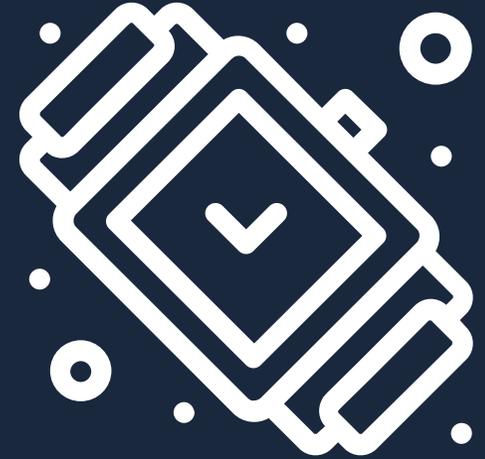


// Salience.

# Jewellery & Watches

Salience Index 2025

12 Month Report



**This Jewellery & Watches 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

**Brett Janes**  
Managing Director  
01244 564 501  
brett@saliency.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.



**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** OLIVER BONAS

**02** WATCHFINDER&Co.

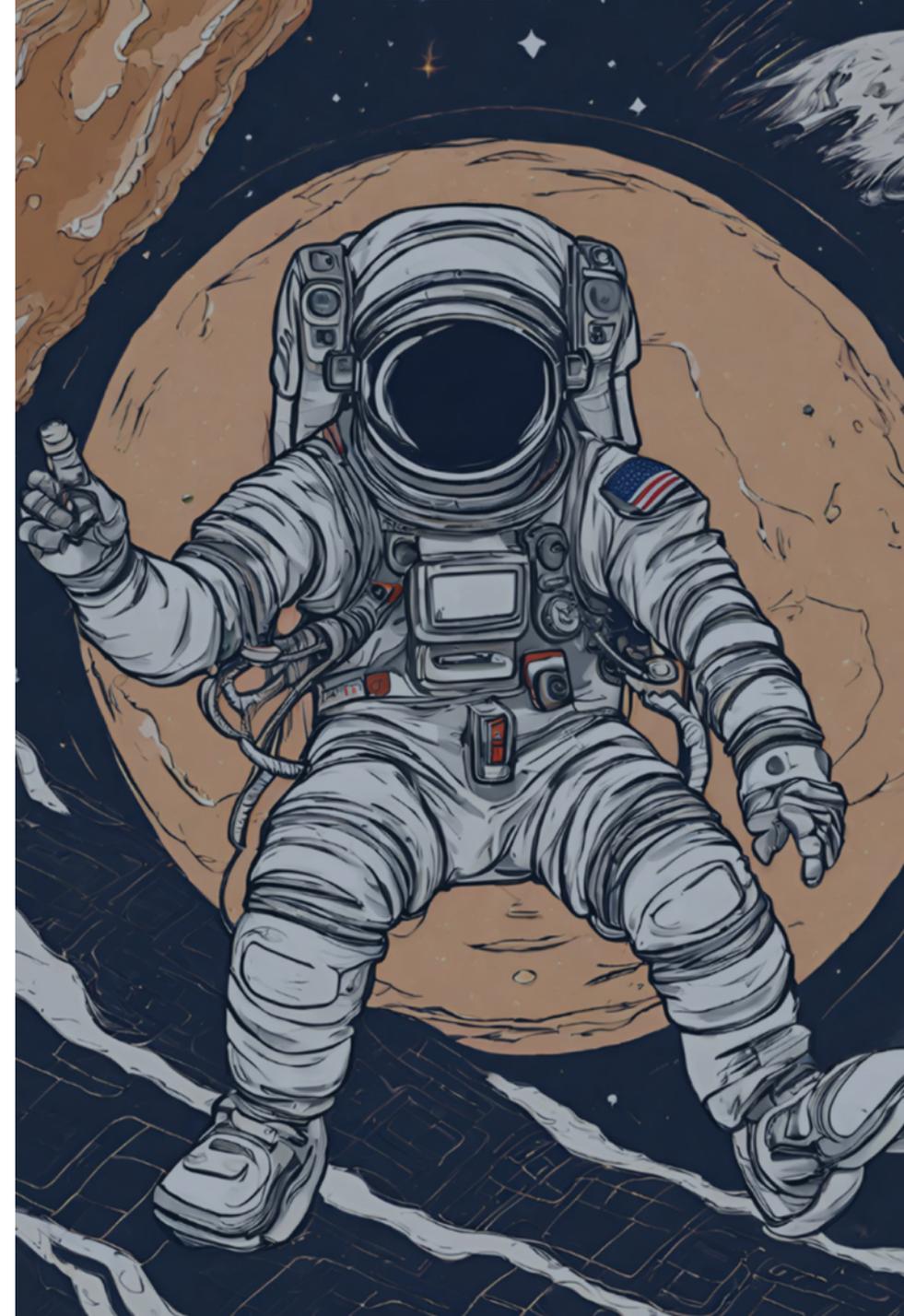
**03** PANDORA

**04** ABBOTT LYON

**05** ASTRID & MIYU



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 WATCHSHOP

02 H·SAMUEL

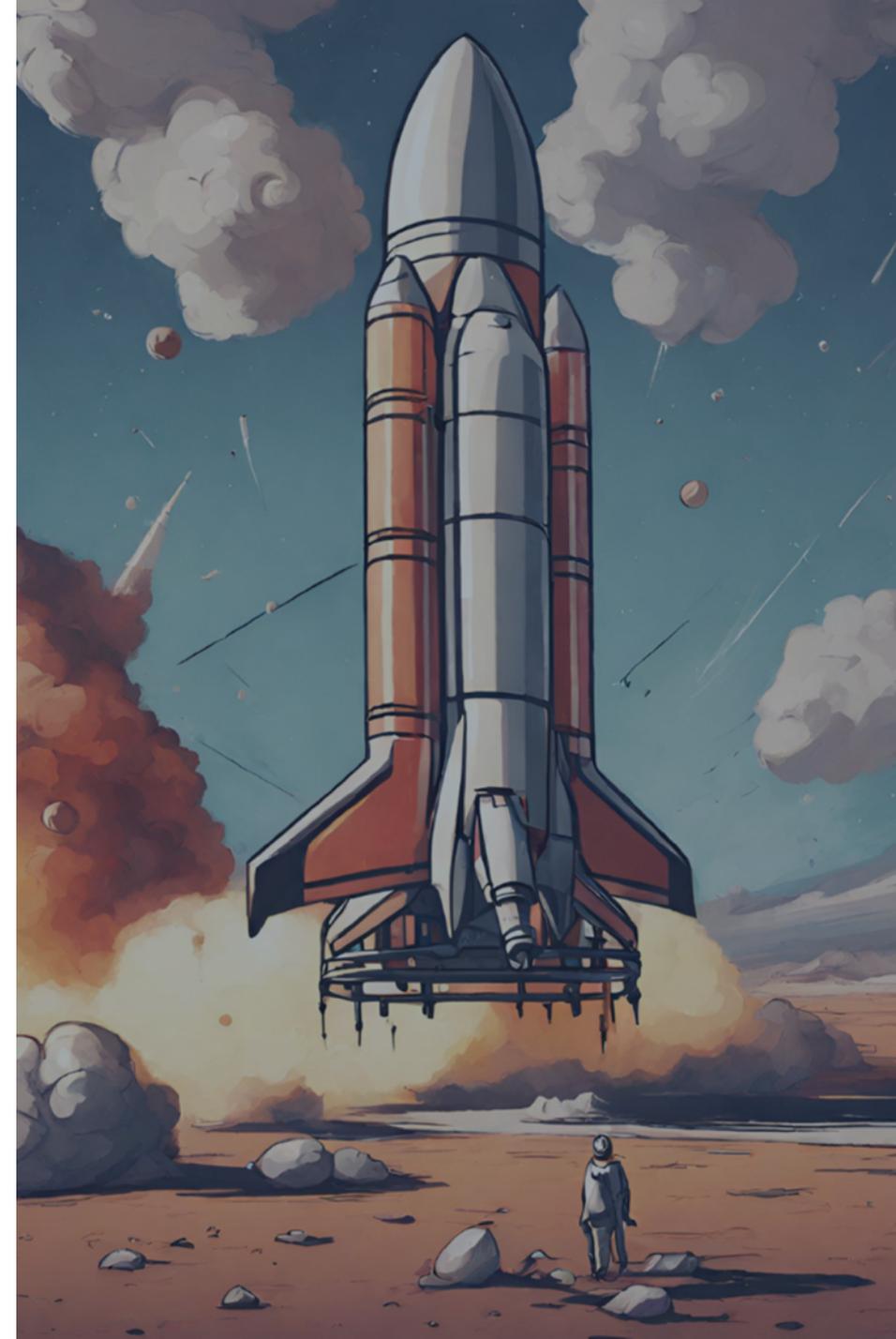
03 MONICA VINADER

04 SWAROVSKI

05 DAISY



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 Dec 2024	Visibility Dec 2023	YoY Change	Compared to Market
pandora.net	1	-	1,959,766	1,847,905	+6%	-3%
oliverbonas.com	2	+1	868,201	668,473	+30%	+21%
hsamuel.co.uk	3	-1	621,257	809,264	-23%	-32%
ernestjones.co.uk	4	-	495,093	489,893	+1%	-8%
beaverbrooks.co.uk	5	+1	481,483	429,175	+12%	+3%
warrenjames.co.uk	6	-1	450,084	469,330	-4%	-13%
tiffany.co.uk	7	+1	368,256	311,656	+18%	+9%
goldsmiths.co.uk	8	-1	354,959	323,328	+10%	+1%
accessorize.com	9	+1	273,265	284,710	-4%	-13%
watchfinder.co.uk	10	+7	267,796	144,597	+85%	+76%
astridandmiyu.com	11	+7	251,146	142,519	+76%	+67%
claires.com	12	+2	248,556	166,841	+49%	+40%
abbottlyon.com	13	+7	234,204	125,181	+87%	+78%
cartier.com	14	-2	212,740	182,294	+17%	+8%
swarovski.com	15	-4	189,399	221,735	-15%	-24%
casio.co.uk	16	-1	175,383	160,853	+9%	-
omegawatches.com	17	-1	155,830	155,369	-	-9%
houseofwatches.co.uk	18	+24	144,365	49,446	+192%	+183%
monicavinader.com	19	-6	137,258	173,964	-21%	-30%
watches-of-switzerland.co.uk	20	-1	135,854	131,218	+4%	-5%
fhinds.co.uk	21	+5	131,950	85,095	+55%	+46%
diamondsfactory.co.uk	22	-	118,873	91,836	+29%	+20%
tagheuer.com	23	-	111,068	91,341	+22%	+13%
missoma.com	24	+10	110,319	69,295	+59%	+50%
