

// Salience.

Lingerie

Salience Index 2025

12 Month Report



This **Lingerie Report** was put together by a small team of humans at Salience, using a whole host of tools, software and weeks of our time; What makes it into the report is the tip of the iceberg.

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



Editor's

2025 is here!

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

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

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

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

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

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

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

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Managing Director
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Note

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

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





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

Our



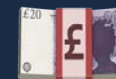
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

Contents

09 Traffic Score Year on Year

18 Traffic Score vs Authority

24 Traffic Score vs Referring Domains

29 Page Speed

35 Search Volume Trends

37 Keyword Trends

44 High Competition Keywords

46 Opportunity Keywords

49 Trust

52 Online Reviews

58 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."

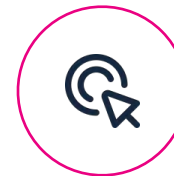
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics, however, these are accurate metrics relatively across domains.

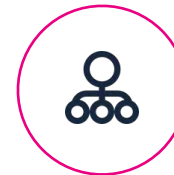
How it's calculated:



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 *BouX*
— AVENUE —
- 02 VICTORIA'S
SECRET
- 03 POUR *Moi*
- 04 *Triumph*
- 05 BRAFORME



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 BRAVISSIMO

02 SAVAGE X FENTY

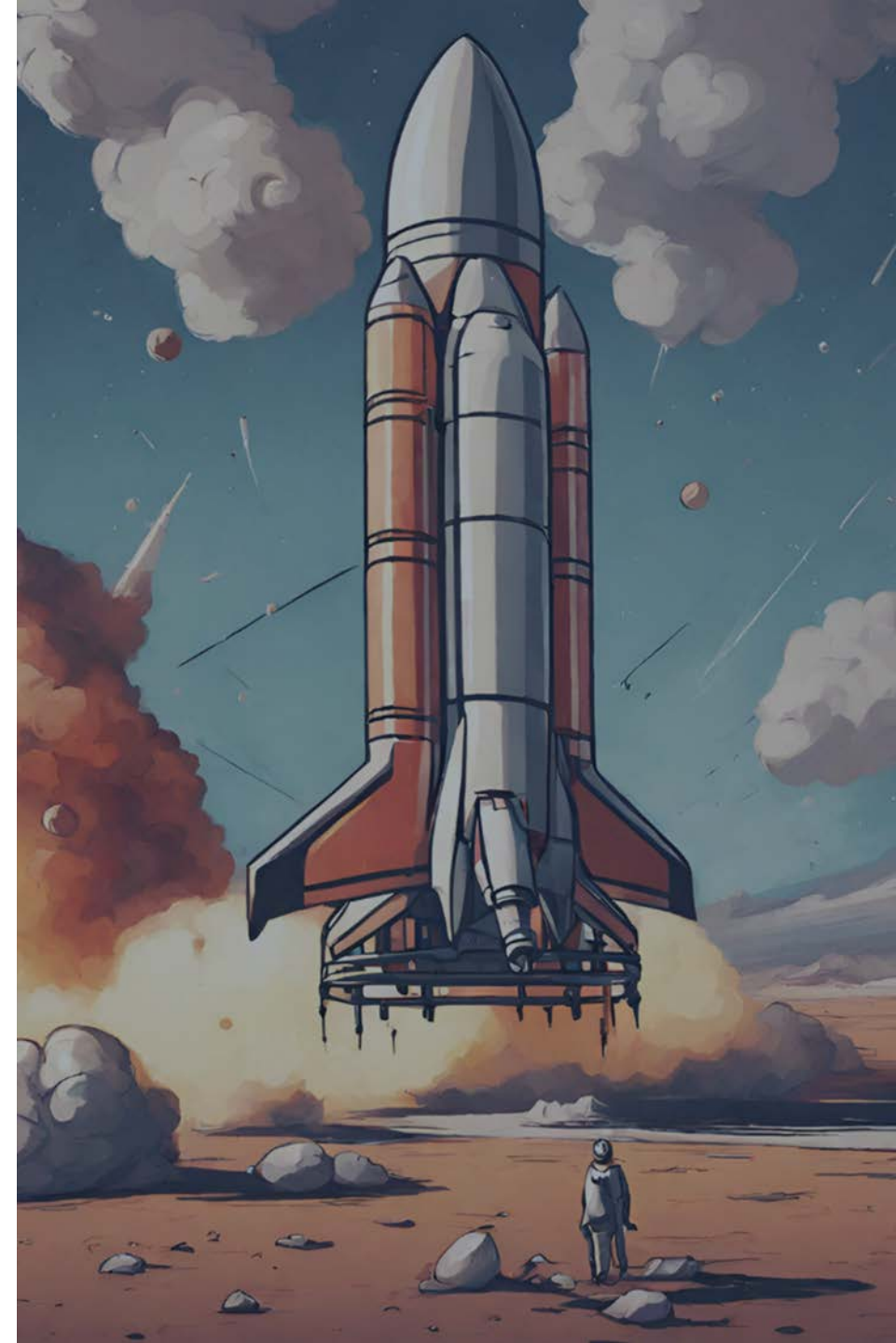
03 *Playful Promises*

04 *lingerie*♥
OUTLET STORE

05 Aubade
PARIS



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 Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
bouxavenue.com	1	-	547,264	380,631	+44%	+34%
bravissimo.com	2	-	294,260	311,357	-5%	-15%
victoriassecret.co.uk	3	-	268,256	221,968	+21%	+11%
pourmoi.co.uk	4	-	259,680	164,467	+58%	+48%
bluebella.com	5	-	54,149	65,081	-17%	-27%
uk.triumph.com	6	+5	53,858	42,995	+25%	+15%
intimissimi.com	7	-	51,734	59,757	-13%	-23%
fantasie.com	8	+6	47,463	38,846	+22%	+12%
lounge.com	9	-3	47,382	61,109	-22%	-32%
braforme.com	10	+8	36,479	27,789	+31%	+21%
freyalingerie.com	11	+6	35,621	34,088	+4%	-6%
brastop.com	12	+3	34,616	37,278	-7%	-17%
uktights.com	13	-1	34,427	41,785	-18%	-28%
savagex.co.uk	14	-6	30,464	44,491	-32%	-42%
camille.co.uk	15	+4	30,424	26,113	+17%	+7%
hunkemoller.co.uk	16	-3	29,794	41,578	-28%	-38%
sloggi.com	17	+6	29,112	24,961	+17%	+7%
tightstightstights.co.uk	18	+7	29,102	22,675	+28%	+18%
wonderbra.co.uk	19	+3	26,993	25,023	+8%	-2%
belle-lingerie.co.uk	20	+1	26,021	25,180	+3%	-7%
playfulpromises.com	21	-11	26,015	43,356	-40%	-50%
panache-lingerie.com	22	+5	26,015	19,945	+30%	+20%
boobydoo.co.uk	23	+5	24,385	17,805	+37%	+27%
curvykate.com	24	-8	23,529	35,181	-33%	-43%
elomilingerie.com	25	+4	19,532	17,592	+11%	+1%
playtex.co.uk	26	-6	16,949	26,083	-35%	-45%
missmary.co.uk	27	-3	15,897	22,684	-30%	-40%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
honeybirdette.com	28	+19	15,187	7,478	+103%	+93%
