

// Salience.

Kitchen Wear

Salience Index 2024



12 Month Report

This **Kitchen Wear 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

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.

Enjoy the report!

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

Contents

08 Traffic Score Year on Year

16 Traffic Score vs Authority

22 Traffic Score vs Referring Domains

27 Page Speed

34 Search Volume Trends

36 Keyword Trends

43 High Competition Keywords

45 Opportunity Keywords

48 Trust

51 Online Reviews

55 Digital Brand Reach

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.”

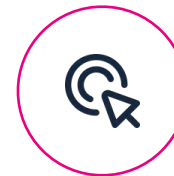
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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 **NINJA**

02 Instant Pot®

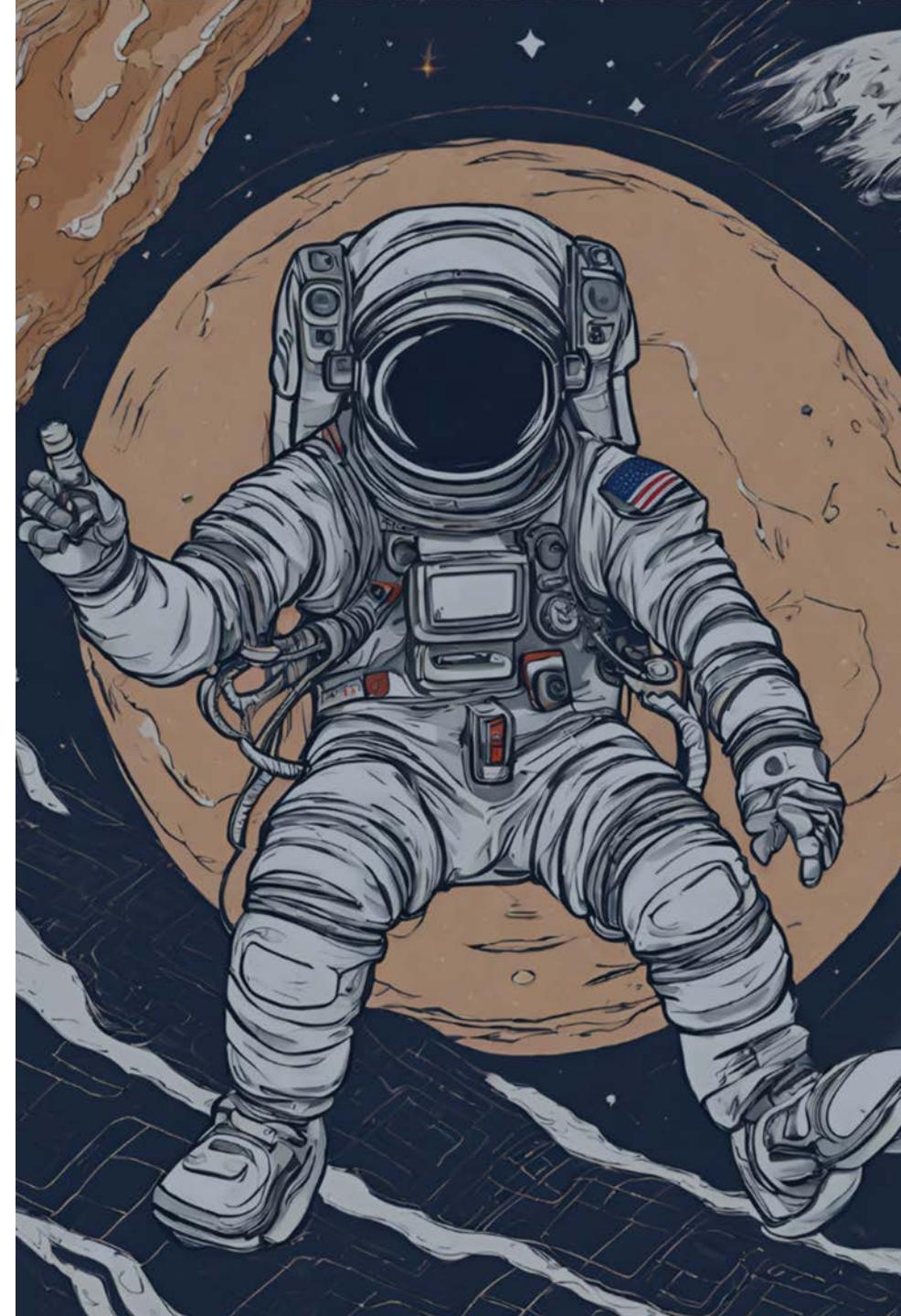
03 

04 andrew James

05 **VINOD**
INTELLIGENT COOKWARE



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 LAKELAND

02 TOWER[®]
BUILT FOR BETTER SINCE 1912

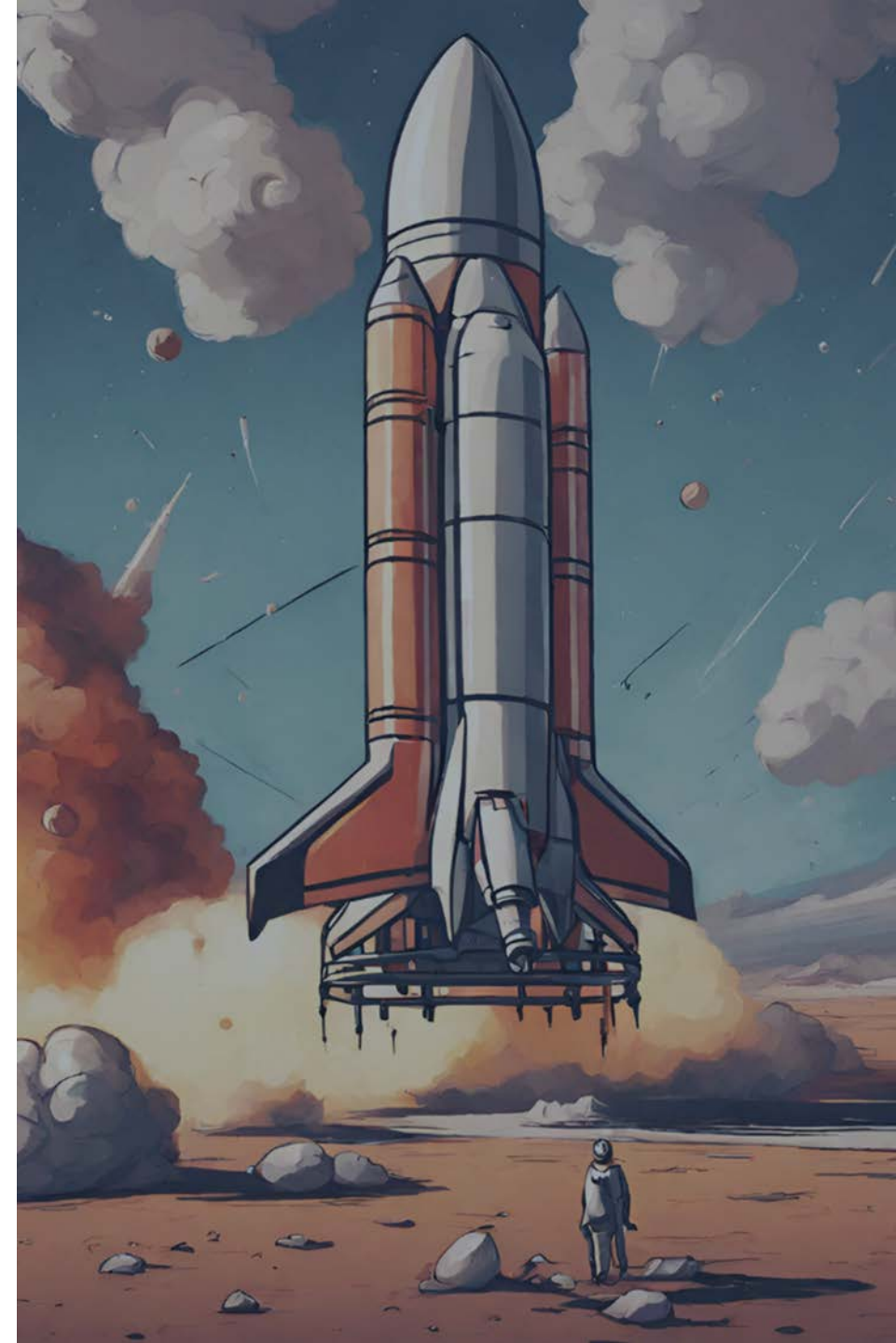
03  LE CREUSET[®]