tissotwatches.com	25	-4	102,150	99,828	+2%	-7%
ramsdensjewellery.co.uk	26	-1	98,590	86,906	+13%	+4%
jomajewellery.com	27	+3	95,528	74,178	+29%	+20%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Dec 2024	Visibility Dec 2023	YoY Change	Compared to Market
swatch.com	28	-	95,027	75,930	+25%	+16%
g-shock.co.uk	29	-5	94,234	88,860	+6%	-3%
gemporio.com	30	-1	86,200	74,455	+16%	+7%
watch.co.uk	31	+18	83,467	40,904	+104%	+95%
thbaker.co.uk	32	+3	81,273	67,091	+21%	+12%
tjc.co.uk	33	-1	79,627	70,356	+13%	+4%
chisholmhunter.co.uk	34	-1	70,082	69,707	+1%	-8%
diamond-heaven.co.uk	35	+19	68,573	38,104	+80%	+71%
berrysjewellers.co.uk	36	+5	66,784	55,580	+20%	+11%
watchshop.com	37	-28	66,765	304,215	-78%	-87%
jurawatches.co.uk	38	-7	66,663	73,415	-9%	-18%
queensmith.co.uk	39	+20	63,266	30,914	+105%	+96%
thomassabo.com	40	-4	61,599	63,415	-3%	-12%
fraserhart.co.uk	41	+4	56,569	46,066	+23%	+14%
fossil.com	42	-5	55,066	61,674	-11%	-20%
handt.co.uk	43	+4	54,094	41,456	+30%	+21%
daisyjewellery.com	44	-17	53,154	77,845	-32%	-41%
johngreed.com	45	+3	52,975	41,368	+28%	+19%
oliviaburton.com	46	+6	52,901	38,767	+36%	+27%
glamira.co.uk	47	+25	51,955	23,651	+120%	+111%
citizenwatch.co.uk	48	-9	50,748	57,752	-12%	-21%
breitling.com	49	-11	49,969	58,923	-15%	-24%
jonrichard.com	50	+16	49,775	25,760	+93%	+84%
johnsonsjewellers.co.uk	51	+7	47,445	32,007	+48%	+39%
seikoboutique.co.uk	52	-6	46,898	42,312	+11%	+2%
sekonda.com	53	+2	46,657	36,452	+28%	+19%
thediamondstore.co.uk	54	-14	45,643	56,045	-19%	-28%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Dec 2024	Visibility Dec 2023	YoY Change	Compared to Market
orelia.co.uk	55	-5	44,030	40,184	+10%	+1%
laingsuk.com	56	+20	43,347	22,296	+94%	+85%
watches2u.com	57	+86	42,003	5,253	+700%	+691%
thejewelhut.co.uk	58	-5	41,123	38,533	+7%	-2%
firstclasswatches.co.uk	59	-8	39,644	39,912	-1%	-10%
pragnell.co.uk	60	+11	38,222	23,746	+61%	+52%
astleyclarke.com	61	+21	36,705	18,361	+100%	+91%
