



Flooring

Salience Index 2025



6 Month Report

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

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



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

Brett Janes
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Note

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

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



Our



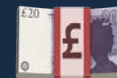
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Flooring has seen a 4% increase in overall organic visibility within the last 6 months.

Traffic Score Year on Year

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

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

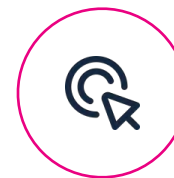
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

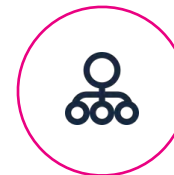
How it's calculated:



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



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



They sum up the traffic estimations of each keyword

0.63%

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

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

Traffic Score Findings

Top 5 winners

01 Tapi

02 **Topps Tiles**

03 carpetright.

04 **FLOORING
SUPERSTORE**

05  **Karndean**
Designflooring



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



02



03

WALLS AND FLOORS

04

CarpetWarehouse®

05



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



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
tapi.co.uk	1	-	393,261	360,305	+9%	+5%
toppstiles.co.uk	2	-	356,966	325,991	+10%	+5%
carpet-right.co.uk	3	+18	220,130	32,815	+571%	+566%
flooringsuperstore.com	4	+2	118,219	98,159	+20%	+16%
onlinecarpets.co.uk	5	-2	114,802	154,667	-26%	-30%
ukflooringdirect.co.uk	6	-1	97,628	102,404	-5%	-9%
tilemountain.co.uk	7	-3	92,550	103,756	-11%	-15%
factory-direct-flooring.co.uk	8	-1	88,142	92,905	-5%	-10%
karndean.com	9	+1	83,705	56,286	+49%	+44%
amtico.com	10	+3	61,064	45,962	+33%	+28%
directwoodflooring.co.uk	11	-3	55,635	82,464	-33%	-37%
wallsandfloors.co.uk	12	-3	53,725	74,178	-28%	-32%
quick-step.co.uk	13	+9	41,704	32,311	+29%	+25%
woodfloorwarehouse.co.uk	14	-3	41,432	54,782	-24%	-29%
carpetwarehouse.co.uk	15	-3	39,213	54,254	-28%	-32%
unitedcarpetsandbeds.com	16	-	34,201	42,805	-20%	-25%
vinylflooringuk.co.uk	17	+1	33,608	35,913	-6%	-11%
leaderfloors.co.uk	18	+1	32,088	35,212	-9%	-13%
best4flooring.co.uk	19	-4	31,956	44,682	-28%	-33%
flooringsupplies.co.uk	20	-6	30,607	45,467	-33%	-37%
multipanel.co.uk	21	+6	29,771	23,814	+25%	+21%
luxuryflooringandfurnishings.co.uk	22	+7	28,913	20,019	+44%	+40%
floorsdirectltd.co.uk	23	-6	26,491	36,608	-28%	-32%
discountflooringdepot.co.uk	24	-1	25,800	31,728	-19%	-23%
magnettrade.co.uk	25	+8	24,899	17,159	+45%	+41%
harveymaria.com	26	+2	24,269	21,486	+13%	+8%
britishhardwoods.co.uk	27	-2	23,480	24,023	-2%	-7%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
carpet-underlay-shop.co.uk	28	-4	21,352	27,516	-22%	-27%
remlandcarpets.co.uk	29	-9	20,902	34,258	-39%	-43%
bertandmay.com	30	+1	20,000	19,061	+5%	-
wilsonscarpets.com	31	+3	19,363	15,041	+29%	+24%
polyflor.com	32	-	18,842	18,346	+3%	-2%
flooring.uk.com	33	-7	17,840	23,933	-25%	-30%
directflooring.co.uk	34	+1	14,315	14,891	-4%	-8%
flooringhut.co.uk	35	+2	13,827	14,633	-6%	-10%