04  ooni

05 SOUS
CHEF



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	Traffic score October 2024	Traffic score November 2023	YoY Change	Compared to Market
ninjakitchen.co.uk	1	-	849,221	706,104	+20%	+11%
lakeland.co.uk	2	-	385,175	478,143	-19%	-28%
emmabridgewater.co.uk	3	+4	96,296	82,164	+17%	+8%
towerhousewares.co.uk	4	-	84,808	98,895	-14%	-23%
uk.russellhobbs.com	5	+3	82,353	64,744	+27%	+18%
lecreuset.co.uk	6	-3	69,468	106,146	-35%	-44%
josephjoseph.com	7	+2	66,046	60,293	+10%	+1%
uk.ooni.com	8	-3	64,688	93,363	-31%	-40%
souschef.co.uk	9	-3	61,942	86,674	-29%	-38%
salter.com	10	+1	56,549	45,388	+25%	+16%
hartsofstur.com	11	-1	56,322	55,043	+2%	-7%
brabantia.com	12	+1	55,238	39,705	+39%	+30%
instantpot.co.uk	13	+143	52,131	-	+100%	+91%
shop.smeguk.com	14	-2	50,452	43,024	+17%	+8%
shop.tefal.co.uk	15	+2	41,373	30,550	+35%	+26%
dualit.com	16	-2	40,582	36,186	+12%	+3%
kitchenknives.co.uk	17	-2	34,024	34,254	-1%	-10%
portmeirion.co.uk	18	-2	33,444	31,366	+7%	-2%
cuisinart.co.uk	19	+18	26,436	9,986	+165%	+156%
masterchef.com	20	+38	25,174	6,456	+290%	+281%
boroughkitchen.com	21	+2	23,389	17,040	+37%	+28%
japaneseknifecompany.com	22	+3	22,124	15,436	+43%	+34%
fromourplace.co.uk	23	+6	22,013	13,594	+62%	+53%
daewooelectricals.com	24	+7	21,836	13,291	+64%	+55%
magimix.co.uk	25	-3	21,785	17,744	+23%	+14%
biggreenegg.co.uk	26	-8	21,372	20,806	+3%	-6%
gozney.com	27	-6	20,712	18,133	+14%	+5%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score November 2023	YoY Change	Compared to Market
caple.co.uk	28	-4	18,553	15,996	+16%	+7%
potterscookshop.co.uk	29	-10	18,548	20,803	-11%	-20%
pyrex.co.uk	30	-3	17,511	14,100	+24%	+15%
robertwelch.com	31	+1	15,641	11,675	+34%	+25%
longeatonappliances.co.uk	32	+12	14,815	8,135	+82%	+73%
probreeze.com	33	-13	14,798	19,835	-25%	-34%
geepas.co.uk	34	+2	14,574	10,925	+33%	+24%
hexclad.co.uk	35	+4	14,541	9,144	+59%	+50%
fisherpaykel.com	36	-10	14,528	15,064	-4%	-13%
theglugglejugfactory.co.uk	37	+29	14,022	4,437	+216%	+207%
circulon.uk.com	38	+5	13,669	8,159	+68%	+59%
thermapen.co.uk	39	+7	13,463	7,876	+71%	+62%
kuhnrikon.co.uk	40	+22	13,342	4,793	+178%	+169%
bakerybits.co.uk	41	-3	12,976	9,336	+39%	+30%
thepizzaovenshop.com	42	-1	12,680	8,976	+41%	+32%
cooksmill.co.uk	43	-15	11,853	13,601	-13%	-22%
hario.co.uk	44	-9	11,391	11,225	+1%	-8%
stellar.co.uk	45	+10	11,195	6,718	+67%	+58%
masoncash.co.uk	46	-13	11,151	11,628	-4%	-13%
coleandmason.com	47	+2	10,387	7,382	+41%	+32%
thehomewareoutlet.com	48	+2	10,157	7,291	+39%	+30%
royaldesign.co.uk	49	-19	10,146	13,556	-25%	-34%
globalknives.uk	50	-3	9,989	7,648	+31%	+22%
karaca.co.uk	51	+2	9,702	6,771	+43%	+34%
subzero-wolf.co.uk	52	+4	9,552	6,558	+46%	+37%
zwilling.com	53	-19	9,426	11,237	-16%	-25%
judge.co.uk	54	-2	8,626	6,947	+24%	+15%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score November 2023	YoY Change	Compared to Market
coffeehit.co.uk	55	-10	7,743	8,033	-4%	-13%
247cateringsupplies.co.uk	56	-16	7,433	9,027	-18%	-27%
wusthof.co.uk	57	+33	7,380	2,030	+264%	+255%
divertimenti.co.uk	58	-4	7,292	6,771	+8%	-1%
lockhart.co.uk	59	-2	6,862	6,459	+6%	-3%
caffesociety.co.uk	60	+1	6,555	4,873	+35%	+26%
woodtewater.co.uk	61	+14	6,468	3,397	+90%	+81%
cornishware.co.uk	62	-2	6,385	5,115	+25%	+16%
greenpan.co.uk	63	-21	6,006	8,887	-32%	-41%
lawsonshop.co.uk	64	-16	6,000	7,580	-21%	-30%
cookserveenjoy.com	65	-6	5,816	6,408	-9%	-18%
andrewjamesworldwide.com	66	+87	5,543	-	+100%	+91%
davidmellordesign.com	67	+10	5,520	3,292	+68%	+59%
shopcoffee.co.uk	68	-17	5,161	7,069	-27%	-36%
nellacut.com	69	-6	5,061	4,706	+8%	-1%
uk.peugeot-saveurs.com	70	+3	4,867	3,529	+38%	+29%
kaiser.co.uk	71	+11	4,710	2,684	+75%	+66%
popatstores.co.uk	72	-7	4,638	4,522	+3%	-6%
coravin.co.uk	73	+18	4,529	2,023	+124%	+115%
creamcornwall.co.uk	74	-3	4,509	3,767	+20%	+11%
falconenamelware.com	75	+9	4,507	2,464	+83%	+74%
cuttingedgeknives.co.uk	76	+7	4,250	2,576	+65%	+56%
kitchen-economy.co.uk	77	+1	3,953	3,142	+26%	+17%
seasoncookshop.co.uk	78	-4	3,858	3,504	+10%	+1%
thebigkitchen.co.uk	79	-12	3,815	4,378	-13%	-22%
sabatierknivesuk.co.uk	80	+5	3,619	2,454	+47%	+38%
dykeanddean.com	81	-13	3,590	4,215	-15%	-24%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score November 2023	YoY Change	Compared to Market
kenhomwoks.co.uk	82	+7	3,190	2,106	+51%	+42%
riedel.com	83	+12	3,182	1,726	+84%	+75%
restaurantsupplystore.co.uk	84	-8	3,146	3,312	-5%	-14%
chefstuff.co.uk	85	+73	3,073	-	+100%	+91%
woodbridgekitchencompany.co.uk	86	-5	2,845	2,758	+3%	-6%
englishpewter.com	87	-8	2,836	2,865	-1%	-10%
rayware.co.uk	88	-16	2,791	3,695	-24%	-33%
mbswholesale.co.uk	89	-19	2,581	3,792	-32%	-41%
vinodcookware.uk	90	+64	2,490	-	+100%	+91%
vitamixuk.com	91	+1	2,463	2,003	+23%	+14%
samuelgroves.com	92	-12	2,416	2,776	-13%	-22%
goodf.co.uk	93	-7	2,346	2,404	-2%	-11%
oliverskitchen.co.uk	94	+4	2,241	1,401	+60%	+51%
talacooking.com	95	-1	2,240	1,882	+19%	+10%
baratza.com	96	+4	2,174	1,340	+62%	+53%
havens.co.uk	97	-33	2,128	4,653	-54%	-63%
kitchenwarexpress.co.uk	98	+18	2,118	931	+127%	+118%
aboutliving.co.uk	99	+6	1,995	1,277	+56%	+47%
dexam.co.uk	100	+4	1,899	1,300	+46%	+37%

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

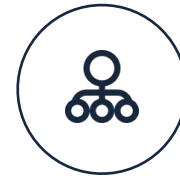
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



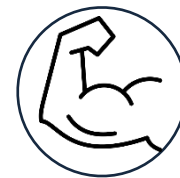
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

