



# Florists

Salience Index 2025

12 Month Report



This **Florists 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



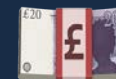
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# 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."

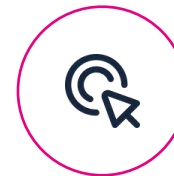
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

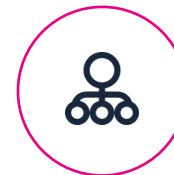
### How it's calculated:



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 moonpig

02   
Interflora

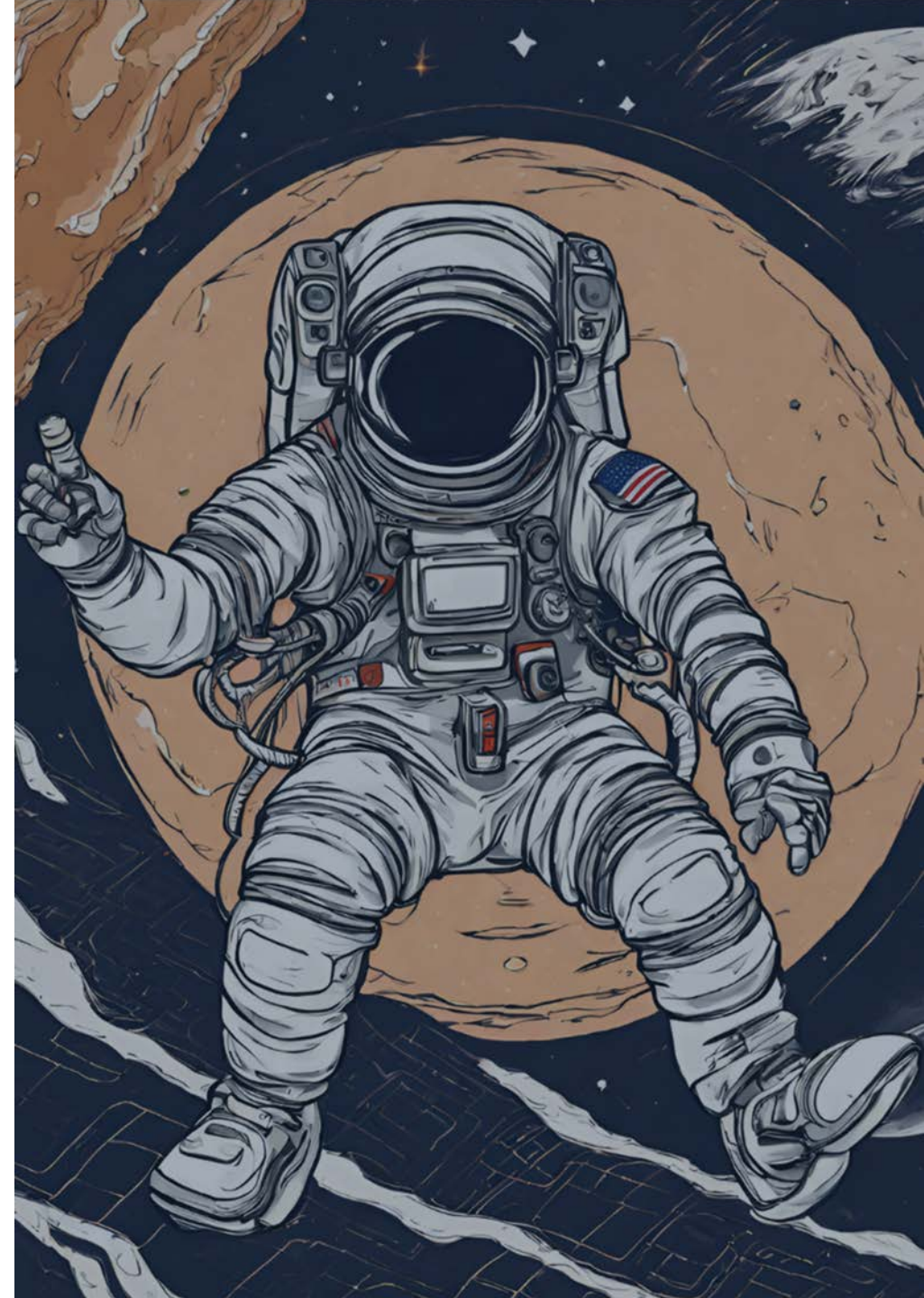
03 BLOOM  
& WILD

04 [funkypigeon.com](#)