bulgari.com	62	-5	36,639	34,483	+6%	-3%
mappinandwebb.com	63	+11	36,428	23,068	+58%	+49%
argento.com	64	-2	35,720	29,000	+23%	+14%
carrielizabeth.co.uk	65	+8	34,665	23,532	+47%	+38%
thefinejewellerycompany.com	66	-23	33,902	48,374	-30%	-39%
hamiltonwatch.com	67	-6	32,910	29,927	+10%	+1%
francisandgaye.co.uk	68	-	32,420	24,541	+32%	+23%
clogau.co.uk	69	-5	31,445	26,832	+17%	+8%
77diamonds.com	70	+7	30,863	21,748	+42%	+33%
taylorandhart.com	71	+9	30,185	18,962	+59%	+50%
thechainhut.co.uk	72	-3	29,731	24,280	+22%	+13%
cwsellers.co.uk	73	+5	28,770	21,488	+34%	+25%
hkjewellery.co.uk	74	-11	27,261	27,841	-2%	-11%
william-may.co.uk	75	-	26,301	22,657	+16%	+7%
davidmrobinson.co.uk	76	+8	25,940	17,413	+49%	+40%
brilliantearth.com	77	-17	25,771	30,638	-16%	-25%
purejewels.com	78	-11	25,524	24,982	+2%	-7%
rox.co.uk	79	-9	23,295	23,963	-3%	-12%
watchesandcrystals.com	80	+1	23,067	18,780	+23%	+14%
gmgwatches.co.uk	81	+6	21,561	16,569	+30%	+21%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Dec 2024	Visibility Dec 2023	YoY Change	Compared to Market
rotarywatches.com	82	+3	21,556	17,275	+25%	+16%
theluxuryhut.com	83	+50	21,481	6,441	+234%	+225%
watches.co.uk	84	+17	21,411	10,793	+98%	+89%
watchobsession.co.uk	85	+3	21,087	16,221	+30%	+21%
rubyandoscar.com	86	+36	19,725	8,134	+143%	+134%
weddingrings-direct.com	87	+30	19,598	8,831	+122%	+113%
iwc.com	88	+1	19,573	14,769	+33%	+24%
libertyinlove.co.uk	89	-10	18,864	20,923	-10%	-19%
bqwatches.com	90	+5	18,551	11,803	+57%	+48%
bremont.com	91	-5	18,347	16,816	+9%	-
miltonsdiamonds.com	92	+8	17,147	10,919	+57%	+48%
blowers-jewellers.co.uk	93	-	17,011	12,062	+41%	+32%
purelydiamonds.co.uk	94	+38	16,675	6,681	+150%	+141%
alexmonroe.com	95	+4	16,246	11,138	+46%	+37%
essentialjewellery.com	96	+14	16,202	9,693	+67%	+58%
debeers.co.uk	97	-41	16,187	36,390	-56%	-65%
rado.com	98	-2	15,639	11,698	+34%	+25%
chappelle.co.uk	99	+9	15,044	9,710	+55%	+46%
boodles.com	100	+5	14,746	10,038	+47%	+38%

