

// Salience.

# Flooring

Salience Index 2024



12 Month Report

This **Flooring 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**  
01244 564 501  
brett@saliency.co.uk



# Note







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

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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.”

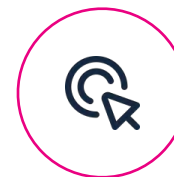
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

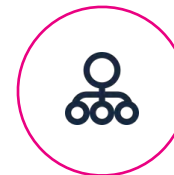
### How it's calculated:



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 Tapi

02 SCS

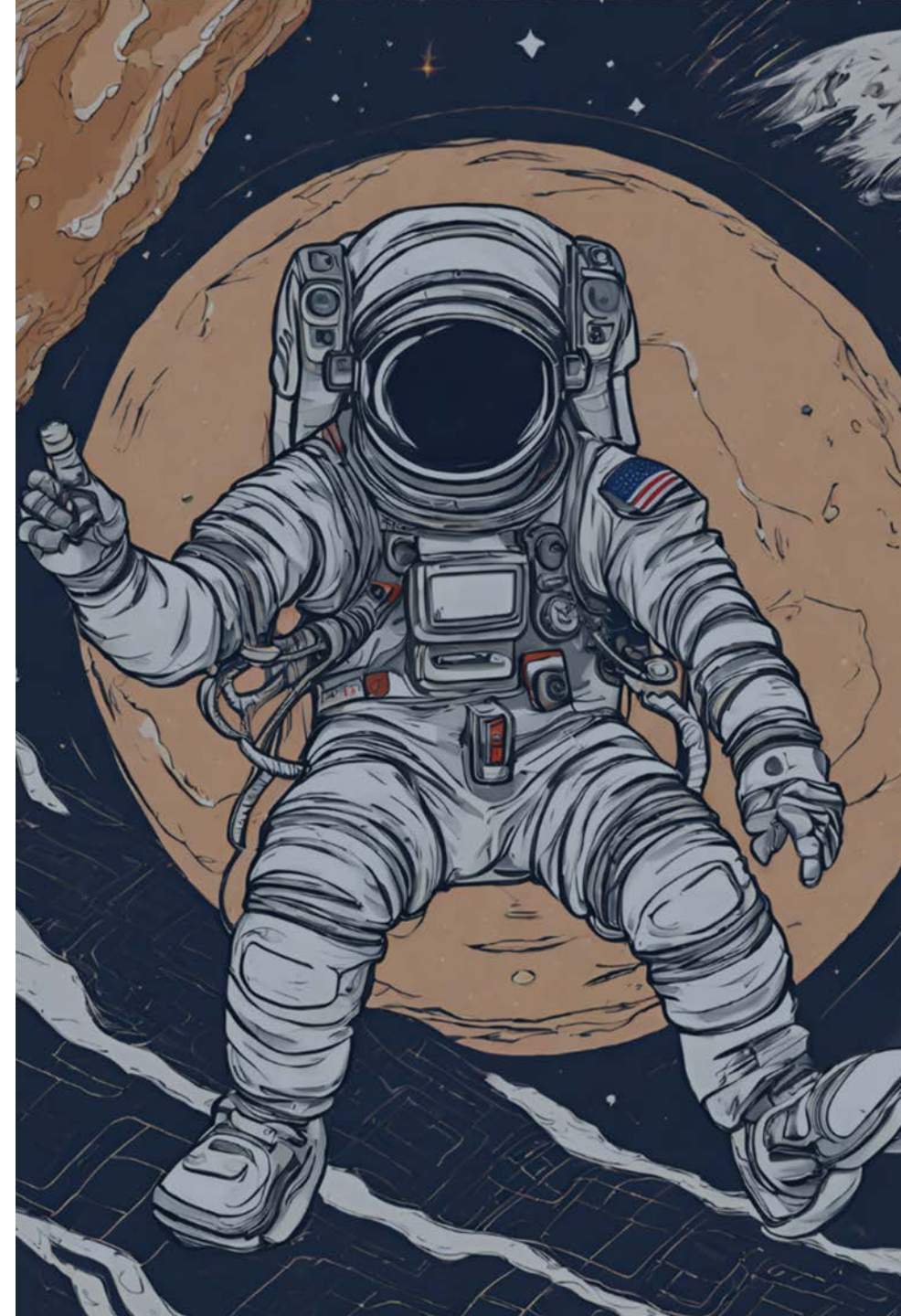
03  **FACTORY DIRECT**  
FLOORING

04  **Online Carpets**

05  **DWF**  
DIRECT WOOD FLOORING



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

**Topps Tiles**

02



03

**FLOORING  
SUPERSTORE**

04

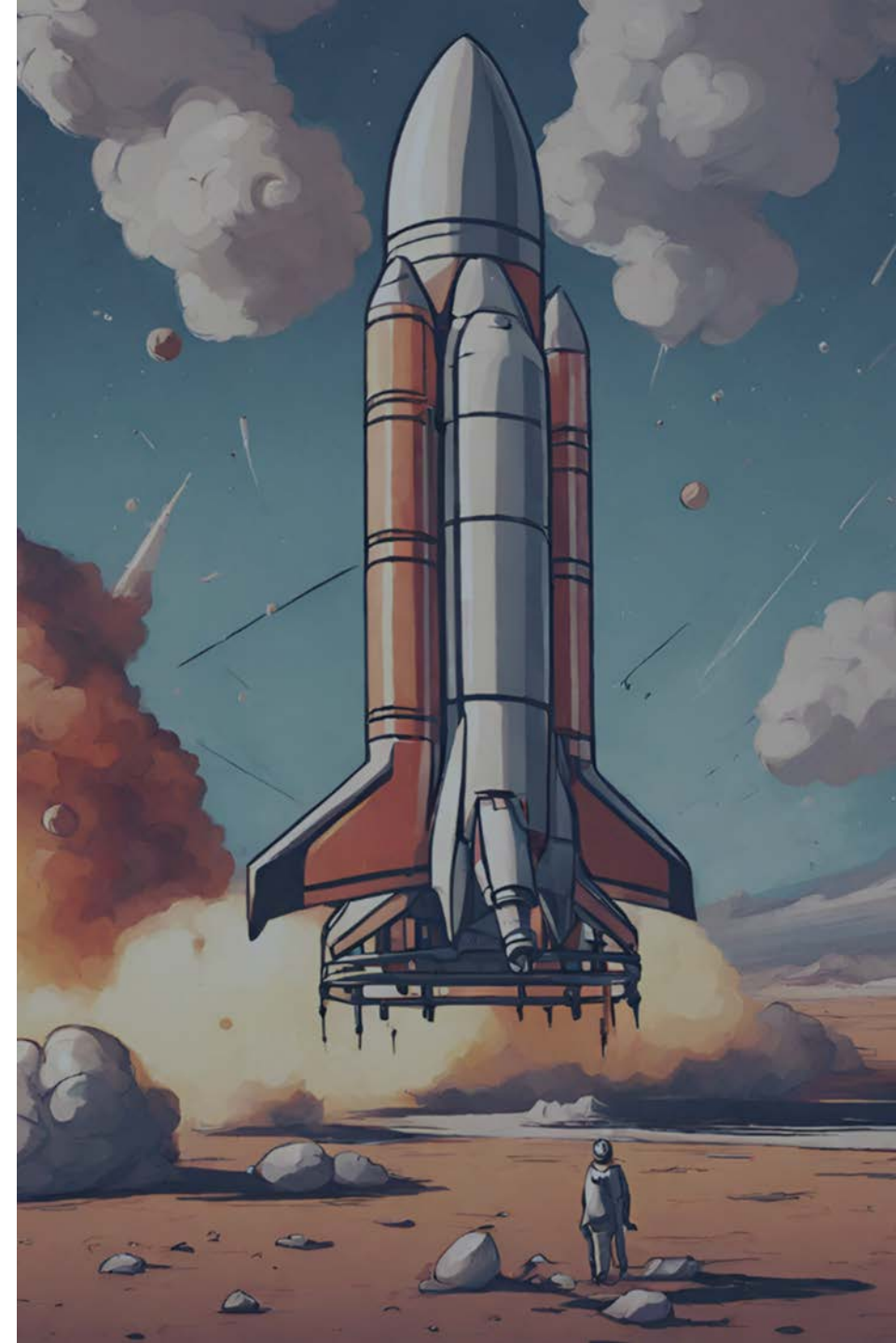


05

**FLOORING MEGASTORE**



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 August 2024	Traffic score August 2023	YoY Change	Compared to Market
tapi.co.uk	1	+2	344,396	155,114	+122%	+98%
scs.co.uk	2	-	296,548	213,646	+39%	+15%
toppstiles.co.uk	3	-2	226,513	367,277	-38%	-62%
factory-direct-flooring.co.uk	4	+2	178,271	102,766	+73%	+49%
onlinecarpets.co.uk	5	+6	149,488	62,148	+141%	+117%
directwoodflooring.co.uk	6	+8	125,977	51,137	+146%	+122%
tilemountain.co.uk	7	-2	88,672	123,118	-28%	-52%
wallsandfloors.co.uk	8	+1	79,505	78,949	+1%	-23%
woodfloorwarehouse.co.uk	9	-1	78,994	82,669	-4%	-28%
flooringsuperstore.com	10	-6	72,017	125,617	-43%	-67%
karndean.com	11	-1	64,873	65,257	-1%	-25%
amtico.com	12	-	58,537	54,109	+8%	-16%
carpetwarehouse.co.uk	13	+16	51,817	12,679	+309%	+285%
flooringsupplies.co.uk	14	-7	50,776	86,326	-41%	-65%
unitedcarpetsandbeds.com	15	+4	47,374	24,713	+92%	+68%
leaderfloors.co.uk	16	+2	46,553	25,551	+82%	+58%
ukflooringdirect.co.uk	17	-4	42,598	53,477	-20%	-44%
remlandcarpets.co.uk	18	-3	39,145	43,201	-9%	-33%
