Salience.

Greeting Cards

Salience Index 2025

6 Month Report

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

Want to go beyond the data within?

Speak to our team, any time, through our site or social pages.

Editor's

2025 is here!

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

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

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

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

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

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

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

Brett Janes
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
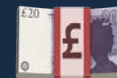
Technical SEO

Content Marketing

Digital PR

Paid Media

Copywriting

Analytics

Design

User Experience CRO

Services

Contents

Online Greeting Cards has seen a 16% 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.
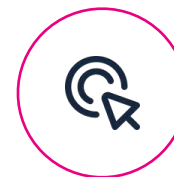
They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.
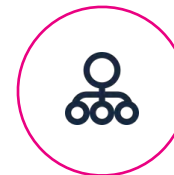
They sum up the traffic estimations of each keyword

0.63%

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

Traffic Score **Findings**

Top 5 winners

01   moonpig

02   cardfactory

03   N✻T ON THE HIGH ST.

04   PH✻TOBOX

05   funkypigeon.com

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 Temptation**Gifts**
Established 1983

02 ASDA photo

03 DEAN MORRIS CARDS

04 Cards**direct**®
MAKING PEOPLE SMILE

05 Getting Personal

*gettingpersonal.co.uk
now redirecting to
cardfactory.co.uk

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 Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
moonpig.com	1	-	1,596,446	1,388,189	+15%	-1%
cardfactory.co.uk	2	+1	1,088,630	674,052	+62%	+45%
notonthehighstreet.com	3	-1	980,868	857,027	+14%	-2%
photobox.co.uk	4	+3	393,862	269,187	+46%	+30%
funkypigeon.com	5	+1	355,007	297,212	+19%	+3%
snapfish.co.uk	6	-2	345,497	339,928	+2%	-14%
thortful.com	7	-2	339,419	314,631	+8%	-8%
bootsphoto.com	8	-	222,477	178,296	+25%	+9%
hallmark.co.uk	9	+2	98,716	84,852	+16%	-
papier.com	10	+9	90,619	51,494	+76%	+60%
jacquielawson.com	11	+2	82,972	78,677	+5%	-11%
greetingsisland.com	12	+4	74,096	62,714	+18%	+2%
moo.com	13	+8	67,537	45,925	+47%	+31%
scribbler.com	14	+1	61,762	70,527	-12%	-29%
temptationgifts.com	15	-3	59,861	78,763	-24%	-40%
asda-photo.co.uk	16	-6	46,541	105,037	-56%	-72%
printed.com	17	+6	44,581	45,220	-1%	-18%
whistlefish.com	18	-	41,889	54,475	-23%	-39%
zazzle.co.uk	19	-2	40,929	55,500	-26%	-42%
tradeprint.co.uk	20	+2	40,494	45,451	-11%	-27%
ohhdeer.com	21	-1	39,553	51,060	-23%	-39%
paperlesspost.com	22	+3	37,735	34,595	+9%	-7%
greetingscards.co.uk	23	+4	33,398	27,669	+21%	+5%
deanmorriscards.co.uk	24	-10	30,361	74,780	-59%	-76%
bluemountain.com	25	+5	29,829	21,426	+39%	+23%
wrendaledesigns.co.uk	26	-	29,239	33,233	-12%	-28%
americangreetings.com	27	+7	22,187	18,343	+21%	+5%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
clintonsretail.com	28	+16	21,622	11,862	+82%	+66%
carolinegardner.com	29	-5	20,783	36,364	-43%	-59%
papertiger.co.uk	30	+2	18,952	19,044	-	-17%
comedycard.co.uk	31	-2	18,046	21,677	-17%	-33%
optimalprint.co.uk	32	+69	17,722	1,469	+1106%	+1090%
bonusprint.co.uk	33	+10	17,403	11,965	+45%	+29%
minted.com	34	+5	14,395	14,254	+1%	-15%
123greetings.com	35	+1	14,199	16,708	-15%	-31%
papersmiths.co.uk	36	+14	14,142	10,237	+38%	+22%
craftstash.co.uk	37	-4	14,087	18,980	-26%	-42%
boomf.com	38	+4	13,838	12,604	+10%	-6%
balloonmonkey.co.uk	39	-2	13,612	14,788	-8%	-24%
groupgreeting.com	40	+11	13,085	10,124	+29%	+13%
lovekates.co.uk	41	+6	12,385	11,268	+10%	-6%
rosemood.co.uk	42	+14	12,263	8,047	+52%	+36%
personalise.co.uk	43	-5	11,721	14,705	-20%	-36%
merimeri.co.uk	44	+2	11,644	11,320	+3%	-13%
pinkandposh.co.uk	45	-10	10,978	17,301	-37%	-53%
cardology.co.uk	46	-18	9,395	25,302	-63%	-79%
saramiller.london	47	-2	9,315	11,734	-21%	-37%
utilitygift.co.uk	48	+7	9,023	8,192	+10%	-6%