05 PRESTIGE  
FLOWERS™



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  primrose

02 

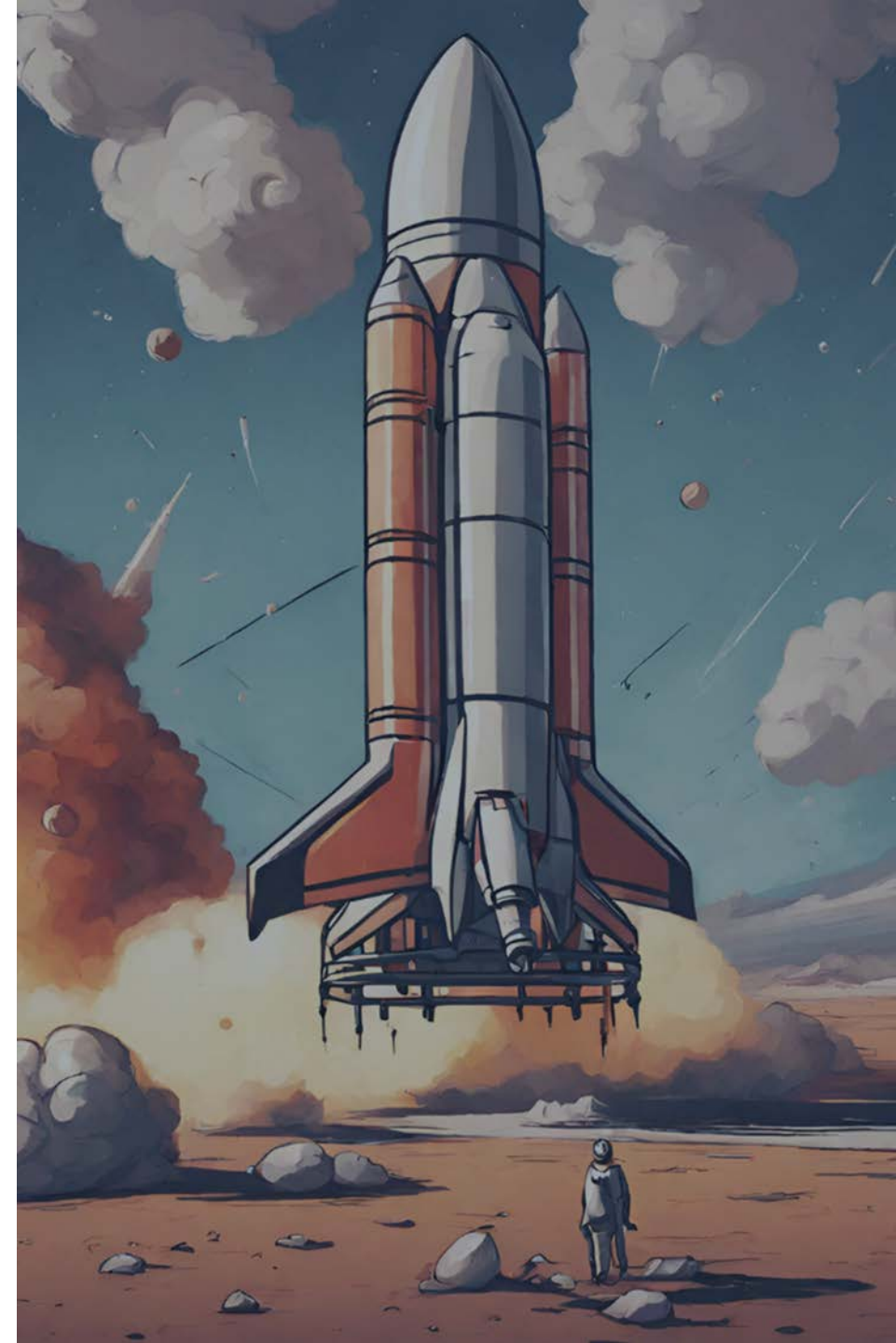
03 WAITROSE  
& PARTNERS

04 

05 



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 Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
moonpig.com	1	-	1,633,011	1,553,070	+5%	-12%
interflora.co.uk	2	-	504,581	313,755	+61%	+44%
bloomandwild.com	3	+1	470,446	299,409	+57%	+40%
funkypigeon.com	4	-1	360,080	303,652	+19%	+2%
prestigeflowers.co.uk	5	+1	235,485	176,339	+34%	+17%
sarahraven.com	6	-1	203,328	180,480	+13%	-4%
jparkers.co.uk	7	-	132,659	135,507	-2%	-19%
eflorist.co.uk	8	+2	93,724	67,746	+38%	+21%
primrose.co.uk	9	-1	69,455	103,265	-33%	-50%
bunches.co.uk	10	+1	63,869	57,146	+12%	-5%
freddiesflowers.com	11	+1	57,616	47,374	+22%	+5%
appleyardflowers.com	12	+3	45,998	36,725	+25%	+8%
flyingflowers.co.uk	13	-	44,296	45,560	-3%	-20%
prestigehampers.co.uk	14	+4	40,602	24,349	+67%	+50%
direct2florist.co.uk	15	+4	38,153	22,141	+72%	+55%
flowerstation.co.uk	16	+1	33,898	26,299	+29%	+12%
clareflorist.co.uk	17	+17	31,713	8,340	+280%	+263%
1800flowers.com	18	-9	30,914	72,005	-57%	-74%
hauteflorist.co.uk	19	+1	26,265	21,359	+23%	+6%
serenataflowers.com	20	+3	23,354	18,867	+24%	+7%
floom.com	21	-5	19,992	35,349	-43%	-60%
flowerbx.com	22	-	19,499	19,046	+2%	-15%
blossominggifts.com	23	+3	19,087	13,918	+37%	+20%
flowersbyflourish.com	24	+3	17,750	12,301	+44%	+27%
lovelyfloraworld.com	25	+14	15,140	5,835	+159%	+142%
triangelnurseries.co.uk	26	+2	14,080	11,505	+22%	+5%
flowersbox.co.uk	27	-2	13,713	15,845	-13%	-30%



# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
bmflowers.co.uk	28	+5	11,447	8,600	+33%	+16%
arenaflowers.com	29	-	10,258	11,243	-9%	-26%
flowercard.co.uk	30	-	10,161	11,088	-8%	-25%
busybeesflorist.co.uk	31	-	9,999	10,621	-6%	-23%
graceandthorn.com	32	+3	8,389	6,996	+20%	+3%
myflowers.co.uk	33	+22	7,620	3,096	+146%	+129%
theflowershonline.co.uk	34	+4	7,523	5,916	+27%	+10%
moysesflowers.co.uk	35	+1	6,726	6,587	+2%	-15%
123-flowers.co.uk	36	-4	6,175	10,353	-40%	-57%
cornishblooms.co.uk	37	+3	6,131	5,657	+8%	-9%
villagegreenuk.com	38	+27	5,834	2,105	+177%	+160%
flowersbypost.com	39	+6	5,812	4,140	+40%	+23%
realflowers.co.uk	40	+1	5,648	5,523	+2%	-15%
delightfulflora.co.uk	41	+25	5,297	2,090	+153%	+136%
flowerssameday.co.uk	42	+1	5,102	4,596	+11%	-6%
bethanys.co.uk	43	+16	4,673	2,502	+87%	+70%
myflorist.co.uk	44	+3	4,193	4,052	+3%	-14%
deliveredflowers.co.uk	45	+23	3,981	1,965	+103%	+86%
flowerbe.co.uk	46	+4	3,651	3,560	+3%	-14%
mcqueensflowers.com	47	+17	3,520	2,189	+61%	+44%
flowerstudioshop.co.uk	48	+14	3,510	2,372	+48%	+31%
flowerfix.co.uk	49	+27	3,487	1,589	+119%	+102%
katherinesflorists.co.uk	50	+1	3,407	3,493	-2%	-19%
scillyflowers.co.uk	51	-2	3,399	3,755	-9%	-26%
raysflorist.co.uk	52	-10	3,342	5,226	-36%	-53%
floraqueen.com	53	-1	3,208	3,389	-5%	-22%
lovflowers.co.uk	54	+16	3,069	1,877	+64%	+47%