best4flooring.co.uk	19	+6	37,653	14,491	+160%	+136%
floorsdirectltd.co.uk	20	+8	34,783	13,003	+167%	+143%
carpet-underlay-shop.co.uk	21	-	33,958	22,697	+50%	+26%
quick-step.co.uk	22	-5	33,769	31,095	+9%	-15%
vinylflooringuk.co.uk	23	+11	32,971	11,460	+188%	+164%
harveymaria.com	24	+3	32,596	13,261	+146%	+122%
discountflooringdepot.co.uk	25	-2	30,096	15,959	+89%	+65%
multipanel.co.uk	26	-10	28,831	35,261	-18%	-42%
britishhardwoods.co.uk	27	-1	22,337	14,223	+57%	+33%



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score August 2024	Traffic score August 2023	YoY Change	Compared to Market
flooring.uk.com	28	-6	21,909	18,681	+17%	-7%
bricoflor.co.uk	29	+19	19,281	7,083	+172%	+148%
luxuryflooringandfurnishings.co.uk	30	+14	18,787	8,475	+122%	+98%
magnettrade.co.uk	31	+10	18,527	9,698	+91%	+67%
flooringdirect.co.uk	32	-12	18,512	23,250	-20%	-44%
directflooring.co.uk	33	+3	16,114	10,410	+55%	+31%
bertandmay.com	34	-2	15,682	11,936	+31%	+7%
burts.co.uk	35	+16	15,158	6,720	+126%	+102%
flooringhut.co.uk	36	-12	15,074	15,928	-5%	-29%
polyflor.com	37	-7	14,797	12,599	+17%	-7%
flooring365.co.uk	38	-	13,532	9,934	+36%	+12%
flooringwarehousedirect.co.uk	39	+1	12,884	9,742	+32%	+8%
bestatflooring.co.uk	40	-5	11,768	11,307	+4%	-20%
alternativeflooring.com	41	+1	10,980	9,590	+14%	-10%
wilsonscarpets.com	42	+3	10,804	8,309	+30%	+6%
royalestones.co.uk	43	+9	10,501	6,578	+60%	+36%
envirobuild.com	44	+2	10,340	8,114	+27%	+3%
colourflooring.co.uk	45	-2	9,927	9,050	+10%	-14%
flooringvillage.co.uk	46	-9	9,723	10,349	-6%	-30%
floormart.co.uk	47	+6	9,692	6,367	+52%	+28%
flooringking.co.uk	48	+44	9,468	1,788	+430%	+406%
idsurfaces.co.uk	49	-10	9,346	9,774	-4%	-28%
storiesflooring.co.uk	50	-19	9,212	12,007	-23%	-47%
buy-flooring-online.co.uk	51	+18	8,714	3,558	+145%	+121%
naturalwoodfloor.co.uk	52	-3	7,340	7,015	+5%	-19%
woodandbeyond.com	53	+7	6,982	4,934	+42%	+18%
thecarpetstop.co.uk	54	+20	6,761	3,011	+125%	+101%

