



# Footwear

Salience Index 2025



12 Month Report

This **Footwear 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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**Managing Director**  
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# Note

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

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





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



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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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."

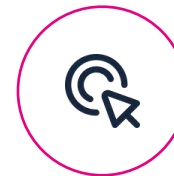
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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 

02 

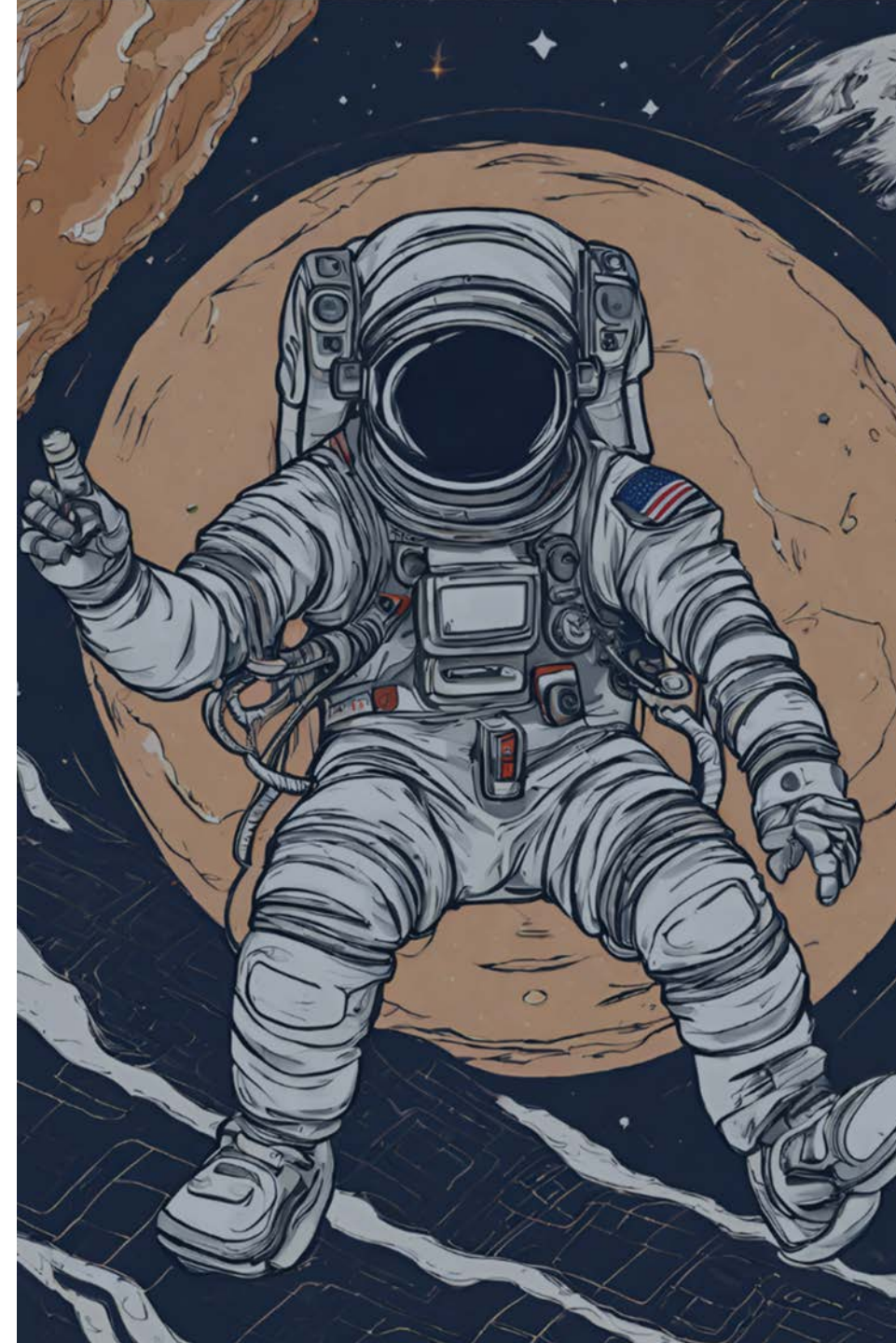
03 

04 

05  **Foot Locker**



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 OFFICE

02 StockX

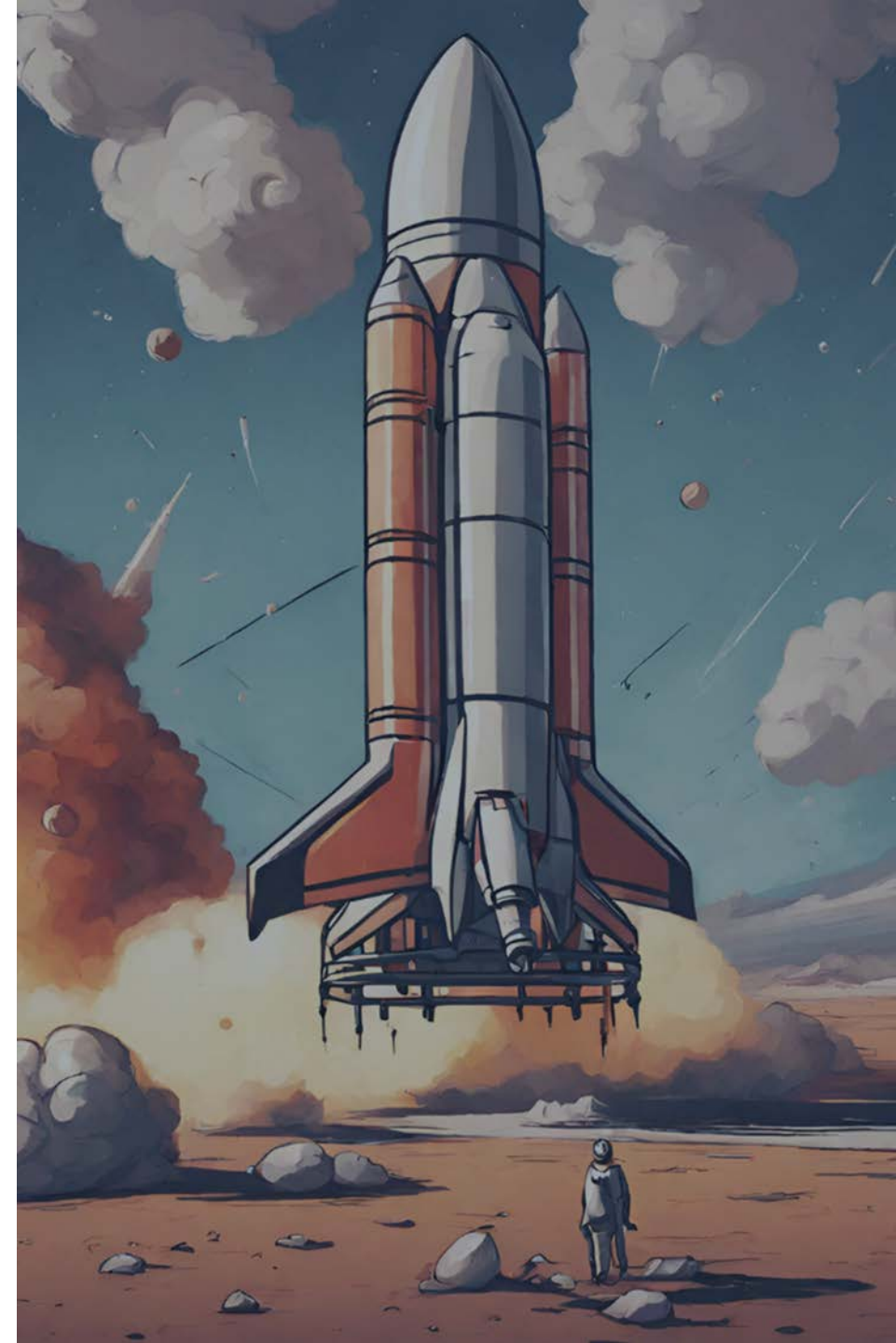
03 Pavers

04 size?

05 OFFSPRING



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 Apr 2025	Visibility Apr 2024	YoY Change	Compared to Market
sportsdirect.com	1	-	5,830,568	5,419,000	+8%	-6%
nike.com	2	-	5,597,452	4,421,060	+27%	+13%
jdsports.co.uk	3	-	4,677,015	3,672,571	+27%	+13%
adidas.co.uk	4	-	3,745,152	3,636,150	+3%	-11%
schuh.co.uk	5	-	1,990,395	1,845,470	+8%	-6%
newbalance.co.uk	6	+1	1,574,116	1,466,640	+7%	-7%
office.co.uk	7	-1	1,405,616	1,631,852	-14%	-28%
ugg.com	8	+1	1,171,175	907,328	+29%	+15%
crocs.co.uk	9	+2	1,155,796	732,192	+58%	+44%
clarks.com	10	-2	916,237	929,501	-1%	-15%
asics.com	11	+1	818,791	698,697	+17%	+3%
footlocker.co.uk	12	+6	798,211	468,487	+70%	+56%
drmartens.com	13	-	747,284	663,165	+13%	-1%
shoezone.com	14	+1	688,363	560,132	+23%	+9%
footasylum.com	15	-1	635,399	594,752	+7%	-7%
dunelondon.com	16	+7	532,393	357,743	+49%	+35%
