

// Salience.

Footwear

Salience Index 2024



6 Month Report

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

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



Editor's

As if last year wasn't tough enough, brands are charging into 2024 armed with concern for ever crowded channels, balancing automation with authentic engagement, maintaining digital trust and, of course, ROI.

We're already seeing revised approaches across the board this year. The desire to reduce reliance on paid channels, to varying degrees of success, website migration projects revived, and the duelling needs of brand performance and clear attribution.

Perhaps you see it differently. That's where this report comes in.

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

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

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

Brett Janes
Managing Director
01244 564 501
brett@salience.co.uk



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 Footwear Sector has seen a 7% 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.”

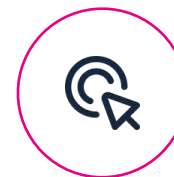
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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.

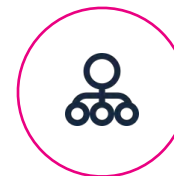
How it's calculated:



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 

02 

03 **schuh**

04 **crocs™**

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 

02 OFFICE

03 

04 StockX

05 EGO



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 October 2024	Traffic score April 2024	YoY Change	Compared to Market
nike.com	1	-	5,097,264	5,353,674	-5%	-12%
sportsdirect.com	2	-	4,722,504	4,747,836	-1%	-8%
jdsports.co.uk	3	-	4,620,101	3,385,473	+36%	+29%
adidas.co.uk	4	-	3,432,956	2,998,533	+14%	+7%
schuh.co.uk	5	-	2,398,212	1,930,231	+24%	+17%
office.co.uk	6	-	1,595,807	1,754,427	-9%	-16%
newbalance.co.uk	7	-	1,301,933	1,383,241	-6%	-13%
crocs.co.uk	8	+2	1,116,678	859,382	+30%	+23%
ugg.com	9	-1	992,971	1,014,785	-2%	-9%
shoezone.com	10	+4	810,423	583,378	+39%	+32%
footasylum.com	11	-	779,985	700,706	+11%	+4%
footlocker.co.uk	12	+6	709,735	470,596	+51%	+44%
drmartens.com	13	-1	684,924	651,962	+5%	-2%
stockx.com	14	-5	678,750	949,100	-28%	-36%
dunelondon.com	15	-	604,579	572,300	+6%	-1%
asics.com	16	-3	561,537	590,662	-5%	-12%
underarmour.co.uk	17	+2	544,650	420,003	+30%	+23%
pavers.co.uk	18	-1	542,536	474,138	+14%	+7%
size.co.uk	19	-3	505,766	525,943	-4%	-11%
converse.com	20	+2	394,938	362,699	+9%	+2%
vans.co.uk	21	-	365,962	365,620	-	-7%
ego.co.uk	22	-2	321,657	377,481	-15%	-22%
birkenstock.com	23	-	294,138	313,267	-6%	-13%
clarksoutlet.co.uk	24	+1	270,909	253,624	+7%	-
offspring.co.uk	25	-1	256,590	284,634	-10%	-17%
uk.puma.com	26	+1	255,957	219,016	+17%	+10%
deichmann.com	27	+1	249,421	212,452	+17%	+10%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
jonesbootmaker.com	28	-2	234,598	249,200	-6%	-13%
sportsshoes.com	29	+1	219,793	180,918	+21%	+14%
timberland.co.uk	30	-1	212,548	182,745	+16%	+9%
veja-store.com	31	+4	160,907	128,310	+25%	+18%
hotter.com	32	-	152,019	159,202	-5%	-12%
beggshoes.com	33	-	148,822	130,495	+14%	+7%
salomon.com	34	-	145,200	129,103	+12%	+5%
runnersneed.com	35	-4	137,863	162,000	-15%	-22%
moshulu.co.uk	36	+3	117,814	105,216	+12%	+5%