# Traffic Scores.

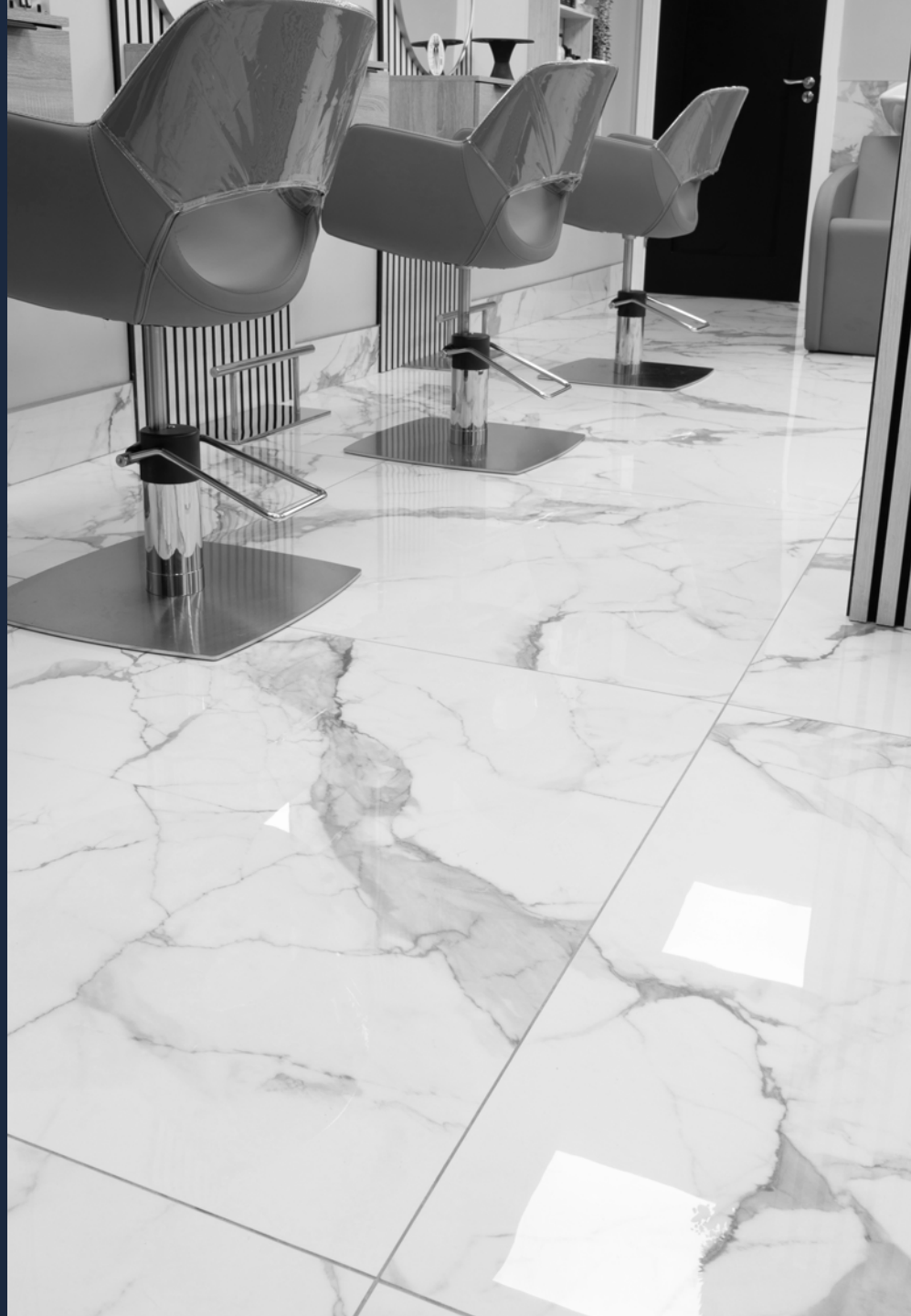
Site	Overall Rank	YoY Change	Traffic score August 2024	Traffic score August 2023	YoY Change	Compared to Market
saleflooringdirect.co.uk	55	+1	6,727	5,434	+24%	-
moduleo.com	56	-2	6,604	5,679	+16%	-8%
havwoods.com	57	-2	6,599	5,640	+17%	-7%
doorsandfloors.co.uk	58	-8	6,588	6,848	-4%	-28%
wood2u.co.uk	59	-	6,293	4,959	+27%	+3%
tradepriced.co.uk	60	+13	6,064	3,034	+100%	+76%
thewoodenfloorstore.com	61	+2	6,046	4,284	+41%	+17%
british-flooring.co.uk	62	+21	6,034	2,402	+151%	+127%
floordepot.co.uk	63	-1	5,879	4,299	+37%	+13%
oakflooringdirect.co.uk	64	+6	5,826	3,487	+67%	+43%
floorbay.co.uk	65	-4	5,546	4,890	+13%	-11%
floormonster.co.uk	66	-2	5,307	4,083	+30%	+6%
gillies.co.uk	67	-20	5,275	7,271	-27%	-51%
floor-land.co.uk	68	+35	5,086	1,284	+296%	+272%
carpet-right.co.uk	69	+104	5,006	-	+100%	+76%
crucial-trading.com	70	-4	4,932	3,912	+26%	+2%
knotistry.co.uk	71	-	4,848	3,398	+43%	+19%
flooringbynature.co.uk	72	+67	4,843	348	+1292%	+1268%
ukflooringsuppliesonline.co.uk	73	-16	4,735	5,010	-5%	-29%
kahrs.com	74	-9	4,296	4,044	+6%	-18%
tedtodd.co.uk	75	-17	4,270	4,995	-15%	-39%
flooringsuppliesdirect.co.uk	76	-	3,857	2,943	+31%	+7%
dctuk.com	77	-9	3,774	3,585	+5%	-19%
bambooflooringcompany.com	78	+1	3,754	2,589	+45%	+21%
woodflooringsupplies.co.uk	79	-2	3,655	2,778	+32%	+8%
floorstore.co.uk	80	+13	3,518	1,759	+100%	+76%
carpetsdelivered.co.uk	81	+14	3,333	1,699	+96%	+72%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score August 2024	Traffic score August 2023	YoY Change	Compared to Market
flooringsuppliescentre.co.uk	82	-2	3,246	2,507	+29%	+5%
woodfloors4u.co.uk	83	+13	3,069	1,638	+87%	+63%
nwfloors.co.uk	84	+10	2,997	1,710	+75%	+51%
jwcarpets.com	85	-13	2,860	3,045	-6%	-30%
morganandquinn.co.uk	86	+19	2,833	1,181	+140%	+116%
merseyflooring.co.uk	87	+36	2,805	723	+288%	+264%
oakleighflooring.co.uk	88	+16	2,708	1,232	+120%	+96%
rrstone.co.uk	89	+2	2,669	1,802	+48%	+24%
onestopflooring.co.uk	90	-2	2,595	2,001	+30%	+6%
jfjwoodflooring.co.uk	91	-10	2,481	2,489	-	-24%
frankstheflooringstore.com	92	-3	2,420	1,980	+22%	-2%
unnaturalflooring.com	93	-9	2,368	2,366	-	-24%
sourcewoodfloors.co.uk	94	+3	2,307	1,634	+41%	+17%
wiltoncarpets.co.uk	95	-5	2,302	1,970	+17%	-7%
rogeroates.com	96	-18	2,246	2,632	-15%	-39%
easystepflooring.co.uk	97	+2	2,217	1,596	+39%	+15%
urbaneliving.co.uk	98	-16	2,174	2,465	-12%	-36%
floorsave.co.uk	99	-1	2,000	1,617	+24%	-
directflooringonline.co.uk	100	+21	1,878	771	+144%	+120%

**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

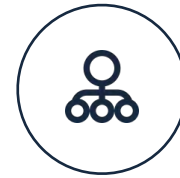
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



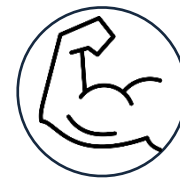
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.