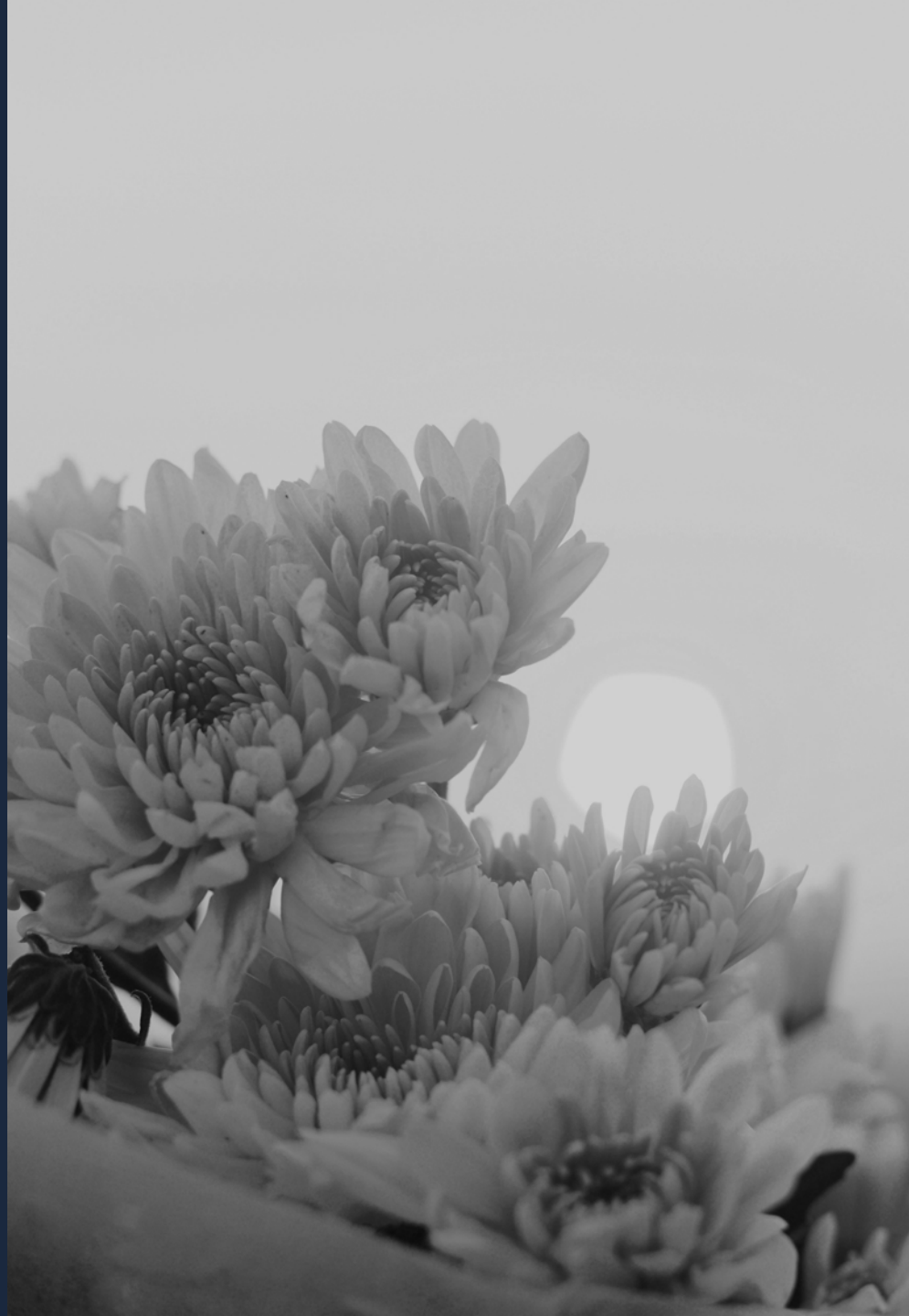
# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
sarahsflowers.co.uk	55	+1	2,959	2,955	-	-17%
flowersandplantsco.com	56	+5	2,907	2,378	+22%	+5%
zingflowers.com	57	-4	2,628	3,246	-19%	-36%
amarantelondon.com	58	+15	2,569	1,751	+47%	+30%
elisanaflorist.co.uk	59	+48	2,393	873	+174%	+157%
cheshireflowers.co.uk	60	+21	2,303	1,281	+80%	+63%
wildatheart.com	61	-3	2,141	2,524	-15%	-32%
theflowershopbristol.com	62	+12	2,118	1,726	+23%	+6%
petalon.co.uk	63	+30	2,110	1,061	+99%	+82%
post-a-rose.com	64	-10	2,074	3,225	-36%	-53%
teleflora.com	65	+19	2,039	1,225	+66%	+49%
surprose.com	66	+21	2,023	1,104	+83%	+66%
interrose.co.uk	67	+2	2,013	1,959	+3%	-14%
homelandflorists.co.uk	68	-1	1,911	2,008	-5%	-22%
ameliasflorist.co.uk	69	+2	1,909	1,851	+3%	-14%
blueflorist.co.uk	70	+7	1,861	1,495	+24%	+7%
wholesaleflowersdirect.uk	71	+172	1,734	222	+681%	+664%
thegravesendflorist.co.uk	72	+8	1,700	1,378	+23%	+6%
thebrightonflowercompany.co.uk	73	-10	1,676	2,332	-28%	-45%
bybloom.co.uk	74	-37	1,515	6,569	-77%	-94%
reidsflorists.co.uk	75	+20	1,425	986	+45%	+28%
fleurdeluxe.co.uk	76	+35	1,332	825	+61%	+44%
stalksnstemsglasgow.co.uk	77	-17	1,324	2,465	-46%	-63%
thegardenoxford.co.uk	78	+41	1,273	773	+65%	+48%
boutiqueflowersofnottingham.co.uk	79	-7	1,265	1,779	-29%	-46%
azaleaflowers.co.uk	80	-5	1,248	1,712	-27%	-44%
webflowershop.co.uk	81	+21	1,208	935	+29%	+12%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
miltonkeynesflorists.com	82	+6	1,143	1,099	+4%	-13%
florists-southampton.com	83	-1	1,135	1,272	-11%	-28%
theflowergirlluton.co.uk	84	+24	1,093	860	+27%	+10%
thefunkyflowershop.co.uk	85	+12	1,070	981	+9%	-8%
bloomsinbolton.co.uk	86	-1	1,059	1,148	-8%	-25%
janetpattisontheflorist.com	87	+18	1,022	930	+10%	-7%
sladesflorist.co.uk	88	-2	998	1,128	-12%	-29%
fishlocks.co.uk	89	+21	992	832	+19%	+2%
theflowershop-oxford.co.uk	90	-11	991	1,472	-33%	-50%
rushesflorist.co.uk	91	+55	985	570	+73%	+56%
flowershopsnetwork.co.uk	92	+14	966	922	+5%	-12%
rogueflowers.co.uk	93	+7	937	942	-1%	-18%
floward.co.uk	94	+54	905	556	+63%	+46%
greatbritishflorist.co.uk	95	+95	882	373	+136%	+119%
bloomon.co.uk	96	+51	875	568	+54%	+37%
vanarthur.com	97	+175	848	181	+369%	+352%
margaretmasonfloristpreston.co.uk	98	+23	825	761	+8%	-9%
isleofflowers.co.uk	99	+43	821	574	+43%	+26%
ronasflowers.co.uk	100	+9	815	836	-3%	-20%