# Industry Variance

# +9%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 9% 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.

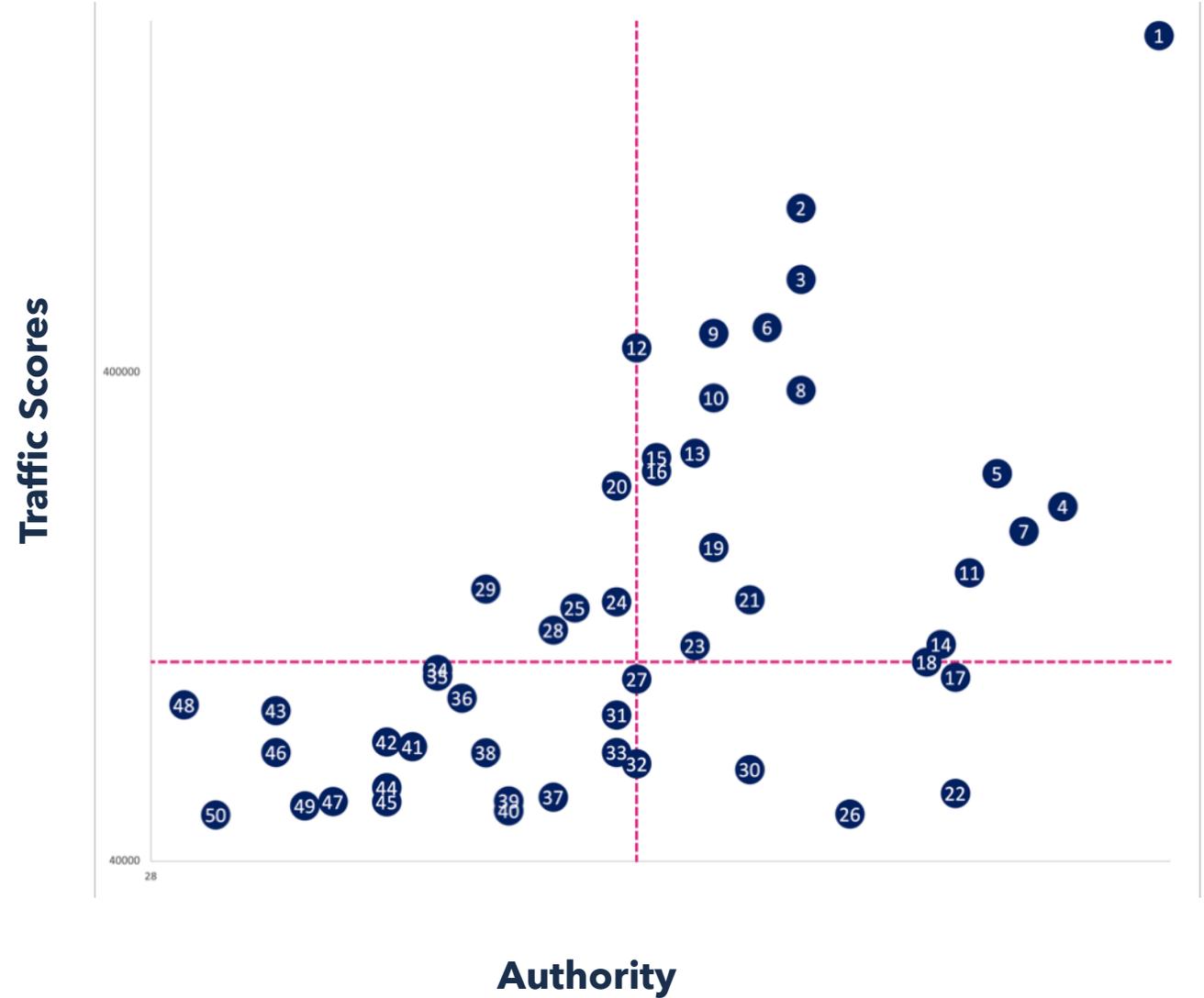


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores



pandora.net	1	omegawatches.com	11	monicavinader.com	21	tjc.co.uk	31	diamond-heaven.co.uk	41
oliverbonas.com	2	warrenjames.co.uk	12	fossil.com	22	queensmith.co.uk	32	chisholmhunter.co.uk	42
hsamuel.co.uk	3	accessorize.com	13	missoma.com	23	watchshop.com	33	thbaker.co.uk	43
cartier.com	4	tagheuer.com	14	watches-of-switzerland.co.uk	24	ramsdensjewellery.co.uk	34	fraserhart.co.uk	44
claires.com	5	watchfinder.co.uk	15	fhinds.co.uk	25	jomajewellery.com	35	oliviaburton.com	45
ernestjones.co.uk	6	astridandmiyu.com	16	breitling.com	26	gemporia.com	36	berrysjewellers.co.uk	46
swarovski.com	7	swatch.com	17	g-shock.co.uk	27	handt.co.uk	37	johngreed.com	47
tiffany.co.uk	8	tissotwatches.com	18	diamondsfactory.co.uk	28	jurawatches.co.uk	38	watch.co.uk	48
beaverbrooks.co.uk	9	casio.co.uk	19	houseofwatches.co.uk	29	daisyjewellery.com	39	glamira.co.uk	49
goldsmiths.co.uk	10	abbottlyon.com	20	thomassabo.com	30	citizenwatch.co.uk	40	jonrichard.com	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 **G-SHOCK**
- 02  **QUEENSMITH**
- 03 *Thomas Sabo*
- 04  **FOSSIL**
- 05  **BREITLING**  
1884

# 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 WARREN JAMES
- 02 ABBOTT LYON
- 03 HOUSE  OF WATCHES
- 04 WATCHES OF SWITZERLAND
- 05 **F.HINDS**  
— JEWELLERS SINCE 1856 —