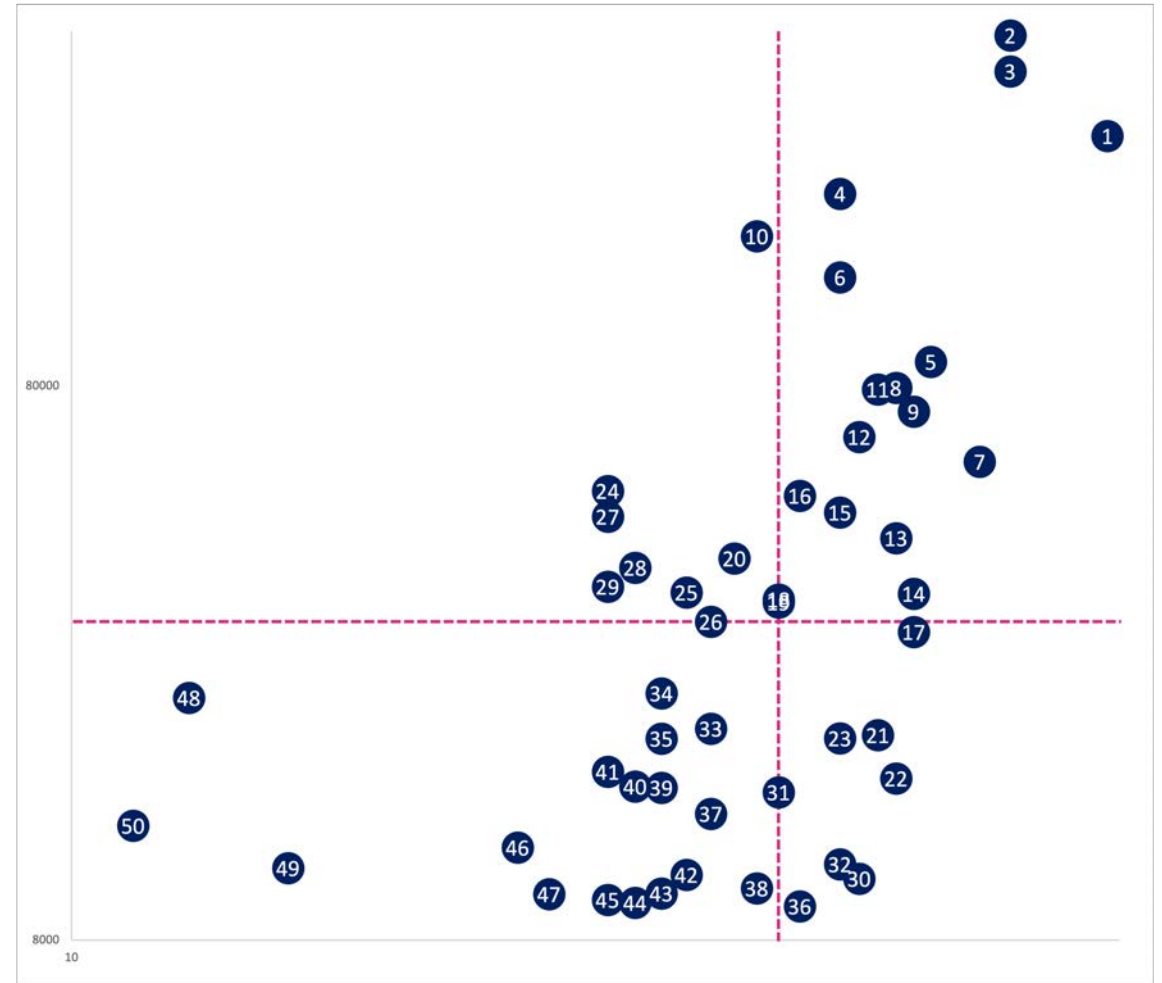
Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores

Traffic Scores



Authority



toppstiles.co.uk	1	woodfloorwarehouse.co.uk	11	luxuryflooringandfurnishings.co.uk	21	polyflor.com	31	directflooring.co.uk	41
tapi.co.uk	2	karndean.com	12	bertandmay.com	22	alternativeflooring.com	32	royalestones.co.uk	42
scs.co.uk	3	ukflooringdirect.co.uk	13	magnettrade.co.uk	23	bricoflor.co.uk	33	flooringvillage.co.uk	43
factory-direct-flooring.co.uk	4	quick-step.co.uk	14	carpetwarehouse.co.uk	24	britishhardwoods.co.uk	34	idsurfaces.co.uk	44
tilemountain.co.uk	5	unitedcarpetsandbeds.com	15	carpet-underlay-shop.co.uk	25	flooringdirect.co.uk	35	flooringking.co.uk	45
directwoodflooring.co.uk	6	flooringsupplies.co.uk	16	discountflooringdepot.co.uk	26	storiesflooring.co.uk	36	bestatflooring.co.uk	46
amtico.com	7	multipanel.co.uk	17	leaderfloors.co.uk	27	flooring365.co.uk	37	floormart.co.uk	47
wallsandfloors.co.uk	8	vinylflooringuk.co.uk	18	best4flooring.co.uk	28	colourflooring.co.uk	38	flooring.uk.com	48
flooringsuperstore.com	9	harveymaria.com	19	floorsdirectltd.co.uk	29	flooringhut.co.uk	39	wilsonscarpets.com	49
onlinecarpets.co.uk	10	remlandcarpets.co.uk	20	envirobuild.com	30	burts.co.uk	40	flooringwarehousedirect.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 BERT & MAY

02  POLYFLOR™  
COVERING THE WORLD

03 **alternative**

04  ENVIROBUILD

05 **Stories**  
FLOORING

# 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  Online Carpets

02  Carpet Warehouse®

03  LEADER  
FLOORS

04  Remland.  
CARPETS & FLOORING

05  Best 4  
Flooring

# 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:

karndean.com	1	onlinecarpets.co.uk	13
wallsandfloors.co.uk	2	leaderfloors.co.uk	14
scs.co.uk	3	flooringsuperstore.com	15
tapi.co.uk	4	harveymaria.com	16
toppstiles.co.uk	5	ukflooringdirect.co.uk	17
tilemountain.co.uk	6	luxuryflooringandfurnishings.co.uk	18
directwoodflooring.co.uk	7	polyflor.com	19
amtico.com	8	unitedcarpetsandbeds.com	20
factory-direct-flooring.co.uk	9	bricoflor.co.uk	21
flooringsupplies.co.uk	10	bestatflooring.co.uk	22
discountflooringdepot.co.uk	11	best4flooring.co.uk	23
woodfloorwarehouse.co.uk	12	quick-step.co.uk	24

# Traffic Scores Vs Referring Domains

## Key:

floorsdirectltd.co.uk	25	bertandmay.com	38
flooringdirect.co.uk	26	flooringvillage.co.uk	39
remlandcarpets.co.uk	27	storiesflooring.co.uk	40
flooring365.co.uk	28	idsurfaces.co.uk	41
flooringhut.co.uk	29	burts.co.uk	42
britishhardwoods.co.uk	30	envirobuild.com	43
magnettrade.co.uk	31	directflooring.co.uk	44
multipanel.co.uk	32	flooringwarehousedirect.co.uk	45
vinylflooringuk.co.uk	33	colourflooring.co.uk	46
flooring.uk.com	34	flooringking.co.uk	47
alternativeflooring.com	35	carpetwarehouse.co.uk	48
royalestones.co.uk	36	floormart.co.uk	49
carpet-underlay-shop.co.uk	37	wilsonscarpets.com	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