**Industry  
Variance**  
**+17%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 17% 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

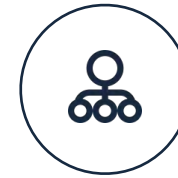
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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

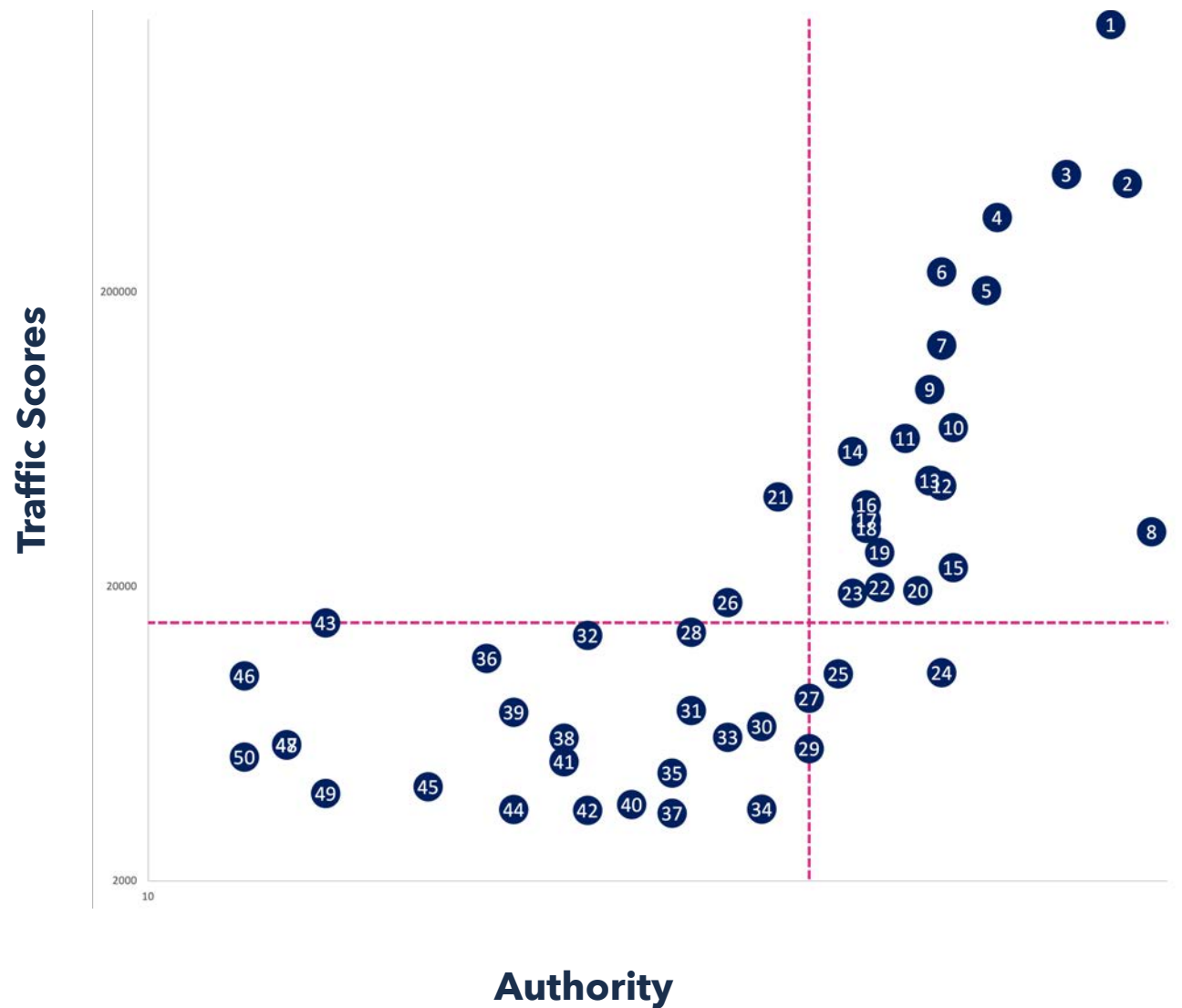


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores





moonpig.com	1	bunches.co.uk	11	prestigehampers.co.uk	21	myflowers.co.uk	31	flowerssameday.co.uk	41
bloomandwild.com	2	flyingflowers.co.uk	12	floom.com	22	flowersbox.co.uk	32	flowerfix.co.uk	42
interflora.co.uk	3	appleyardflowers.com	13	blossominggifts.com	23	123-flowers.co.uk	33	lovelyfloraworld.com	43
funkypigeon.com	4	freddiesflowers.com	14	arenaflowers.com	24	mcqueensflowers.com	34	flowerstudioshop.co.uk	44
Sarahraven.com	5	serenataflowers.com	15	flowercard.co.uk	25	bethanys.co.uk	35	myflorist.co.uk	45
prestigeflowers.co.uk	6	direct2florist.co.uk	16	flowersbyflourish.com	26	bmflowers.co.uk	36	busybeesflorist.co.uk	46
jparkers.co.uk	7	flowerstation.co.uk	17	graceandthorn.com	27	katherinesflorists.co.uk	37	villagegreenuk.com	47
1800flowers.com	8	clareflorist.co.uk	18	trianglenursery.co.uk	28	cornishblossoms.co.uk	38	flowersbypost.com	48
eflorist.co.uk	9	hauteflorist.co.uk	19	realflowers.co.uk	29	theflowershonline.co.uk	39	deliveredflowers.co.uk	49
primrose.co.uk	10	flowerbx.com	20	moysesflowers.co.uk	30	flowerbe.co.uk	40	delightfulflora.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 *blossoming*  
gifts
- 02 *Arena*  
flowers
- 03 FLOWERCARD  
*Sending floral hugs*
- 04 GRACE & THORN
- 05 THE REAL FLOWER CO.