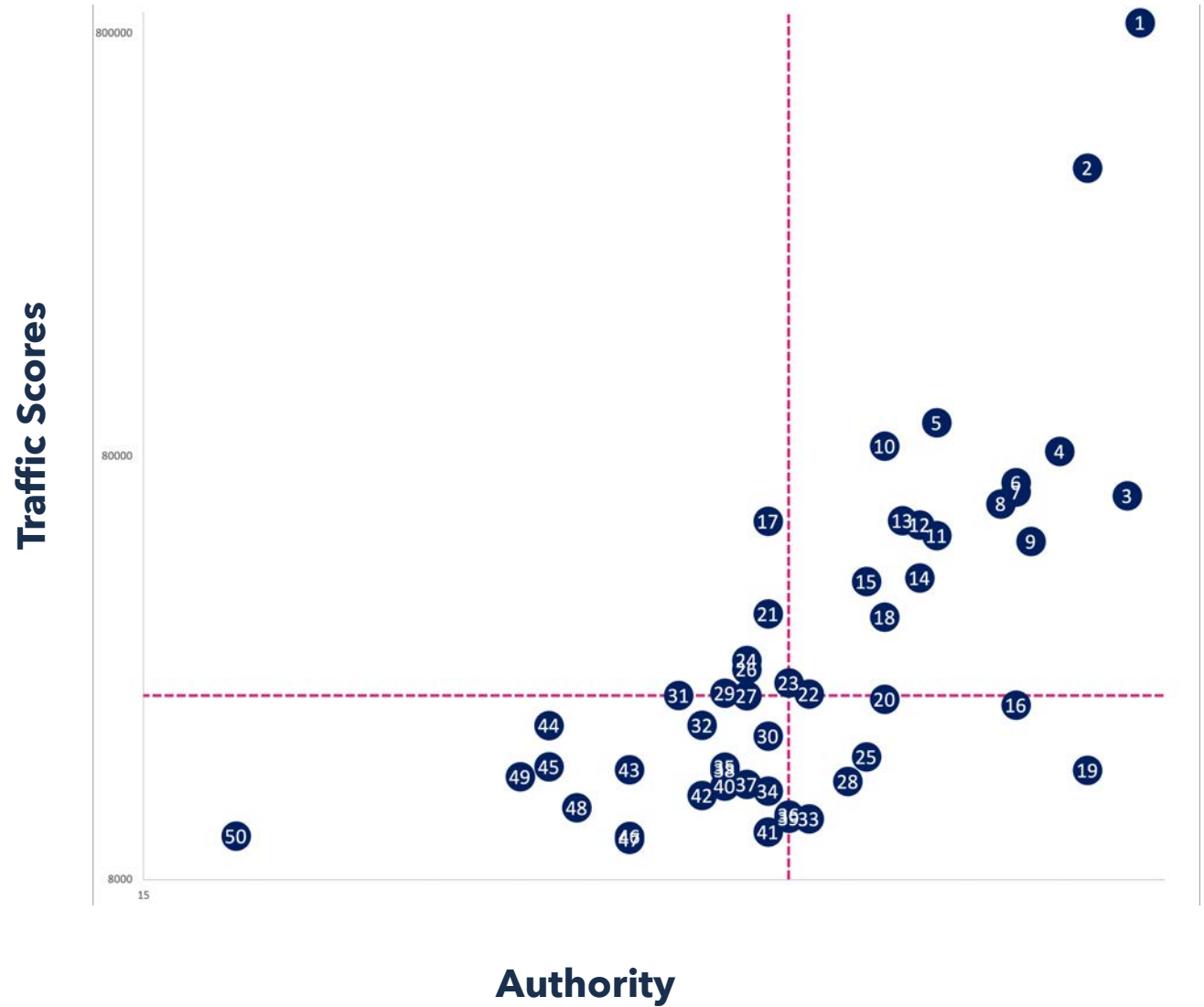


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



ninjakitchen.co.uk	1	instantpot.co.uk	11	kitchenknives.co.uk	21	daewooelectricals.com	31	coleandmason.com	41
lakeland.co.uk	2	brabantia.com	12	fromourplace.co.uk	22	caple.co.uk	32	thepizzaovenshop.com	42
uk.ooni.com	3	salter.com	13	boroughkitchen.com	23	masoncash.co.uk	33	geepas.co.uk	43
uk.russellhobbs.com	4	shop.tefal.co.uk	14	cuisinart.co.uk	24	bakerybits.co.uk	34	potterscookshop.co.uk	44
emmabridgewater.co.uk	5	dualit.com	15	robertwelch.com	25	probreeze.com	35	longeatonappliances.co.uk	45
lecreuset.co.uk	6	gozney.com	16	masterchef.com	26	hario.co.uk	36	royaldesign.co.uk	46
josephjoseph.com	7	hartsofstur.com	17	magimix.co.uk	27	thermapen.co.uk	37	globalknives.uk	47
souschef.co.uk	8	portmeirion.co.uk	18	circulon.uk.com	28	hexclad.co.uk	38	cooksmill.co.uk	48
shop.smeguk.com	9	fisherpaykel.com	19	japaneseknifecompany.com	29	stellar.co.uk	39	theglugglejugfactory.co.uk	49
towerhousewares.co.uk	10	biggreenegg.co.uk	20	pyrex.co.uk	30	kuhnrikon.co.uk	40	thehomewareoutlet.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 FISHER & PAYKEL

02 CIRCULON®

03 HARIO

04 STELLAR

05 ENGLAND
MASON CASH
EST.  1800

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 HARTS OF STUR

02 kitchen | since
knives | 1899

03 Cuisinart

04 

05 BOROUGH KITCHEN

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.