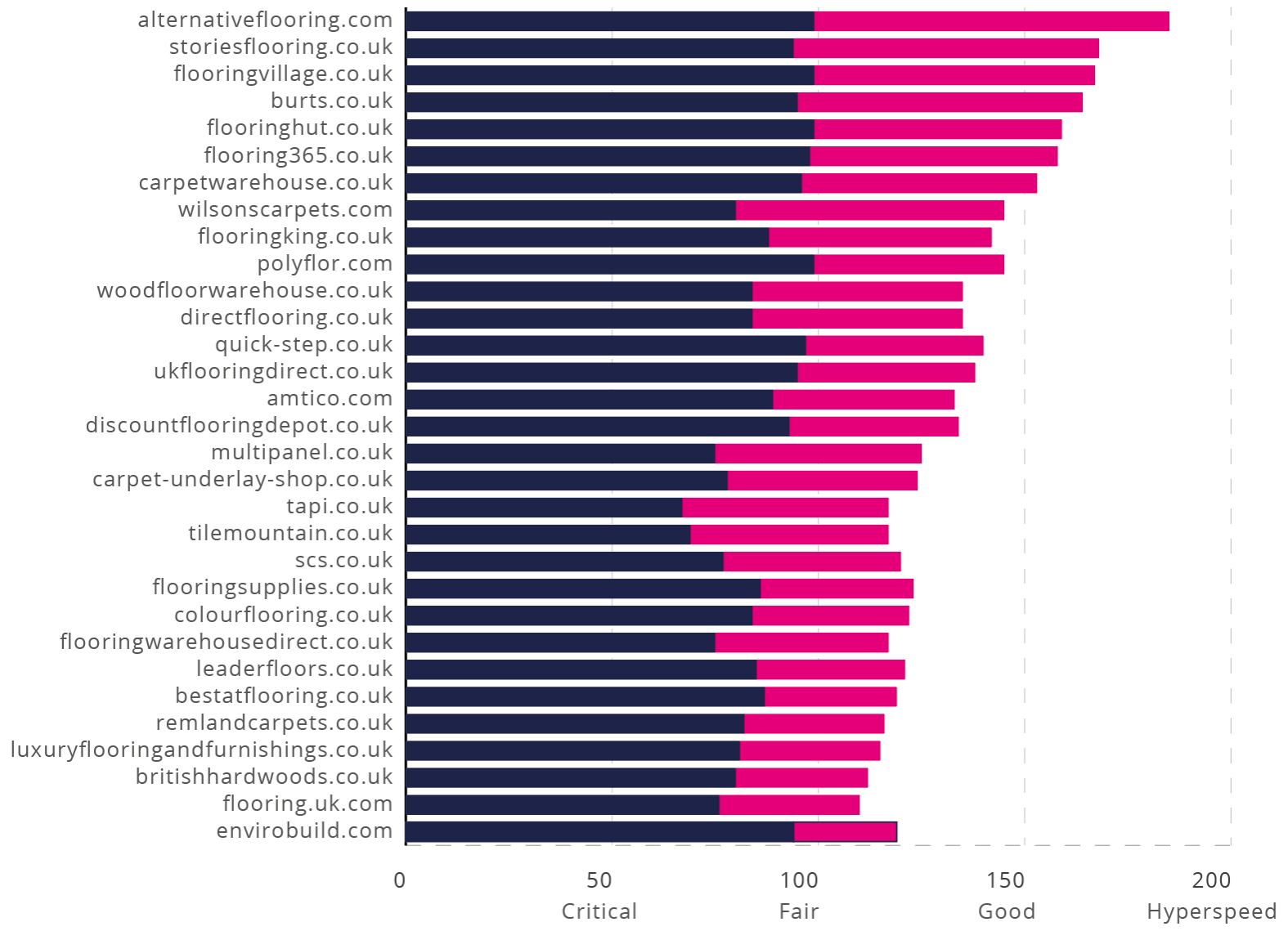
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input 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<sup>®</sup>**  
**MARKETING AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
FINALIST

**EUROPEAN 2023**  
**SEARCH AWARDS**  
WINNER

**THE DPMI<sup>®</sup>**  
**CONTENT AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
WINNER

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
SHORTLISTED

**THE DPMI<sup>®</sup>**  
**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

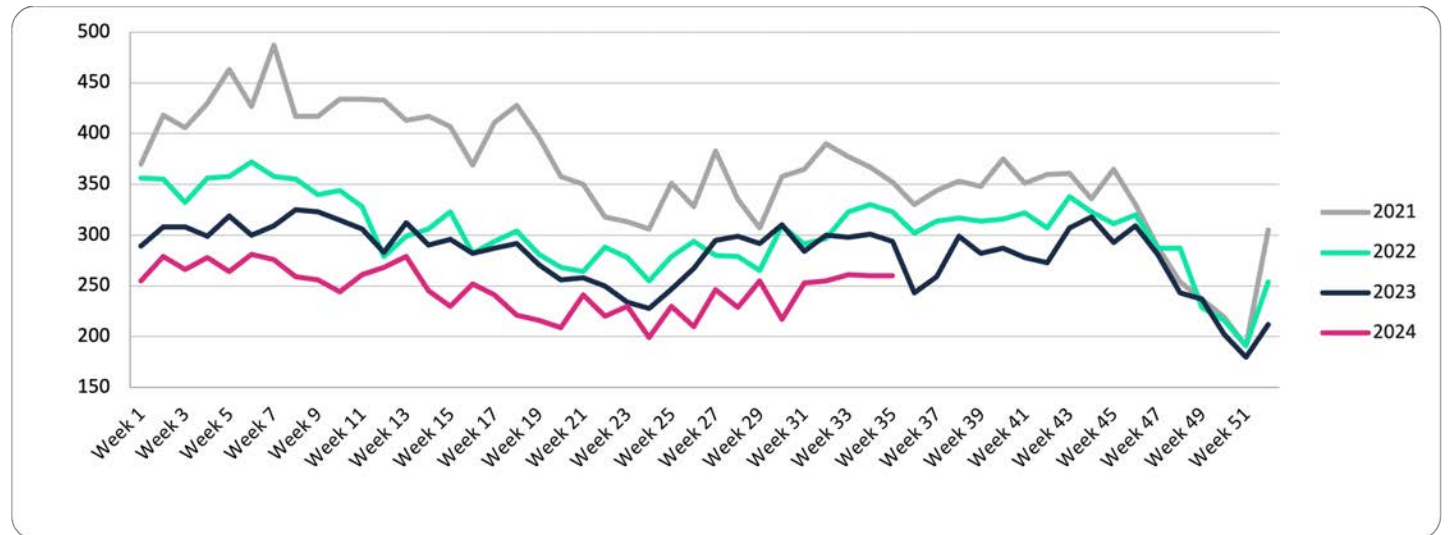
**LEMONADE DOLLS**

[View Case Studies](#)



# Search Volume Trends

In a nutshell, search volume trends show how interest has changed for the products, services, and content provided within your industry. A downward trend means less people are searching. An upward trend means interest is on the rise and new opportunities are up for grabs. Either way, it's important to stay on top of when search is high and low to help inform your strategy for search.



