



Nicotine Products

Salience Index 2025

12 Month Report



This **Online Nicotine Products 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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Note

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

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





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

Our



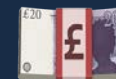
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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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.”

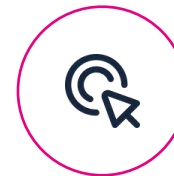
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

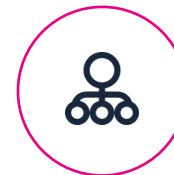
How it's calculated:



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 vapeUK

02 VPZ
THE VAPING SPECIALIST

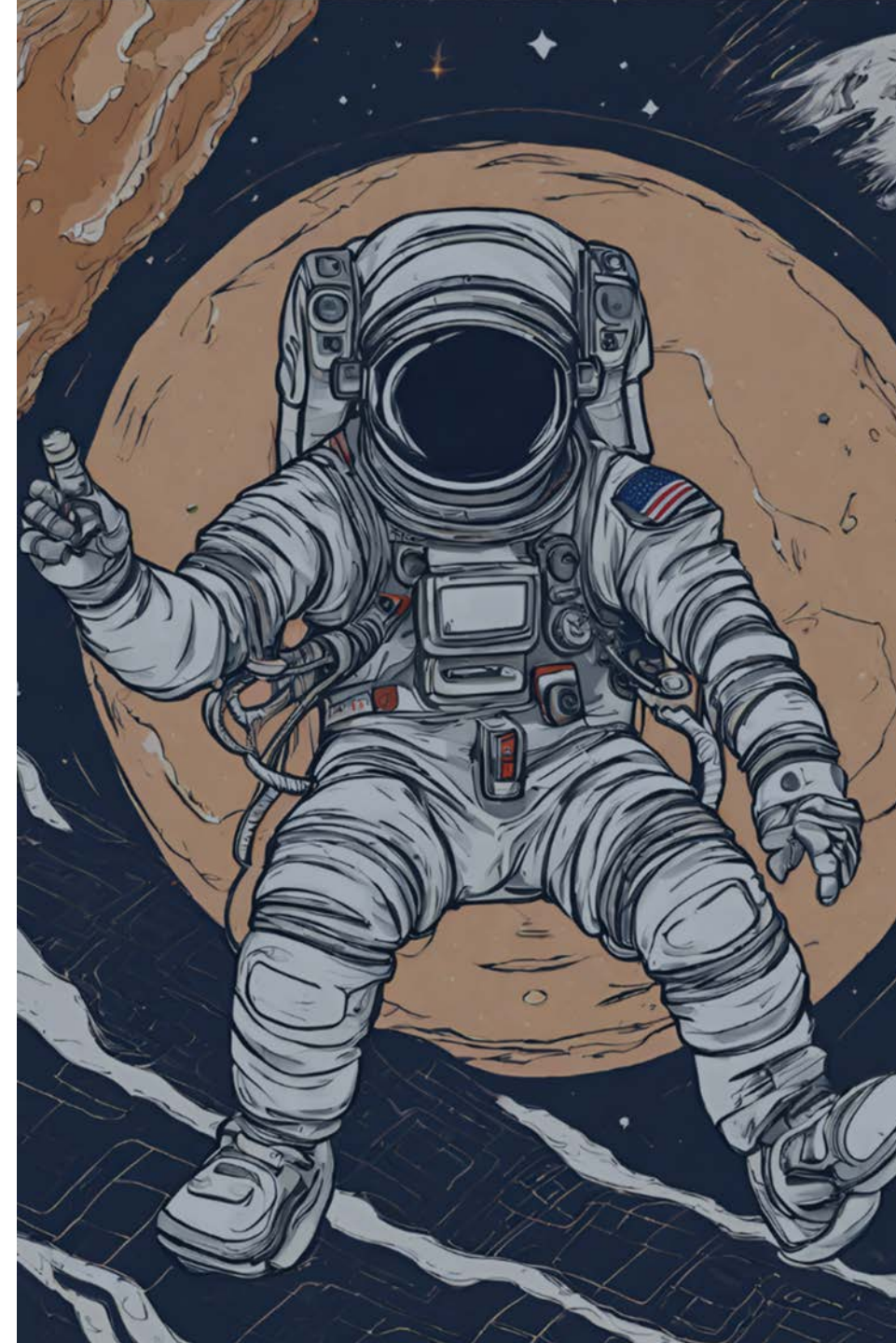
03  **Totally Wicked**[®]
THE WORLD'S PREMIER VAPING RETAILER

04 e-cigarette
DIRECT

05  **SMOKE
FREE**



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.

