

// Salience.

# Plants

Salience Index 2024

12 Month Report



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

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



# Editor's

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

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

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

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

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

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

Enjoy the report!

**Brett Janes**  
**Managing Director**  
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brett@salience.co.uk



# Note

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

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





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



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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# 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.”

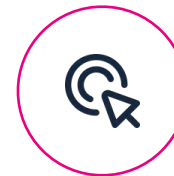
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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 BLOOM  
& WILD

02 sarah  
raven

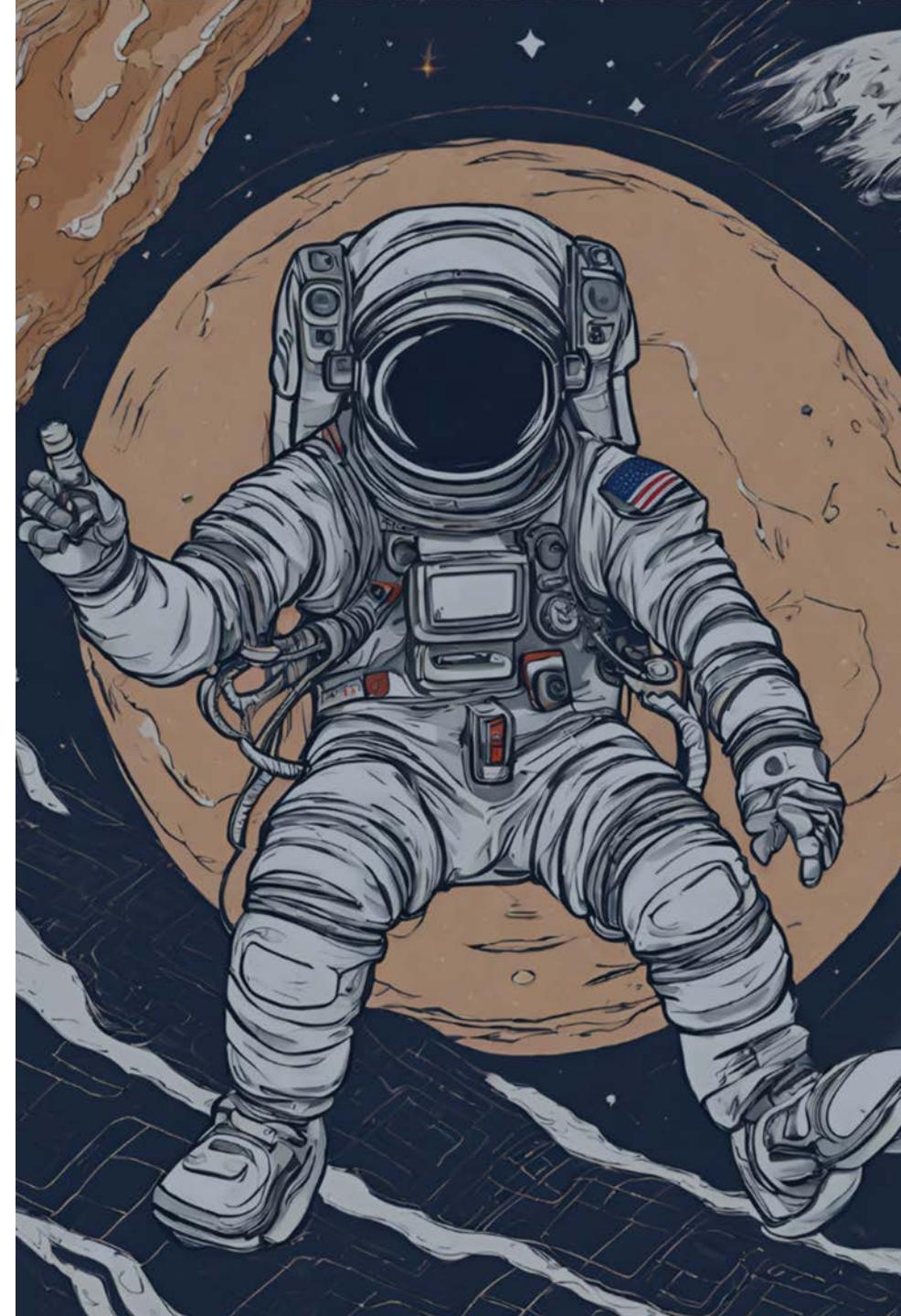
03 bunches

04 Roots

05 HOUSE|PLANT



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  **Thompson & Morgan**  
Experts in the garden since 1855