floormart.co.uk	36	+7	13,243	11,659	+14%	+9%
burts.co.uk	37	+1	10,873	14,178	-23%	-28%
bricoflor.co.uk	38	+1	10,799	13,389	-19%	-24%
flooringking.co.uk	39	+2	10,767	12,586	-14%	-19%
royalestones.co.uk	40	+6	10,701	10,830	-1%	-6%
envirobuild.com	41	-5	10,472	14,794	-29%	-34%
bestatflooring.co.uk	42	-	9,806	12,201	-20%	-24%
flooring365.co.uk	43	-3	9,653	13,063	-26%	-31%
flooringdirect.co.uk	44	-14	9,635	19,407	-50%	-55%
flooringvillage.co.uk	45	+4	9,376	8,593	+9%	+5%
alternativeflooring.com	46	-2	9,115	11,265	-19%	-24%
thecarpetstop.co.uk	47	+4	8,589	8,031	+7%	+2%
moduleo.com	48	+8	8,499	6,803	+25%	+20%
naturalwoodfloor.co.uk	49	+6	8,317	7,003	+19%	+14%
colourflooring.co.uk	50	-2	7,964	9,693	-18%	-22%
woodandbeyond.com	51	+2	7,929	7,398	+7%	+3%
storiesflooring.co.uk	52	-7	7,840	11,010	-29%	-33%
floordepot.co.uk	53	+14	7,752	5,773	+34%	+30%
flooringwarehousedirect.co.uk	54	-7	7,365	10,002	-26%	-31%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
havwoods.com	55	+11	6,660	5,809	+15%	+10%
tedtodd.co.uk	56	+9	6,452	5,908	+9%	+5%
gillies.co.uk	57	-5	6,187	7,743	-20%	-25%
crucial-trading.com	58	+11	6,164	4,956	+24%	+20%
jwcarpets.com	59	+3	5,835	6,364	-8%	-13%
floorbay.co.uk	60	+10	5,512	4,831	+14%	+10%
wood2u.co.uk	61	-	5,507	6,480	-15%	-19%
british-flooring.co.uk	62	-5	5,235	6,746	-22%	-27%
oakflooringdirect.co.uk	63	-	5,221	6,114	-15%	-19%
thewoodenfloorstore.com	64	-5	5,042	6,598	-24%	-28%
frankstheflooringstore.com	65	+16	4,637	3,657	+27%	+22%
idsurfaces.co.uk	66	-12	4,620	7,249	-36%	-41%
woodfloors4u.co.uk	67	+16	4,578	3,142	+46%	+41%
rogeroates.com	68	+31	4,424	1,802	+146%	+141%
floor-land.co.uk	69	+2	4,399	4,828	-9%	-13%
urbaneliving.co.uk	70	+17	4,282	2,794	+53%	+49%
kahrs.com	71	+7	4,220	4,034	+5%	-
saleflooringdirect.co.uk	72	-12	4,158	6,540	-36%	-41%
tradepriced.co.uk	73	-15	4,107	6,697	-39%	-43%
flooringsuppliesdirect.co.uk	74	-	3,887	4,225	-8%	-12%
buy-flooring-online.co.uk	75	-25	3,711	8,146	-54%	-59%
doorsandfloors.co.uk	76	-12	3,565	5,982	-40%	-45%
thesolidwoodflooringcompany.com	77	+25	3,198	1,660	+93%	+88%
merseyflooring.co.uk	78	-10	2,979	5,236	-43%	-48%
floorstore.co.uk	79	-3	2,937	4,129	-29%	-33%
knotistry.co.uk	80	-8	2,752	4,515	-39%	-44%
woodflooringsupplies.co.uk	81	-2	2,746	3,883	-29%	-34%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
dctuk.com	82	-5	2,694	4,085	-34%	-39%
oakleighflooring.co.uk	83	+3	2,581	2,936	-12%	-17%
wiltoncarpets.co.uk	84	+6	2,580	2,572	-	-4%
flooringsuppliescentre.co.uk	85	-1	2,383	3,116	-24%	-28%
morganandquinn.co.uk	86	+2	2,278	2,711	-16%	-20%
jfjwoodflooring.co.uk	87	+5	2,161	2,463	-12%	-17%
rrstone.co.uk	88	+3	2,067	2,507	-18%	-22%
sourcewoodfloors.co.uk	89	+5	2,063	2,424	-15%	-19%
floormonster.co.uk	90	-8	2,052	3,485	-41%	-46%
unnaturalflooring.com	91	+6	2,046	1,906	+7%	+3%
flooringbynature.co.uk	92	-19	1,949	4,299	-55%	-59%
easystepflooring.co.uk	93	-	1,914	2,452	-22%	-26%
ukflooringsuppliesonline.co.uk	94	-14	1,895	3,819	-50%	-55%
floors2go.store	95	+18	1,794	1,140	+57%	+53%
forthefloorandmore.com	96	+4	1,789	1,801	-1%	-5%
floorsave.co.uk	97	-1	1,665	1,920	-13%	-18%
malmoflooring.com	98	+9	1,623	1,357	+20%	+15%
onestopflooring.co.uk	99	-4	1,558	2,047	-24%	-28%
hardwoodfloorstore.co.uk	100	+3	1,545	1,643	-6%	-10%

**Industry
Variance**
+4%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 4% increase in overall organic growth within this industry.