Could **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
carpets	110000	13%
lvt flooring	49500	14%
lino floor covering	40500	6%
lino flooring	40500	6%
engineered timber floorboards	27100	7%
engineered timber flooring	27100	7%
engineered wood floorboards	27100	7%
engineered wood flooring	27100	7%
carpet and flooring near me	18100	39%
carpet flooring near me	18100	39%
carpet near me	18100	39%
carpet shop	12100	41%
bathroom vinyl flooring	12100	6%
carpet dealers near me	8100	30%
carpet places near me	8100	30%
carpet retailers near me	8100	30%
carpet stores near me	8100	30%
lvt	8100	14%
flooring places near me	6600	57%
lvt click flooring	6600	14%
carpet flooring	5400	23%
carpet fitting	4400	23%
beige carpet	3600	30%
engineered wood	2900	32%
lvp flooring	2400	175%
flooring shops	2400	30%
designer carpet	1900	40%
laminare flooring 10 per pack	1300	84%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
flooring	49500	6%
tile mountain	33100	30%
online carpets	22200	14%
flooring superstore	22200	7%
tapi	12100	44%
direct wood flooring	12100	49%
walls and floors	12100	31%
magnet trade	8100	95%
direct flooring	8100	22%
quick step	8100	14%
carpet warehouse	6600	48%
multi panel	5400	31%
leader floors	4400	41%
factory direct flooring	3600	7%
burts	2900	13%
royale stones	2400	40%
stories flooring	1900	43%
flooring 365	1900	7%
british hardwoods	1600	36%
luxury flooring and furnishings	1600	15%
flooring hut	1300	8%
floors direct ltd	1000	24%
bricoflor	480	52%
carpet underlay shop	480	15%
flooring king	390	210%
id surfaces	260	15%
floor mart	210	15%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
laminate floorboards	135000	-13%
laminate flooring	135000	-13%
vinyl flooring	110000	-7%
carpet shops near me	40500	-13%
grey carpet	18100	-18%
grey laminate flooring	18100	-19%
carpet underlay	18100	-6%
cheap carpet	14800	-7%
carpet fitters near me	12100	-23%
vinyl click flooring	12100	-13%
flooring luxury vinyl tile	12100	-6%
luxury vinyl flooring	12100	-6%
luxury vinyl tile flooring	12100	-6%
rolled vinyl flooring	9900	-13%
affordable laminate flooring	9900	-7%
budget laminate flooring	9900	-7%
cheap laminate flooring	9900	-7%
laminate flooring near me	8100	-20%
carpet stores	6600	-18%
carpet superstore	6600	-18%
white laminate flooring	6600	-20%
striped stair carpet	5400	-24%
cheap lino	5400	-18%
cheap lino flooring	5400	-18%
cheap linoleum	5400	-18%
cheap linoleum flooring	5400	-18%
kitchen linoleum flooring	4400	-25%
high gloss laminate flooring	4400	-19%



## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
topps tiles	201000	-13%
uk flooring direct	33100	-13%
united carpets and beds	22200	-18%
karndean	14800	-7%
flooring direct	12100	-18%
amtico	12100	-13%
flooring supplies	6600	-37%
vinyl flooring uk	6600	-1%
wood floor warehouse	4400	-29%
alternative flooring	3600	-11%
harvey maria	1900	-25%
discount flooring depot	1900	-6%
colour flooring	1000	-4%

 **Flooring** has generated the  
greatest increase in brand  
awareness QoQ.

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



**Brett Janes**  
**Managing Director**

01244 564 501  
Brett@salience.co.uk

[Book a Chat](#)

# Got a

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

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



Email us



Call us



Live Chat

# Question?

# High Competition Keywords.

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

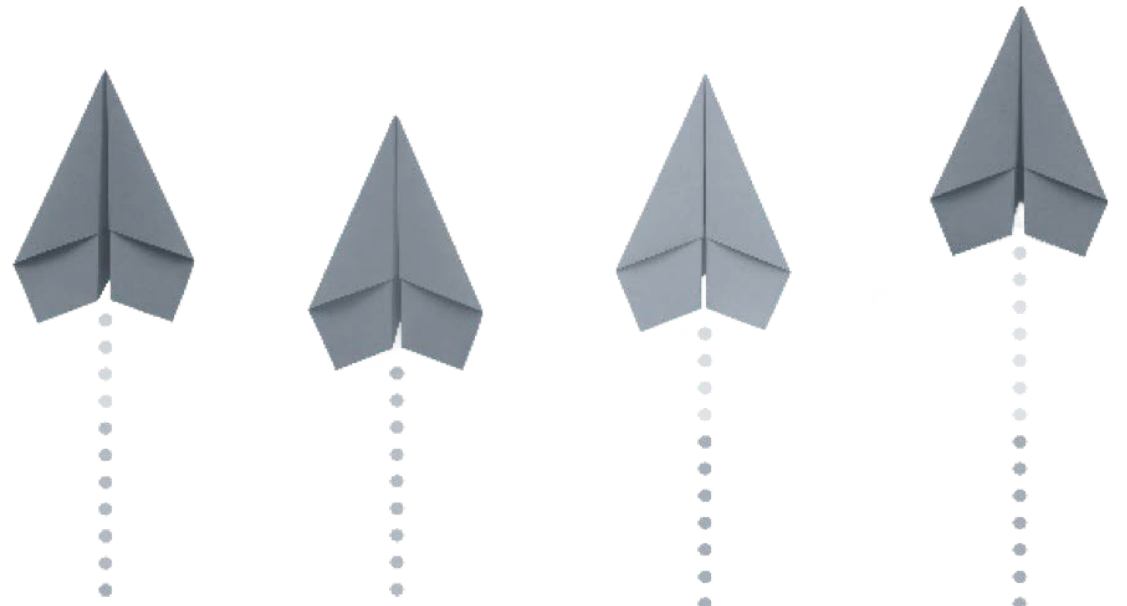
For challenger brands looking to weigh in, you best bring your A-game.