# 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:

pandora.net	1	thomassabo.com	13
swarovski.com	2	tissotwatches.com	14
cartier.com	3	beaverbrooks.co.uk	15
claires.com	4	watchfinder.co.uk	16
omegawatches.com	5	ernestjones.co.uk	17
tagheuer.com	6	monicavinader.com	18
swatch.com	7	goldsmiths.co.uk	19
fossil.com	8	fhinds.co.uk	20
accessorize.com	9	missoma.com	21
oliverbonas.com	10	thbaker.co.uk	22
breitling.com	11	chisholmhunter.co.uk	23
hsamuel.co.uk	12	casio.co.uk	24

# Traffic Scores Vs Referring Domains

## Key:

tiffany.co.uk	25	gemporio.com	38
astridandmiyu.com	26	tjc.co.uk	39
diamondsfactory.co.uk	27	jurawatches.co.uk	40
abbottlyon.com	28	diamond-heaven.co.uk	41
watchshop.com	29	handt.co.uk	42
watch.co.uk	30	jonrichard.com	43
berrysjewellers.co.uk	31	daisyjewellery.com	44
watches-of-switzerland.co.uk	32	queensmith.co.uk	45
houseofwatches.co.uk	33	jomajewellery.com	46
g-shock.co.uk	34	johngreed.com	47
oliviaburton.com	35	ramsdensjewellery.co.uk	48
fraserhart.co.uk	36	citizenwatch.co.uk	49
warrenjames.co.uk	37	glamira.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](#)