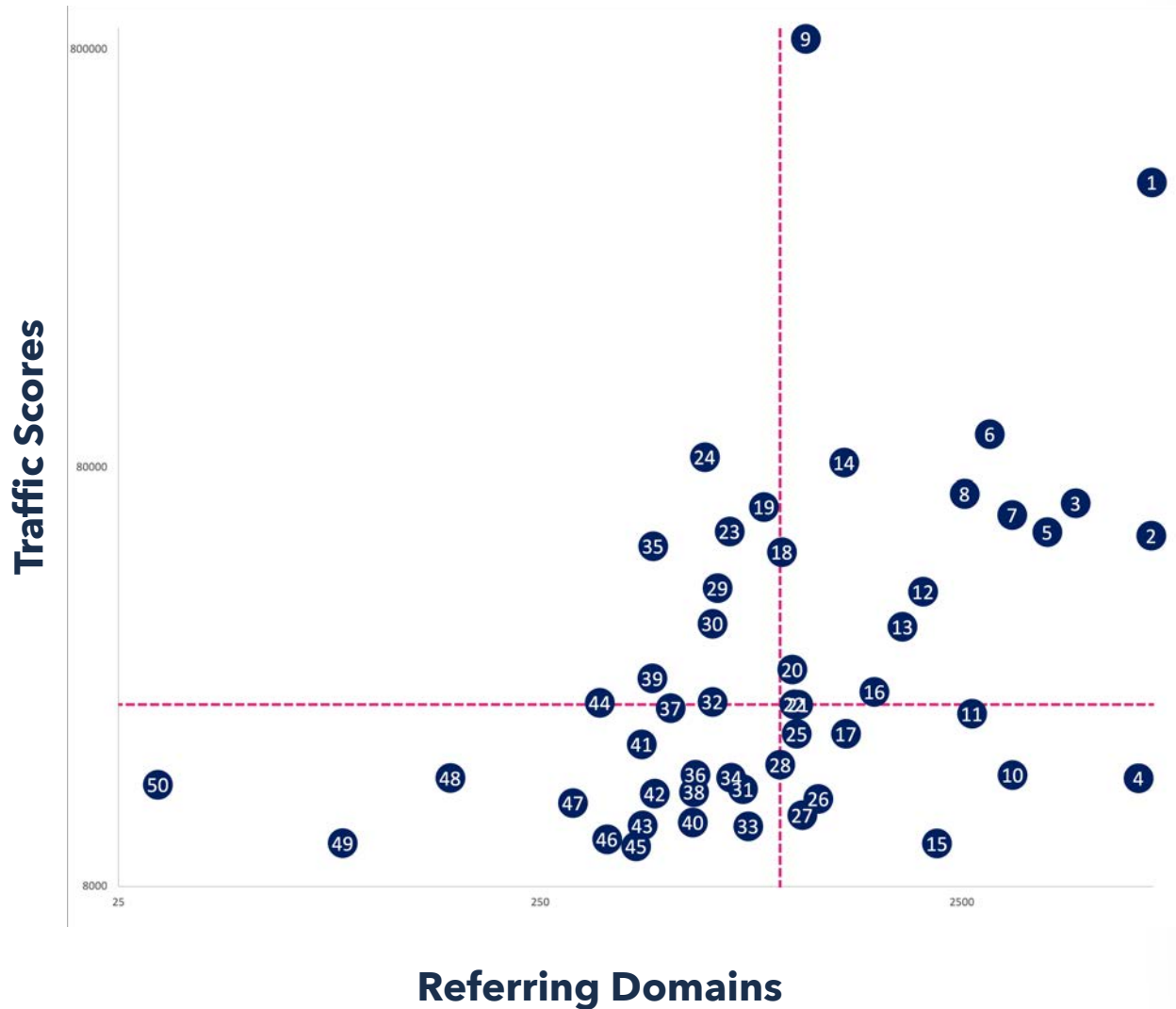
Key:

lakeland.co.uk	1	portmeirion.co.uk	13
brabantia.com	2	uk.russellhobbs.com	14
josephjoseph.com	3	royaldesign.co.uk	15
fisherpaykel.com	4	boroughkitchen.com	16
hartsofstur.com	5	caple.co.uk	17
emmabridgewater.co.uk	6	shop.smeguk.com	18
souschef.co.uk	7	uk.ooni.com	19
lecreuset.co.uk	8	cuisinart.co.uk	20
ninjakitchen.co.uk	9	magimix.co.uk	21
probreeze.com	10	daewooelectricals.com	22
gozney.com	11	salter.com	23
dualit.com	12	towerhousewares.co.uk	24

Traffic Scores Vs Referring Domains

Key:

potterscookshop.co.uk	25	thermapen.co.uk	38
bakerybits.co.uk	26	masterchef.com	39
cooksmill.co.uk	27	hario.co.uk	40
robertwelch.com	28	pyrex.co.uk	41
shop.tefal.co.uk	29	kuhnricon.co.uk	42
kitchenknives.co.uk	30	stellar.co.uk	43
circulon.uk.com	31	fromourplace.co.uk	44
japaneseknifecompany.com	32	globalknives.uk	45
masoncash.co.uk	33	coleandmason.com	46
geepas.co.uk	34	thepizzaovenshop.com	47
instantpot.co.uk	35	hexclad.co.uk	48
longeatonappliances.co.uk	36	thehomewareoutlet.com	49
biggreenegg.co.uk	37	theglugglejugfactory.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.



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](#)