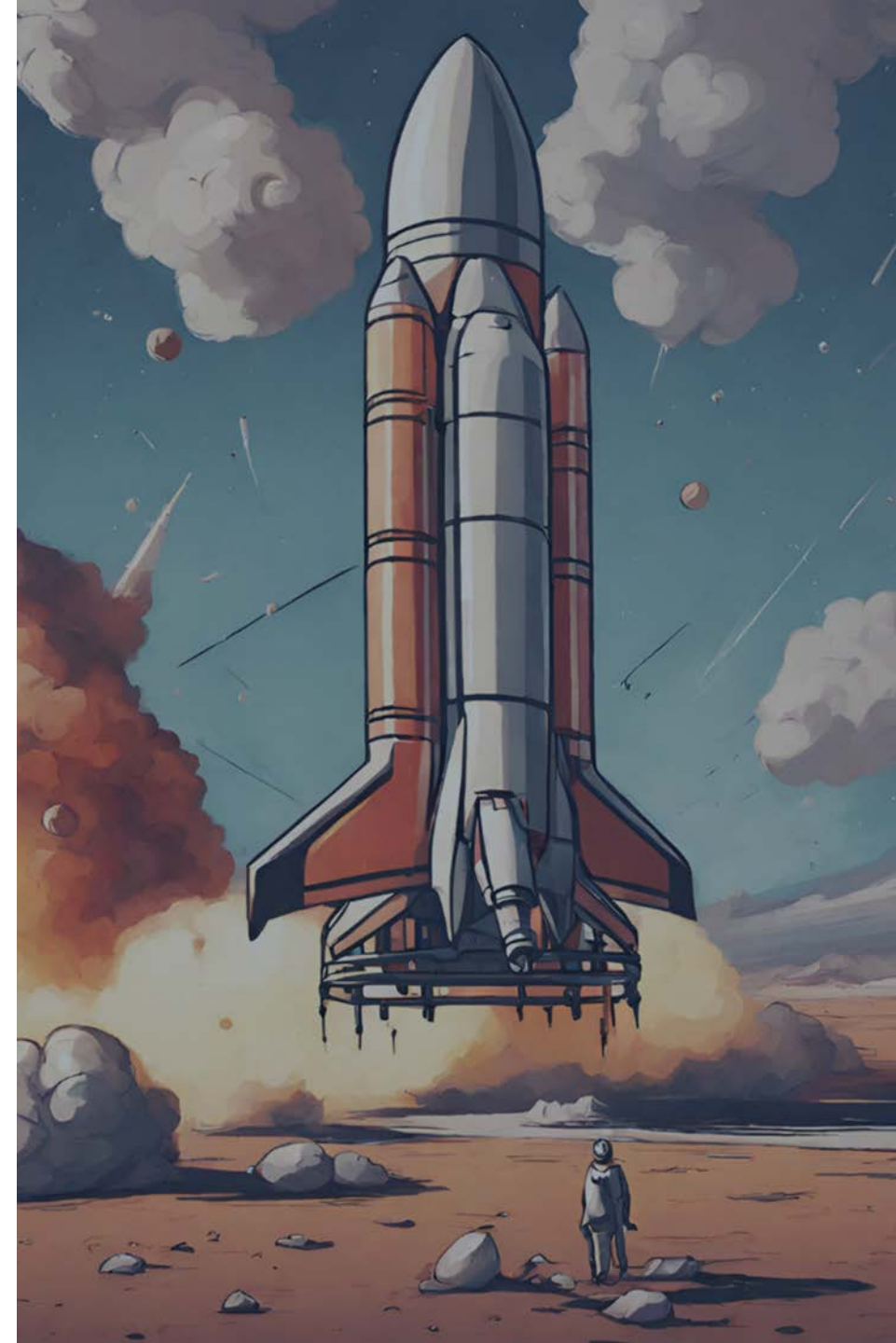


Top 5 Losses

- 01 
- 02 
- 03 
- 04  THE ELECTRONIC CIGARETTE COMPANY™
- 05  ALECTROFAG



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 May 2025	Visibility May 2024	YoY Change	Compared to Market
vapeuk.co.uk	1	+2	275,493	227,099	+21%	+24%
vapeclub.co.uk	2	-	231,636	238,839	-3%	-
vapesuperstore.co.uk	3	-2	207,432	286,972	-28%	-25%
vapestore.co.uk	4	-	143,758	180,641	-20%	-17%
vpz.co.uk	5	+1	123,393	95,004	+30%	+33%
vapeshop.co.uk	6	-1	101,671	137,120	-26%	-23%
totallywicked-eliquid.co.uk	7	+2	84,879	71,113	+19%	+22%
iqos.com	8	-1	80,537	77,951	+3%	+6%
elfbar.co.uk	9	+1	74,836	67,245	+11%	+14%
electrictobacconist.co.uk	10	-2	74,482	76,616	-3%	-
ecigarettedirect.co.uk	11	+2	67,545	51,248	+32%	+35%
smoke-king.co.uk	12	+3	56,740	49,800	+14%	+17%
haypp.com	13	+6	54,494	44,058	+24%	+27%
lostmary.co.uk	14	+7	52,445	41,846	+25%	+28%
vuse.com	15	+5	46,724	43,180	+8%	+11%
vapeverse.co.uk	16	+2	43,862	44,326	-1%	+2%
ivapegreat.com	17	+7	43,542	30,417	+43%	+46%
vapeandgo.co.uk	18	-7	39,692	53,796	-26%	-23%
vampirevape.co.uk	19	-7	39,260	51,438	-24%	-21%
evapo.co.uk	20	-3	37,913	44,579	-15%	-12%
88vape.com	21	+4	36,479	30,309	+20%	+23%
onepoundeliquid.com	22	+5	33,461	27,413	+22%	+25%
skecrystalbar.com	23	+22	32,081	18,662	+72%	+75%
e-cigclouds.co.uk	24	+10	29,222	23,363	+25%	+28%
gosmokefree.co.uk	25	+49	28,834	7,770	+271%	+274%
greyhaze.co.uk	26	+18	27,857	18,725	+49%	+52%
theelectroniccigarette.co.uk	27	-13	27,646	50,093	-45%	-42%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility May 2025	Visibility May 2024	YoY Change	Compared to Market
washington-vapes.co.uk	28	+4	25,916	23,855	+9%	+12%
vapekit.co.uk	29	-	24,300	24,337	-	+3%
ecigone.co.uk	30	+22	24,067	15,669	+54%	+57%
nordicspirit.co.uk	31	+4	23,664	22,224	+6%	+9%
alectrofag.co.uk	32	-16	23,336	44,971	-48%	-45%
blu.com	33	-2	22,134	24,320	-9%	-6%
vapoholic.co.uk	34	-8	22,068	29,595	-25%	-22%
velo.com	35	+2	22,040	21,720	+1%	+4%
bullbrand.co.uk	36	-3	21,328	23,437	-9%	-6%
zyn.com	37	-9	20,908	24,781	-16%	-13%
voopoo.com	38	+12	19,949	16,806	+19%	+22%
aspirecig.com	39	+2	18,916	19,690	-4%	-1%
ninja-vapes.co.uk	40	-17	18,166	35,098	-48%	-45%
juul.co.uk	41	+7	17,779	17,597	+1%	+4%
vapeonlinestore.co.uk	42	-20	16,745	35,596	-53%	-50%
vape.co.uk	43	+20	16,651	11,293	+47%	+50%
aspireeciguk.co.uk	44	-2	16,559	19,690	-16%	-13%
vapegreen.co.uk	45	+4	15,362	17,174	-11%	-8%
therippleco.co.uk	46	+22	15,188	9,479	+60%	+63%
vaping101.co.uk	47	-7	15,056	19,940	-24%	-21%
ukecigstore.com	48	-12	15,011	22,025	-32%	-29%
eco-vape.co.uk	49	+2	14,808	15,758	-6%	-3%