rosiemadeathing.co.uk	49	-9	8,967	14,160	-37%	-53%
dottyaboutpaper.co.uk	50	-9	8,727	12,626	-31%	-47%
cardly.net	51	-2	8,274	10,713	-23%	-39%
jibjab.com	52	+9	8,130	5,772	+41%	+25%
thecardbarn.co.uk	53	+1	7,433	8,275	-10%	-26%
cottonbird.uk	54	-1	7,051	8,669	-19%	-35%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
purrfectcatgifts.co.uk	55	+13	6,547	4,569	+43%	+27%
thecuriouspancake.co.uk	56	-4	6,377	9,600	-34%	-50%
whitecottoncards.co.uk	57	+8	5,948	5,217	+14%	-2%
shop.pogofandango.co.uk	58	+14	5,589	4,263	+31%	+15%
rachelellen.co.uk	59	+5	5,423	5,228	+4%	-12%
cardsforcharity.co.uk	60	-12	5,415	10,985	-51%	-67%
shop.royalacademy.org.uk	61	+6	4,991	4,826	+3%	-13%
bantercards.com	62	+11	4,763	4,094	+16%	-
touchnote.com	63	-5	4,730	6,445	-27%	-43%
utterlyprintable.com	64	-7	4,430	7,598	-42%	-58%
cherryorchardshop.co.uk	65	-5	4,363	5,796	-25%	-41%
anta.co.uk	66	-4	4,021	5,392	-25%	-42%
celebrationstore.co.uk	67	-8	3,669	5,941	-38%	-54%
cardsdirect.co.uk	68	-37	3,588	20,490	-82%	-99%
houseofcards.co.uk	69	+6	3,439	3,636	-5%	-22%
lotusartstudio.co.uk	70	+12	3,303	2,552	+29%	+13%
casparionline.com	71	+5	3,248	3,520	-8%	-24%
cardgallery.co.uk	72	-9	3,136	5,378	-42%	-58%
katieleamon.com	73	-3	3,001	4,396	-32%	-48%
lovelayladesigns.co.uk	74	+4	2,979	2,978	-	-16%
christmas-connections.co.uk	75	-6	2,863	4,514	-37%	-53%
theluxeco.co.uk	76	-10	2,763	4,870	-43%	-59%
huntsengland.co.uk	77	+11	2,723	2,221	+23%	+6%
thecardzoo.com	78	+1	2,579	2,874	-10%	-26%
ellacard.com	79	+18	2,498	1,622	+54%	+38%
postmarkonline.co.uk	80	+11	2,376	1,909	+24%	+8%
thechristianshop.co.uk	81	-7	2,310	4,030	-43%	-59%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
lagomdesign.co.uk	82	+3	2,276	2,331	-2%	-18%
occasioncards.co.uk	83	-12	2,052	4,315	-52%	-69%
cardpop.co.uk	84	+6	2,002	2,126	-6%	-22%
greenpebble.co.uk	85	-5	1,687	2,828	-40%	-56%
lovepop.com	86	-5	1,670	2,682	-38%	-54%
porkypenguin.co.uk	87	-	1,640	2,281	-28%	-44%
thelittledog.co.uk	88	-4	1,634	2,416	-32%	-48%
pietystall.co.uk	89	-3	1,543	2,315	-33%	-49%
twisted-gifts.com	90	+17	1,440	1,018	+41%	+25%
simplytoimpress.co.uk	91	+2	1,428	1,772	-19%	-36%
cardsforeveryone.co.uk	92	+3	1,428	1,654	-14%	-30%
personalmoments.co.uk	93	-10	1,390	2,464	-44%	-60%
richardlang.co.uk	94	-	1,354	1,705	-21%	-37%
yousaidit.co.uk	95	+5	1,325	1,485	-11%	-27%
cardsgaloreonline.co.uk	96	-7	1,295	2,139	-39%	-56%
archivistgallery.com	97	+11	1,277	860	+48%	+32%
justcardsdirect.com	98	-2	1,259	1,640	-23%	-39%
allthingsbanter.com	99	+6	1,184	1,172	+1%	-15%
gettingpersonal.co.uk	100	-91	1,133	119,472	-99%	-115%

Industry Variance

+16%

Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 16% 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**DRUM**
MARKETING
AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE**DRUM**
CONTENT
AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE**DRUM**
SEARCH
AWARDS
FINALIST 2016

UK
Agency
Awards
2023
FINALIST

NORTHERN
DIGITAL
AWARDS
SHORTLIST
2018

DIGITAL IMPACT
AWARDS
WINNER

ds Awards Awards Awards Aware

Our

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

15+   **Years Experience**

8.5m   **Organic Transactions**

58m   **Organic Sessions**

Find Out More

Experience

"

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

— Paul Hambridge, MD

FACTORY DIRECT FLOORING

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

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

Rosie Adams, Marketing Manager,
Hard to Find Whisky

HARD TO FIND
WHISKY
Selling collectables since 1991

Case Study

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

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

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

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

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

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

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

AKA domination of "wholesale sweet" terms.