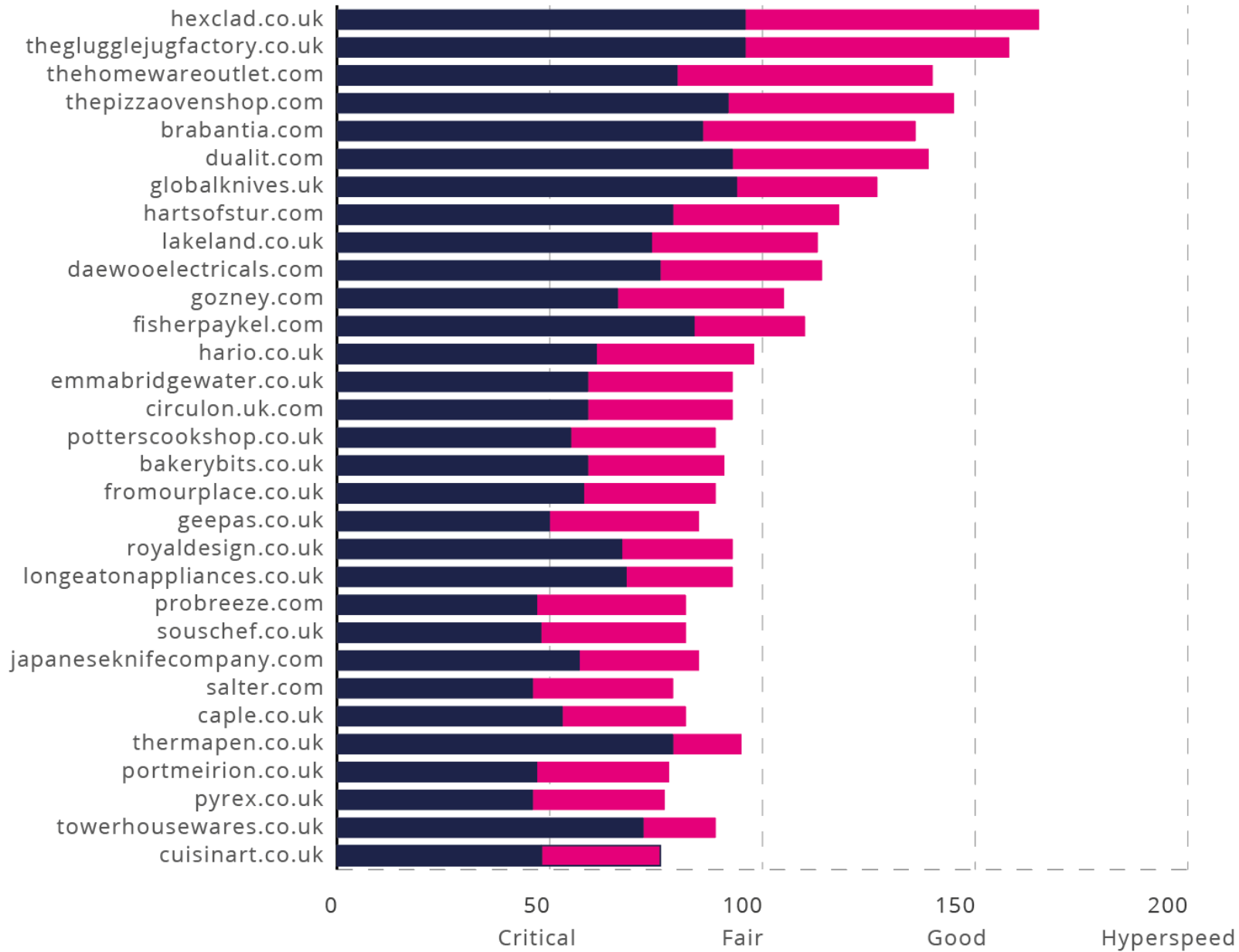
Page speed

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[®]
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 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 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



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.

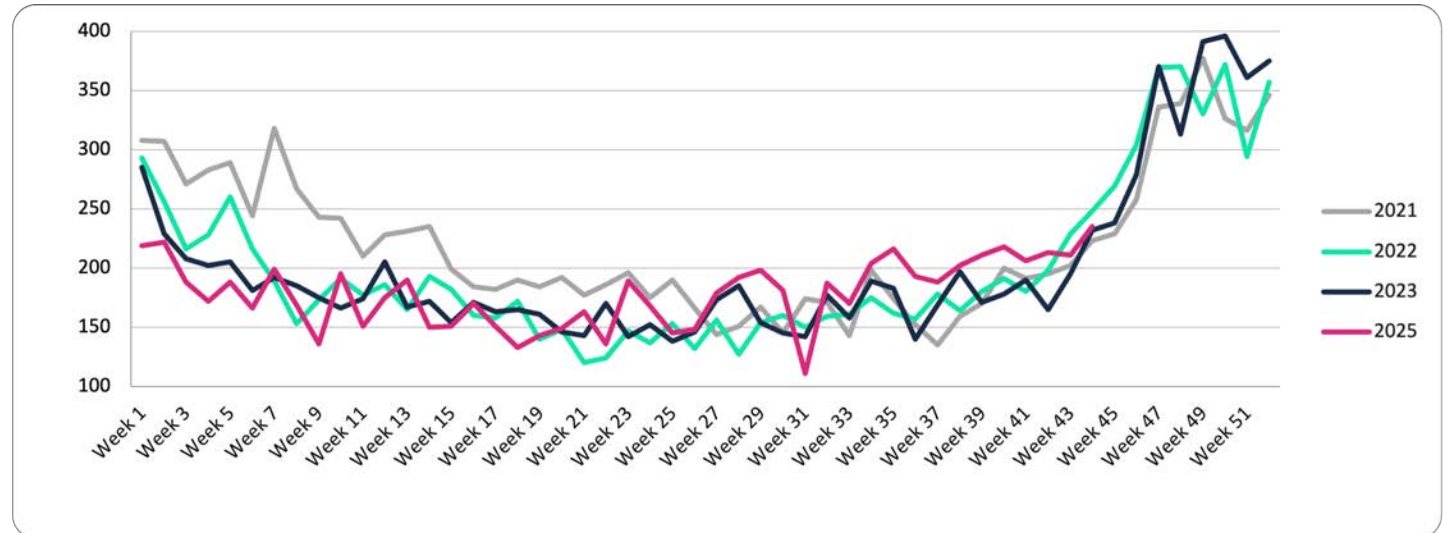
— Caren Downie, Fashion Director

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.



Could **2024** be the year
that brands' fortunes
are reversed, following
the economic slump of
2023?



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
pancake mixer	49500	14%
coffee grinders	27100	15%
hand blenders	27100	7%
the kitchenware	22200	95%
icecream maker	22200	44%
cast iron pans	18100	24%
chinese kitchenware	14800	39%
cast iron skillet pan	14800	22%
japanese culinary knives	12100	22%
japanese knives	12100	22%
stainless steel pan	9900	98%
copper pots	9900	49%
icecream machine	9900	36%
kitchenware near me	6600	96%
pizza peelers	6600	54%
kitchenware shop	6600	36%
shop kitchenware	6600	36%
italian kitchenware	6600	31%
kitchenware	6600	23%
stainless steel frying pan	5400	86%
stainless steel skillet pan	5400	86%
turkey kitchenware	5400	84%
asian kitchenware	4400	61%
stainless pots and pans	3600	84%
stainless steel cooking ware	3600	84%
stainless steel pots pans	3600	84%
kitchen supply shop	3600	63%
kitchenware shop near me	3600	50%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
lakeland	301000	8%
portmeirion	135000	32%
le creuset	135000	31%
instant pot	33100	18%
big green egg	18100	27%
hexclad	12100	83%
borough kitchen	8100	22%