royalflushvape.co.uk	50	-20	14,679	24,322	-40%	-37%
okvape.co.uk	51	-4	14,553	18,218	-20%	-17%
tablites.com	52	+5	14,148	13,259	+7%	+10%
mysmokingshop.co.uk	53	-14	13,986	21,019	-33%	-30%
misteliquid.co.uk	54	+22	13,977	7,402	+89%	+92%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility May 2025	Visibility May 2024	YoY Change	Compared to Market
vapemate.co.uk	55	+18	13,383	8,175	+64%	+67%
ukvapescene.com	56	-13	13,377	18,792	-29%	-26%
primevapes.co.uk	57	-19	13,294	21,084	-37%	-34%
avalanche-vapes.co.uk	58	+4	13,207	11,524	+15%	+18%
jacvapour.com	59	-3	13,080	13,741	-5%	-2%
vapouriz.co.uk	60	+5	12,823	10,151	+26%	+29%
tidalvape.co.uk	61	+3	11,391	10,916	+4%	+7%
snusvikings.co.uk	62	+161	11,352	280	+3954%	+3957%
mycigara.com	63	+7	11,333	8,776	+29%	+32%
northerner.com	64	-4	11,250	12,349	-9%	-6%
vapourcore.com	65	-19	10,734	18,317	-41%	-38%
buynicotinepouches.co.uk	66	-5	9,980	11,601	-14%	-11%
herbalizestore.co.uk	67	+30	9,961	4,949	+101%	+104%
vapehq.co.uk	68	-2	9,506	9,769	-3%	-
vapedirect.com	69	+23	9,464	5,501	+72%	+75%
darkstar.co.uk	70	+2	9,075	8,305	+9%	+12%
ecigclick.co.uk	71	+12	8,647	6,164	+40%	+43%
wizvape.co.uk	72	-17	8,265	13,911	-41%	-38%
ecigwizard.com	73	-19	8,208	14,411	-43%	-40%
ploom.co.uk	74	+3	8,102	7,336	+10%	+13%
vape360.co.uk	75	-17	7,543	12,456	-39%	-36%
vaping360.com	76	-9	7,381	9,680	-24%	-21%
vapedinnerlady.com	77	+4	7,360	6,726	+9%	+12%
e-liquids.com	78	-25	6,874	15,311	-55%	-52%
liberty-flights.co.uk	79	+10	6,784	5,690	+19%	+22%
flavourvapour.co.uk	80	+39	6,548	3,363	+95%	+98%
relxnow.co.uk	81	-12	6,391	9,381	-32%	-29%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility May 2025	Visibility May 2024	YoY Change	Compared to Market
buyv2cigs.co.uk	82	+51	6,359	2,808	+126%	+129%
vapeukwholesale.co.uk	83	+5	5,936	5,697	+4%	+7%
10motives.com	84	-6	5,932	7,134	-17%	-14%
tobaccodirect.co.uk	85	+85	5,842	1,303	+348%	+351%
makemyvape.co.uk	86	-4	5,733	6,248	-8%	-5%
edgevaping.com	87	+14	5,718	4,560	+25%	+28%
snusboys.co.uk	88	+8	5,713	5,296	+8%	+11%
ukvapekings.com	89	-3	5,690	5,874	-3%	-
snusdirect.eu	90	+12	5,661	4,542	+25%	+28%
evolutionvaping.co.uk	91	-7	5,225	5,990	-13%	-10%
theshishashop.com	92	-17	5,201	7,623	-32%	-29%
thepuffinhut.com	93	+1	4,874	5,457	-11%	-8%
indejuice.com	94	+27	4,754	3,217	+48%	+51%
goldbar.co.uk	95	+100	4,730	597	+692%	+695%
eleafworld.co.uk	96	+14	4,607	3,724	+24%	+27%
driphacks.com	97	+9	4,555	3,928	+16%	+19%
gqtobaccos.com	98	+58	4,547	1,740	+161%	+164%
aroma-king.co.uk	99	-8	4,476	5,523	-19%	-16%
vapesourcing.uk	100	+5	4,468	4,104	+9%	+12%