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



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



- 1 laminate flooring  
84,000 35
- 2 vinyl flooring  
78,000 22
- 3 laminate  
5,900 43
- 4 carpet shops near me  
20,000 27
- 5 engineered wood flooring  
16,000 29

- 6 carpets  
26,000 24
- 7 lvt flooring  
48,000 17
- 8 cheap laminate flooring  
7,300 28
- 9 lino flooring  
21,000 16
- 10 engineered oak flooring  
3,700 27

## 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

[Book a Chat](#)



# Keywords



1

herringbone flooring  
32,000 5

2

grey laminate flooring  
8,400 5

3

vinyl plank flooring  
4,500 5

4

cheap vinyl flooring  
3,400 5

5

vinyl laminate flooring  
1,900 6

6

blue carpet  
1,600 5

7

carpet fitting  
1,500 5

8

carpet places near me  
1,400 5

9

oak herringbone flooring  
1,100 5



10

carpet deals  
600 6

## 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](https://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. \*

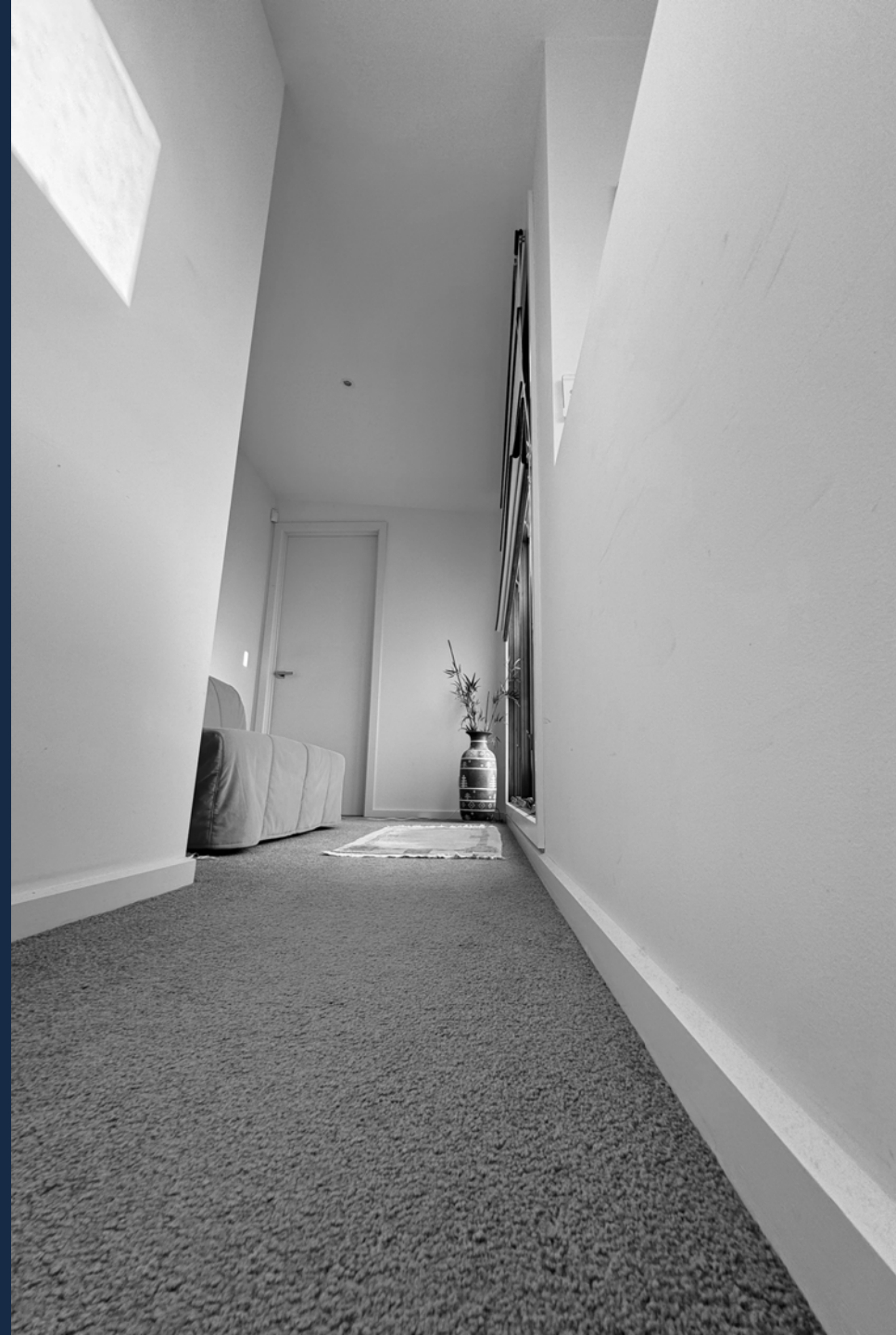
# 36%

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



// // Salience.

# High Competition Review score:





scs.co.uk  
495,439 4.8



tapi.co.uk  
71,800 4.8



wallsandfloors.co.uk  
40,554 4.8



tilemountain.co.uk  
34,735 4.7



ukflooringdirect.co.uk  
29,503 4.6



flooringsupplies.co.uk  
19,296 4.7



flooringsuperstore.com  
18,912 4.5



directwoodflooring.co.uk  
8,144 4.5



unitedcarpetsandbeds.com  
7,964 4.5



toppstiles.co.uk  
5,556 4.6

# 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		201,000
02		201,000
03		49,500
04	UK FLOORING DIRECT	33,100
05		33,100

