegymrevolution.co.uk	43
ukgymerquipment.com	31	homegymsupply.co.uk	44
echelonfit.uk	32	gymerquipmentsuperstore.co.uk	45
pullumsports.co.uk	33	kefl.co.uk	46
pinnaclefitness.org.uk	34	k-sport-uk.co.uk	47
sportandleisureuk.com	35	proformfitness.co.uk	48
rivalstrength.co.uk	36	solofitness.co.uk	49
strongway.co.uk	37	jtxfitness.com	50



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

Pâtisserie Valerie

Pâtisserie Valerie, partnered with Salience 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.



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Question?



// **Salience.**