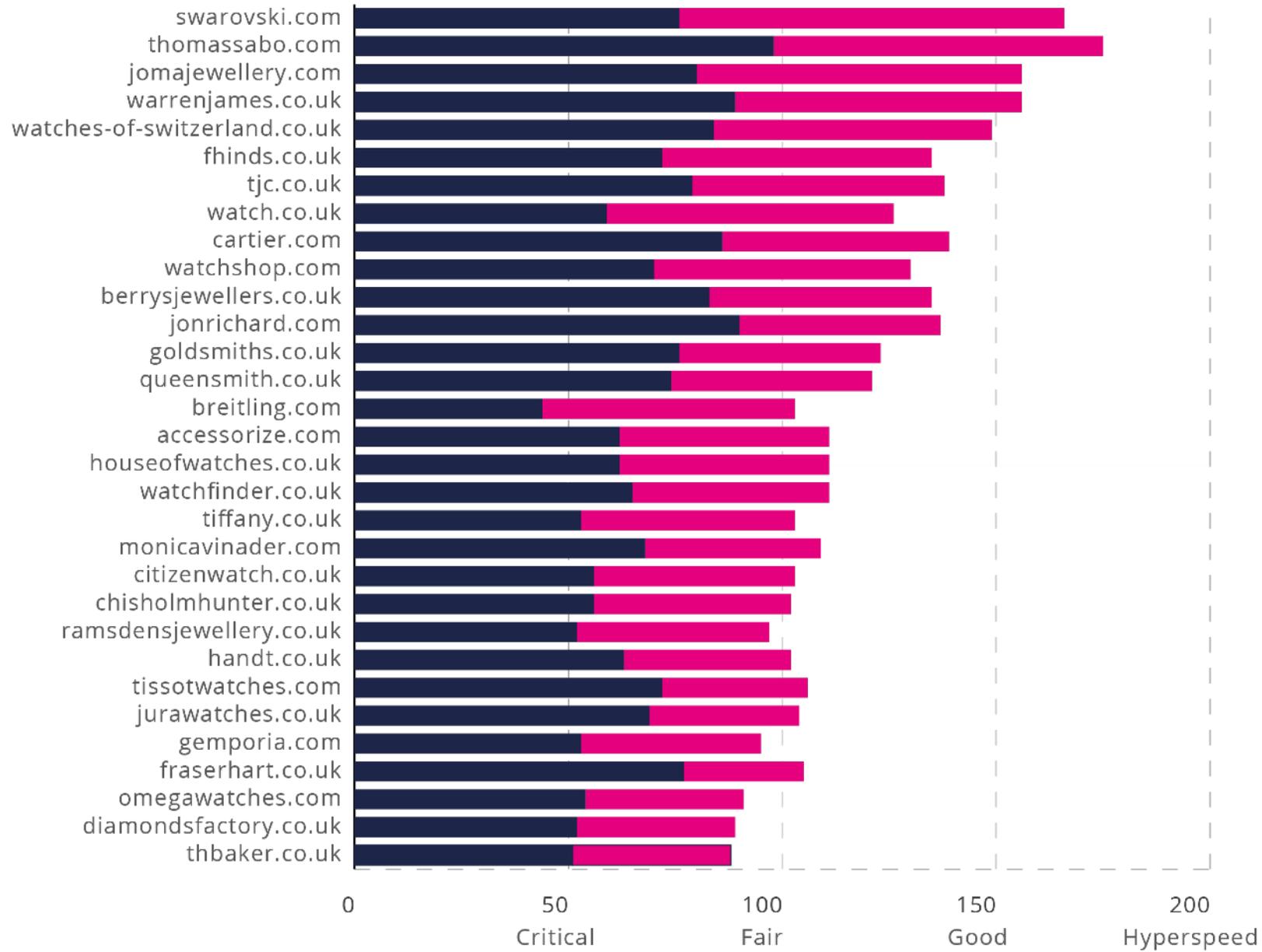
# Page speed

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

**THE DPMI<sup>®</sup>**  
**MARKETING AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
FINALIST

**EUROPEAN 2023**  
**SEARCH AWARDS**  
WINNER

**THE DPMI<sup>®</sup>**  
**CONTENT AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
WINNER

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
SHORTLISTED

**THE DPMI<sup>®</sup>**  
**SEARCH AWARDS**  
FINALIST 2016

**UK**  
**Agency Awards**  
2023  
**FINALIST**

**NORTHERN**  
**DIGITAL AWARDS**  
SHORTLIST  
2018

**DIGITAL IMPACT**  
**AWARDS 2018**  
WINNER

**ds Awards Awards Awards Awards Award**

# 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.**

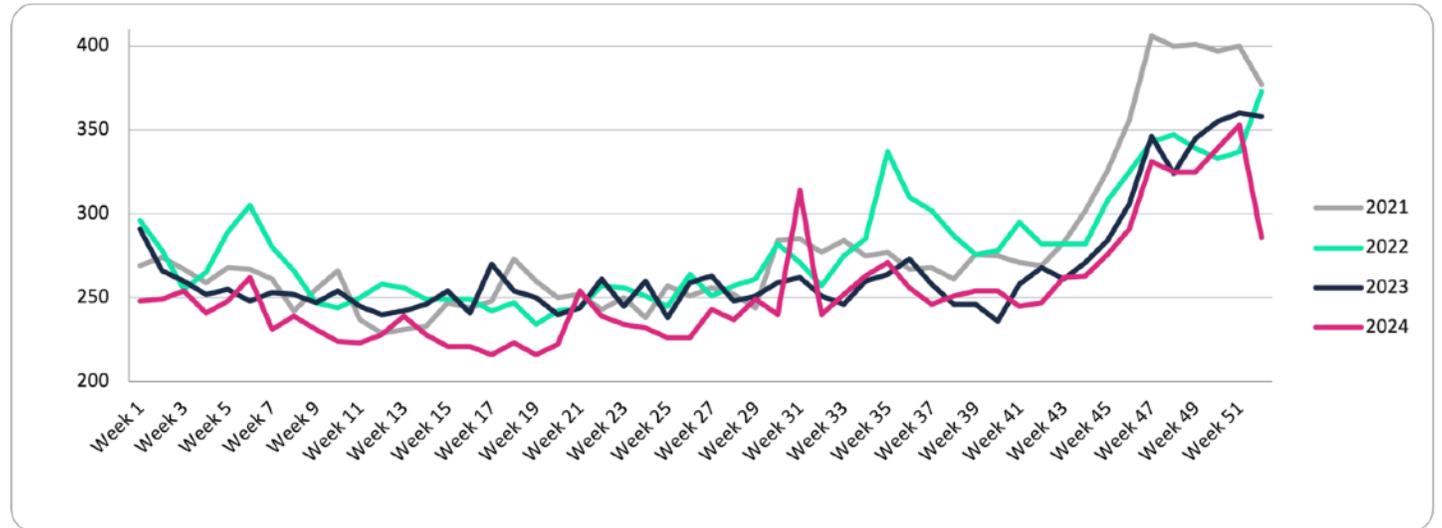
— Caren Downie, Fashion Director

**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
engagement rings	301000	15%
watches	201000	14%
mens watches	110000	5%
eternity ring	60500	13%
gold rings	49500	9%
womens watches	49500	6%
gold bracelets for women	33100	6%
ladies gold bracelets	33100	6%
charms & bracelets	22200	16%
gold watch	18100	22%
female gold necklace	18100	12%
fidget ring	14800	29%
studs	14800	22%
silver bracelet men's	14800	16%
gold ear studs for ladies	9900	22%
gold earrings for women	9900	22%
ladies gold chain	9900	22%
mens silver watch	9900	22%
promise rings for her	8100	72%
flatback earrings	6600	57%
gold watch women	6600	42%
vintage watches	6600	31%
dive watch	6600	28%

## Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
necklace for charms	5400	107%
lab created diamond band	4400	98%
lab created diamond engagement rings	4400	98%
lab produced diamond rings	4400	98%
laboratory grown diamond rings	4400	98%
laboratory made diamond rings	4400	98%
earring stacks	4400	41%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
oliver bonas	450000	5%
warren james	301000	5%
claires	246000	11%
watch	201000	14%
goldsmiths	135000	6%
abbott lyon	110000	17%
tag heuer	110000	22%
tjc	110000	22%
watch finder	110000	13%
cartier	110000	6%
astrid and miyu	90500	5%
g shock	60500	14%
omega watches	49500	22%
watches of switzerland	49500	14%
casio	40500	22%
tissot watches	40500	22%
breitling	40500	7%
citizen watch	27100	13%
chisholm hunter	22200	6%
fraser hart	18100	6%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
diamond heaven	8100	69%
diamond factory	8100	30%
th baker	8100	8%
h and t	5400	83%
jon richard	4400	6%
queensmith	1900	40%
house of watches	1600	112%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
rings	201000	-32%
smart watch	110000	-18%
wedding rings	90500	-12%
earrings	90500	-6%
watch shop	74000	-25%
male rings	60500	-11%
promise rings	60500	-6%
diamonds	60500	-6%
diamond ring	49500	-7%
gold hoop earrings	40500	-18%
nose rings	40500	-18%
hoop earrings	27100	-26%
nose studs	27100	-18%
pearl earrings	27100	-13%
silver rings	27100	-13%
bracelets for women	27100	-9%
silver hoop earrings	22200	-18%
necklace for ladies	22200	-14%
stud earrings	22200	-14%
earrings for women	22200	-10%
sterling silver earrings	18100	-23%
kids watch	18100	-18%
the watch shop	18100	-29%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
clip on earrings	18100	-14%
engineered diamonds	14800	-44%
lab grown diamond	14800	-44%
engagement rings for women	14800	-18%
drop earrings	12100	-26%
silver earrings for ladies	12100	-18%
silver drop earrings	8100	-27%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
pandora	1830000	-5%
hsamuel	368000	-9%
ernest jones	165000	-18%
tiffany	110000	-23%
gemporia	90500	-6%
watch shop	74000	-25%
swatch	60500	-19%
joma jewellery	60500	-14%
missona	60500	-10%
fossil	60500	-8%
olivia burton	27100	-18%
john greed	18100	-5%
beaver brooks	12100	-63%
jura watches	9900	-38%
daisy jewellery	8100	-10%
glamira	6600	-13%
ramsdens jewellery	5400	-38%
berrys jewellers	3600	-6%

 **Oliver Bonas** 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**

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[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.