**Industry
Variance**
-3%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 3% decrease 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

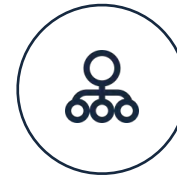
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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

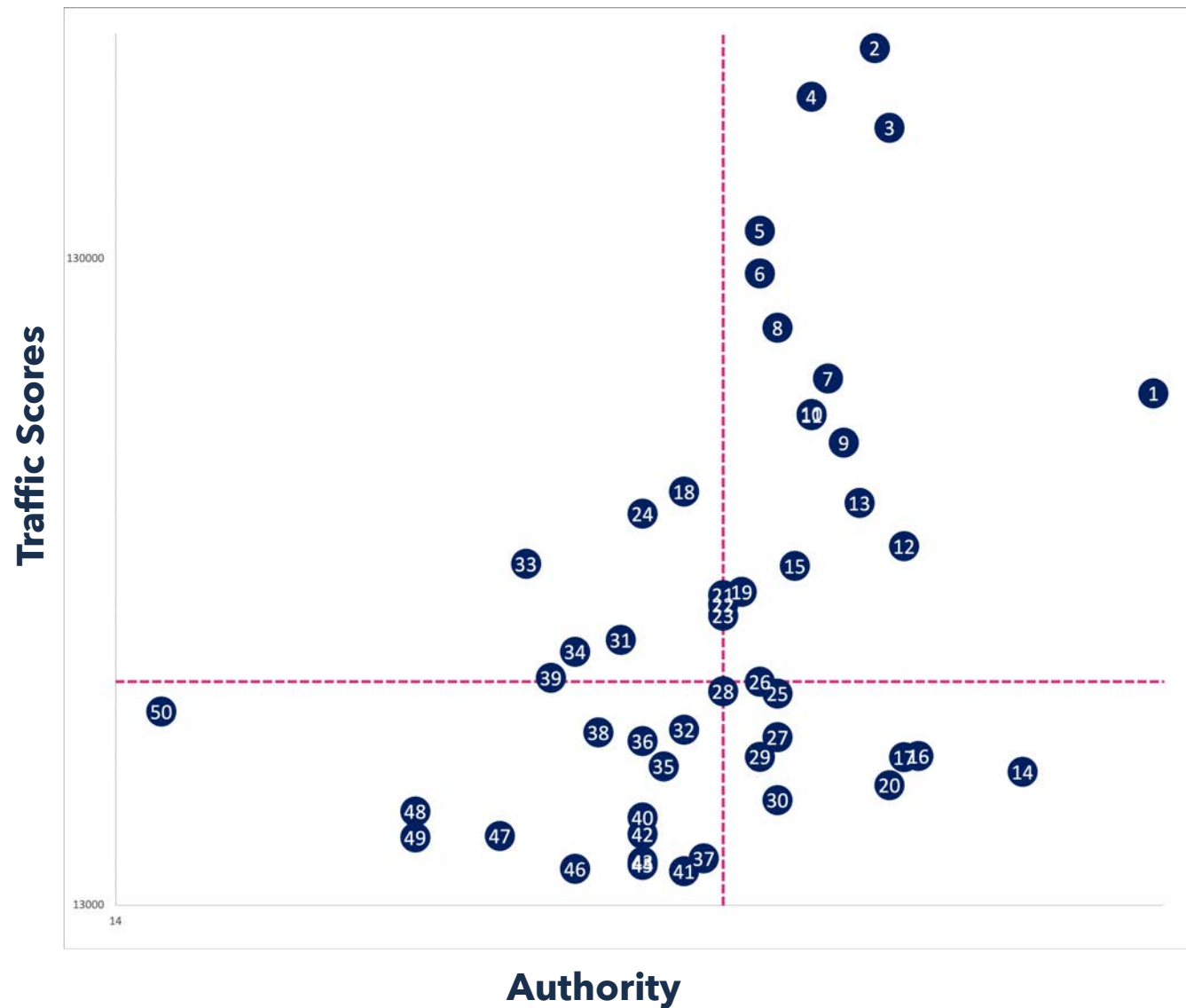


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



iqos.com	1	electrictobacconist.co.uk	11	vampirevape.co.uk	21	onepoundeliquid.com	31	royalflushvape.co.uk	41
vapeuk.co.uk	2	vuse.com	12	evapo.co.uk	22	vapekit.co.uk	32	vapeonlinestore.co.uk	42
vapesuperstore.co.uk	3	haypp.com	13	88vape.com	23	vapeverse.co.uk	33	therippleco.co.uk	43
vapeclub.co.uk	4	zyn.com	14	lostmary.co.uk	24	skecrystalbar.com	34	vaping101.co.uk	44
vapestore.co.uk	5	ivapegreat.com	15	theelectroniccigarette.co.uk	25	bullbrand.co.uk	35	ukecigstore.com	45
vpz.co.uk	6	blu.com	16	gosmokefree.co.uk	26	alectrofag.co.uk	36	eco-vape.co.uk	46
totallywicked-eliquid.co.uk	7	velo.com	17	nordicspirit.co.uk	27	vapegreen.co.uk	37	vape.co.uk	47
vapeshop.co.uk	8	smoke-king.co.uk	18	greyhaze.co.uk	28	ecigone.co.uk	38	ninja-vapes.co.uk	48
ecigarettedirect.co.uk	9	vapeandgo.co.uk	19	vapoholic.co.uk	29	e-cigclouds.co.uk	39	aspireeciguk.co.uk	49
elfbar.co.uk	10	voopoo.com	20	aspirecig.com	30	juul.co.uk	40	washington-vapes.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  **VAPOHOLIC**

02  **VELO**

03 **ZYN**

04 **VCOPCO**

05  **aspire**

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 **SMOKING**
THE UK'S MOST TRUSTED TOBACCONIST

02 **LOST MARY**

03 
VAPEVERSE
RETAIL AND WHOLESALE

04 
**VAMPIRE
VAPE**

05 **evapo**

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:

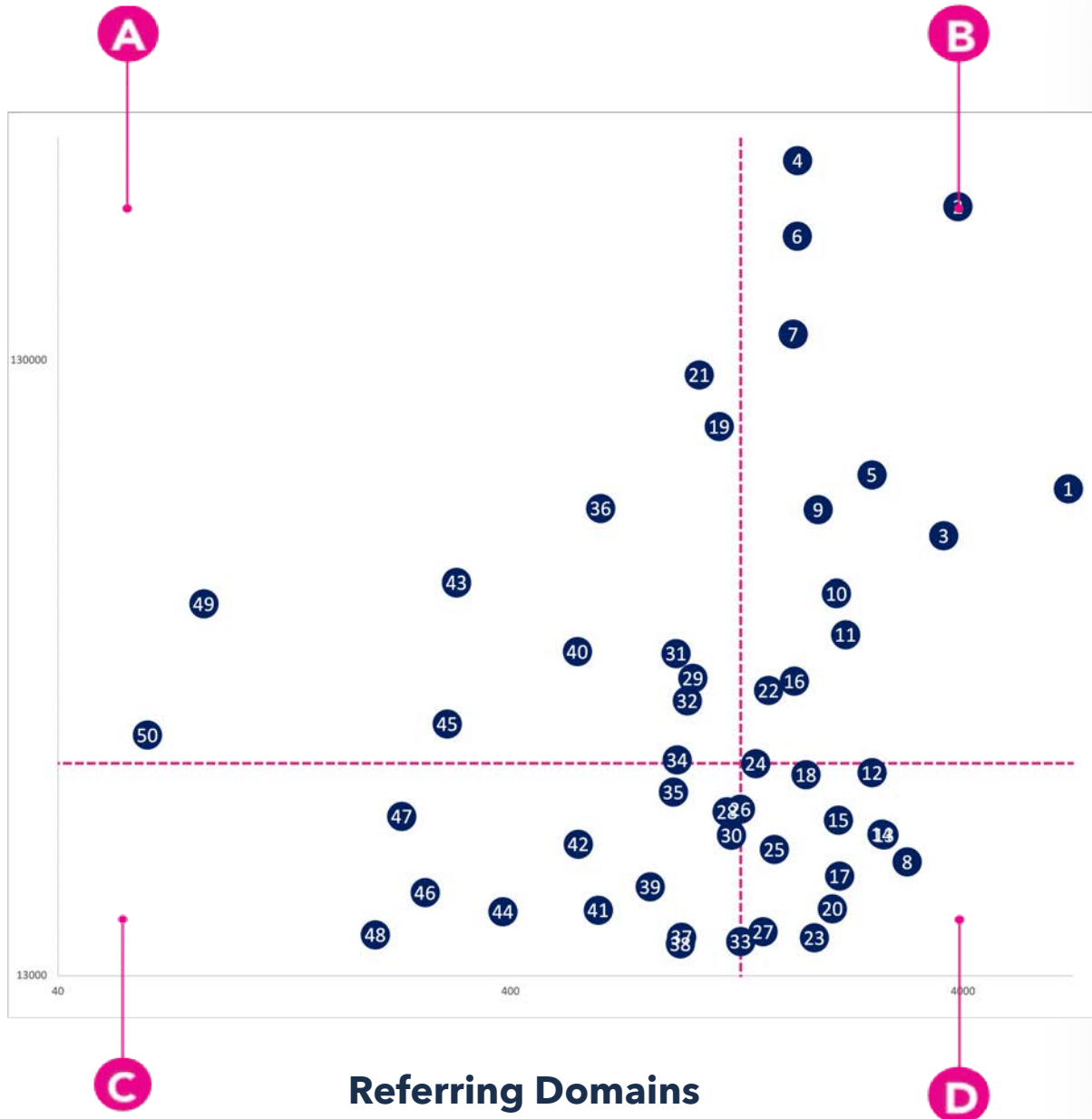
iqos.com	1	vapoholic.co.uk	13
vapeclub.co.uk	2	blu.com	14
ecigarettedirect.co.uk	3	alectrofag.co.uk	15
vapeuk.co.uk	4	vampirevape.co.uk	16
totallywicked-eliqid.co.uk	5	aspirecig.com	17
vapesuperstore.co.uk	6	theelectroniccigarette.co.uk	18
vapestore.co.uk	7	vapeshop.co.uk	19
voopoo.com	8	vapeonlinestore.co.uk	20
electrictobacconist.co.uk	9	vpz.co.uk	21
haypp.com	10	evapo.co.uk	22
vuse.com	11	ukecigstore.com	23
greyhaze.co.uk	12	gosmokefree.co.uk	24