underarmour.co.uk	17	+2	509,789	392,231	+30%	+16%
stockx.com	18	-8	506,091	805,169	-37%	-51%
birkenstock.com	19	+3	497,095	363,116	+37%	+23%
pavers.co.uk	20	-3	466,250	520,852	-10%	-24%
ego.co.uk	21	-	407,042	363,263	+12%	-2%
size.co.uk	22	-6	392,340	530,768	-26%	-40%
converse.com	23	-3	390,960	380,222	+3%	-11%
vans.co.uk	24	-	386,285	316,882	+22%	+8%
on.com	25	+13	364,550	128,416	+184%	+170%
uk.puma.com	26	+1	340,707	234,938	+45%	+31%
clarksoutlet.co.uk	27	+1	299,474	231,480	+29%	+15%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Apr 2025	Visibility Apr 2024	YoY Change	Compared to Market
timberland.co.uk	28	+3	268,509	181,054	+48%	+34%
sportsshoes.com	29	+1	237,342	185,703	+28%	+14%
jonesbootmaker.com	30	-4	235,125	242,413	-3%	-17%
offspring.co.uk	31	-6	220,999	308,860	-28%	-42%
deichmann.com	32	-3	206,122	202,536	+2%	-12%
hotter.com	33	+1	204,696	139,053	+47%	+33%
runnersneed.com	34	-1	166,584	156,722	+6%	-8%
salomon.com	35	-	158,223	134,958	+17%	+3%
beggshoes.com	36	+1	144,355	130,589	+11%	-3%
moshulu.co.uk	37	+4	141,228	113,973	+24%	+10%
fitflop.com	38	+6	139,145	106,205	+31%	+17%
veja-store.com	39	-3	125,909	130,735	-4%	-18%
vivobarefoot.com	40	-	125,698	118,157	+6%	-8%
kurtgeiger.com	41	-9	110,237	157,688	-30%	-44%
kickers.co.uk	42	+3	109,180	96,244	+13%	-1%
rieker.co.uk	43	-	105,258	107,640	-2%	-16%
aldoshoes.co.uk	44	+5	102,159	76,607	+33%	+19%
hunterboots.co.uk	45	+25	101,425	45,174	+125%	+111%
wynsors.com	46	+2	97,598	78,064	+25%	+11%
loake.com	47	+14	94,951	58,710	+62%	+48%
modainpelle.com	48	+2	91,860	75,472	+22%	+8%
russellandbromley.co.uk	49	-10	90,568	122,469	-26%	-40%
charlesclinkard.co.uk	50	-8	89,044	109,869	-19%	-33%
gaborshoes.co.uk	51	-5	86,548	93,919	-8%	-22%
havaianas-store.com	52	+12	81,752	49,220	+66%	+52%
brooksrunning.com	53	-2	77,357	72,651	+6%	-8%
offcutsshoes.co.uk	54	+2	74,391	62,083	+20%	+6%



# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Apr 2025	Visibility Apr 2024	YoY Change	Compared to Market
wellywarehouse.co.uk	55	+7	73,344	57,297	+28%	+14%
eu.christianlouboutin.com	56	-1	68,206	62,647	+9%	-5%
sorelfootwear.co.uk	57	+17	66,783	41,345	+62%	+48%
footpatrol.com	58	+10	65,729	47,302	+39%	+25%
widefitshoes.co.uk	59	-7	62,979	65,035	-3%	-17%
danielfootwear.com	60	-1	59,038	59,979	-2%	-16%
soletrader.co.uk	61	-14	57,819	79,537	-27%	-41%
axelarigato.com	62	+1	57,490	54,589	+5%	-9%
toms.com	63	+2	56,218	48,639	+16%	+2%
jimmychoo.com	64	-6	54,264	60,595	-10%	-24%
brantano.co.uk	65	-11	53,546	62,719	-15%	-29%
grisport.co.uk	66	+11	53,208	38,419	+38%	+24%
on-running.com	67	+83	52,242	7,135	+632%	+618%
vionicshoes.co.uk	68	+1	48,223	46,270	+4%	-10%
widerfitshoes.co.uk	69	-3	47,880	48,452	-1%	-15%
geox.com	70	-3	46,800	47,508	-1%	-15%
cosyfeet.com	71	+10	45,859	33,997	+35%	+21%
fila.co.uk	72	+6	45,832	37,728	+21%	+7%
teva-eu.com	73	+16	45,349	29,465	+54%	+40%
vagabond.com	74	+1	44,533	39,514	+13%	-1%
famousfootwear.com	75	+7	43,572	33,330	+31%	+17%
shoeaholics.com	76	-5	43,340	42,974	+1%	-13%
therunningoutlet.co.uk	77	-17	42,389	59,506	-29%	-43%
superga.co.uk	78	+14	41,275	28,365	+46%	+32%
baselondon.com	79	+32	39,886	16,530	+141%	+127%
elevateyoursole.co.uk	80	-23	39,522	61,833	-36%	-50%
barkershoes.com	81	-5	38,231	39,218	-3%	-17%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Apr 2025	Visibility Apr 2024	YoY Change	Compared to Market
simplyfeet.co.uk	82	-10	37,602	42,457	-11%	-25%
tower-london.com	83	-3	36,670	36,805	-	-14%
solebliss.com	84	-5	35,522	37,125	-4%	-18%
koifootwear.com	85	+6	34,932	28,945	+21%	+7%
camper.com	86	-1	32,835	32,176	+2%	-12%
achillesheel.co.uk	87	+1	29,430	29,938	-2%	-16%
keenfootwear.co.uk	88	+146	29,089	-	+100%	+86%
upandrunning.co.uk	89	-36	29,064	62,850	-54%	-68%
flylondonshop.co.uk	90	+6	27,917	25,287	+10%	-4%
lamoda.co.uk	91	+15	27,914	20,013	+39%	+25%
oliversweeney.com	92	+9	27,423	22,817	+20%	+6%
crockettandjones.com	93	+6	27,418	23,797	+15%	+1%
josefseibel.co.uk	94	+9	26,800	22,228	+21%	+7%
humphriesshoes.co.uk	95	-	26,481	25,419	+4%	-10%
run4it.com	96	-12	25,490	32,684	-22%	-36%
dcshoes-uk.co.uk	97	+7	23,991	22,111	+9%	-5%
rogersonshoes.com	98	-	23,829	24,419	-2%	-16%
penelopechilvers.com	99	+8	23,653	18,844	+26%	+12%
lunarshoesonline.co.uk	100	-	23,331	23,556	-1%	-15%



**Industry  
Variance**  
**14%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 14% 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

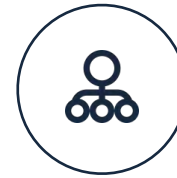
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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