laperla.com	29	+10	15,146	10,064	+50%	+40%
davidnieper.co.uk	30	-4	14,364	21,240	-32%	-42%
stripeandstare.com	31	+4	13,582	11,937	+14%	+4%
agentprovocateur.com	32	+1	13,454	14,294	-6%	-16%
thebigbloomerscompany.co.uk	33	+1	11,765	13,576	-13%	-23%
lingerieoutletstore.co.uk	34	-25	11,618	43,436	-73%	-83%
etam.co.uk	35	-3	11,020	15,508	-29%	-39%
wacoallingerie.com	36	+15	10,482	6,620	+58%	+48%
lemonadedolls.com	37	+12	10,290	7,160	+44%	+34%
gossard.com	38	-8	10,268	17,545	-41%	-51%
conturve.com	39	+27	10,133	4,355	+133%	+123%
sulis.co.uk	40	-2	8,881	10,203	-13%	-23%
wolford.com	41	+5	8,387	7,787	+8%	-2%
leonisa.uk	42	-5	8,271	10,622	-22%	-32%
loungeunderwear.com	43	+31	8,253	2,969	+178%	+168%
fleurofengland.com	44	+9	8,156	6,246	+31%	+21%
doralarsen.com	45	+5	7,249	6,648	+9%	-1%
carolinerandell.co.uk	46	-3	6,834	8,326	-18%	-28%
lascana.co.uk	47	-5	6,760	8,404	-20%	-30%
littlewomen.com	48	+6	6,689	6,077	+10%	-
royce-lingerie.co.uk	49	-5	6,099	8,261	-26%	-36%
suzannecharles.co.uk	50	+11	5,288	5,035	+5%	-5%
lasenza.com	51	-6	4,876	7,852	-38%	-48%
whatkatiedid.com	52	-	4,811	6,467	-26%	-36%
upliftedlingerie.co.uk	53	+2	4,783	6,056	-21%	-31%
sparklingstrawberry.com	54	+13	4,723	4,061	+16%	+6%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
hotmilklingerie.co.uk	55	-15	4,203	9,792	-57%	-67%
anita.com	56	+2	3,871	5,437	-29%	-39%
undercover.co.uk	57	+2	3,259	5,280	-38%	-48%
bordelle.co.uk	58	+18	3,217	2,585	+24%	+14%
bettyandbelle.co.uk	59	+13	3,211	3,544	-9%	-19%
naughtyknickers.co.uk	60	-24	3,186	11,012	-71%	-81%
simone-perele.com	61	+38	3,179	962	+230%	+220%
envie4u.co.uk	62	+7	3,175	3,984	-20%	-30%
coco-de-mer.com	63	+82	3,074	29	+10500%	+10490%
rigbyandpeller.com	64	-23	3,062	9,652	-68%	-78%
justforyouboutique.co.uk	65	-3	2,995	5,016	-40%	-50%
primadonna.com	66	-1	2,937	4,376	-33%	-43%
simplyhosieryonline.co.uk	67	-7	2,906	5,236	-44%	-54%
mysmartypants.co.uk	68	+14	2,813	1,950	+44%	+34%
thetightspot.com	69	+2	2,625	3,704	-29%	-39%
gildapearl.co.uk	70	-	2,613	3,783	-31%	-41%
hankypanky.co.uk	71	-7	2,450	4,617	-47%	-57%
harlowandfox.com	72	-9	2,374	4,999	-53%	-63%
thebigtightscountry.co.uk	73	+4	2,290	2,495	-8%	-18%
nursingbra-shop.co.uk	74	-1	2,161	3,465	-38%	-48%
sandras-online.co.uk	75	+4	2,157	2,144	+1%	-9%
thelingeriestoreuk.com	76	-1	2,109	2,722	-23%	-33%
poledancingshoes.co.uk	77	+6	2,090	1,882	+11%	+1%
mariejo.com	78	+10	2,005	1,433	+40%	+30%
maisonsl.com	79	+6	1,970	1,799	+10%	-
katherinehamilton.com	80	-2	1,823	2,336	-22%	-32%
int.aubade.com	81	-50	1,752	16,754	-90%	-100%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
chantillyonline.co.uk	82	-14	1,680	4,060	-59%	-69%
bare necessities.com	83	-26	1,523	5,482	-72%	-82%
perfect4ufashion.co.uk	84	+6	1,460	1,390	+5%	-5%
ifonlyif.co.uk	85	+9	1,417	1,054	+34%	+24%
fleurdumal.com	86	+10	1,363	979	+39%	+29%
leialingerie.com	87	+6	1,327	1,136	+17%	+7%
yandy.com	88	+1	1,207	1,393	-13%	-23%
justemoi.co.uk	89	+2	1,176	1,346	-13%	-23%
katthelabel.com	90	+26	1,098	319	+244%	+234%
uk.maison-close.com	91	+10	1,079	934	+16%	+6%
marlonlingerie.co.uk	92	+11	980	695	+41%	+31%
giostockings.com	93	+2	849	980	-13%	-23%
thepantryunderwear.com	94	-8	803	1,723	-53%	-63%
somethingwicked.co.uk	95	-11	750	1,880	-60%	-70%
silksboutique.com	96	-4	725	1,167	-38%	-48%
brownslingerie.co.uk	97	+25	725	236	+207%	+197%
othereden.co.uk	98	-1	698	975	-28%	-38%
angelafriedman.com	99	+6	654	513	+27%	+17%
sandradee.co.uk	100	+18	633	303	+109%	+99%