Traffic Scores Vs Referring Domains

Key:

zyn.com	25	royalflushvape.co.uk	38
vapekit.co.uk	26	ninja-vapes.co.uk	39
vapegreen.co.uk	27	vapeverse.co.uk	40
ecigone.co.uk	28	vape.co.uk	41
vapeandgo.co.uk	29	bullbrand.co.uk	42
velo.com	30	smoke-king.co.uk	43
ivapegreat.com	31	aspireeciguk.co.uk	44
88vape.com	32	onepoundeliquid.com	45
eco-vape.co.uk	33	juul.co.uk	46
e-cigclouds.co.uk	34	nordicspirit.co.uk	47
washington-vapes.co.uk	35	therippleco.co.uk	48
elfbar.co.uk	36	lostmary.co.uk	49
vaping101.co.uk	37	skecrystalbar.com	50

Traffic Scores



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

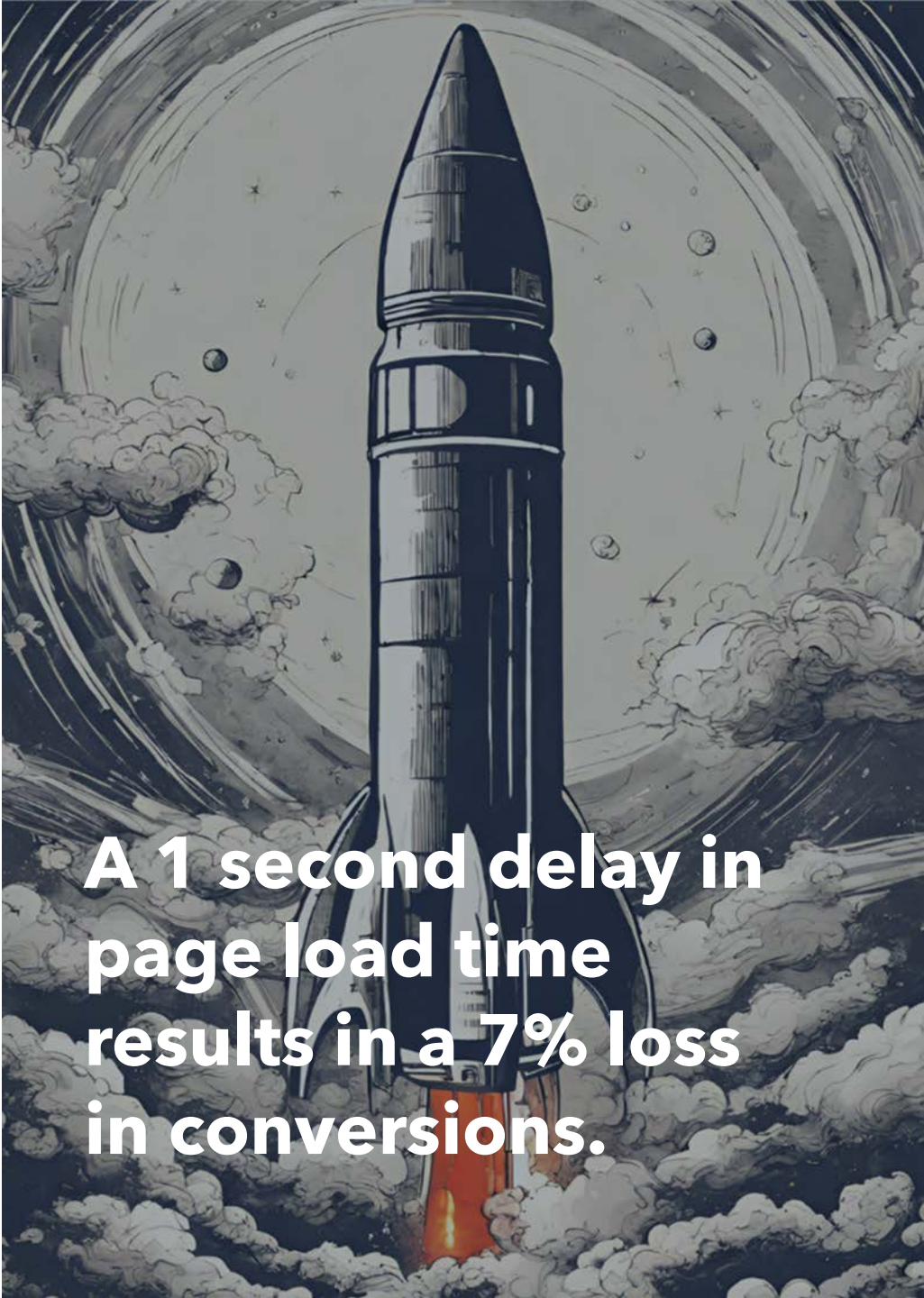


[Read this Case Study](#)