# 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



240

02



234

03

BERT & MAY

171

04



145

05

amtico  
flooring

129

# 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.

**Alana Mustill**  
Head of Digital PR

01244 564 501  
Alana@saliency.co.uk

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# Awareness

# Brand Awareness

## Market Leaders

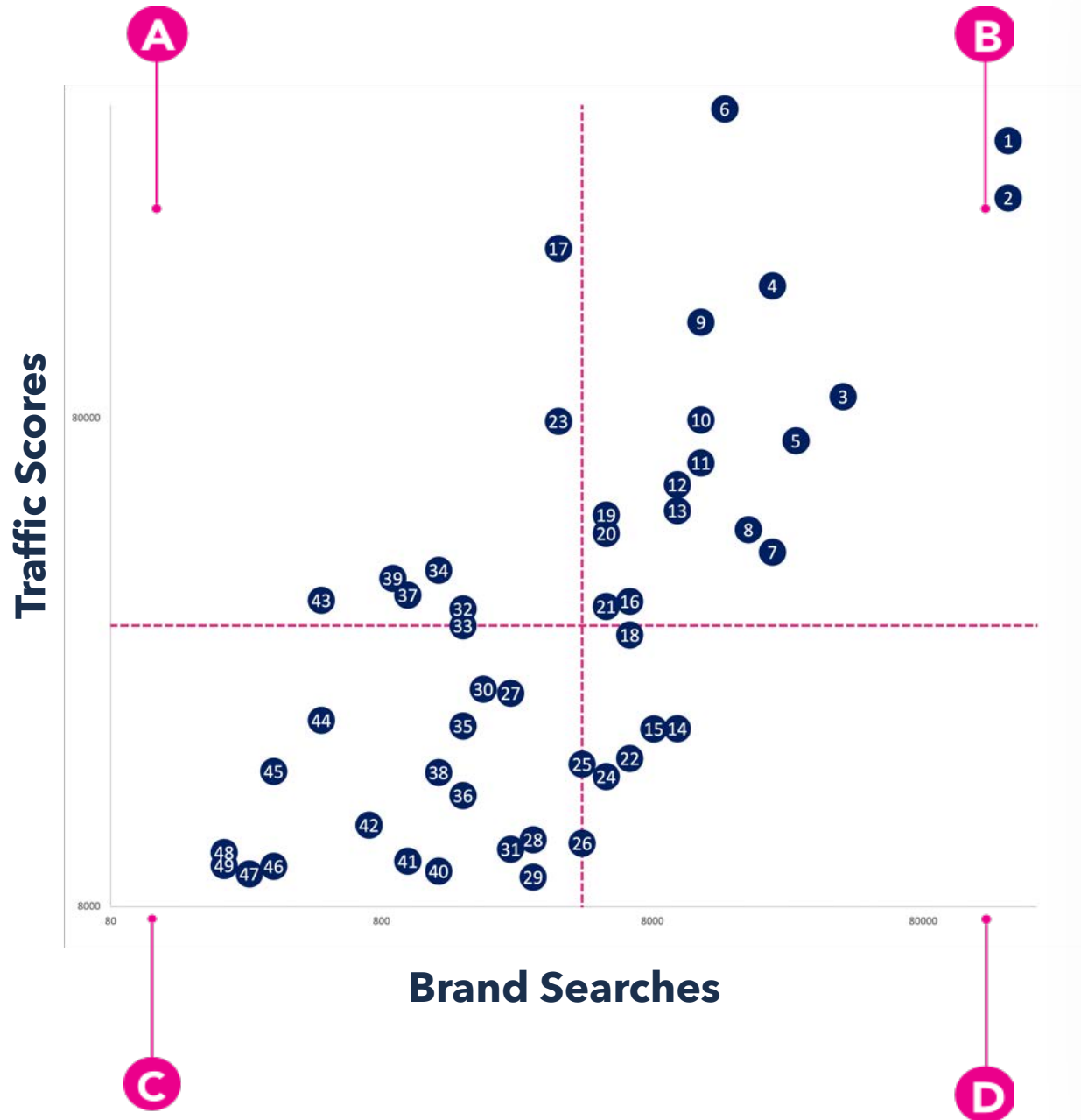
Site	Brand Searches (Per month)	Owned Social Score	Rank
scs.co.uk	165000	234	1
toppstiles.co.uk	165000	145	2
tilemountain.co.uk	40500	60	3
ukflooringdirect.co.uk	22200	90	4
tapi.co.uk	14800	122	5
quick-step.co.uk	6600	240	6
wallsandfloors.co.uk	12100	128	7
unitedcarpetsandbeds.com	18100	75	8
amtico.com	9900	129	9
karndean.com	12100	99	10
flooringsuperstore.com	27100	35	11
onlinecarpets.co.uk	22200	36	12
bertandmay.com	4400	171	13
directwoodflooring.co.uk	12100	46	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
<a href="http://multipanel.co.uk">multipanel.co.uk</a>	6600	61	15
<a href="http://leaderfloors.co.uk">leaderfloors.co.uk</a>	5400	65	16
<a href="http://magnettrade.co.uk">magnettrade.co.uk</a>	9900	33	17
<a href="http://alternativeflooring.com">alternativeflooring.com</a>	2900	72	18
<a href="http://royalestones.co.uk">royalestones.co.uk</a>	2400	76	19
<a href="http://polyflor.com">polyflor.com</a>	5400	28	20
<a href="http://woodfloorwarehouse.co.uk">woodfloorwarehouse.co.uk</a>	3600	38	21
<a href="http://storiesflooring.co.uk">storiesflooring.co.uk</a>	2900	43	22
<a href="http://luxuryflooringandfurnishings.co.uk">luxuryflooringandfurnishings.co.uk</a>	1600	72	23
<a href="http://remlandcarpets.co.uk">remlandcarpets.co.uk</a>	1300	87	24
<a href="http://flooringsupplies.co.uk">flooringsupplies.co.uk</a>	5400	21	25
<a href="http://flooringdirect.co.uk">flooringdirect.co.uk</a>	8100	11	26
<a href="http://discountflooringdepot.co.uk">discountflooringdepot.co.uk</a>	1600	53	27
<a href="http://factory-direct-flooring.co.uk">factory-direct-flooring.co.uk</a>	3600	21	28
<a href="http://wilsonscarpets.com">wilsonscarpets.com</a>	4400	17	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:

scs.co.uk	1	carpetwarehouse.co.uk	13
topstiles.co.uk	2	magnettrade.co.uk	14
tilemountain.co.uk	3	flooringdirect.co.uk	15
onlinecarpets.co.uk	4	quick-step.co.uk	16
flooringsuperstore.com	5	factory-direct-flooring.co.uk	17
tapi.co.uk	6	multi-panel.co.uk	18
ukflooringdirect.co.uk	7	flooringsupplies.co.uk	19
unitedcarpetsandbeds.com	8	leaderfloors.co.uk	20
directwoodflooring.co.uk	9	vinylflooringuk.co.uk	21
wallsandfloors.co.uk	10	directflooring.co.uk	22
karndean.com	11	woodfloorwarehouse.co.uk	23
amtico.com	12	polyflor.com	24

# Brand Searches

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### Key:

bertandmay.com	25	flooringhut.co.uk	38
wilsonscarpets.com	26	best4flooring.co.uk	39
flooring.uk.com	27	flooringking.co.uk	40
alternativeflooring.com	28	colourflooring.co.uk	41
storiesflooring.co.uk	29	bestatflooring.co.uk	42
britishhardwoods.co.uk	30	carpet-underlay-shop.co.uk	43
royalestones.co.uk	31	bricoflor.co.uk	44
harveymaria.com	32	burts.co.uk	45
discountflooringdepot.co.uk	33	floormart.co.uk	46
remlandcarpets.co.uk	34	idsurfaces.co.uk	47
luxuryflooringandfurnishings.co.uk	35	envirobuild.com	48
flooring365.co.uk	36	flooringvillage.co.uk	49
floorsdirectltd.co.uk	37	flooringwarehousedirect.co.uk	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

## 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.

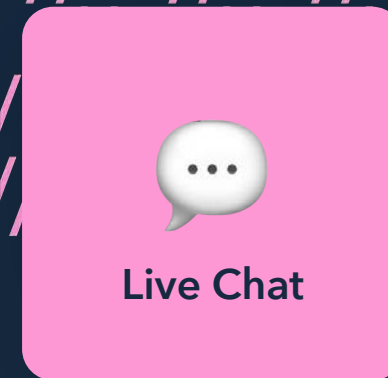
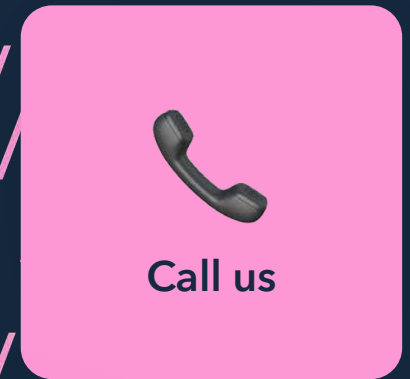
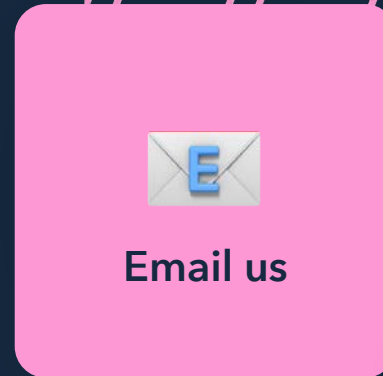




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# Question?



// **Salience.**