**Industry
Variance**
+10%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 10% 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

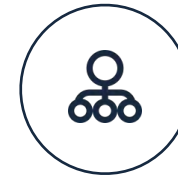
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



bouxavenue.com	1	freyalingerie.com	11	agentprovocateur.com	21	lemonadedolls.com	31	missmary.co.uk	41
bravissimo.com	2	brastop.com	12	wonderbra.co.uk	22	davidnieper.co.uk	32	lingerieoutletstore.co.uk	42
victoriassecret.co.uk	3	playfulpromises.com	13	camille.co.uk	23	loungeunderwear.com	33	carolinerandell.co.uk	43
pourmoi.co.uk	4	uktights.com	14	hunkemoller.co.uk	24	gossard.com	34	thebigbloomerscompany.co.uk	44
intimissimi.com	5	laperla.com	15	boobydoo.co.uk	25	wacoallingerie.com	35	littlewomen.com	45
uk.triumph.com	6	braforme.com	16	elomilingerie.com	26	doralarsen.com	36	royce-lingerie.co.uk	46
lounge.com	7	savagex.co.uk	17	wolford.com	27	playtex.co.uk	37	lascana.co.uk	47
bluebella.com	8	panache-lingerie.com	18	belle-lingerie.co.uk	28	conturve.com	38	leonisa.uk	48
sloggi.com	9	honeybirdette.com	19	stripeandstare.com	29	fleurofengland.com	39	sulis.co.uk	49
fantasie.com	10	curvykate.com	20	tightstightstights.co.uk	30	etam.co.uk	40	suzannecharles.co.uk	50

A

Those with high visibility but low authority may not have the brand reach compared to rivals, but overperform in search engines thanks to technical SEO, content and site experience.

B

Hats off to these guys. They've built their house right and have the search marketing strategy to expand. At this point, you should be thinking about solidifying yourself as market leader.

C

Sites with low traffic scores and authority. Look on the bright side, there's a lot of room for improvement. Brands in this zone should consider urgently rethinking their on-site technical and structural setup, also their keyword strategy and off-site campaigns.

D

Low traffic scores, high authority. At school, these sites were the kids who 'had potential.' There are clearly some on-site issues holding these brands back. Whether those issues lie in content, structure, or tech, an on-site review is highly recommended.

Traffic Scores vs Authority Findings

High authority, low traffic scores

The Sleeping Giants

These brands could benefit most from resolving their on-site tech and structural issues. Identification of those problems, and dealing with them in a priority order, should be their key objective.