gozney	6600	52%
cuisin art	6600	7%
japanese knife company	4400	83%
pro breeze	4400	32%
circulon	3600	9%
mason cash	3600	6%
bakery bits	2900	7%
thermapen	2400	44%
long eaton appliances	1900	23%
cole and mason	1900	6%
geepas	1600	13%
hario	1600	10%
potters cook shop	1000	9%
the pizza oven shop	880	33%
daewoo electricals	320	23%
from our place	320	15%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
dinner set	74000	-7%
dinnerware sets	74000	-7%
milk frothers	60500	-13%
saucepan sets	18100	-12%
modern kitchenware	14800	-33%
culinary knife set	14800	-6%
kitchen knife set	14800	-6%
blue kitchenware	12100	-18%
coffee machine with milk frother	12100	-18%
milk frother and coffee maker	12100	-18%
cooking tools and utensils	12100	-12%
kitchen and cooking utensils	12100	-12%
kitchen cooking tools	12100	-12%
kitchen tools & utensils	12100	-12%
kitchenware utensils	12100	-12%
induction hob pan	12100	-7%
white kitchenware	9900	-24%
crockery	9900	-6%
salad strainer	8100	-13%
black kitchenware	8100	-17%
garlic press	6600	-12%
black and white kitchenware	5400	-24%
paella cookware	5400	-18%
paella pan	5400	-18%
grey kettle and toaster	5400	-19%
black kettle and toaster set	1900	-52%
slice and dicer	1900	-25%
colorful kitchenware	1900	-28%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
emma bridgewater	135000	-6%
master chef	60500	-4%
ooni	33100	-22%
tefal	27100	-18%
russell hobbs	22200	-12%
ninja kitchen	12100	-25%
pyrex	9900	-12%
dualit	8100	-7%
robert welch	6600	-6%
caple	3600	-7%
tower house wares	2400	-17%
royal design	1900	-7%
hart of stur	1000	-69%
the homeware outlet	320	-30%
cooks mill	260	-6%