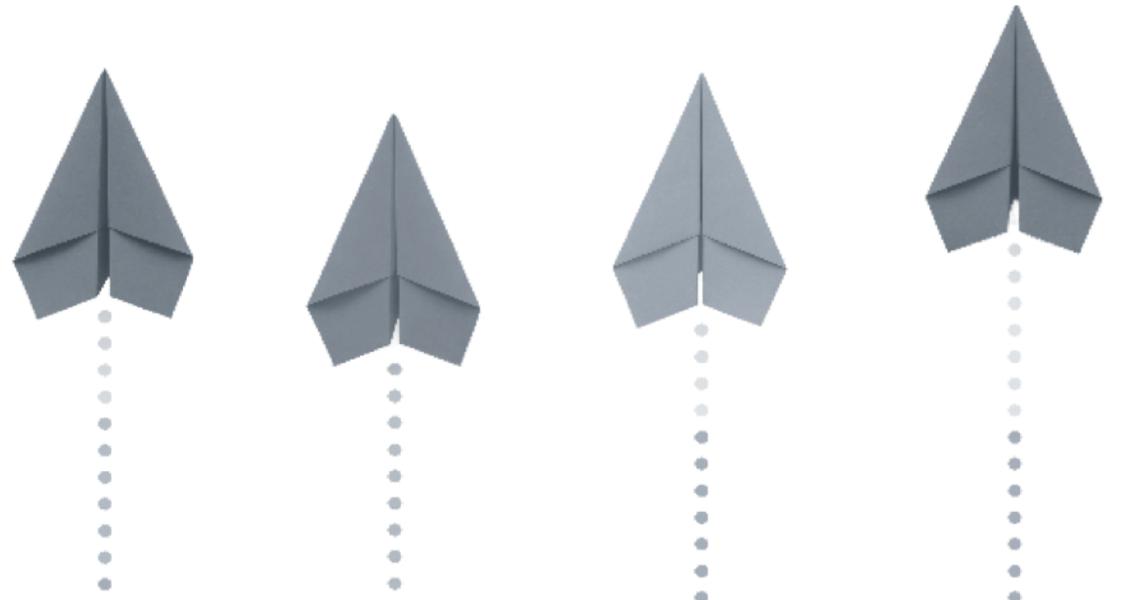
For challenger brands looking to weigh in, you best bring your A-game.



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** watch shop  
30,000 83

**2** watches  
39,000 58

**3** rings  
38,000 23

**4** diamonds  
11,000 34

**5** earrings  
45,000 21

**6** diamond store  
4,600 43

**7** engagement rings  
90,000 15

**8** luxury watches  
4,200 41

**9** moissanite rings  
8,600 21

**10** rings for women  
6,300 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

eternity ring

21,000 6

2

gold hoop earrings

15,000 4

3

diamond earrings

12,000 5

4

ladies watches

11,000 10

5

mens wedding rings

9,000 5

6

mens jewellery

7,600 5

7

watches for women

7,800 7

8

wedding rings for women

7,300 6

9

wedding bands

7,700 10

10

gold rings

6,200 4

## 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:





pandora.net  
145,754 4.3



watchfinder.co.uk  
36,730 4.6



monicavinader.com  
22,407 4.8



goldsmiths.co.uk  
25,859 4.5



glamira.co.uk  
45,588 4.2



tjc.co.uk  
33,148 4.3



abbottlyon.com  
19,255 4.5



gemporiam.com  
17,254 4.5



fhinds.co.uk  
8,359 4.8



hsamuel.co.uk  
24,291 4.2

# 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	PANDORA	1,830,000
02	OLIVER BONAS	450,000
03	H·SAMUEL	368,000
04	SWAROVSKI	301,000
05	WARREN JAMES	301,000

# 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	PANDORA	47,022
02	TIFFANY & CO.	39,250
03	SWAROVSKI	28,421
04	<i>Cartier</i>	26,611
05	<b>G-SHOCK</b>	22,182