charlesclinkard.co.uk	37	-1	115,355	116,700	-1%	-8%
rieker.co.uk	38	-1	101,927	116,419	-12%	-19%
kurtgeiger.com	39	-1	100,332	111,432	-10%	-17%
kickers.co.uk	40	+2	92,331	91,240	+1%	-6%
gaborshoes.co.uk	41	-	87,730	94,117	-7%	-14%
wynsors.com	42	+4	87,346	81,028	+8%	+1%
offcutsshoes.co.uk	43	+2	82,376	82,153	-	-7%
aldoshoes.co.uk	44	-	77,443	84,169	-8%	-15%
havaianas-store.com	45	+13	76,506	51,297	+49%	+42%
modainpelle.com	46	-3	69,733	87,195	-20%	-27%
russellandbromley.co.uk	47	-7	69,426	94,566	-27%	-34%
loake.com	48	+4	68,755	59,062	+16%	+9%
danielfootwear.com	49	-	66,837	64,878	+3%	-4%
wellywarehouse.co.uk	50	+1	59,695	61,214	-2%	-10%
brooksrrunning.com	51	-4	58,583	71,149	-18%	-25%
sorelfootwear.co.uk	52	+9	58,391	48,572	+20%	+13%
brantano.co.uk	53	-3	57,545	63,161	-9%	-16%
therunningoutlet.co.uk	54	-	57,131	57,113	-	-7%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
grisport.co.uk	55	+12	57,094	40,055	+43%	+36%
tower-london.com	56	+12	56,201	38,059	+48%	+41%
soletrader.co.uk	57	-9	52,248	65,506	-20%	-27%
famousfootwear.com	58	+14	50,977	34,118	+49%	+42%
jimmychoo.com	59	-4	47,238	54,540	-13%	-20%
elevateyoursole.co.uk	60	-7	46,230	58,583	-21%	-28%
vionicshoes.co.uk	61	-2	45,226	51,188	-12%	-19%
fila.co.uk	62	+7	43,435	36,878	+18%	+11%
teva-eu.com	63	+18	42,152	27,768	+52%	+45%
shoeaholics.com	64	-2	40,521	45,242	-10%	-17%
geox.com	65	-2	39,316	45,175	-13%	-20%
eu.christianlouboutin.com	66	+8	39,303	32,617	+20%	+13%
vagabond.com	67	-2	39,173	41,092	-5%	-12%
cosyfeet.com	68	+5	38,789	33,848	+15%	+8%
barkershoes.com	69	-3	38,017	40,487	-6%	-13%
koifootwear.com	70	+5	37,681	31,524	+20%	+12%
superga.co.uk	71	+6	33,414	31,086	+7%	-
simplyfeet.co.uk	72	-8	32,923	43,430	-24%	-31%
allsole.com	73	-2	32,572	34,703	-6%	-13%
toms.com	74	-17	32,451	52,083	-38%	-45%
upandrrunning.co.uk	75	-19	32,010	53,979	-41%	-48%
humphriesshoes.co.uk	76	+7	31,284	26,594	+18%	+11%
widerfitshoes.co.uk	77	-17	30,654	48,823	-37%	-44%
baselondon.com	78	+14	30,490	16,966	+80%	+73%
chatham.co.uk	79	-3	28,336	31,271	-9%	-16%
running-point.co.uk	80	-1	28,295	28,786	-2%	-9%
herringshoes.co.uk	81	+29	27,551	10,302	+167%	+160%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
oliversweeney.com	82	+5	27,159	21,343	+27%	+20%
rogersonshoes.com	83	-1	26,535	27,374	-3%	-10%
safetybootsuk.co.uk	84	+4	24,224	20,826	+16%	+9%
grenson.com	85	+11	23,653	15,959	+48%	+41%
crockettandjones.com	86	-	23,620	22,199	+6%	-1%
envyshoesuk.com	87	+22	20,727	10,937	+90%	+82%
raidlondon.com	88	+18	20,567	11,812	+74%	+67%
shuperb.co.uk	89	+14	19,440	12,374	+57%	+50%
cheaney.co.uk	90	+5	19,427	16,498	+18%	+11%
rubbersole.co.uk	91	-1	19,180	18,934	+1%	-6%
camper.com	92	-7	18,969	23,912	-21%	-28%
jakeshoes.co.uk	93	+6	18,485	13,914	+33%	+26%
hunterboots.com	94	-24	18,064	35,640	-49%	-56%
mastershoe.co.uk	95	-15	17,995	27,907	-36%	-43%
ftshp.co.uk	96	-12	17,656	25,046	-30%	-37%
irregularchoice.com	97	-3	17,021	16,691	+2%	-5%
robineltshoes.co.uk	98	-5	16,484	16,739	-2%	-9%
ghbass-eu.com	99	-2	16,457	14,470	+14%	+7%
moonboot.com	100	-11	16,223	19,301	-16%	-23%

Industry Variance

+7%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 7% 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.

THE DPMI[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT AWARDS 2018
WINNER

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.