Page speed

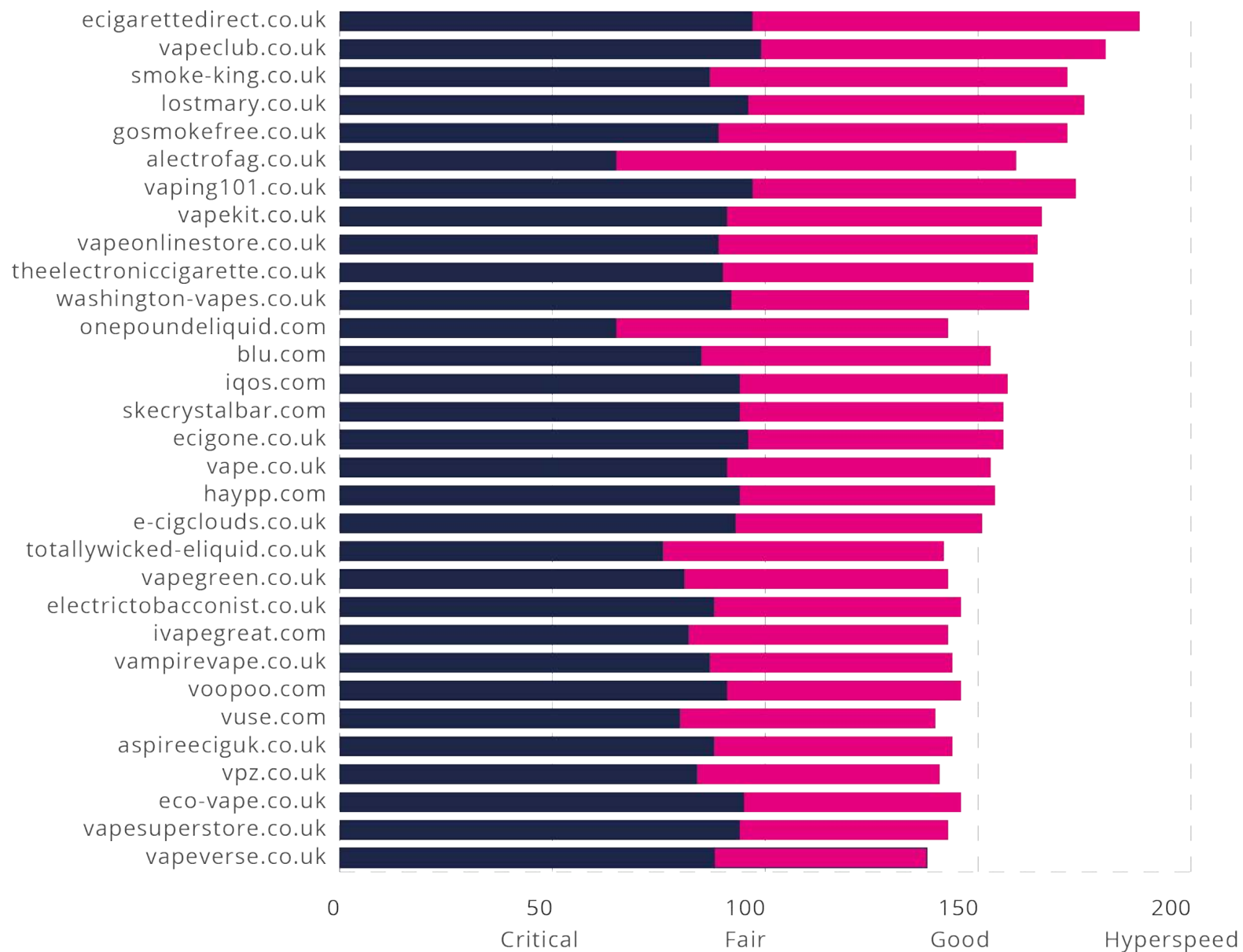
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input 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 Award

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

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

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



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

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

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Profitability

Our New Model

Paid Media Profitability

The agency PPC model is broken! Agencies boast about ROAS while ignoring true costs. They don't factor in shipping costs, payment fees, packaging, or discounts.

Most agencies are still obsessed with ROAS. It looks good in reports. But it tells you nothing about what matters - profit.

Salience is championing POAS (Profit On Ad Spend). Even in tough times, it's the only metric that fuels real growth.

Invite us to pitch and see how our **POAS-focused approach** can transform your paid media results into actual business growth.

**Talk to us about
paid media**

No hard pitch. No charge.

[Book a Chat](#)



First

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.

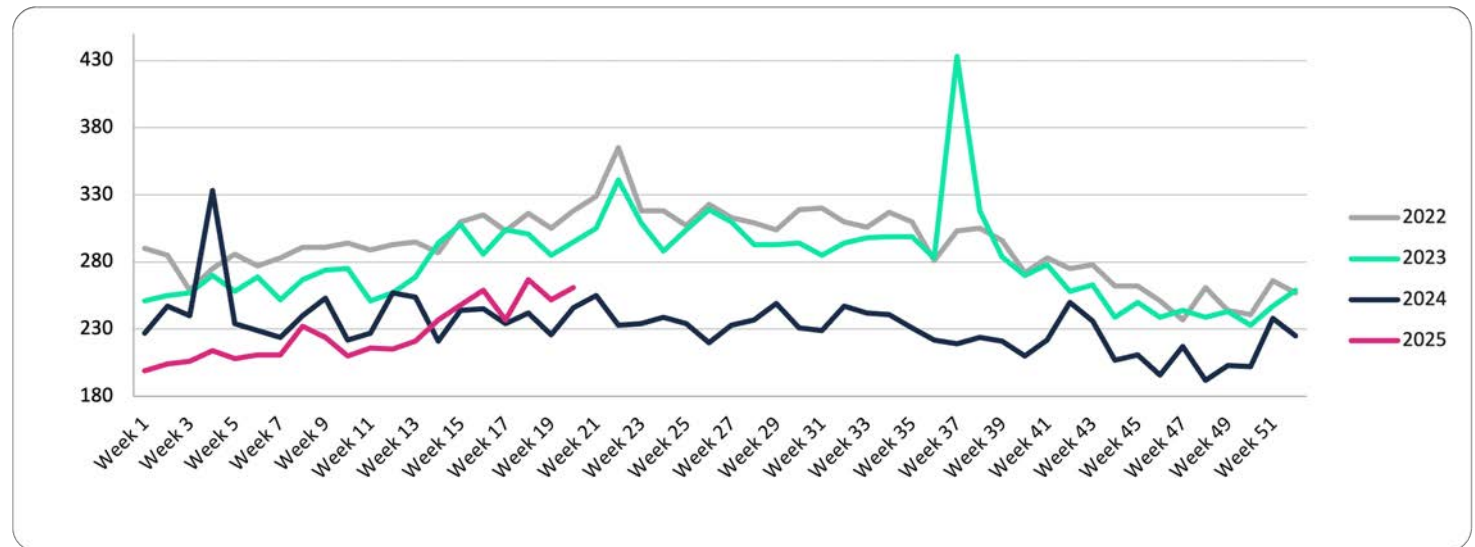
— Caren Downie, Fashion Director

LEMONADE DOLLS

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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

 **VPZ** 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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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.

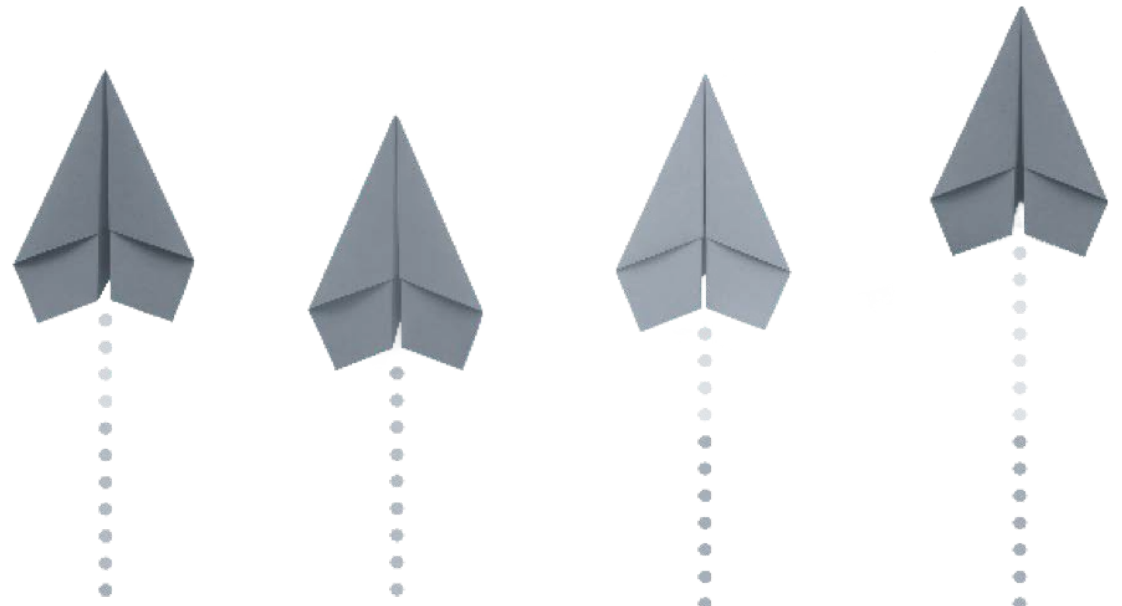
For challenger brands looking to weigh in, you best bring your A-game.