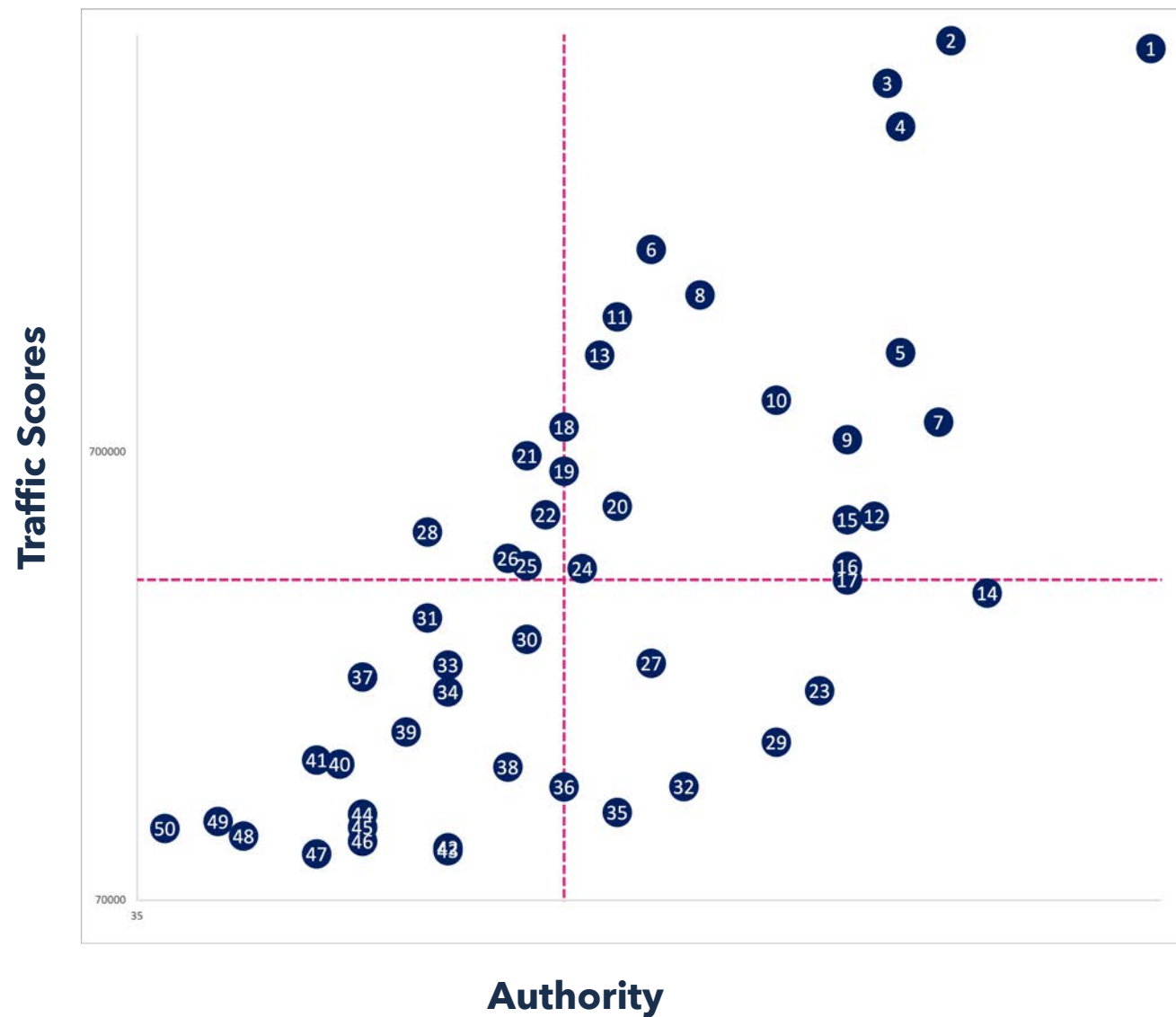


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores



nike.com	1	office.co.uk	11	shoezone.com	21	clarksoutlet.co.uk	31	beggshoes.com	41
sportsdirect.com	2	stockx.com	12	underarmour.co.uk	22	veja-store.com	32	modainpelle.com	42
jdsports.co.uk	3	crocs.co.uk	13	deichmann.com	23	jonesbootmaker.com	33	russellandbromley.co.uk	43
adidas.co.uk	4	uk.puma.com	14	vans.co.uk	24	hotter.com	34	kickers.co.uk	44
ugg.com	5	birkenstock.com	15	size.co.uk	25	kurtgeiger.com	35	aldoshoes.co.uk	45
schuh.co.uk	6	converse.com	16	ego.co.uk	26	vivobarefoot.com	36	loake.com	46
asics.com	7	on.com	17	sportsshoes.com	27	offspring.co.uk	37	charlesclinkard.co.uk	47
newbalance.co.uk	8	footlocker.co.uk	18	pavers.co.uk	28	fitflop.com	38	wynsors.com	48
drmartens.com	9	footasylum.com	19	salomon.com	29	runnersneed.com	39	rieker.co.uk	49
clarks.com	10	dunelondon.com	20	timberland.co.uk	30	moshulu.co.uk	40	hunterboots.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  **DEICHMANN**

02 ***SALOMON***

03  **VEJA**

04  **VIVOBAREFOOT**

05 **KURT GEIGER**



# 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  **Foot Locker**

02 **shoezone**

03 **FOOTAZIUM** 

04   
**UNDER ARMOUR**

05 **Pavers**

# 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.

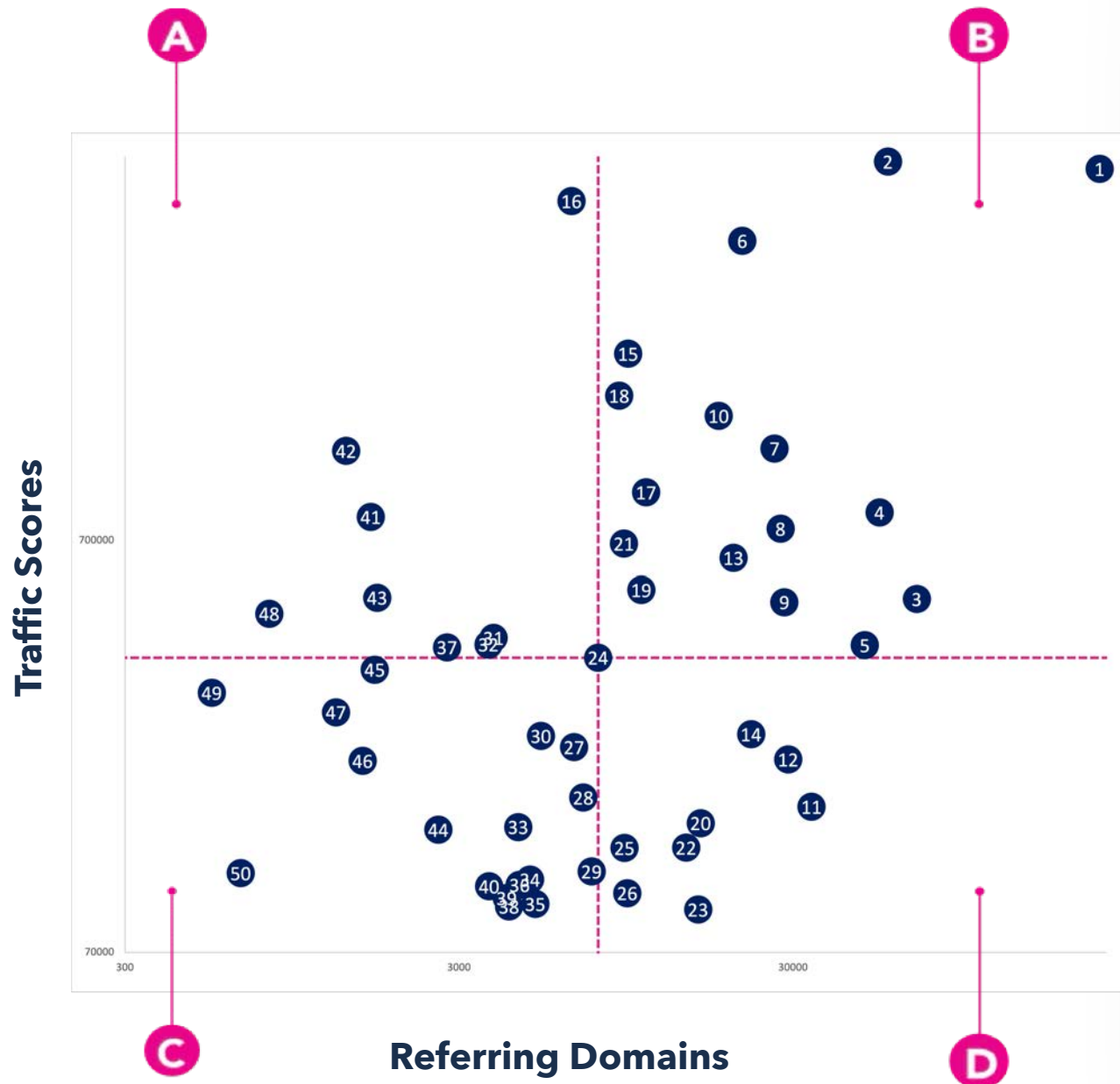
## Key:

nike.com	1	footasylum.com	13
sportsdirect.com	2	sportsshoes.com	14
stockx.com	3	schuh.co.uk	15
asics.com	4	jdsports.co.uk	16
converse.com	5	clarks.com	17
adidas.co.uk	6	newbalance.co.uk	18
ugg.com	7	dunelondon.com	19
drmartens.com	8	beggshoes.com	20
birkenstock.com	9	shoezone.com	21
office.co.uk	10	veja-store.com	22
salomon.com	11	charlesclinkard.co.uk	23
deichmann.com	12	on.com	24