02  **CROCUS**

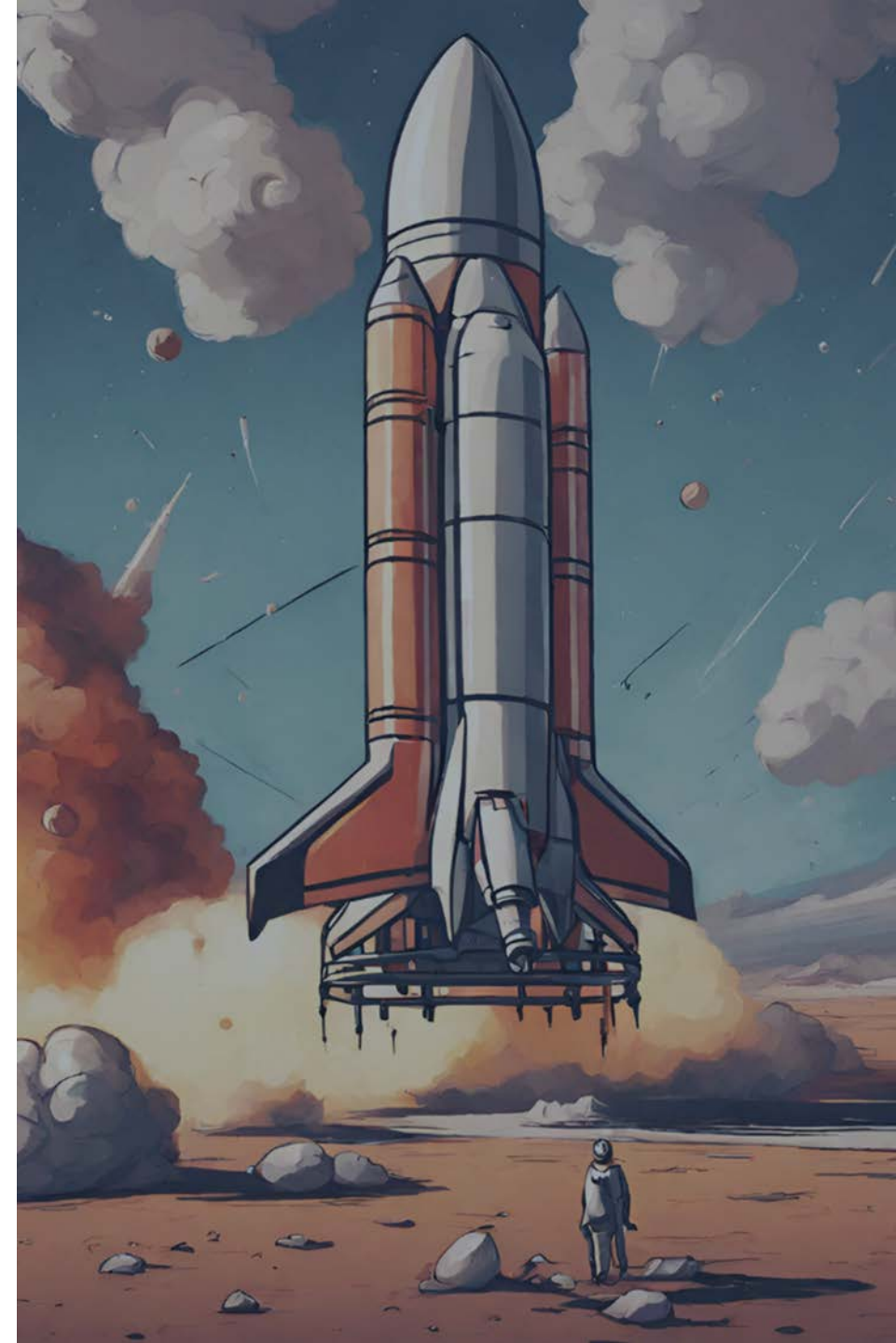
03  **SUTTONS**  
Est. 1806 SEEDS PLANTS EQUIPMENT