Lakeland has generated the
greatest increase in brand
awareness QoQ.

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



Brett Janes
Managing Director

01244 564 501
Brett@salience.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.

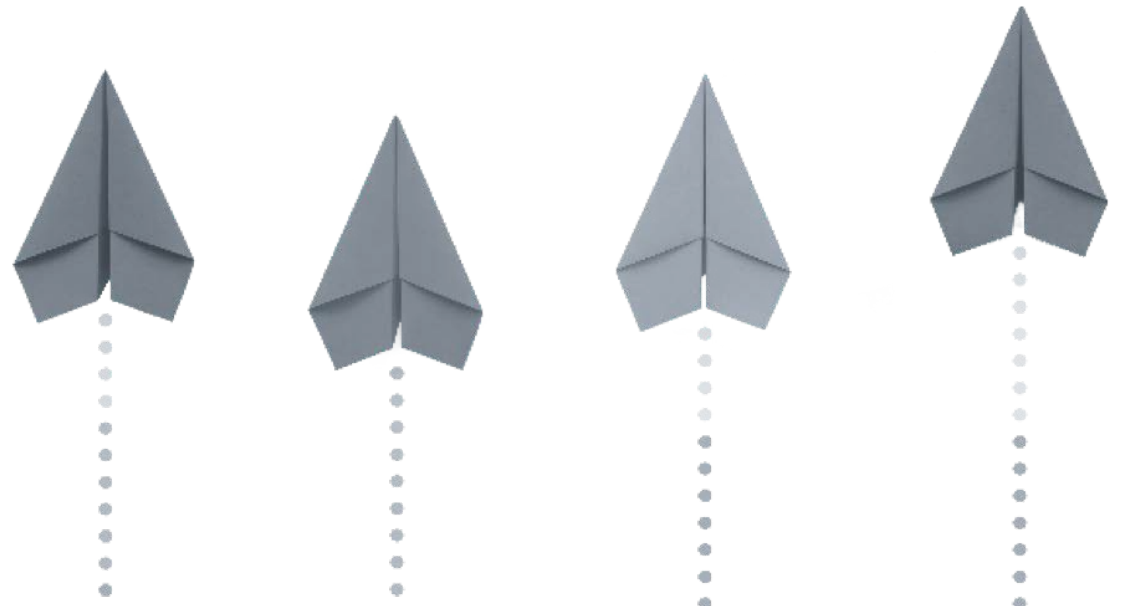
For challenger brands looking to weigh in, you best bring your A-game.



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 coffee bean grinder
4,500 39

2 kitchen knives
7,200 18

3 non toxic cookware
900 35

4 japanese knives
3,300 19

5 cast iron skillet
10,000 13

6 kitchen gadgets
3,600 17

7 skillet cooking
1,200 22

8 japanese kitchen knives
1,700 19


9 plate set
4,800 12

10 dinnerware sets
2,300 13

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

dinner set
17,000 10

2

kitchen utensils
7,200 7

3

coffee machine with milk frother
6,900 8

4

coffee machine with grinder
4,400 6

5

garlic press
3,600 6

6

pepper grinder
3,300 5

7

dinner set sale
3,300 8

8

induction pan set
2,600 5

9

milk steamer
2,900 9



10

kitchenware
2,700 7

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


FLOORINGKING


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://www.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:





lakeland.co.uk
161,508 4.8



emmabridgewater.co.uk
65,806 4.6



hartsofstur.com
19,191 4.9



ninjakitchen.co.uk
32,375 4.6



potterscookshop.co.uk
7,361 4.9



boroughkitchen.com
6,844 4.9



fisherpaykel.com
5,435 4.9



uk.ooni.com
6,410 4.8



lecreuset.co.uk
3,812 4.9



salter.com
8,437 4.5

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	LAKELAND	301,000
02	Emma Bridgewater	135,000
03	 LE CREUSET®	135,000
04	PORTMEIRION®	135,000
05		60,500

Top 5 Social Scores



Owned social care

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		8945
02		7905
03		1381
04		1270
05		920

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@saliency.co.uk

[Book a Chat](#)

