

// Salience.

Online Pharmacy

Salience Index 2024



6 Month Report

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

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



Editor's

As if last year wasn't tough enough, brands are charging into 2024 armed with concern for ever crowded channels, balancing automation with authentic engagement, maintaining digital trust and, of course, ROI.

We're already seeing revised approaches across the board this year. The desire to reduce reliance on paid channels, to varying degrees of success, website migration projects revived, and the duelling needs of brand performance and clear attribution.

Perhaps you see it differently. That's where this report comes in.

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

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

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

Brett Janes
Managing Director
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brett@salience.co.uk



Note

Our



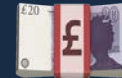
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Pharmacy Sector 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.”

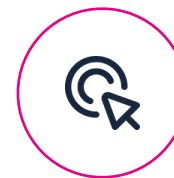
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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.

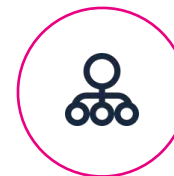
How it's calculated:



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 *Boots*

02 The Independent
Pharmacy.co.uk

03 Click2Pharmacy
Delivering Quality Healthcare

04 PeakPharmacy

05 Jardines Pharmacy

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 **LloydsPharmacy**

02 **Chemist Direct**

03  simple online pharmacy

04 **Weldricks** 

05  **SimplyMeds**
ONLINE PHARMACY



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 October 2024	Traffic score April 2024	YoY Change	Compared to Market
boots.com	1	-	10,890,636	10,197,817	+7%	+2%
lloydspharmacy.com	2	-	549,150	689,091	-20%	-25%
theindependentpharmacy.co.uk	3	-	438,742	237,451	+85%	+80%
pharmacy2u.co.uk	4	-	180,560	189,186	-5%	-9%
oxfordonlinepharmacy.co.uk	5	+2	151,503	131,362	+15%	+11%
click2pharmacy.co.uk	6	+5	147,927	94,939	+56%	+51%
peakpharmacy.co.uk	7	+6	144,888	73,484	+97%	+93%
doctorfox.co.uk	8	-	125,943	130,655	-4%	-8%
well.co.uk	9	+3	106,920	82,493	+30%	+25%
chemist-4-u.com	10	-	95,126	110,682	-14%	-19%
pharmacyonline.co.uk	11	+3	89,424	66,615	+34%	+30%
chemistdirect.co.uk	12	-6	87,345	135,612	-36%	-40%
simpleonlinepharmacy.co.uk	13	-4	79,748	127,241	-37%	-42%
welldricks.co.uk	14	-9	70,516	151,621	-53%	-58%
medexpress.co.uk	15	-	66,810	57,896	+15%	+11%
pharmica.co.uk	16	-	50,800	56,917	-11%	-15%
mypharmacy.co.uk	17	+5	47,702	43,602	+9%	+5%
prescriptiondoctor.com	18	+8	42,959	30,179	+42%	+38%
cloudpharmacy.co.uk	19	+1	36,699	46,367	-21%	-26%
ukmeds.co.uk	20	-3	34,872	55,956	-38%	-42%
anytimedoctor.co.uk	21	-	32,508	45,595	-29%	-33%
cohenschemist.co.uk	22	+1	32,279	31,553	+2%	-2%
onlinechemistuk.net	23	+10	31,100	21,771	+43%	+38%
hyperdrug.co.uk	24	-	30,926	31,460	-2%	-6%
chemistclick.co.uk	25	+10	29,175	19,047	+53%	+49%
rxlist.com	26	-7	28,962	49,667	-42%	-46%
zavamed.com	27	+4	25,839	23,547	+10%	+5%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
simplymedsonline.co.uk	28	-10	23,398	54,295	-57%	-62%
medino.com	29	-4	22,038	30,543	-28%	-33%
daylewis.co.uk	30	+4	19,349	19,665	-2%	-6%
theonlineclinic.co.uk	31	-1	18,599	23,588	-21%	-26%
expresschemist.co.uk	32	-3	18,047	27,118	-33%	-38%
thefamilychemist.co.uk	33	+31	17,507	3,298	+431%	+426%
lloydsdirect.co.uk	34	+11	17,392	10,467	+66%	+62%