- 01 dora larsen
- 02 LOUNGE
- 03 **[[Wolford]]**
- 04 *Agent Provocateur*
- 05 STRIPE & STARE

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 CAMILLE

02 hunkemöller

03



04 Belle Lingerie

05

boobydoo™

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:

intimissimi.com	1	playfulpromises.com	13
bouxavenue.com	2	freyalingerie.com	14
pourmoi.co.uk	3	brastop.com	15
agentprovocateur.com	4	curvykate.com	16
belle-lingerie.co.uk	5	hunkemoller.co.uk	17
uktights.com	6	panache-lingerie.com	18
wolford.com	7	honeybirdette.com	19
bravissimo.com	8	davidnieper.co.uk	20
lounge.com	9	fantasie.com	21
laperla.com	10	victoriassecret.co.uk	22
camille.co.uk	11	bluebella.com	23
sloggi.com	12	tightstightstights.co.uk	24

Traffic Scores Vs Referring Domains

Key:

elomilingerie.com	25	suzannecharles.co.uk	38
uk.triumph.com	26	wonderbra.co.uk	39
stripeandstare.com	27	sulis.co.uk	40
braforme.com	28	carolinerandell.co.uk	41
etam.co.uk	29	savagex.co.uk	42
wacoallingerie.com	30	leonisa.uk	43
thebigbloomerscompany.co.uk	31	littlewomen.com	44
fleurofengland.com	32	doralarsen.com	45
playtex.co.uk	33	lemonadedolls.com	46
lingerieoutletstore.co.uk	34	conturve.com	47
boobydoo.co.uk	35	royce-lingerie.co.uk	48
gossard.com	36	missmary.co.uk	49
loungeunderwear.com	37	lascana.co.uk	50



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

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

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

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

Our

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



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



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

— Paul Hambridge, MD

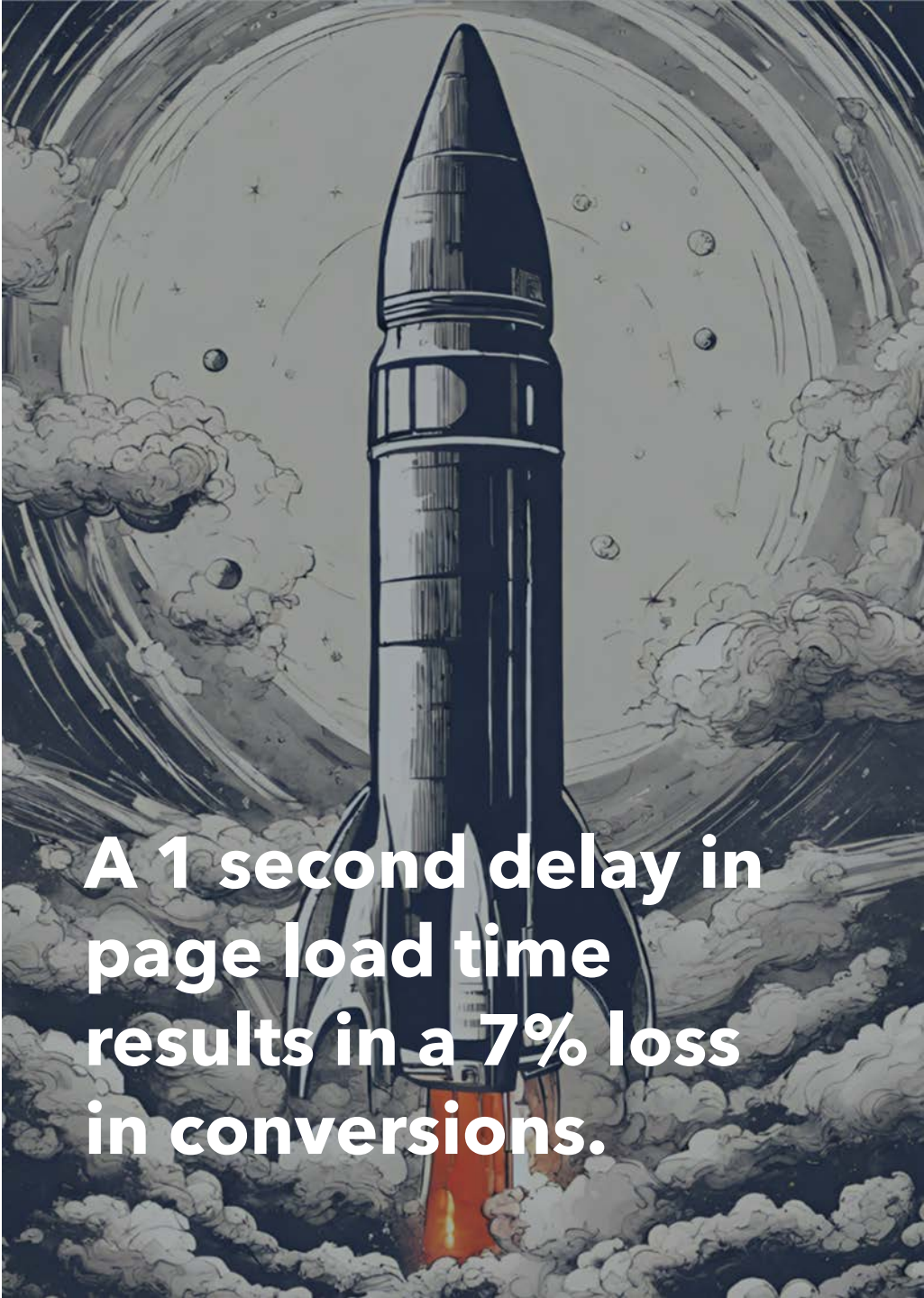


[Read this Case Study](#)