Awareness

Brand Awareness

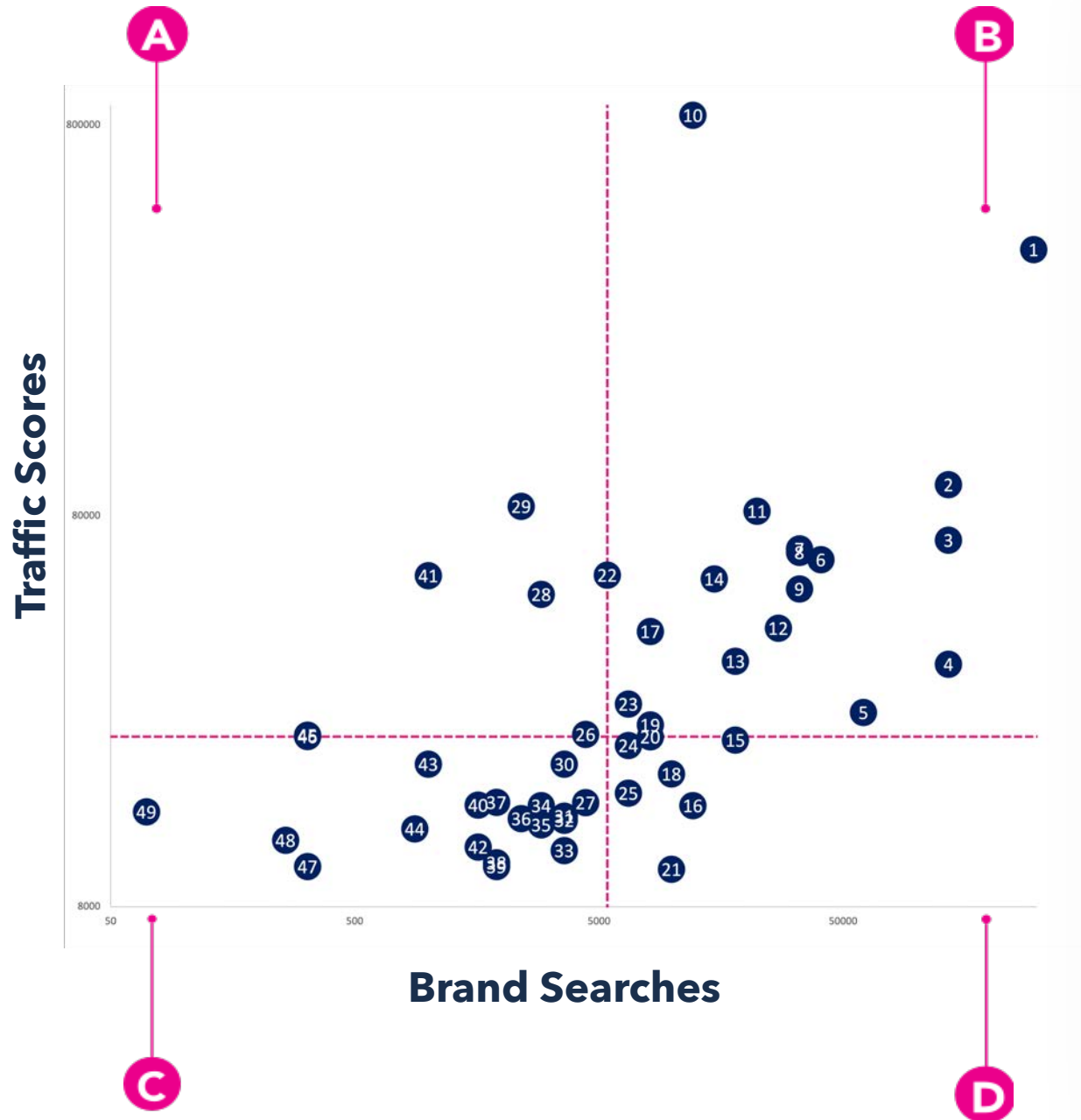
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
masterchef.com	60500	8945	1
lakeland.co.uk	301000	818	2
shop.tefal.co.uk	27100	7905	3
emmabridgewater.co.uk	135000	545	4
lecreuset.co.uk	135000	422	5
uk.ooni.com	33100	1270	6
josephjoseph.com	33100	641	7
portmeirion.co.uk	135000	92	8
hexclad.co.uk	12100	656	9
ninjakitchen.co.uk	12100	594	10
brabantia.com	14800	433	11
souschef.co.uk	40500	154	12
instantpot.co.uk	33100	188	13
gozney.com	6600	817	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
shop.smeguk.com	2900	1381	15
uk.russellhobbs.com	22200	163	16
biggreenegg.co.uk	18100	107	17
salter.com	5400	234	18
fisherpaykel.com	2900	377	19
pyrex.co.uk	9900	93	20
cuisinart.co.uk	6600	135	21
magimix.co.uk	8100	83	22
boroughkitchen.com	8100	68	23
dualit.com	8100	59	24
masoncash.co.uk	3600	121	25
globalknives.uk	9900	40	26
royaldesign.co.uk	1900	200	27
geepas.co.uk	1600	227	28
robertwelch.com	6600	52	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:

lakeland.co.uk	1	kitchenknives.co.uk	13
emmabridgewater.co.uk	2	brabantia.com	14
lecreuset.co.uk	3	biggreenegg.co.uk	15
portmeirion.co.uk	4	hexclad.co.uk	16
masterchef.com	5	dualit.com	17
souschef.co.uk	6	pyrex.co.uk	18
josephjoseph.com	7	boroughkitchen.com	19
uk.ooni.com	8	magimix.co.uk	20
instantpot.co.uk	9	globalknives.uk	21
ninjakitchen.co.uk	10	salter.com	22
uk.russellhobbs.com	11	cuisinart.co.uk	23
shop.tefal.co.uk	12	gozney.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:

robertwelch.com	25	coleandmason.com	38
japaneseknifecompany.com	26	royaldesign.co.uk	39
probreeze.com	27	geepas.co.uk	40
shop.smeguk.com	28	hartsofstur.com	41
towerhousewares.co.uk	29	hario.co.uk	42
caple.co.uk	30	potterscookshop.co.uk	43
circulon.uk.com	31	thepizzaovenshop.com	44
kuhnrikon.co.uk	32	fromourplace.co.uk	45
masoncash.co.uk	33	daewooelectricals.com	46
fisherpaykel.com	34	thehomewareoutlet.com	47
bakerybits.co.uk	35	cooksmill.co.uk	48
thermapen.co.uk	36	theglugglejugfactory.co.uk	49
longeatonappliances.co.uk	37	stellar.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?

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.**