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



ds Awards Awards Awards Awards

Our

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



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



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

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
topps tiles	201000	6%
flooring superstore	27100	7%
online carpets	22200	22%
tapi	14800	50%
direct wood flooring	12100	22%
bert and may	5400	15%
wilsons carpets	4400	32%
wood floor warehouse	4400	7%
wood and beyond	3600	21%
factory direct flooring	3600	7%
royale stones	2400	73%
british hardwoods	1900	7%
flooring king	880	170%
floors direct ltd	880	15%
best at flooring	720	5%
the carpet stop	320	30%
floor mart	260	7%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
lvt flooring	49500	7%
carpet dealers near me	49500	6%
carpet shop	14800	32%
lvt	8100	6%
flooring places near me	6600	30%
vinyl flooring near me	4400	32%
beige carpet	4400	14%
wool carpet	4400	14%
herringbone wood floor	4400	7%
engineered wood	3600	15%
lvp flooring	2900	31%
herringbone lvt	2900	22%
carpet for stairs and landing	2900	15%
lvt floor tiles	2400	15%
grey oak laminate flooring	1600	40%
loop pile carpet	1600	19%
lino flooring near me	1300	86%
linoleum near me	1300	86%
artificial grass carpet	1300	61%
engineered hardwood flooring	1000	157%
lvt bathroom flooring	1000	33%
outdoor patio carpet	1000	65%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
cushion flooring bathroom	1000	25%
engineered flooring near me	1000	23%
carpet styles	880	40%
lvt vinyl flooring	720	41%
lvt kitchen flooring	720	35%
lvt near me	210	260%
grey herringbone parquet flooring	70	5867%
textured lvt	70	5800%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
carpet right	60500	-49%
uk flooring direct	27100	-24%
united carpets and beds	18100	-18%
karndean	14800	-12%
flooring direct	9900	-24%
amtico	9900	-7%
carpet warehouse	8100	-12%
magnet trade	8100	-6%
flooring supplies	6600	-18%
polyflor	6600	-6%
vinyl flooring uk	5400	-30%
multipanel	5400	-13%
leader floors	4400	-18%
burts	2900	-7%
discount flooring depot	1600	-26%
harvey maria	1600	-24%
moduleo	1600	-13%
remland carpets	1300	-19%
flooring hut	1300	-13%
natural wood floor	1000	-4%
colour flooring	880	-13%
flooring 365	880	-13%
carpet underlay shop	480	-19%
flooring village	320	-47%
enviro build	210	-34%
flooring uk com	110	-11%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
lamineate floorboards	135000	-12%
lamineate flooring	135000	-12%
vinyl flooring	110000	-18%
lino floor covering	40500	-18%
large carpet	27100	-13%
carpet underlay	18100	-13%
linoleum tile flooring	14800	-18%
vinyl floor tiles	14800	-18%
grey carpet	14800	-24%
grey lamineate flooring	14800	-23%
bathroom vinyl flooring	14800	-12%
cheap carpet	14800	-12%
luxury vinyl flooring	12100	-18%
vinyl click flooring	9900	-28%
affordable lamineate flooring	9900	-18%
cheap lamineate flooring	9900	-18%
lamineate flooring near me	8100	-23%
vinyl plank flooring	6600	-29%
vinyl tiles	6600	-19%
bathroom linoleum flooring	6600	-13%
striped stair carpet	5400	-33%
lino flooring uk	5400	-30%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
vinyl flooring uk	5400	-30%
white laminate flooring	5400	-29%
patterned carpet	4400	-18%
striped carpet	3600	-29%
kitchen linoleum flooring	3600	-23%
dark grey carpet	3600	-24%
cushioned vinyl flooring	2900	-34%

 **Topps Tiles** 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
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[Book a Chat](#)

Ooo Nice Clients...

Dreams

carpetright.


Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORING KING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



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

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links



Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

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

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



Email us



Call us



Live Chat

Question?



// **Salience.**