04 **GARDENIA**  
*Creating Gardens*

05  **primrose**



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



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
bloomandwild.com	1	+3	402007	198745	+102%	+82%
dobbies.com	2	-1	326070	289017	+13%	-7%
thompson-morgan.com	3	-1	233172	286975	-19%	-39%
sarahraven.com	4	+2	169007	128915	+31%	+11%
crocus.co.uk	5	-2	150197	210285	-29%	-49%
rhsplants.co.uk	6	+4	125350	95841	+31%	+11%
jparkers.co.uk	7	+2	107455	102820	+5%	-15%
gardeningexpress.co.uk	8	-	104064	107902	-4%	-24%
bunches.co.uk	9	+16	103384	38321	+170%	+150%
dobies.co.uk	10	+7	90984	63410	+43%	+23%
hortology.co.uk	11	+2	90303	82588	+9%	-11%
patchplants.com	12	+2	84254	73215	+15%	-5%
farmergracy.co.uk	13	+3	80196	64360	+25%	+5%
rootsplants.co.uk	14	+10	79847	40735	+96%	+76%
waitrosegarden.com	15	+3	79462	56445	+41%	+21%
suttons.co.uk	16	-5	78002	95769	-19%	-39%
jacksonsnurseries.co.uk	17	-5	77921	89187	-13%	-33%
gardenia.net	18	-13	76429	161293	-53%	-73%
houseplant.co.uk	19	+36	73550	12163	+505%	+485%
beardsanddaisies.co.uk	20	-	71296	49490	+44%	+24%
hillier.co.uk	21	-2	66641	53331	+25%	+5%



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
primrose.co.uk	22	-15	65866	110153	-40%	-60%
happyhouseplants.co.uk	23	+10	65517	29793	+120%	+100%
gardenersdream.co.uk	24	+11	64835	26417	+145%	+125%
hedgesdirect.co.uk	25	-10	63862	65314	-2%	-22%
bethchatto.co.uk	26	-5	62525	46600	+34%	+14%
yougarden.com	27	-4	51875	40840	+27%	+7%
hayloft.co.uk	28	-	46770	36095	+30%	+10%
ashridgetrees.co.uk	29	+15	45545	15663	+191%	+171%
notcutts.co.uk	30	-8	44564	45546	-2%	-22%
longacres.co.uk	31	-2	39844	33285	+20%	0%
bloomingartificial.co.uk	32	+4	36177	24595	+47%	+27%
webbsdirect.co.uk	33	+1	36143	27788	+30%	+10%
paramountplants.co.uk	34	-8	35131	37008	-5%	-25%
squiresgardencentres.co.uk	35	-4	34664	32302	+7%	-13%
hopesgrovenurseries.co.uk	36	-4	34596	30250	+14%	-6%
brooksidenursery.co.uk	37	+1	30372	19654	+55%	+35%
thelittlebotanical.com	38	+22	28111	10309	+173%	+153%
burncoose.co.uk	39	-12	27463	36910	-26%	-46%
gardeningdirect.co.uk	40	+7	26141	15157	+72%	+52%
directplants.co.uk	41	+1	24888	15858	+57%	+37%
marshallsgarden.com	42	+10	24260	13303	+82%	+62%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
oxy-plants.com	43	+42	23849	5324	+348%	+328%
gardens4you.co.uk	44	-1	23758	15697	+51%	+31%
turfonline.co.uk	45	+1	22479	15186	+48%	+28%
thepalmtreecompany.com	46	-	22388	10203	+119%	+99%
flowerbx.com	47	+12	22159	10722	+107%	+87%
palmcentre.co.uk	48	-11	21458	21009	+2%	-18%
bloomboxclub.com	49	+17	20725	8169	+154%	+134%
