



# Motorcycle Equipment

Salience Index 2025



6 Month Report

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

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



# Editor's

2025 is here!

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

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

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

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

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

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

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

**Brett Janes**  
**Managing Director**  
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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.



# Our



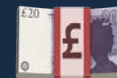
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services



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**Online Motorcycle Equipment** has seen a 5% increase in overall organic visibility within the last 6 months.

# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

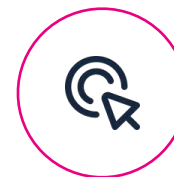
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

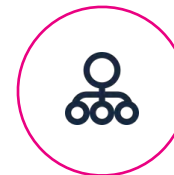
### How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

# 0.63%

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

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.



# Traffic Score Findings

## Top 5 winners

01



02



03



04



05



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01 

02 

03 

04 

05 



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
sportsbikeshop.co.uk	1	-	212,633	228,764	-7%	-12%
jsaccessories.co.uk	2	-	111,837	99,769	+12%	+7%
triumphmotorcycles.co.uk	3	-	86,169	87,486	-2%	-6%
belstaff.com	4	-	77,049	70,587	+9%	+4%
demon-tweeks.com	5	-	69,141	66,461	+4%	-1%
infinitymotorcycles.com	6	-	69,126	65,750	+5%	-
foxracing.co.uk	7	-	62,697	60,691	+3%	-2%
helmetcity.co.uk	8	+1	45,933	31,210	+47%	+42%
alpinestars.com	9	+5	34,723	20,512	+69%	+64%
24mx.co.uk	10	-	30,476	29,754	+2%	-2%
muc-off.com	11	-3	29,865	32,846	-9%	-14%
megamotorcyclestore.co.uk	12	+4	23,016	18,933	+22%	+17%
urbanrider.co.uk	13	-1	21,948	23,692	-7%	-12%
rst-moto.com	14	+7	20,737	15,466	+34%	+29%
motolegends.com	15	-4	20,568	25,101	-18%	-23%
bellhelmets.com	16	+31	20,337	7,015	+190%	+185%
dirtbikexpress.co.uk	17	-4	20,301	23,340	-13%	-18%
maximomoto.co.uk	18	+15	19,514	11,432	+71%	+66%
mandp.co.uk	19	-4	16,672	19,016	-12%	-17%
silvermans.co.uk	20	+7	16,259	13,259	+23%	+18%
oxfordproducts.com	21	-3	16,199	17,637	-8%	-13%
fowlers.co.uk	22	+10	14,844	11,790	+26%	+21%
motogb.co.uk	23	+2	14,097	14,008	+1%	-4%
shoei-europe.com	24	-1	14,095	14,542	-3%	-8%
cardosystems.com	25	+12	13,496	9,370	+44%	+39%
wemoto.com	26	+3	13,239	12,665	+5%	-
thevisorshop.com	27	+8	12,524	10,531	+19%	+14%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
motocentral.co.uk	28	-9	12,300	16,862	-27%	-32%
roadskin.co.uk	29	+11	12,282	8,101	+52%	+47%
xlmoto.co.uk	30	-2	12,234	12,784	-4%	-9%
givi.co.uk	31	-	11,973	12,582	-5%	-10%
agv.com	32	+4	11,855	10,254	+16%	+11%
dainese.com	33	+8	11,812	8,057	+47%	+42%