# Traffic Scores Vs Referring Domains

## Key:

vivobarefoot.com	25	russellandbromley.co.uk	38
wynsors.com	26	loake.com	39
offspring.co.uk	27	hunterboots.co.uk	40
runnersneed.com	28	footlocker.co.uk	41
kurtgeiger.com	29	crocs.co.uk	42
jonesbootmaker.com	30	underarmour.co.uk	43
ego.co.uk	31	fitflop.com	44
size.co.uk	32	uk.puma.com	45
moshulu.co.uk	33	hotter.com	46
rieker.co.uk	34	timberland.co.uk	47
modainpelle.com	35	pavers.co.uk	48
aldoshoes.co.uk	36	clarksoutlet.co.uk	49
vans.co.uk	37	kickers.co.uk	50



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

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

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

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

# Our

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



**15+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience



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

— Paul Hambridge, MD

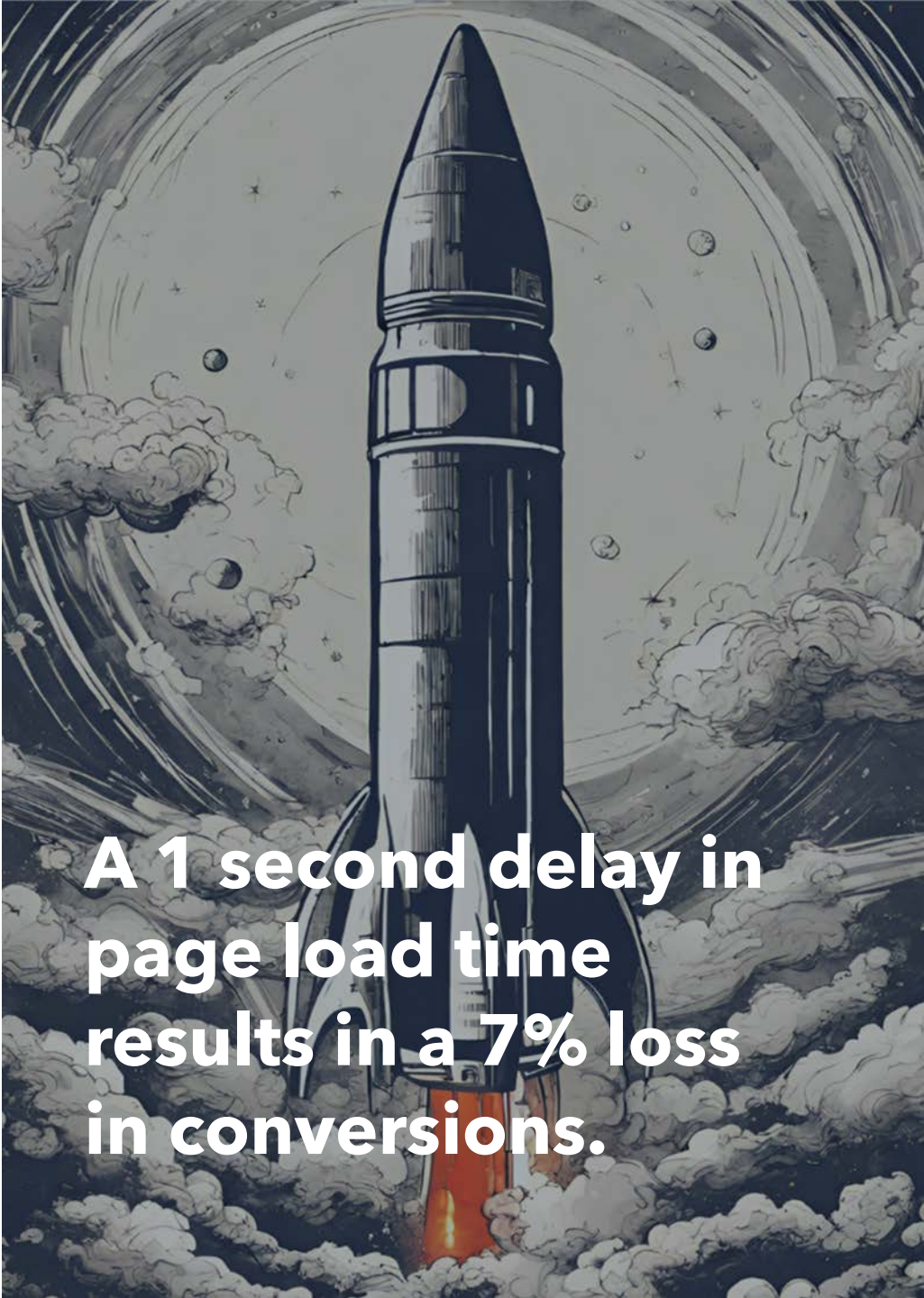


[Read this Case Study](#)

# Page speed

In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input delay (FID) - in simple terms, how fast your site loads and how fast it can be interacted with.