plants4presents.co.uk	50	-2	20285	14346	+41%	+21%
hayesgardenworld.co.uk	51	-21	19906	33118	-40%	-60%
gardenplantsonline.co.uk	52	-13	18960	18267	+4%	-16%
evergreendirect.co.uk	53	-2	18954	13597	+39%	+19%
cowellsgc.co.uk	54	+2	18433	11702	+58%	+38%
getpotted.com	55	-5	17871	13703	+30%	+10%
burford.co.uk	56	-3	17641	13240	+33%	+13%
claireaustin-hardyplants.co.uk	57	+22	17501	6369	+175%	+155%
greenfingers.com	58	-18	16900	17280	-2%	-22%
oneclickplants.co.uk	59	+32	16841	4457	+278%	+258%
ashwoodnurseries.com	60	-11	15095	14325	+5%	-15%
vanmeuwen.com	61	-4	14888	11573	+29%	+9%
aquariumgardens.co.uk	62	-4	14541	11132	+31%	+11%
kingco.co.uk	63	+15	14375	6372	+126%	+106%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
proctorsnursery.co.uk	64	+19	14314	5712	+151%	+131%
bonsaidirect.co.uk	65	-	13989	8792	+59%	+39%
coolings.co.uk	66	-2	13699	9045	+51%	+31%
plantsforallseasons.co.uk	67	-13	13466	12615	+7%	-13%
houseofkojo.com	68	+14	13173	5734	+130%	+110%
rocketgardens.co.uk	69	+3	12988	6798	+91%	+71%
betweentwothorns.com	70	+76	12794	642	+1893%	+1873%
dtbrownseeds.co.uk	71	-30	12173	16933	-28%	-48%
leafenvy.co.uk	72	-9	12013	9161	+31%	+11%
shireplants.co.uk	73	+25	11409	2668	+328%	+308%
charellagardens.co.uk	74	-7	11224	7933	+41%	+21%
arenaflowers.com	75	-30	11146	15325	-27%	-47%
tree2mydoor.com	76	-14	10724	9625	+11%	-9%
123-flowers.co.uk	77	+23	10643	2591	+311%	+291%
blackmoor.co.uk	78	+12	9916	4746	+109%	+89%
plantsgaloreonline.co.uk	79	+2	9727	5831	+67%	+47%
hardysplants.co.uk	80	-	9714	6029	+61%	+41%
growurban.uk	81	-10	9538	6829	+40%	+20%
wetland-plants.co.uk	82	+10	9347	3516	+166%	+146%
bomagardencentre.co.uk	83	-13	8757	6985	+25%	+5%
scotplantsdirect.co.uk	84	-8	8161	6523	+25%	+5%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
thestem.co.uk	85	-16	7950	7867	+1%	-19%
justartificial.co.uk	86	-9	7148	6429	+11%	-9%
letsgoplanting.co.uk	87	-1	7006	5192	+35%	+15%
growtropicals.com	88	+25	6555	1888	+247%	+227%
norfolkherbs.co.uk	89	-21	6519	7919	-18%	-38%
prickleplants.co.uk	90	+24	6041	1853	+226%	+206%
plantsbypost.co.uk	91	-3	5729	4956	+16%	-4%
quirkyplants.co.uk	92	+3	5723	3092	+85%	+65%
kitchengardenplantcentre.co.uk	93	+47	5365	815	+558%	+538%
bakker.com	94	-7	5286	5145	+3%	-17%
watersidenursery.co.uk	95	-20	5025	6582	-24%	-44%
sproutsofbristol.co.uk	96	-2	4801	3120	+54%	+34%
championplants.co.uk	97	+15	4752	1893	+151%	+131%
hedgesonline.com	98	-25	4734	6785	-30%	-50%
tropicalplantsuk.com	99	+26	4548	1351	+237%	+217%
rhododendrons.co.uk	100	-11	4145	4912	-16%	-36%