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	vape	85,000	95	6	vape store	8,700	95
2	vape shops near me	47,000	86	7	e cigarette	8,200	84
3	vape shop	42,000	94	8	vapes online	2,800	95
4	vape uk	32,000	94	9	cheap vapes	1,800	81
5	disposable vape	18,000	81	10	vapes for sale	1,300	91

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 cigarette vape
600 55

2 liquid vapes
600 74

3 nearest vape shop
700 76

4 electric vape
700 78

5 vape oil
1,000 51

6 vape juices
1,000 52

7 liquid vape
1,200 61

8 ecig shops near me
1,400 77

9 vape juice uk
1,600 79

10 vape bars
1,800 56

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%

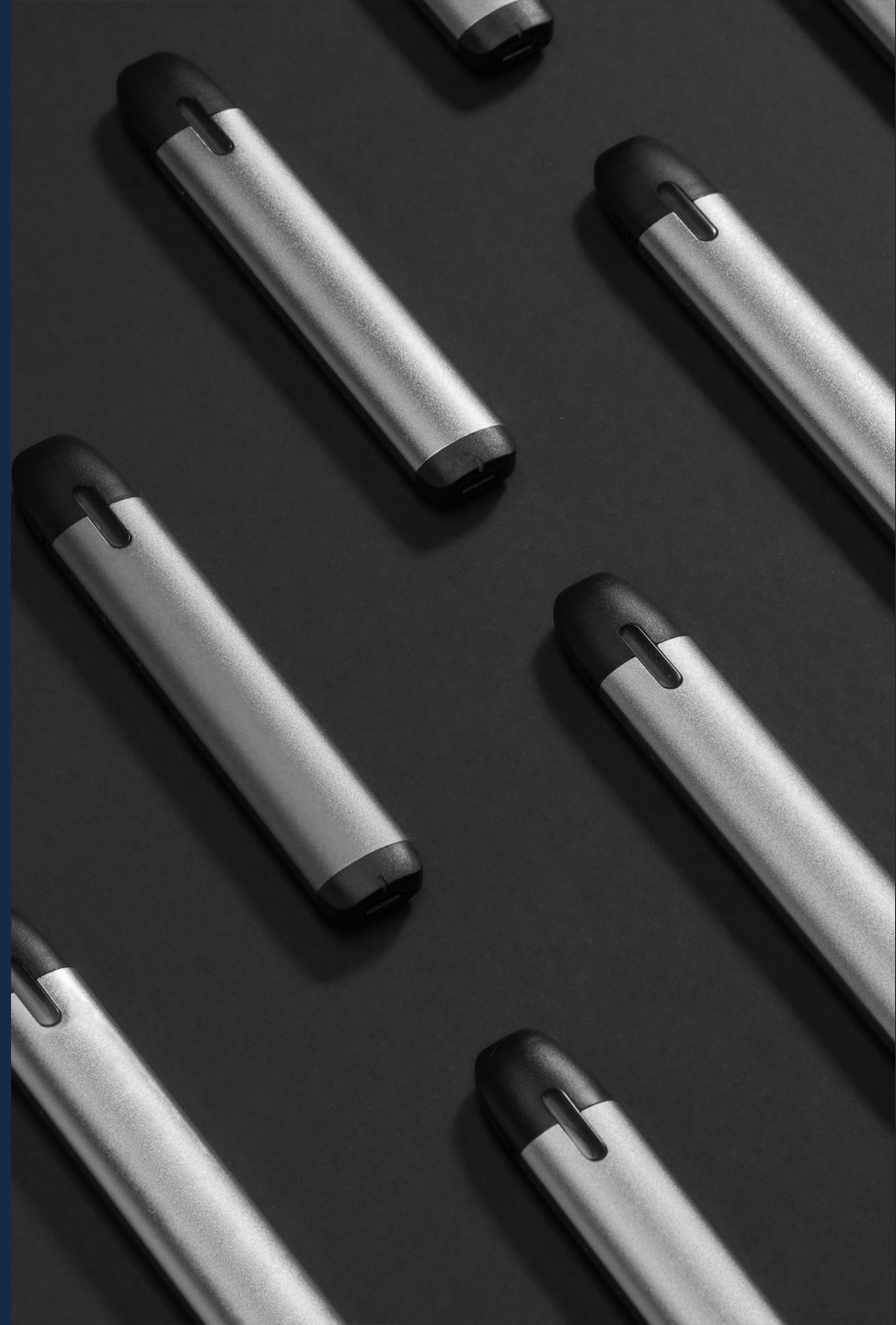
Of read online reviews for before visiting a business. *

36%

Of consumers are 'highly' or 'likely' to use a business that responds to all of its online reviews. *

// Salience.

High
Competition
Review score:





88vape.com
58,010 4.8



vapeclub.co.uk
42,134 4.9



smoke-king.co.uk
30,272 4.9



vapesuperstore.co.uk
28,108 4.8



onepoundeliquid.com
22,580 4.9



totallywicked-eliquid.co.uk
36,915 4.6



washington-vapes.co.uk
30,459 4.6



theelectroniccigarette.co.uk
19,305 4.8



vampirevape.co.uk
19,254 4.7



e-cigclouds.co.uk
12,604 4.9

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	vapeshop	42,000
02	 Totally Wicked® THE WORLD'S PREMIER VAPING RETAILER	40,500
03	 VPZ THE VAPING SPECIALIST	32,000
04	vape UK	32,000
05	 VAPE CLUB	29,000

Top 5 Social Scores



Owned social score

Social score considers followers and engaged conversations on all major social platforms. The top five have a strong following, creating engagement through content and product campaigns.