# 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

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# Awareness

# Brand Awareness

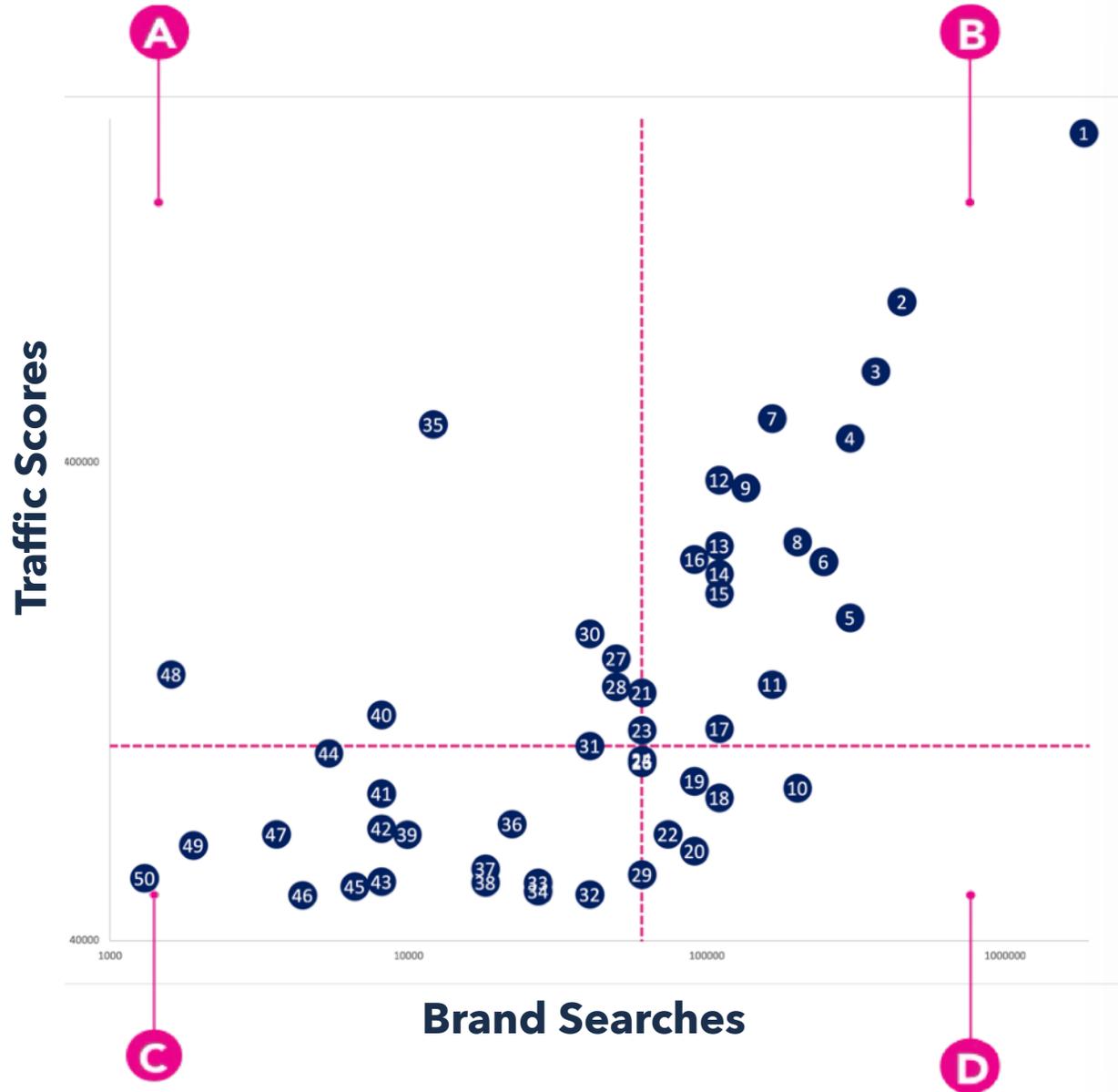
## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
pandora.net	1830000	49352	1
swarovski.com	301000	28421	2
tiffany.co.uk	110000	39250	3
cartier.com	110000	26611	4
g-shock.co.uk	60500	22182	5
tagheuer.com	110000	10657	6
claires.com	246000	4293	7
fossil.com	60500	14072	8
swatch.com	60500	12252	9
accessorize.com	201000	2953	10
oliverbonas.com	450000	1090	11
omegawatches.com	49500	8746	12
warrenjames.co.uk	301000	1336	13
monicavinader.com	165000	1730	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
thomassabo.com	90500	2789	15
tissotwatches.com	40500	5961	16
breitling.com	40500	3752	17
hsamuel.co.uk	368000	390	18
abbottlyon.com	110000	1165	19
goldsmiths.co.uk	135000	524	20
astridandmiyu.com	90500	724	21
watchfinder.co.uk	110000	451	22
missoma.com	60500	764	23
watchshop.com	74000	582	24
ernestjones.co.uk	165000	258	25
watches-of-switzerland.co.uk	49500	482	26
oliviaburton.com	27100	748	27
tjc.co.uk	110000	177	28
jomajewellery.com	60500	315	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:

pandora.net	1	watchfinder.co.uk	13
oliverbonas.com	2	abbottlyon.com	14
hsamuel.co.uk	3	cartier.com	15
warrenjames.co.uk	4	astridandmiyu.com	16
swarovski.com	5	tagheuer.com	17
claires.com	6	tjc.co.uk	18
ernestjones.co.uk	7	gemporio.com	19
accessorize.com	8	thomassabo.com	20
goldsmiths.co.uk	9	fhinds.co.uk	21
watch.co.uk	10	watchshop.com	22
monicavinander.com	11	missoma.com	23
tiffany.co.uk	12	jomajewellery.com	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:

swatch.com	25	johnreed.com	38
g-shock.co.uk	26	jurawatches.co.uk	39
omegawatches.com	27	diamondsfactory.co.uk	40
watches-of-switzerland.co.uk	28	thbaker.co.uk	41
fossil.com	29	diamond-heaven.co.uk	42
casio.co.uk	30	daisyjewellery.com	43
tissotwatches.com	31	ramsdensjewellery.co.uk	44
breitling.com	32	glamira.co.uk	45
oliviaburton.com	33	jonrichard.com	46
citizenwatch.co.uk	34	berrysjewellers.co.uk	47
beaverbrooks.co.uk	35	houseofwatches.co.uk	48
chisholmhunter.co.uk	36	queensmith.co.uk	49
fraserhart.co.uk	37	handt.co.uk	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

## Patisserie Valerie

Patisserie Valerie, partnered with Saliency 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.



# Patisserie 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?

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Call us



Live Chat

# Question?



// **Salience.**