# 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 PRESTIGE HAMPERS™
- 02 FLOWERS BY FLOURISH
- 03 lovelyflora World
- 04 Triangle™ nursery
- 05 FLOWERS BOX LONDON

# 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:

funkypigeon.com	1	jparkers.co.uk	13
1800flowers.com	2	bunches.co.uk	14
interflora.co.uk	3	trianglenursery.co.uk	15
moonpig.com	4	clareflorist.co.uk	16
eflorist.co.uk	5	direct2florist.co.uk	17
primrose.co.uk	6	realflowers.co.uk	18
bloomandwild.com	7	flowersbyflourish.com	19
prestigeflowers.co.uk	8	arenaflowers.com	20
Sarahraven.com	9	flowerstation.co.uk	21
flyingflowers.co.uk	10	blossominggifts.com	22
appleyardflowers.com	11	freddiesflowers.com	23
serenataflowers.com	12	flowersbox.co.uk	24

# Traffic Scores Vs Referring Domains

Key:

floom.com	25	123-flowers.co.uk	38
flowerbx.com	26	flowerssameday.co.uk	39
graceandthorn.com	27	myflowers.co.uk	40
flowerstudioshop.co.uk	28	cornishblooms.co.uk	41
prestigehampers.co.uk	29	flowerbe.co.uk	42
flowercard.co.uk	30	lovelyfloraworld.com	43
moysesflowers.co.uk	31	flowersbypost.com	44
hauteflorist.co.uk	32	theflowershoponline.co.uk	45
mcqueensflowers.com	33	busybeesflorist.co.uk	46
villagegreenuk.com	34	bmflowers.co.uk	47
katherinesflorists.co.uk	35	delightfulflora.co.uk	48
myflorist.co.uk	36	flowerfix.co.uk	49
deliveredflowers.co.uk	37	bethanys.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

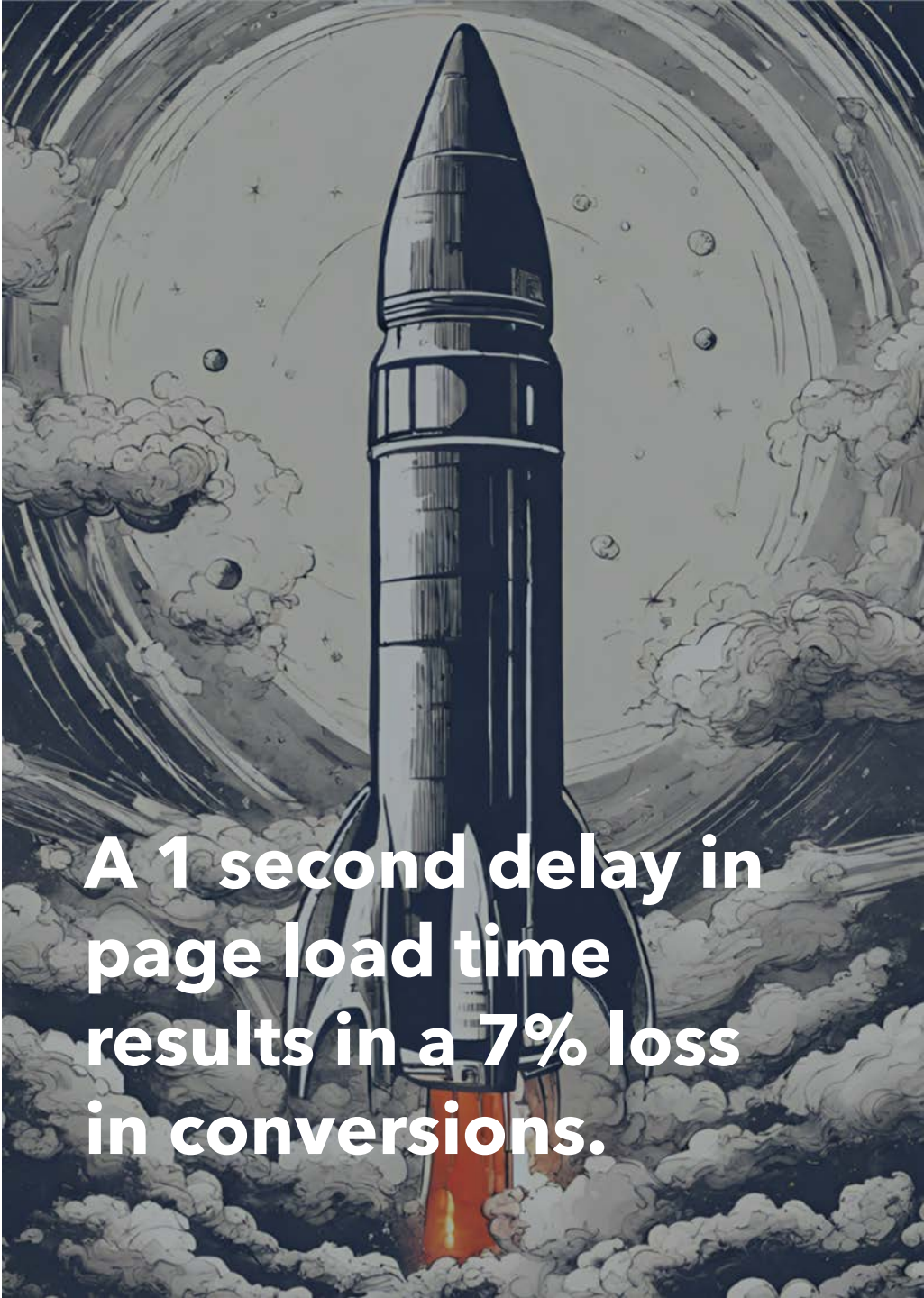


[Read this Case Study](#)