01  aspire

339

02 ripple⁺

221

03  vuse

100

04  UK ECIG STORE.

82

05  VAPE CLUB

76

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

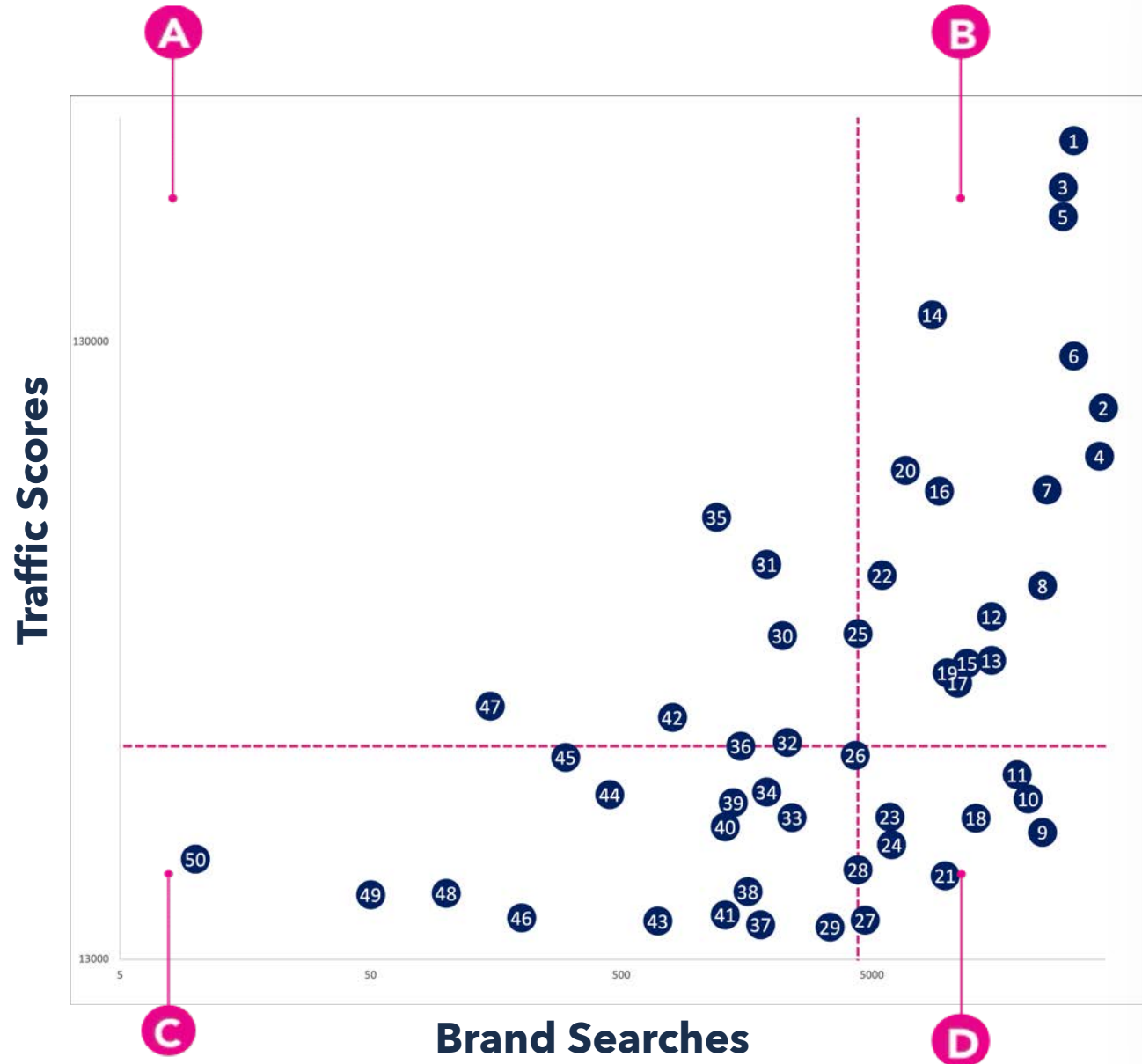
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
vapeclub.co.uk	29000	76	1
vuse.com	15000	100	2
elfbar.co.uk	25000	57	3
totallywicked-eliquid.co.uk	40500	31	4
vapesuperstore.co.uk	29000	43	5
ivapegreat.com	14800	58	6
washington-vapes.co.uk	19000	30	7
evapo.co.uk	10000	48	8
vapeshop.co.uk	42000	10	9
vpz.co.uk	32000	10	10
juul.co.uk	9800	34	11
nordicspirit.co.uk	21000	15	12
vampirevape.co.uk	12000	25	13
velo.com	13000	23	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
blu.com	5900	49	15
electrictobacconist.co.uk	9300	27	16
lostmary.co.uk	24000	8	17
voopoo.com	6000	30	18
88vape.com	11000	13	19
vaping101.co.uk	4700	26	20
greyhaze.co.uk	4300	27	21
zyn.com	24000	5	22
iqos.com	6800	13	23
vapeandgo.co.uk	15000	5	24
ukecigstore.com	700	82	25
therippleco.co.uk	200	241	26
haypp.com	5500	6	27
eco-vape.co.uk	1800	17	28
vapoholic.co.uk	2400	10	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:

vapeuk.co.uk	1	vapeandgo.co.uk	13
vapeshop.co.uk	2	vapestore.co.uk	14
vapeclub.co.uk	3	vampirevape.co.uk	15
totallywicked-eliqum.co.uk	4	electrictobacconist.co.uk	16
vapesuperstore.co.uk	5	88vape.com	17
vpz.co.uk	6	velo.com	18
elfbar.co.uk	7	evapo.co.uk	19
lostmary.co.uk	8	iqos.com	20
zyn.com	9	juul.co.uk	21
nordicspirit.co.uk	10	haypp.com	22
washington-vapes.co.uk	11	blu.com	23
vuse.com	12	voopoo.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:

vapeverse.co.uk	25	vapeonlinestore.co.uk	38
greyhaze.co.uk	26	alectrofag.co.uk	39
vaping101.co.uk	27	bullbrand.co.uk	40
ninja-vapes.co.uk	28	vapegreen.co.uk	41
royalflushvape.co.uk	29	skecrystalbar.com	42
ivapegreat.com	30	ukecigstore.com	43
smoke-king.co.uk	31	ecigone.co.uk	44
e-cigclouds.co.uk	32	theelectroniccigarette.co.uk	45
vapoholic.co.uk	33	therippleco.co.uk	46
vapekit.co.uk	34	onepoundeliquid.com	47
ecigarettedirect.co.uk	35	vape.co.uk	48
gosmokefree.co.uk	36	aspireeciguk.co.uk	49
eco-vape.co.uk	37	aspirecig.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**
- **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

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.



Patissserie 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.



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// **Salience.**