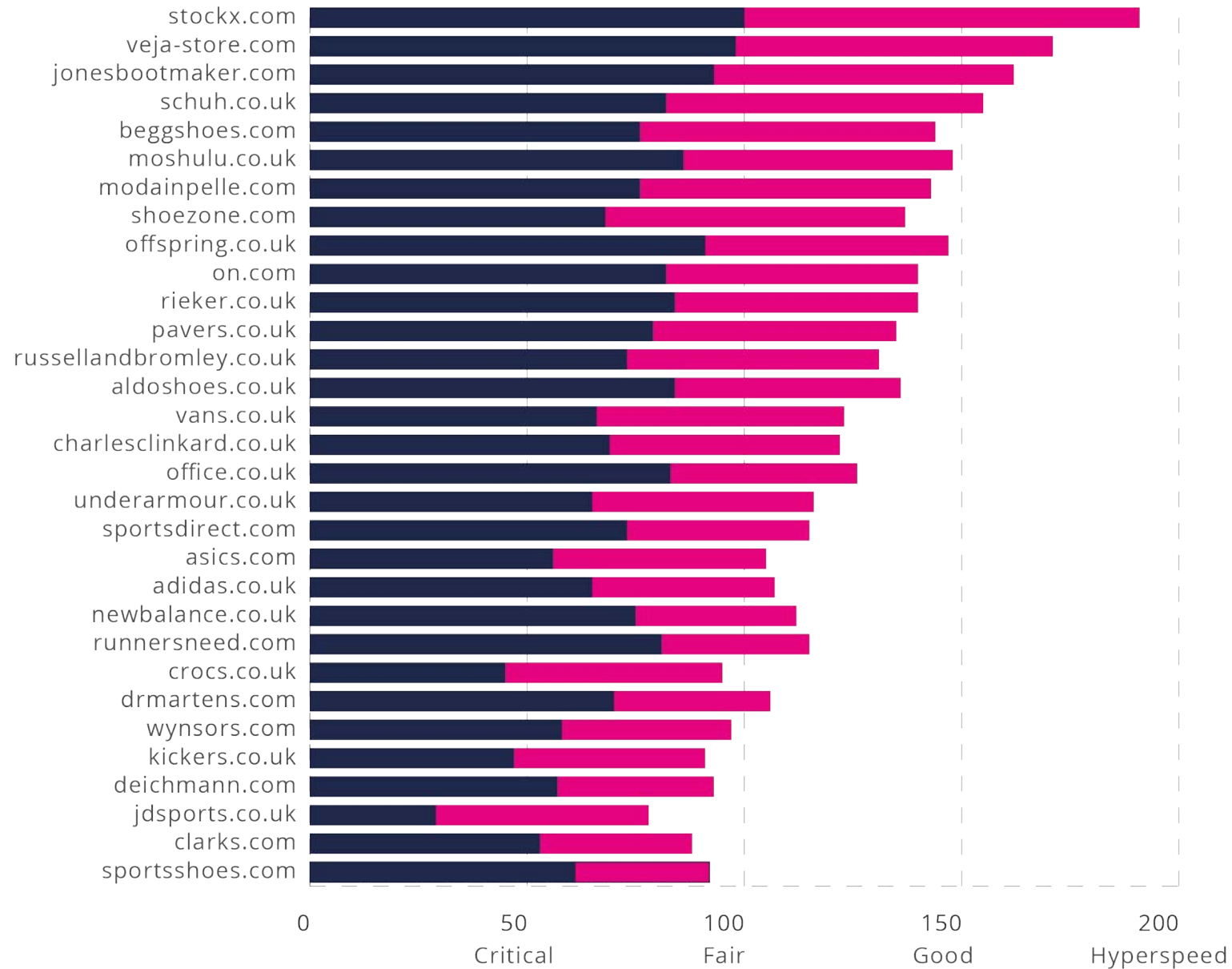
The first step is to check how you compare against the rest of your industry. Luckily, we've got just the thing. Our page speed leaderboard shows which brands are lightning fast and those lagging behind.



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



# Page Speed Scores



Key:

Desktop

Mobile



ds Awards Awards Awards Awards Awards

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

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

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



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

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

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



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

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

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

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

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

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

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

AKA domination of “wholesale sweet” terms.

## Similar Challenges?

**Talk to an expert.**





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

— Caren Downie, Fashion Director

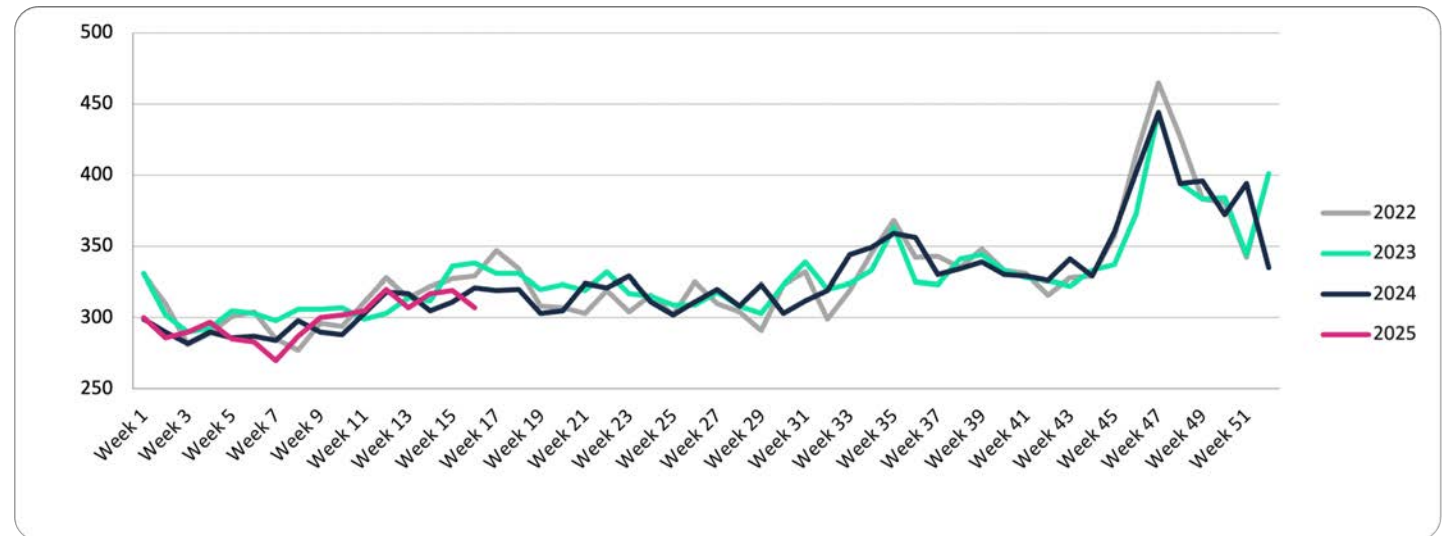
**LEMONADE DOLLS**

[View Case Studies](#)



# Search Volume Trends

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



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





# Keyword

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

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

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

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



The cost of living crisis has brought huge changes to most of the consumer landscape. Monitoring changes in search volume for keyword groups is essential to spotting new trends and surging demand.

# Trends

Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
boots	4090000	15%
shoes	201000	7%
running shoes	74000	8%
golf shoes	49500	8%
kitten heels	33100	30%
mules	33100	8%
moccasins	18100	74%
mens running trainers	18100	14%
gym shoes	14800	8%
pink trainers	12100	22%
brown heels	9900	58%
mules shoes	9900	27%
leopard print trainers	8100	127%
brown trainers	8100	110%
red trainers	8100	31%
fisherman sandals	8100	51%
gold heels for women	6600	50%
running shoes for women	6600	22%
silver trainers	6600	21%
brown loafers	6600	30%
womens platform trainers	6600	20%
brown trainers womens	5400	140%



Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
red trainers womens	5400	50%
pink trainers womens	5400	33%
carbon plate running shoes	4400	73%
white kitten heels	4400	83%
slides shoes	4400	48%
football boots elite	2400	114%
leopard trainers	1900	127%
trail running shoes men	1000	149%