Page speed

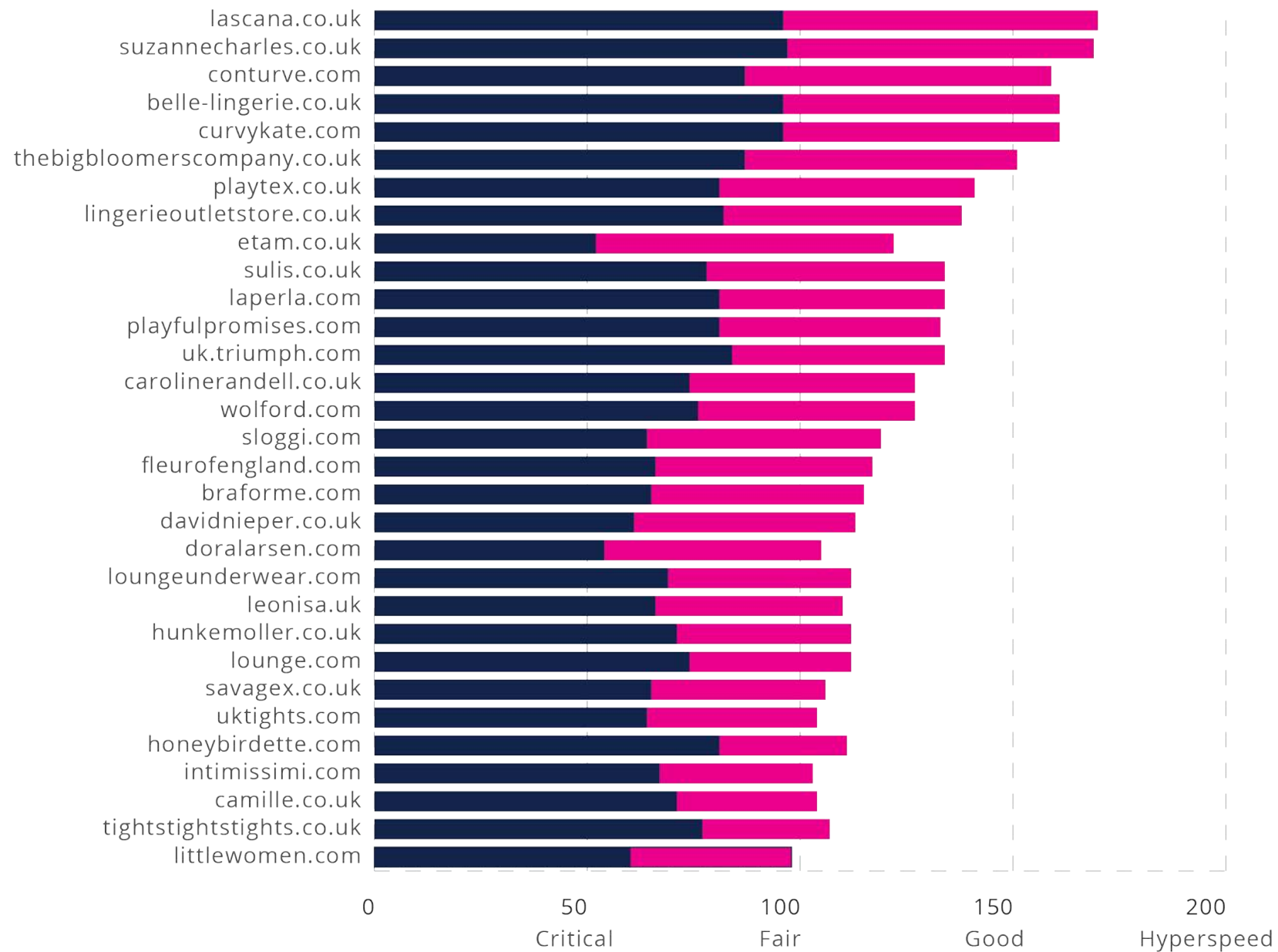
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input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

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



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

Page Speed Scores



Key:

Desktop

Mobile



ds Awards Awards Awards Awards Awards

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

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

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



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

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

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



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

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

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

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

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

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

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

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





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

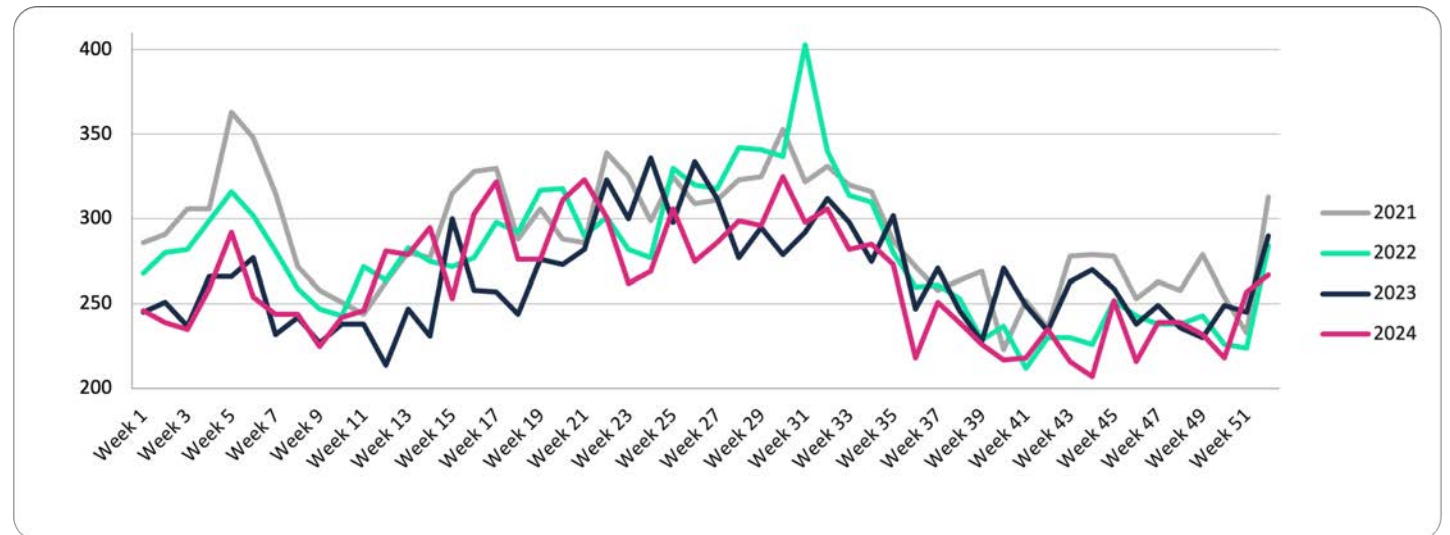
— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Search Volume Trends

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



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



Keyword

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

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

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

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



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

Trends

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
thongs	60500	7%
g string	27100	41%
negligee	12100	22%
chemise	9900	15%
belt with garter	8100	14%
crotchless panties	6600	27%
womens underwear sets	6600	6%
womens panties	3600	16%
black lace bra	2900	15%
minimizer bras	2400	83%
cotton underwear for women	2400	51%
corset top women	1900	24%
ladies corset top	1900	24%
demi bra	1600	809%
g string bikini	1600	71%
g cup bra	1600	38%
100% cotton underwear women	1300	71%
leopard print bra	1300	49%
stick on thong	1000	2233%
backless bra for big bust	1000	81%

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
organic cotton underwear	1000	55%
sexy bra and panty sets	590	280%
animal print thong	590	67%
white lace underwear	480	125%
burgundy corset top	320	325%
strapless panties	210	806%
burgundy bralette	210	264%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
lounge	110000	6%
triumph	49500	7%
agent provocateur	40500	22%
intimissimi	33100	22%
david nieper	14800	7%
stripe and stare	12100	52%
curvy kate	12100	14%
lemonade dolls	8100	38%
bra stop	6600	22%
etam	5400	22%
lascana	1900	9%
playtex	1000	4%
panache lingerie	880	13%
bra for me	390	32%
caroline randell	320	16%
elomi lingerie	210	42%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
bra	74000	-7%
corset top	60500	-24%
sexy underwear	40500	-24%
strapless bra	33100	-13%
backless bra	22200	-13%
women innerwear	18100	-18%
womens underwear	18100	-18%
black top corset	18100	-23%
stick on bra	14800	-33%
maternity bras	14800	-11%
white corset tops	12100	-29%
front fastening bras	9900	-29%
non underwired bras	8100	-18%
longsleeve corset top	5400	-37%
black bralette	5400	-34%
sexiest bra	5400	-29%
sexy bras	5400	-29%
corset bodysuit	5400	-34%
belly control underwear	5400	-34%
tummy control underwear	5400	-34%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
bra for heavy bust	5400	-25%
bras for large bust	5400	-25%
red underwear set	3600	-24%
nipple bra	2900	-75%
micro thong	2400	-39%
edible thongs	1900	-43%
edible underwear	1900	-43%
panty girdle	1900	-60%
thermal underwear women	1600	-34%
personalised thong	1300	-49%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
boux avenue	301000	-8%
victoria secret	450000	-5%
lounge underwear	60500	-37%
pour moi	90500	-6%
playful promises	6600	-29%
dora larsen	5400	-28%
sloggi	9900	-24%
wonderbra	12100	-24%
conturve	8100	-28%
laperla	12100	-13%
bluebella	18100	-7%
hunkemoller	3600	-24%
uk tights	4400	-18%
tights tights tights	1600	-39%
belle lingerie	3600	-16%
lingerie outlet store	1600	-82%
suzanne charles	1000	-23%
gossard	3600	-6%
miss mary	1000	-16%
fantasie	3600	-5%
freya lingerie	1300	-14%
wacoal lingerie	390	-23%
royce lingerie	720	-5%
leonisa	320	-7%

 **Lounge** is dominating the brand search game.

This is far more than technical SEO fundamentals, achieving this requires a full frontal assault on search.



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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.