dolan-bikes.com	34	-10	11,721	14,377	-18%	-23%
ruroc.com	35	-18	10,986	17,746	-38%	-43%
jtsbikerclothing.com	36	-10	10,207	13,340	-23%	-28%
webbsmotorcycles.co.uk	37	-7	10,129	12,624	-20%	-25%
frank-thomas.co.uk	38	+20	9,006	5,020	+79%	+75%
ghostbikes.com	39	+3	8,911	7,710	+16%	+11%
planet-knox.com	40	+5	8,838	7,268	+22%	+17%
bikestop.co.uk	41	-21	8,549	15,482	-45%	-50%
bikeshedmoto.co.uk	42	-3	8,252	8,202	+1%	-4%
bdlamotorbikes.co.uk	43	+11	8,137	5,574	+46%	+41%
fc-moto.de	44	-6	7,566	8,480	-11%	-16%
kriega.com	45	-2	7,459	7,515	-1%	-6%
ktmdirect.co.uk	46	-2	7,098	7,289	-3%	-7%
goldtop.co.uk	47	+26	6,606	3,700	+79%	+74%
louis-moto.co.uk	48	-	6,390	6,817	-6%	-11%
fat-skeleton.co.uk	49	+7	6,254	5,395	+16%	+11%
store.motogp.com	50	+15	6,166	4,429	+39%	+34%
dstoremanchester.co.uk	51	-1	5,628	6,272	-10%	-15%
sw-motech.co.uk	52	+5	5,525	5,129	+8%	+3%
araihelmet.eu	53	+21	5,508	3,697	+49%	+44%
revzilla.com	54	-2	5,385	5,988	-10%	-15%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
adventurebikeshop.co.uk	55	+5	5,166	4,939	+5%	-
oilybikers.co.uk	56	+16	4,829	3,826	+26%	+21%
supermx.co.uk	57	-2	4,700	5,402	-13%	-18%
motogirl.co.uk	58	+5	4,698	4,708	-	-5%
motocard.com	59	+5	4,541	4,647	-2%	-7%
shad.co.uk	60	+1	4,519	4,859	-7%	-12%
gearchangeonline.com	61	+22	4,402	2,588	+70%	+65%
onyerbike.net	62	+9	4,345	3,852	+13%	+8%
motea.uk	63	+19	4,217	2,710	+56%	+51%
mmcbikes.co.uk	64	-30	4,200	10,909	-61%	-66%
lewisleathers.com	65	+1	4,167	4,402	-5%	-10%
customlids.co.uk	66	-20	4,129	7,057	-41%	-46%
vr46.com	67	-	3,891	4,302	-10%	-14%
bikersworldstore.co.uk	68	+9	3,394	3,166	+7%	+2%
youlesmotorcycles.com	69	+27	3,303	2,109	+57%	+52%
klim.com	70	+16	3,258	2,511	+30%	+25%
gear4motorcycles.co.uk	71	+26	3,220	2,109	+53%	+48%
msgbikegear.co.uk	72	-3	3,182	3,867	-18%	-23%
oilrag.com	73	+19	3,119	2,346	+33%	+28%
keisapparel.com	74	-6	3,072	4,133	-26%	-31%
richa.eu	75	+5	3,058	2,843	+8%	+3%
atmotocross.com	76	+9	3,001	2,530	+19%	+14%
gerbing.co.uk	77	-15	2,968	4,850	-39%	-44%
merlinbikegear.shop	78	+6	2,880	2,565	+12%	+7%
mdracingproducts.co.uk	79	-1	2,878	3,078	-6%	-11%
revitsport.com	80	-27	2,856	5,962	-52%	-57%
lastyearsgearstore.co.uk	81	-2	2,699	2,901	-7%	-12%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Mar 2025	Traffic score Sep 2024	YoY Change	Compared to Market
vintage-leather.co.uk	82	+12	2,627	2,214	+19%	+14%
essexbikerscentre.co.uk	83	-7	2,534	3,504	-28%	-33%
bmw.europe-moto.com	84	+9	2,299	2,334	-1%	-6%
orwell.co.uk	85	+6	2,249	2,363	-5%	-10%
tcxboots.com	86	+19	2,103	1,810	+16%	+11%
raceleathers.co.uk	87	+8	2,097	2,194	-4%	-9%
bikeittrade.com	88	+15	2,079	1,844	+13%	+8%
bikerheadz.co.uk	89	-2	1,946	2,502	-22%	-27%
brandedbiker.co.uk	90	-2	1,943	2,469	-21%	-26%
shop.ducati.com	91	+17	1,866	1,504	+24%	+19%
legacy85.co.uk	92	+15	1,732	1,542	+12%	+7%
via-moto.co.uk	93	-34	1,693	4,971	-66%	-71%
lagunadirect.co.uk	94	+17	1,666	1,247	+34%	+29%
shop.superbikefactory.co.uk	95	+7	1,596	2,001	-20%	-25%
thebikercompany.co.uk	96	+25	1,427	876	+63%	+58%
ladybiker.co.uk	97	-16	1,414	2,832	-50%	-55%
trialsuk.co.uk	98	+11	1,404	1,348	+4%	-1%
bikersgearaustralia.co.uk	99	-1	1,366	2,096	-35%	-40%
londonleathers.co.uk	100	+1	1,259	2,016	-38%	-42%