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
sports direct	4090000	7%
foot locker	673000	3%
birkenstock	301000	15%
deichmann	246000	13%
asics	165000	60%
pavers	135000	16%
on	90500	15%
shoezone	60500	7%
salomon	49500	32%
jones bootmaker	49500	22%
hunter boots	18100	0%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
football boots	201000	-18%
trainers	165000	-6%
womens trainers	135000	-13%
sports shoes	135000	-6%
ladies white trainers	90500	-27%
white trainers women	90500	-27%
black trainers women	90500	-18%
male slippers	90500	-13%
slipper	90500	-11%
boots for walking	60500	-22%
white trainers	60500	-23%
men's shoes	60500	-18%
mens slides	60500	-23%
silver heels	49500	-37%
wellies	49500	-24%
wedding shoes	49500	-23%
womens slides	49500	-27%
childrens football boots	49500	-18%
girls school shoes	49500	-18%
kids football boots	49500	-18%
womens wellingtons	40500	-27%
boys school shoes	40500	-27%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
sandals for women	40500	-27%
bridal shoes	33100	-18%
shoe stores	33100	-22%
female walking boots	33100	-15%
ladies hiking boots	33100	-15%
womens walking boots	33100	-15%
ladies running trainers	27100	-18%
red heels	27100	-33%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
jd sports	2740000	-18%
nike	1500000	-18%
schuh	823000	-7%
crocs	673000	-27%
clarks	550000	-7%
foot asylum	550000	-7%
office	450000	-6%
converse	368000	-28%
dr martens	368000	-11%
ugg	368000	-4%
vans	301000	-18%
stockx	246000	-33%
under armour	246000	-18%
size	246000	-12%
clarks outlet	165000	-23%
sports shoes	135000	-6%
russell and bromley	110000	-18%
vivo bare foot	60500	-13%
kickers	60500	-13%
moda in pelle	60500	-6%
runners need	49500	-18%
wynsors	49500	-13%



Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
dune london	33100	-12%
charles clinkard	33100	-6%
moshulu	27100	-23%
hotter	22200	-1%
aldo shoes	18100	-13%
rieker	12100	-48%
veja store	480	-43%

 **Sports Direct** 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.

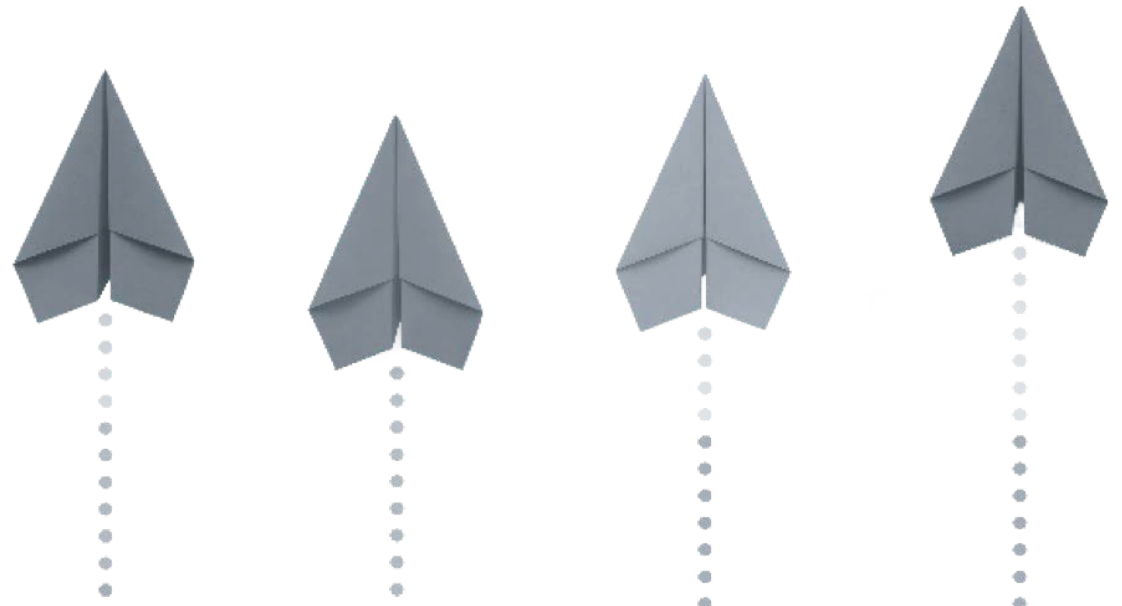
For challenger brands looking to weigh in, you best bring your A-game.



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	boots	2,790,000	55	6	barefoot shoes	54,000	52
2	shoes	91,000	84	7	sandals	50,000	62
3	trainers	96,000	40	8	running shoes	60,000	30
4	football boots	93,000	29	9	slippers	52,000	21
5	mens trainers	75,000	36	10	womens trainers	49,000	22

## 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 mens slippers  
40,000 8
- 2 loafers  
39,000 8
- 3 clogs  
30,000 8
- 4 kids trainers  
24,000 7
- 5 girls school shoes  
21,000 4

- 6 girls trainers  
19,000 3
- 7 kids football boots  
19,000 6
- 8 boys school shoes  
18,000 6
- 9 walking shoes  
18,000 7
- 10 womens slippers  
17,000 10

## Opportunity Keywords.



### Key:

-  Local monthly searches (UK)
-  Competitiveness Score



# Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®  
— FABULOUS FLOORS —

sunny

 early  
learning  
centre

PÂTISSERIE  
VALERIE

  
FLOORING KING

  
The Entertainer  
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK

  
TOTALLY wicked®

LiveScoreBet™

  
healthspan

PORCELANOSA

# Trust

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



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



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

**Trust** centres  
around both on  
and off-site  
signals.



# Checklist For Building Customer Trust.

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

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

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

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

1

**User reviews**  
(TrustPilot, Feefo)

2

**Testimonials**

3

**Guarantees**  
(free returns, warranties)

4

**Credential badges**  
(Industry recognised certifications, think Informed Sport for a supplements brand)

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



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



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



Review profile embedded in the home page & key PLPs  
[uk.huel.com](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:







pavers.co.uk  
174,408 4.7



sportsshoes.com  
81,900 4.7



stockx.com  
198,725 4.3



clarks.com  
45,620 4.7



footasylum.com  
75,509 4.4



jdsports.co.uk  
312,555 4.2



fitflop.com  
52,705 4.4



shoezone.com  
27,850 4.6



jonesbootmaker.com  
21,427 4.4



sportsdirect.com  
283,316 3.3

## 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

**SPORTS  
DIRECT**

4,090,000

02

**JD UNDISPUTED  
KING OF TRAINERS**

2,740,000

03

**NIKE**

1,500,000

04

**adidas**

823,000

05

**schuh**

823,000

# 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



383,100

02



117,750

03



106,187

04



59,850

05



55,750

# 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

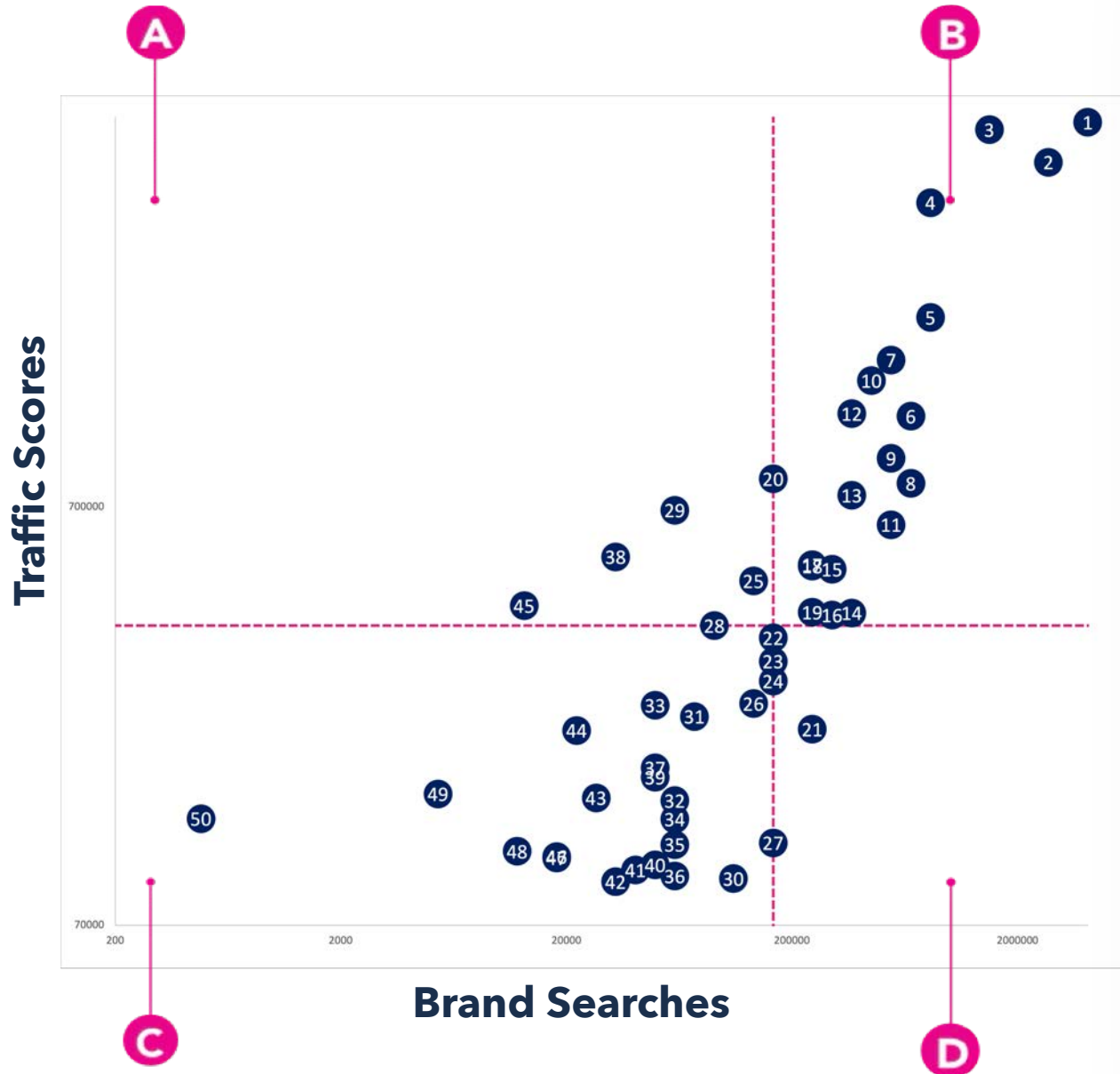
Site	Brand Searches (Per month)	Owned Social Score	Rank
nike.com	1500000	383100	1
adidas.co.uk	823000	117750	2
converse.com	368000	106187	3
jdsports.co.uk	2740000	10753	4
sportsdirect.com	4090000	5314	5
vans.co.uk	301000	55750	6
newbalance.co.uk	550000	27461	7
crocs.co.uk	673000	15675	8
uk.puma.com	165000	59850	9
underarmour.co.uk	246000	31719	10
footlocker.co.uk	673000	10950	11
deichmann.com	246000	15263	12
drmartens.com	368000	9659	13
clarks.com	550000	6278	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
timberland.co.uk	165000	20116	15
ugg.com	368000	8835	16
birkenstock.com	301000	5715	17
asics.com	165000	10093	18
schuh.co.uk	823000	1809	19
stockx.com	246000	5369	20
clarksoutlet.co.uk	165000	6278	21
footasylum.com	550000	1775	22
office.co.uk	450000	1471	23
size.co.uk	246000	2194	24
kurtgeiger.com	165000	2720	25
on.com	90500	4444	26
aldoshoes.co.uk	18100	16889	27
salomon.com	49500	4100	28
fitflop.com	60500	1955	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:

sportsdirect.com	1	drmartens.com	13
jdsports.co.uk	2	converse.com	14
nike.com	3	birkenstock.com	15
adidas.co.uk	4	vans.co.uk	16
schuh.co.uk	5	underarmour.co.uk	17
crocs.co.uk	6	stockx.com	18
newbalance.co.uk	7	size.co.uk	19
footlocker.co.uk	8	asics.com	20
clarks.com	9	deichmann.com	21
office.co.uk	10	uk.puma.com	22
footasylum.com	11	clarksoutlet.co.uk	23
ugg.com	12	timberland.co.uk	24

# Brand Searches Vs Traffic Scores

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

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

## Key:

pavers.co.uk	25	dunelondon.com	38
sportsshoes.com	26	salomon.com	39
kurtgeiger.com	27	wynsors.com	40
on.com	28	loake.com	41
shoezone.com	29	charlesclinkard.co.uk	42
russellandbromley.co.uk	30	moshulu.co.uk	43
offspring.co.uk	31	hotter.com	44
fitflop.com	32	ego.co.uk	45
jonesbootmaker.com	33	aldoshoes.co.uk	46
vivobarefoot.com	34	hunterboots.co.uk	47
kickers.co.uk	35	rieker.co.uk	48
modainpelle.com	36	beggshoes.com	49
runnersneed.com	37	veja-store.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.





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Live Chat

# Question?



// **Salience.**