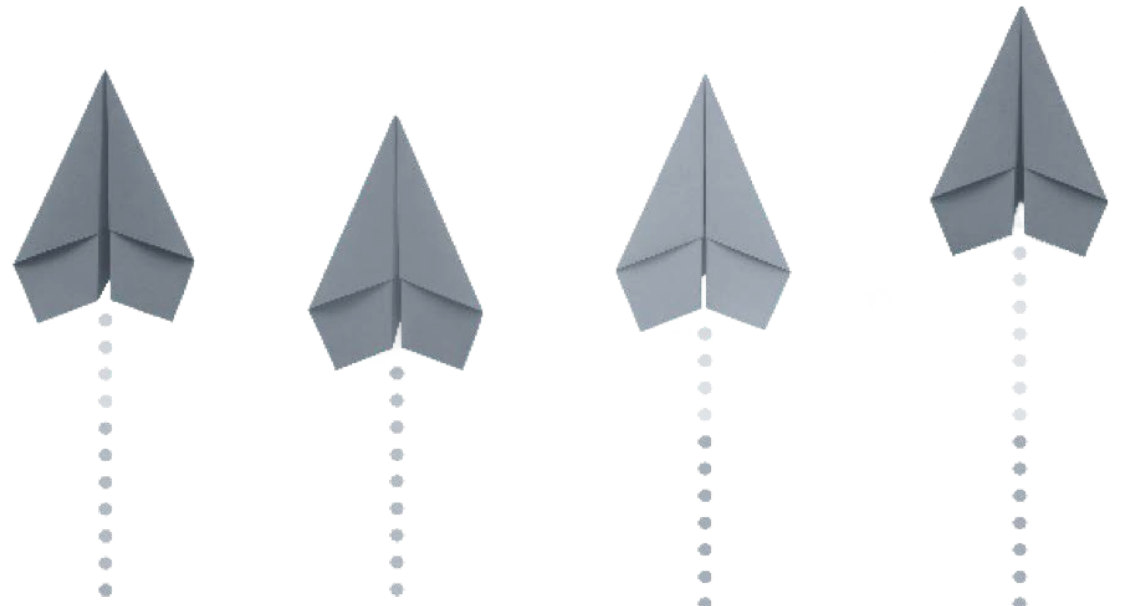
For challenger brands looking to weigh in, you best bring your A-game.



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

bra

31,000

36

2

bra shop

1,200

64

3

lingerie bra

250

79

4

sexy underwear

15,000

15

5

buy bra

200

57

6

womens underwear

1,700

26

7

bra shopping

200

48

8

womens sexy underwear

800

19

9

lace corset top

1,400

15

10

ladies sexy underwear

500

20

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.

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Keywords



1	corset top 31,000 12	6	backless bra 8,900 3
2	strapless bra 19,000 6	7	panties 9,200 12
3	thongs 14,000 2	8	nursing bras 5,100 3
4	bralette 15,000 8	9	non wired bras 5,200 4
5	push up bra 11,000 3	10	balcony bra 4,200 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 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:





belle-lingerie.co.uk
18,029 4.7



loungeunderwear.com
17,344 4.4



missmary.co.uk
23,236 4



brastop.com
17,650 4



conturve.com
4,096 4.4



lemonadedolls.com
6,816 4.1



playfulpromises.com
3,417 4.2



tightstightstights.co.uk
706 4.9



bluebella.com
5,458 3.9



bouxavenue.com
8,823 3.6

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	VICTORIA'S SECRET	450,000
02	BouX — AVENUE —	301,000
03	BRAVISSIMO	165,000
04	LOUNGE	110,000
05	POUR <i>Moi</i>	90,500

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

VICTORIA'S
SECRET

153,750

02

intimissimi

11,062

03

Triumph

7,334

04

SAVAGE X FENTY

7,197

05

hunkemöller

5,048

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.