**Industry  
Variance**  
**+5%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 5% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Awards

# Our

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



**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](#)

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

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

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



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

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

Rosie Adams, Marketing Manager,  
Hard to Find Whisky





# Case Study



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

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

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

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

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

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

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

AKA domination of “wholesale sweet” terms.

## Similar Challenges?

**Talk to an expert.**







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

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

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

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

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

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



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

# Trends

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
js accessories	22200	23%
triumph motorcycles	22200	1%
alpine stars	12100	40%
helmet city	9900	7%
bell helmets	5400	6%
agv	3600	6%
moto central	2400	32%
webbs motorcycles	2400	21%
jts biker clothing	1900	29%
the visor shop	1300	20%
road skin	880	13%
moto gb	880	10%
bdla motorbikes	390	23%
ktm direct	320	3%
cardo systems	260	12%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
motocross helmets	5400	14%
full face helmets	3600	23%
bike jackets for men	1300	32%
motorcycle jackets for men	1300	32%
dirtbike helmet	880	39%
female motorcycle clothes	880	29%
motorcycle clothing for ladies	880	29%
womens motorcycle gear	880	29%
biker boots for women brown	720	25%
yellow biker jacket	720	24%
brown biker jacket mens	590	67%
youth dirt bike helmet	590	68%
childrens full face bike helmet	590	32%
full face youth bike helmet	590	32%
leather motorcycle jacket with armor	590	23%
motocross helmet with goggles	480	42%
black leather motorcycle jacket	320	92%
youth motocross helmet	320	38%
knee high biker boots womens	210	142%
knee high motorcycle boots for women	210	142%
ladies wide fit biker boots	210	65%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
demon tweaks	60500	-13%
belstaff	49500	-11%
sports bike shop	18100	-23%
wemoto	14800	-23%
muc off	14800	-5%
dirt bike express	12100	-12%
ruroc	12100	-13%
gold top	9900	-4%
urban rider	8100	-29%
dolan bikes	5400	-19%
fox racing	5400	-11%
silvermans	4400	-18%
fc moto	3600	-39%
givi	3600	-19%
oxford products	3600	-12%
m and p	3600	-6%
xl moto	3600	-6%
kriega	2400	-19%
fat skeleton	1900	-7%
bike stop	1300	-50%
moto legends	1000	-21%
frank thomas	1000	-10%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
maximo moto	880	-29%
louis moto	880	-13%
moto gp com	720	-22%
rst moto	480	-14%
planet knox	390	-36%
bike shed moto	320	-42%
shoie europe	70	-10%



## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
female biker boots	9900	-18%
motorcycle jackets	8100	-13%
motorbike coat	6600	-18%
waterproof bike jacket	5400	-22%
leather biker jacket	4400	-29%
mens leather biker jacket	4400	-19%
ladies biker boots	3600	-39%
ladies motorcycle boots	3600	-39%
womens motorbike boots	3600	-39%
waterproof riding jacket	3600	-26%
bike riding gloves for winter	2900	-19%
black biker jacket	2400	-37%
grey leather biker jacket	1900	-42%
leather racing jacket	1300	-33%
oversized biker jacket	1300	-46%
motocross jacket	1000	-62%
cropped biker jacket	1000	-49%

 **JS Accessories** 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](#)



# 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



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

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

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

### How we did this?

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

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

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

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

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

# Google Analytics

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

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

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

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

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

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

**Struggling with the  
migration to GA4?**

**Speak with an expert.**



# Got a

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

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



Email us



Call us



Live Chat

# Question?



// **Salience.**