pharmacyfirst.co.uk	35	+22	16,191	4,328	+274%	+269%
chemist.net	36	+4	13,736	14,754	-7%	-12%
travelpharm.com	37	-9	13,285	28,887	-54%	-59%
ayp.healthcare	38	+1	12,905	15,911	-19%	-24%
rowlandsparmacy.co.uk	39	+3	12,818	12,286	+4%	-
medicinemarketplace.com	40	-4	12,597	18,011	-30%	-35%
thefrenchpharmacy.co	41	-3	11,235	17,277	-35%	-40%
nvspharmacy.co.uk	42	-10	10,977	21,869	-50%	-54%
rightdose.co.uk	43	+5	10,206	8,704	+17%	+13%
clickpharmacy.co.uk	44	-3	9,814	12,432	-21%	-26%
mychemistplus.co.uk	45	-2	9,637	11,170	-14%	-18%
uk.treated.com	46	+1	8,981	8,772	+2%	-2%
healthexpress.co.uk	47	-10	8,329	17,830	-53%	-58%
onlinepharmacy.superdrug.com	48	-21	8,177	30,142	-73%	-78%
clearchemist.co.uk	49	-5	6,319	10,698	-41%	-46%
livewellnationwide.co.uk	50	+28	6,036	1,621	+272%	+268%
chemistcounterdirect.co.uk	51	+4	5,694	4,830	+18%	+13%
vsmpharmacy.co.uk	52	+14	5,316	2,723	+95%	+91%
quickmeds.co.uk	53	-4	5,275	8,511	-38%	-43%
dailychemist.com	54	-	4,889	5,016	-3%	-7%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
reachpharmacy.com	55	-2	4,834	6,139	-21%	-26%
wearephlo.com	56	-6	4,822	7,877	-39%	-43%
churchpharmacy.co.uk	57	-5	4,578	6,383	-28%	-33%
pilltime.co.uk	58	-2	4,485	4,681	-4%	-9%
pharmacydirectgb.co.uk	59	-13	3,842	9,540	-60%	-64%
heypharmacist.co.uk	60	+21	3,298	1,515	+118%	+113%
brownspharmacy.com	61	+9	3,271	2,388	+37%	+32%
visionpharmacy.org.uk	62	+29	3,137	987	+218%	+213%
lifepharmacy.co.uk	63	-12	2,899	7,845	-63%	-68%
pillsorted.com	64	-1	2,798	3,386	-17%	-22%
allcures.com	65	+4	2,719	2,561	+6%	+2%
thecarepharmacy.com	66	-6	2,659	3,575	-26%	-30%
ipharm.co.uk	67	-5	2,570	3,528	-27%	-32%
pharmacyrequirements.co.uk	68	-	2,506	2,610	-4%	-9%
shopping.brownspharmacy.com	69	+13	2,419	1,434	+69%	+64%
assuredpharmacy.co.uk	70	+9	2,267	1,578	+44%	+39%
thegpservice.co.uk	71	-12	2,223	3,688	-40%	-44%
smartcarepharmacy.com	72	-5	2,221	2,644	-16%	-21%
jardinespharmacy.co.uk	73	+167	1,999	2	+99850%	+99845%
securicaremedical.co.uk	74	+9	1,976	1,337	+48%	+43%
nhapharmacy.co.uk	75	+102	1,896	46	+4022%	+4017%
caplet-pharmacy.com	76	+17	1,844	841	+119%	+115%
welfarepharmacy.co.uk	77	-5	1,763	1,834	-4%	-9%
healthxchange.com	78	-5	1,739	1,832	-5%	-10%
manorpharmacyonline.co.uk	79	-3	1,699	1,715	-1%	-6%
numark-pharmacy.co.uk	80	+7	1,604	1,096	+46%	+42%
e-medicina.co.uk	81	-23	1,510	3,855	-61%	-65%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score April 2024	YoY Change	Compared to Market
medicines2u.co.uk	82	+26	1,498	284	+427%	+423%
manchesterchemist.com	83	+17	1,493	560	+167%	+162%
whitworthchemists.co.uk	84	-23	1,258	3,572	-65%	-69%
click-health.co.uk	85	-10	1,234	1,720	-28%	-33%
365pharmacist.co.uk	86	+3	1,230	1,066	+15%	+11%
jadepharmacy.co.uk	87	-1	1,152	1,198	-4%	-8%
signaturepharmacy.co.uk	88	-	1,090	1,092	-	-5%
thehubpharmacy.com	89	-4	1,083	1,235	-12%	-17%
empirepharmacy.co.uk	90	+83	1,016	49	+1973%	+1969%
hussainchemists.co.uk	91	-26	703	3,128	-78%	-82%
doctor-4-u.co.uk	92	-	673	904	-26%	-30%
vantagechemist.co.uk	93	+2	673	794	-15%	-20%
doorsteppharmacy.com	94	-17	609	1,682	-64%	-68%
medico2u.co.uk	95	+17	557	242	+130%	+126%
mychemistonline.co.uk	96	+11	533	290	+84%	+79%
prescriptionsdirect.org.uk	97	+32	496	137	+262%	+257%
pharmassured.co.uk	98	+83	491	45	+991%	+986%
losparmacy.co.uk	99	-3	444	767	-42%	-47%
rxlive.co.uk	100	+19	411	195	+111%	+106%

**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.

THE DPMI[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT AWARDS 2018
WINNER

ds Awards Awards Awards Awards Awards

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.