10+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



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

— Paul Hambridge, MD



[Read this Case Study](#)

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 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
shoes	201000	15%
mens trainers	165000	14%
trainers	165000	7%
womens trainers	135000	15%
sports shoes	110000	15%
knee high boots	90500	14%
running trainers	40500	22%
mens trainers sale	40500	22%
childrens trainers	40500	14%
kids trainers	40500	14%
shoe stores	33100	49%
mules	33100	22%
kitten heels	27100	139%
ladies running trainers	27100	49%
womens running trainers	27100	49%
kickers school shoes	27100	13%
shoe shops near me	27100	22%
brown boots	18100	69%
loafers for women	14800	40%
brown knee high boots	12100	91%
shoe stores near me	9900	174%
ballet flats	9900	46%
shoes near me	8100	311%
gogo boots	8100	330%
red trainers	8100	178%
leopard print trainers	8100	144%
pink football boots	6600	67%
red trainers womens	5400	198%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
sports direct	4090000	15%
adidas	823000	22%
foot locker	673000	6%
new balance	550000	22%
dr martens	368000	1%
ugg	301000	20%
birkenstock	301000	20%
deichmann	246000	15%
puma	165000	7%
kurt geiger	165000	6%
timberland	165000	8%
asics	135000	82%
paverns	135000	14%
sports shoes	110000	15%
kickers	60500	16%
salomon	49500	31%
wynsors	49500	22%
runners need	49500	15%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
white trainers women	90500	-18%
cowboy boots	74000	-11%
mens slides	74000	-9%
girls school shoes	49500	-8%
childrens football boots	49500	-13%
kids football boots	49500	-13%
boys school shoes	40500	-18%
sandals for women	40500	-14%
silver heels	40500	-18%
ladies slider	33100	-25%
white sandals	33100	-15%
wedge sandals	27100	-28%
wide fit sandals	27100	-26%
black sandals	27100	-16%
boots for men football	22200	-18%
mens football boots	22200	-18%
mens football trainers	22200	-18%
chunky sandals	18100	-37%
gladiator sandals	18100	-32%
girls sandals	18100	-24%
ladies sandals	18100	-22%
wedges shoes	14800	-39%
orange heels	14800	-38%
wedge trainers	14800	-33%
court shoes	12100	-37%
black chunky sandals	9900	-42%
western boots	9900	-37%
nude sandals	9900	-40%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
jd sports	2740000	-6%
nike	1830000	-13%
schuh	823000	-6%
foot asylum	673000	-6%
crocs	550000	-5%
converse	368000	-28%
vans	301000	-18%
stockx	301000	-24%
size	246000	-18%
clarks outlet	165000	-14%
gabor shoes	18100	-7%
loake	18100	-7%
aldo shoes	14800	-24%
rieker	12100	-36%
veja store	480	-32%



Sports Direct has generated
the greatest increase in
brand awareness QoQ.

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

Brett Janes
Managing Director

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Brett@saliency.co.uk

[Book a Chat](#)



Ooo Nice Clients...

Dreams

carpetright.


Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORINGKING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



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

// // **Salience.**

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.

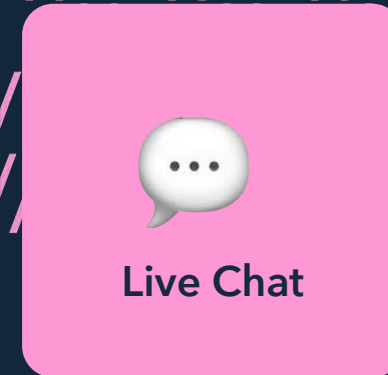
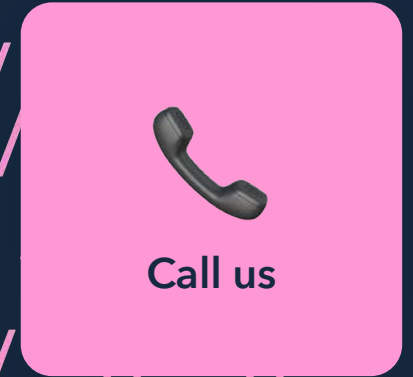
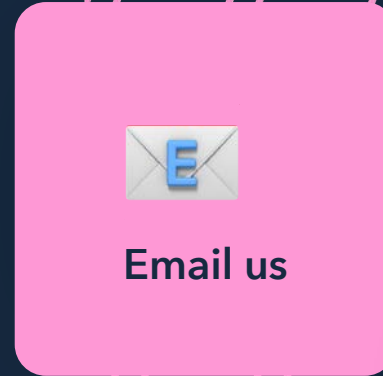
**Struggling with the
migration to GA4?**

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.



Question?



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