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Awareness

Brand Awareness

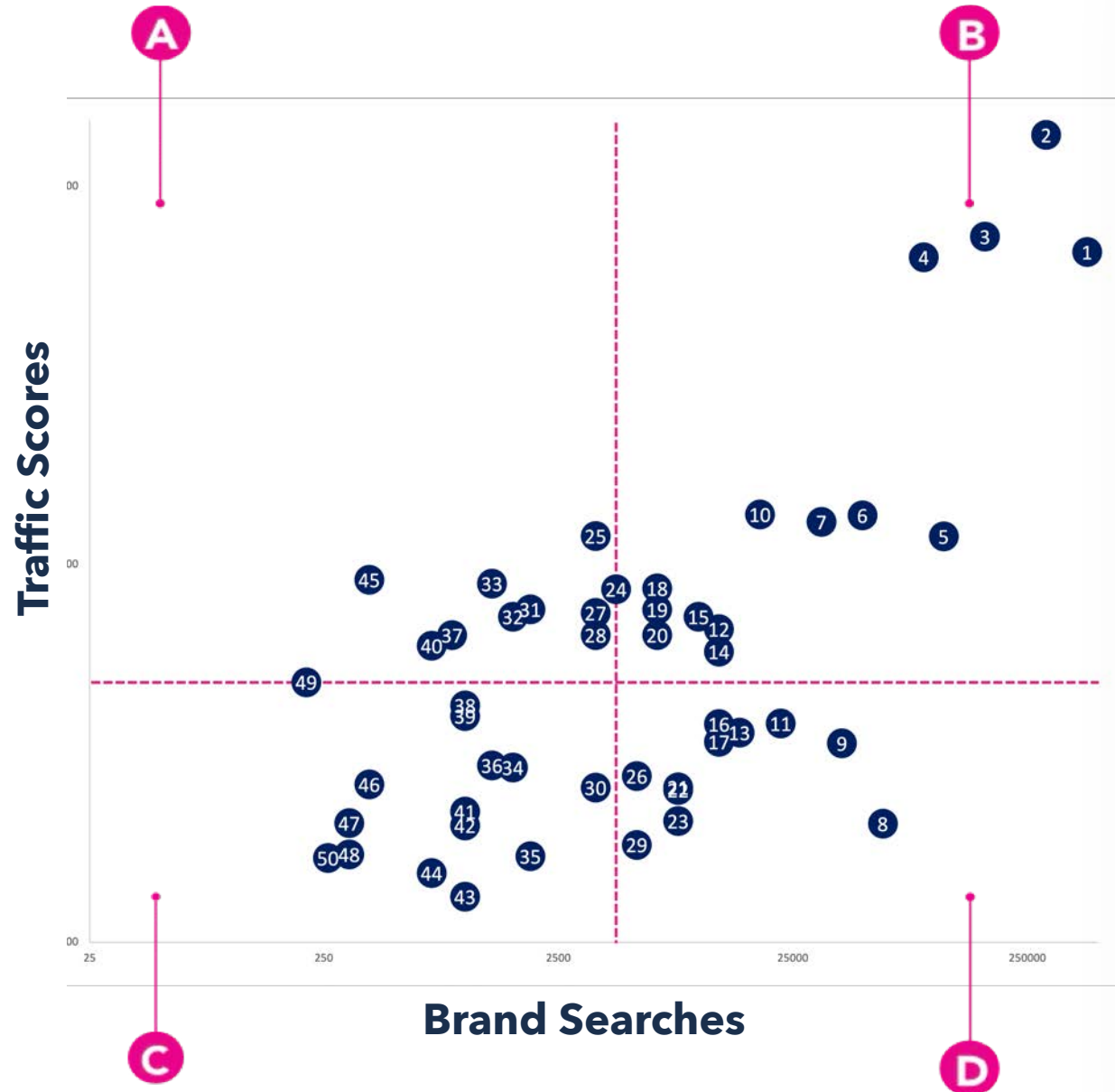
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
victoriasecret.co.uk	450000	153750	1
lounge.com	110000	4228	2
bouxavenue.com	301000	1250	3
intimissimi.com	33100	11062	4
uk.triumph.com	49500	7334	5
loungeunderwear.com	60500	4228	6
agentprovocateur.com	40500	2246	7
pourmoi.co.uk	90500	995	8
bravissimo.com	165000	429	9
honeybirdette.com	22200	2395	10
etam.co.uk	5400	5034	11
bluebella.com	18100	1282	12
hunkemoller.co.uk	3600	5048	13
laperla.com	12100	1249	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
savagex.co.uk	1900	7197	15
curvykate.com	12100	1128	16
sloggi.com	9900	1324	17
wolford.com	8100	757	18
playfulpromises.com	6600	830	19
wonderbra.co.uk	12100	438	20
brastop.com	6600	393	21
stripeandstare.com	12100	147	22
lemonadedolls.com	8100	176	23
leonisa.uk	320	2658	24
lascana.co.uk	1900	429	25
doralarsen.com	5400	143	26
conturve.com	8100	88	27
missmary.co.uk	1000	596	28
freyalingerie.com	1300	454	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:

victoriassecret.co.uk	1	davidnieper.co.uk	13
bouxavenue.com	2	curvykate.com	14
bravissimo.com	3	sloggi.com	15
pourmoi.co.uk	4	laperla.com	16
lounge.com	5	stripeandstare.com	17
uk.triumph.com	6	brastop.com	18
intimissimi.com	7	camille.co.uk	19
loungeunderwear.com	8	playfulpromises.com	20
agentprovocateur.com	9	lemonadedolls.com	21
bluebella.com	10	conturve.com	22
honeybirdette.com	11	wolford.com	23
wonderbra.co.uk	12	uktights.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:

fantasie.com	25	playtex.co.uk	38
etam.co.uk	26	missmary.co.uk	39
hunkemoller.co.uk	27	boobydoo.co.uk	40
belle-lingerie.co.uk	28	sulis.co.uk	41
doralarsen.com	29	fleurofengland.com	42
gossard.com	30	suzannecharles.co.uk	43
savagex.co.uk	31	royce-lingerie.co.uk	44
tightstightstights.co.uk	32	braforme.com	45
freyalingerie.com	33	wacoallingerie.com	46
lingerieoutletstore.co.uk	34	leonisa.uk	47
lascana.co.uk	35	carolinerandell.co.uk	48
thebigbloomerscompany.co.uk	36	elomilingerie.com	49
panache-lingerie.com	37	littlewomen.com	50



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

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

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

How we did this?

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

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

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

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscapeing**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker

Pâtisserie Valerie

Pâtisserie Valerie, partnered with Salience to aggressively grow their digital footprint following a landmark partnership with Sainsbury's. Like many digital campaigns, the goal is to acquire new traffic. However, we set a precedent from the start - no vanity metrics allowed. Traffic must have the intent to buy.

Following our discovery process, we identified a huge opportunity to implement 4 new site categories targeting high intent customers.



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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Question?



// **Salience.**