Similar Challenges?
Talk to an expert.

"

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

— Caren Downie, Fashion Director

LEMONADE DOLLS

View Case Studies

Keyword

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

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

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

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

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

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
card factory	450000	5%
printed	90500	22%
whistle fish	18100	8%
temptation gifts	12100	36%
boomf	9900	3%
greetings cards	9900	1%
paper tiger	8100	26%
caroline gardner	5400	15%
papersmiths	2400	18%
clintons retail	210	110%

Emerging Products

Emerging
Products

Keyword	Search Volume	Interest Trend
30th birthday card	6600	14%
funny christmas cards	6600	3%
hilarious christmas cards	6600	3%
humorous christmas cards	6600	3%
humorous xmas cards	6600	3%
witty christmas cards	6600	3%
40th birthday card	4400	12%
birthday wishes for best friend	2900	62%
send birthday card	2400	61%
valentines cards for him	2400	8%
family christmas cards	1900	22%
birthday wishes for a friend	1900	31%
childrens valentines day cards	1600	22%
merry christmas greetings	1300	398%
merry christmas wishes and a happy new year	1300	23%
send birthday card online	1300	31%
christmas card greetings	1000	25%
christmas holiday card greetings	1000	25%
xmas card greetings	1000	25%
unusual charity christmas cards	1000	90%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
first christmas card	880	24%
valentines cards for her	880	21%
simple christmas cards	880	23%
birthday cake card	720	73%
valentine day wishes for everyone	390	169%
happy birthday card flowers	390	419%
nativity scene christmas cards	260	362%
naughty valentines cards	260	56%

Receding Brands

Receding
Brands

Keyword	Search Volume	Interest Trend
moonpig	1220000	-8%
not on the high street	450000	-16%
funky pigeon	301000	-19%
thortful	165000	-18%
jacquie lawson	60500	-20%
scribbler	33100	-14%
zazzle	27100	-18%
hallmark	22200	-14%
bonus print	18100	-69%
photo box	18100	-4%
optimal print	14800	-44%
paperless post	14800	-18%
personalise	14800	-6%
craft stash	12100	-7%
wrendale designs	9900	-17%
asda photo	9900	-14%
merimeri	6600	-12%
blue mountain	5400	-13%
ohh deer	4400	-28%
rosie made a thing	4400	-13%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
balloon monkey	3600	-14%
minted	3600	-6%
comedy card	1900	-11%
123 greetings	1600	-2%
dotty about paper	1000	-36%
cardology	1000	-31%
love kates	880	-11%
american greetings	880	-5%
dean morris cards	880	-4%
pink and posh	170	-7%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
birthday birthday card	74000	-7%
birthday cards	74000	-7%
card birthday card	74000	-7%
personalised cards	22200	-18%
valentines cards	22200	-4%
thank you cards	22200	-16%
mother's day cards	18100	-71%
funniest valentines day cards	9900	-18%
silly valentines cards	9900	-18%
witty valentines day cards	9900	-18%
easter cards	9900	-49%
christmas card sale	3600	-18%
holiday card sale	3600	-18%
xmas card sale	3600	-18%
funniest mothers day cards	3600	-79%
funny happy mothers day cards	3600	-79%
hilarious mothers day cards	3600	-79%
humorous mothers day cards	3600	-79%
electronic christmas cards	3600	-18%
rude valentines day cards	2900	-18%

Receding Products

Receding
Products

Keyword	Search Volume	Interest Trend
happy christmas cards	2900	-18%
merry christmas cards	2900	-18%
victorian christmas cards	2400	-32%
handmade mothers day cards	2400	-72%
christmas wishing card	1900	-68%
happy valentines day husband	1000	-33%
greeting cards for valentine's day	720	-80%
valentine birthday card	720	-80%
valentine's day birthday card	720	-80%
valentines greeting cards	720	-80%

Card Factory 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@salience.co.uk

Book a Chat

Ooo Nice Clients...

Dreams

carpetright.

Lindt

HARVEY MARIA
FABULOUS FLOORS

sunny

early learning centre
ELC

PATISSERIE VALERIE

FLOORING KING

The Entertainer
TheToyShop.com

PAPIER

BRITA

JUSTMYLOOK

Totally Wicked

LiveScoreBet™

healthspan

PORCELANOSA

![SLEEP and SNOOZE logo]

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

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

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

How we did this?

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

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

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

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

THE RESULTS
61 Pieces of coverage
10 Relevant High DA Links

Google **Analytics**

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

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

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

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

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

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

Struggling with the migration to GA4?

Speak with an expert.

Got a

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

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

Email us

Call us

Live Chat

Question?

Salience.