# 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.**

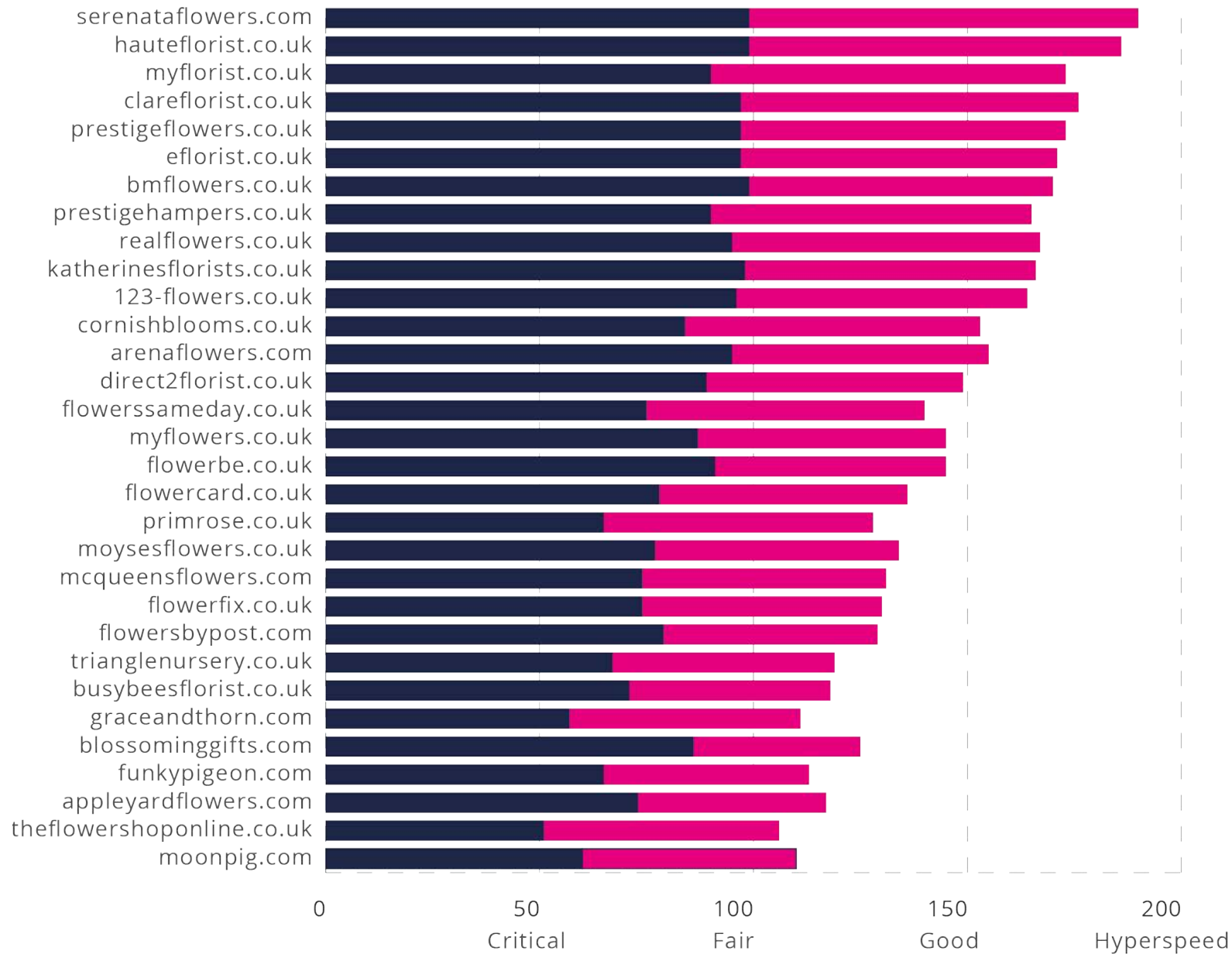
# Page Speed Scores



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.**

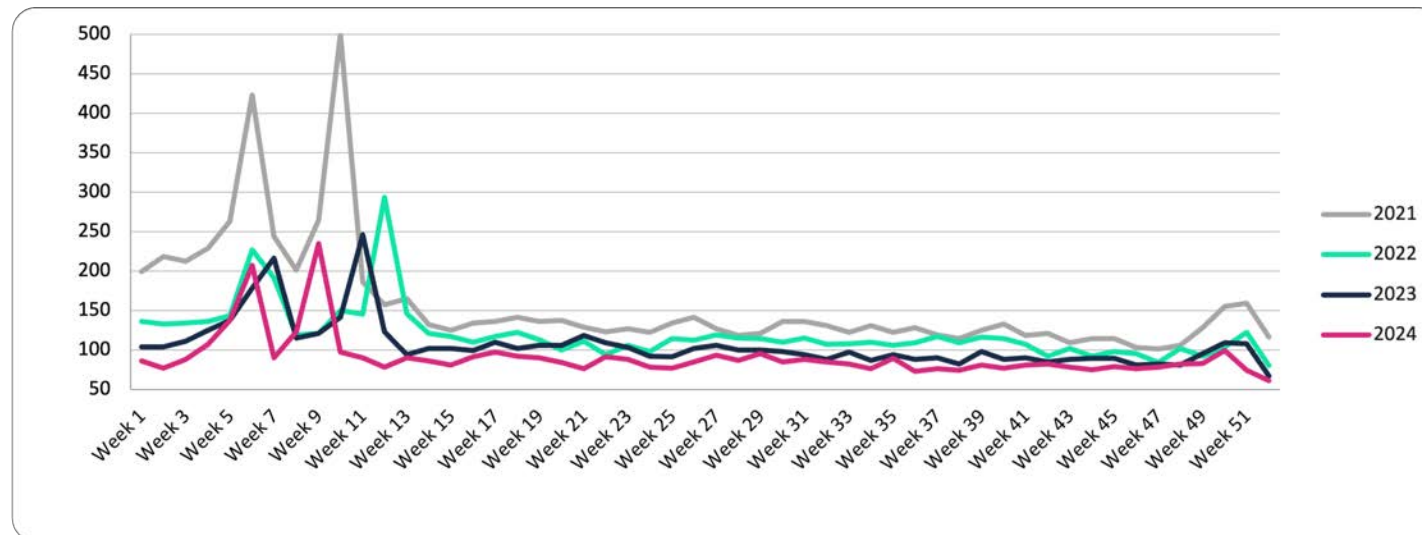
— Caren Downie, Fashion Director

**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.**



**// Salience.**

# 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
flower's	368000	13%
florist	110000	66%
white roses	110000	6%
flower shop	40500	35%
same day bouquet delivery	18100	5%
buy flowers online	12100	19%
order bouquet online	12100	19%
roses flowers	8100	13%
orchids flowers	8100	7%
peony flower bouquet	6600	26%
white lilies	5400	23%
flowers tulips	4400	42%
online flower delivery	4400	21%
red rose flower bouquet	3600	18%
bouquet of lilies	2900	70%
florist delivery sunday	2400	60%
burial flower arrangements	2400	31%
memorial service flower arrangements	2400	31%
birthday flowers delivery	2400	20%

Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
send flowers to someone	1900	432%
send roses to someone	1900	432%
order flowers online for delivery	1900	59%
local flower shops near me	1900	27%
get well soon flowers	1900	29%
flowers and wine delivery	1600	36%
pink roses bouquet	1000	25%
50 red roses	1000	20%
daisy florist	390	185%
white daisy flowers	390	253%
large flowering bulbs	170	581%



Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
interflora	165000	13%
appleyard flowers	8100	50%
flower station	3600	42%
delightful flora	3600	23%
blossoming gifts	2400	5%
my flowers	1600	23%
clare florist	880	38%
flowerbe	720	29%
flowers same day	590	13%
moyses flowers	210	27%
flower studio shop	30	36%
my florist	30	15%
the flower shop online	20	100%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
floral arrangements near me	90500	-5%
florist near me	90500	-5%
red roses	40500	-33%
birthday flowers	40500	-23%
flowers near me	33100	-10%
burial flowers	33100	-14%
funeral bouquet	33100	-14%
flowers for mom on mother's day	27100	-78%
mom's day flowers	27100	-78%
dried flowers	27100	-24%
send flowers	27100	-8%
wedding flowers	14800	-7%
dried floral bouquet	12100	-33%
dried roses bouquet	12100	-33%
wedding bouquets	12100	-25%
white flowers	12100	-8%
pressed flowers	9900	-33%
bridal bouquets	9900	-18%
send bouquet online	6600	-27%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
send roses online	6600	-27%
rose bouquet flowers	6600	-10%
happy birthday flower	6600	-18%
valentine's day flowers	4400	-17%
christmas flowers delivery	2400	-15%
bouquet of roses	2400	-18%
roses delivery	2400	-18%
100 red roses	1900	-15%
dried floral wreath	1900	-33%
10 flowers delivered	1600	-55%
bouquet flowers mothers day	1300	-53%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
moonpig	1220000	-8%
funky pigeon	301000	-19%
prestige flowers	60500	-23%
sarah raven	60500	-7%
serenata flowers	40500	-33%
eflorist	40500	-10%
flowers by post	33100	-18%
flowers box	12100	-23%
flying flowers	12100	-19%
jparkers	9900	-16%
flower card	9900	-6%
arena flowers	8100	-8%
prestige hampers	5400	-1%
triangle nursery	5400	-1%
flowerbx	4400	-34%
lovely flora world	4400	-28%
haute florist	4400	-6%
123 flowers	3600	-14%
floom	2900	-32%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
grace and thorn	1900	-20%
cornish blooms	1900	-7%
katherines florists	1600	-14%
1800 flowers	1000	-5%
flowers by flourish	590	-5%
direct 2 florist	480	-12%
flower fix	260	-12%
village green uk	260	-9%
bm flowers	210	-28%
busy bees florist	170	-43%
bethanys	140	-7%

 **Interflora** 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**

01244 564 501  
Brett@saliency.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.

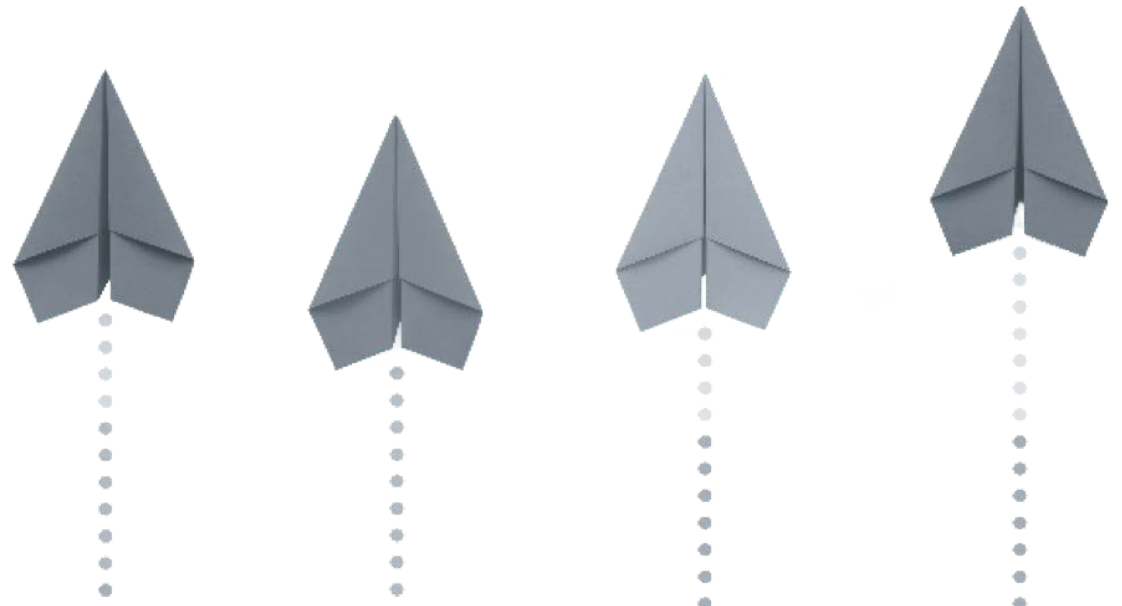
For challenger brands looking to weigh in, you best bring your A-game.



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	flower delivery	58,000	79	6	send flowers to someone	4,000	86
2	send flowers	16,000	82	7	flower shop	4,400	81
3	order flowers online	5,300	87	8	order flowers	3,400	85
4	flowers near me	9,000	71	9	send flowers online	3,100	86
5	flowers online	5,100	85	10	same day flower delivery	7,100	41

## 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

florist near me

22,000 7

2

funeral flowers

17,000 4

3

dried flowers

15,000 3

4

birth flowers

20,000 12

5

letterbox flowers

19,000 17

6

florist

11,000 9

7

spring flowers

9,400 6

8

wedding flowers

7,700 3

9

mothers day flowers

11,000 21

10

happy birthday flowers

4,800 5

## Opportunity Keywords.



### Key:



Local monthly  
searches (UK)



Competitiveness  
Score

# Ooo Nice Clients...

Dreams

carpetright.

*Lindt* 

HARVEY MARIA®  
— FABULOUS FLOORS —

sunny



PÂTISSERIE  
VALERIE



PAPIER



LiveScoreBet™



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:





moonpig.com  
440,362 4.2



funkypigeon.com  
310,113 4.2



bloomandwild.com  
61,455 4.7



serenataflowers.com  
236,855 4.1



interflora.co.uk  
143,442 4.3



direct2florist.co.uk  
35,437 4.8



flyingflowers.co.uk  
61,910 4.4



prestigeflowers.co.uk  
132,639 4



arenaflowers.com  
21,177 4.6



flowercard.co.uk  
24,421 4.4

## 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

moonpig

1,220,000

02

funkypigeon.com

301,000

03

Luxe Flowers Delivered

201,000

04

BLOOM  
& WILD

165,000

05

Interflora

165,000



# 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

BLOOM  
& WILD

869

02

Interflora

632

03

moonpig

478

04

sarah\*  
raven

406

05

Freddie's  
Flowers

386

# 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@salience.co.uk

**Book a Chat**



# Awareness

# Brand Awareness

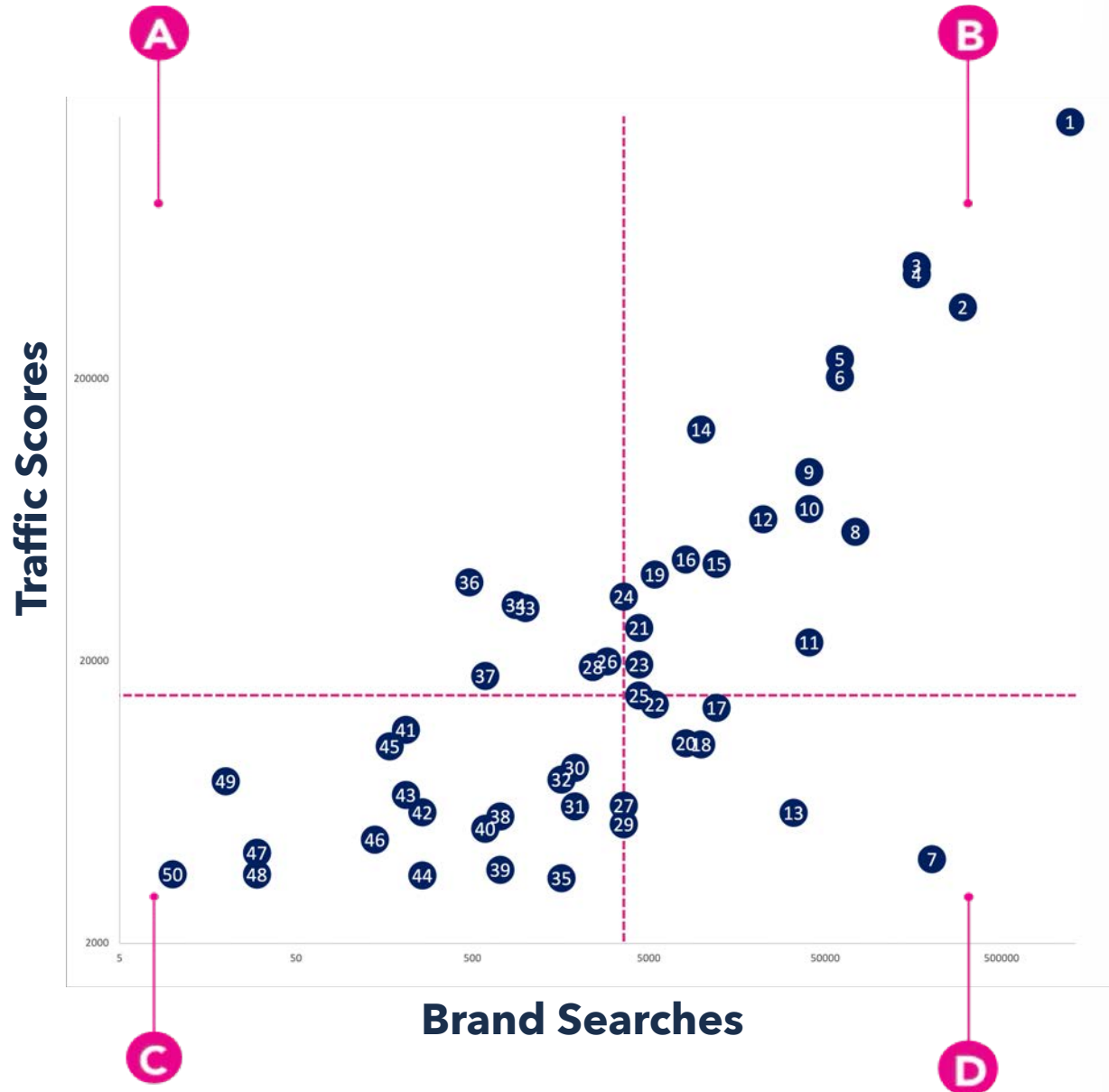
## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
moonpig.com	1220000	478	1
bloomandwild.com	165000	869	2
interflora.co.uk	165000	632	3
funkypigeon.com	301000	216	4
freddiesflowers.com	74000	386	5
Sarahraven.com	60500	406	6
prestigeflowers.co.uk	60500	258	7
serenataflowers.com	40500	212	8
primrose.co.uk	40500	113	9
bunches.co.uk	22200	160	10
eflorist.co.uk	40500	59	11
jparkers.co.uk	9900	131	12
arenaflowers.com	8100	136	13
flowercard.co.uk	9900	105	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
appleyardflowers.com	8100	90	15
flowerbx.com	4400	150	16
flyingflowers.co.uk	12100	48	17
trianglenursery.co.uk	5400	69	18
flowersbypost.com	33100	10	19
flowerstation.co.uk	3600	87	20
hauteflorist.co.uk	4400	66	21
prestigehampers.co.uk	5400	47	22
graceandthorn.com	1900	109	23
floom.com	2900	51	24
1800flowers.com	1000	142	25
123-flowers.co.uk	3600	27	26
blossominggifts.com	2400	36	27
flowersbox.co.uk	12100	6	28
realflowers.co.uk	720	74	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:

moonpig.com	1	flowersbypost.com	13
funkypigeon.com	2	jparkers.co.uk	14
interflora.co.uk	3	flyingflowers.co.uk	15
bloomandwild.com	4	appleyardflowers.com	16
prestigeflowers.co.uk	5	flowersbox.co.uk	17
Sarahraven.com	6	flowercard.co.uk	18
deliveredflowers.co.uk	7	prestigehampers.co.uk	19
freddiesflowers.com	8	arenaflowers.com	20
eflorist.co.uk	9	hauteflorist.co.uk	21
primrose.co.uk	10	trianglenursery.co.uk	22
serenataflowers.com	11	flowerbx.com	23
bunches.co.uk	12	flowerstation.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:

lovelyfloraworld.com	25	realflowers.co.uk	38
floom.com	26	flowerbe.co.uk	39
123-flowers.co.uk	27	flowerssameday.co.uk	40
blossominggifts.com	28	bmflowers.co.uk	41
delightfulflora.co.uk	29	villagegreenuk.com	42
graceandthorn.com	30	moysesflowers.co.uk	43
cornishblossoms.co.uk	31	flowerfix.co.uk	44
myflowers.co.uk	32	busybeesflorist.co.uk	45
1800flowers.com	33	bethanys.co.uk	46
clareflorist.co.uk	34	myflorist.co.uk	47
katherinesflorists.co.uk	35	flowerstudioshop.co.uk	48
direct2florist.co.uk	36	theflowershonline.co.uk	49
flowersbyflourish.com	37	mcqueensflowers.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.



# Patissserie Valerie

These categories were:

- **Occasions (birthdays, anniversaries etc)**
- **Flavour (red velvet, chocolate etc.)**
- **Recipient (for him, her, kids)**
- **Type (Carrot, Gateau etc.)**



Throughout the implementation & launch, we held customer intent and user experience at the heart of our strategy.

Each new category needed a reason for its existence.

Copy was implemented on each page to highlight the brand's history, unique selling points and delicious cakes. Written to be sincerely useful, while giving search engines a chance to recognise the page's purpose.

Sticking to our principles, we quickly saw results

- **67% increase in sessions**
- **52% increase in ranking keywords**
- **The new rankings were across our new high intent categories.**

We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



# Got a

**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.**