10+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



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

— Paul Hambridge, MD



[Read this Case Study](#)

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 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
pharmacy close by me	673000	71%
pharmacy	673000	48%
pharmacies open close to me	60500	22%
pharmacies that are open near me	60500	22%
chemist that are open near me	33100	40%
drugstore near me open now	27100	49%
farmacia near me open now	27100	49%
difflam spray	27100	8%
online pharmacy	27100	0%
24 hour pharmacies open near me	12100	50%
drugstore near me open 24 hours	12100	50%
pharmacy that is open 24 hours near me	12100	50%
sterimar nasal spray	9900	9%
drug store	6600	147%
day and night pharmacy	6600	97%
drug store open now	6600	51%
pharmacies that are open now	6600	51%
late night drug store near me	6600	24%
late night pharmacy near me	6600	24%
chemist near me open now	5400	24%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
boots	4090000	22%
pharmacy 2u	74000	82%
well	60500	96%
cohens chemist	40500	70%
peak pharmacy	14800	124%
pharmacy first	9900	405%
simple online pharmacy	9900	83%
pharmacy online	9900	7%
pharmica	8100	30%
weldricks	6600	15%
med express	5400	795%
day lewis	5400	23%
cloud pharmacy	3600	972%
oxford online pharmacy	3600	125%
the independent pharmacy	3600	23%
my pharmacy	3600	15%
online pharmacy superdrug	3600	15%
chemist click	1900	24%

Receding Trends


Receding Products

Keyword	Search Volume	Interest Trend
chemist near me	165000	-6%
24 hour drug stores near me	27100	-6%
24 pharmacy hours near me	27100	-6%
chemist 24 hr near me	27100	-6%
late night chemist	12100	-37%
late night pharmacy	12100	-37%
24 hour drug store	9900	-23%
anthisan cream	5400	-40%
all night chemist near me	4400	-38%
amoxicillin purchase	4400	-45%
ordering amoxicillin	4400	-45%
brolene eye drops	4400	-28%
nearest chemist	4400	-18%
amoxicillin antibiotics buy online	2900	-30%
buy amoxicillin online	2900	-30%
order amoxicillin online	2900	-30%
fybogel sachets	2900	-28%
buy saxenda online	2400	-94%
order saxenda online	2400	-94%
purchase saxenda online	2400	-94%
buy diazepam uk	2400	-38%
buy zopiclone online	2400	-29%
order zopiclone online	2400	-29%
24 hour chemist	2400	-34%
drugstore open late	1300	-52%
pharmacies that are open late	1300	-52%
simple online pharmacy saxenda	320	-97%
nearest pharmacy from me	260	-96%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
rowlands pharmacy	60500	-7%
chemist direct	18100	-28%
lloyds direct	12100	-12%
online chemist uk	12100	-6%
health express	6600	-8%
ayp healthcare	5400	-69%
doctor fox	3600	-13%
express chemist	2400	-24%
nvs pharmacy	1300	-13%
the online clinic	1300	-14%
clear chemist	1000	-23%
travel pharm	590	-18%
click 2 pharmacy	480	-24%
anytime doctor	480	-8%
rightdose	320	-48%
chemist net	320	-13%
rxlist	110	-7%

 **Boots** has generated the
greatest increase in brand
awareness QoQ.

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



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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


FLOORINGKING


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.

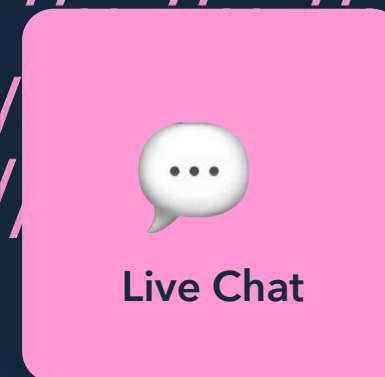
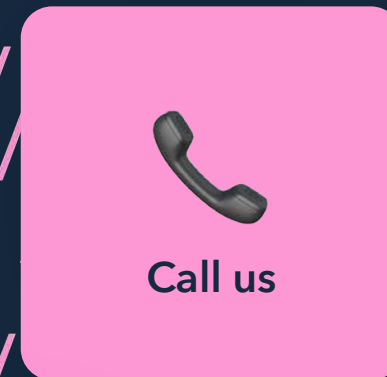
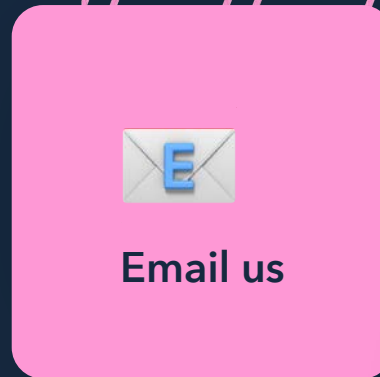
**Struggling with the
migration to GA4?**

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.



Question?



// **Salience.**