# Industry Variance 20%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 20% 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

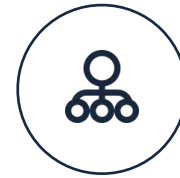
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



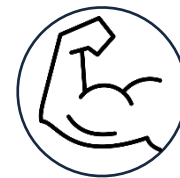
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

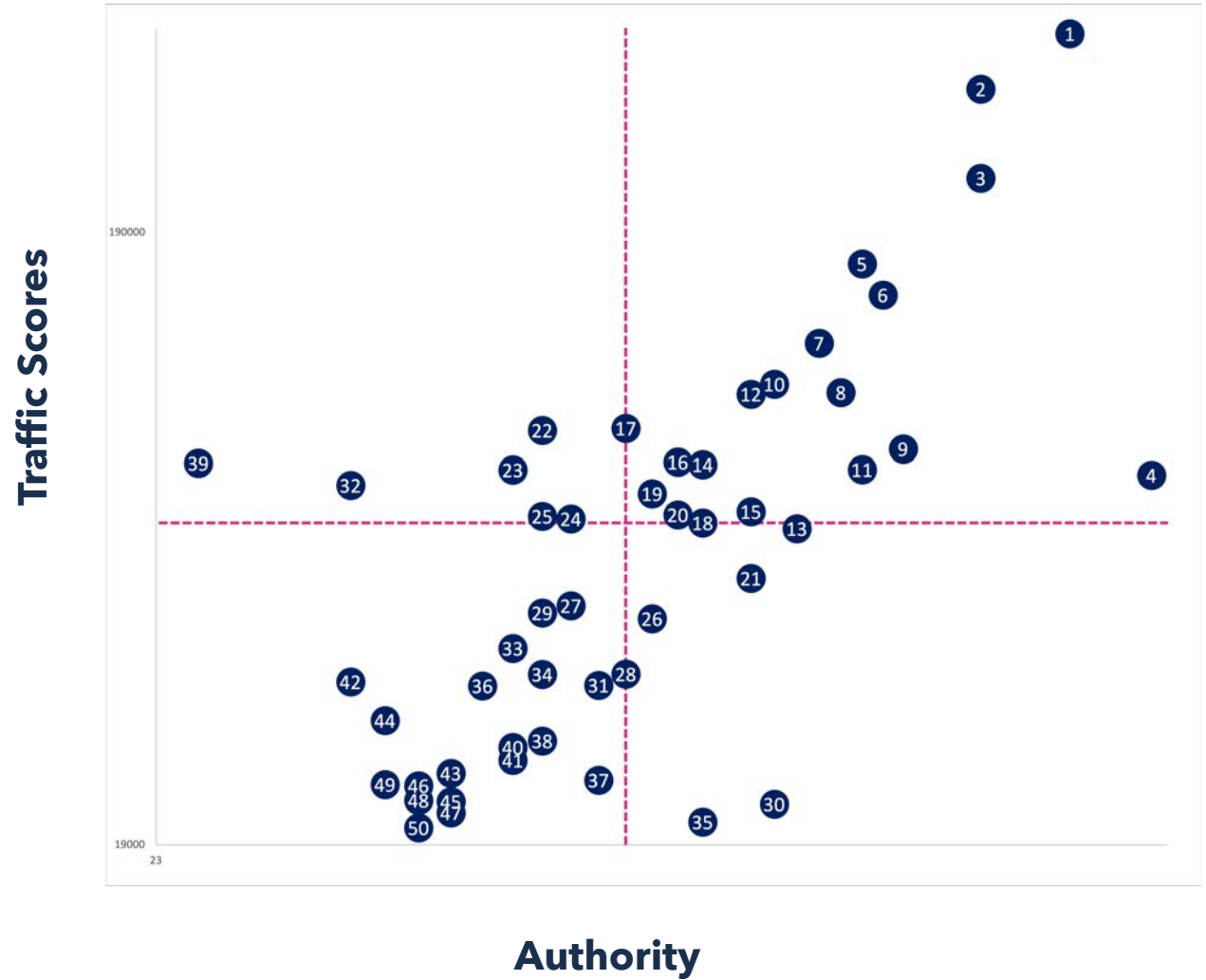


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores



bloomandwild.com	1	suttons.co.uk	11	yougarden.com	21	squiresgardencentres.co.uk	31	gardeningdirect.co.uk	41
dobbies.com	2	bunches.co.uk	12	hortology.co.uk	22	houseplant.co.uk	32	paramountplants.co.uk	42
thompson-morgan.com	3	bethchatto.co.uk	13	jacksonsnurseries.co.uk	23	longacres.co.uk	33	directplants.co.uk	43
gardenia.net	4	waitrosegarden.com	14	gardenersdream.co.uk	24	webbsdirect.co.uk	34	brooksidenursery.co.uk	44
sarahraven.com	5	hillier.co.uk	15	happyhouseplants.co.uk	25	bloomboxclub.com	35	thepalmtreecompany.com	45
crocus.co.uk	6	farmergracy.co.uk	16	notcutts.co.uk	26	hopesgrovenurseries.co.uk	36	gardens4you.co.uk	46
rhsplants.co.uk	7	dobies.co.uk	17	hayloft.co.uk	27	marshallsgarden.com	37	palmcentre.co.uk	47
gardeningexpress.co.uk	8	hedgedirect.co.uk	18	bloomingartificial.co.uk	28	thelittlebotanical.com	38	turfonline.co.uk	48
patchplants.com	9	beardsanddaisies.co.uk	19	ashridgetrees.co.uk	29	rootsplants.co.uk	39	oxy-plants.com	49
jparkers.co.uk	10	primrose.co.uk	20	flowerbx.com	30	burncoose.co.uk	40	plants4presents.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  **Blooming  
Artificial.**  
Blooming  
Artificial

02 **SQUIRES**  
GARDEN CENTRES

03 **marshalls  
garden**

04 **FLOWERBX**

05  **BLOOMBOX CLUB<sup>UK</sup>**

# 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 HORTOLOGY

02 

03 

04 HOUSE|PLANT

05   
Happy Houseplants  
Creating Living Spaces

# 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.

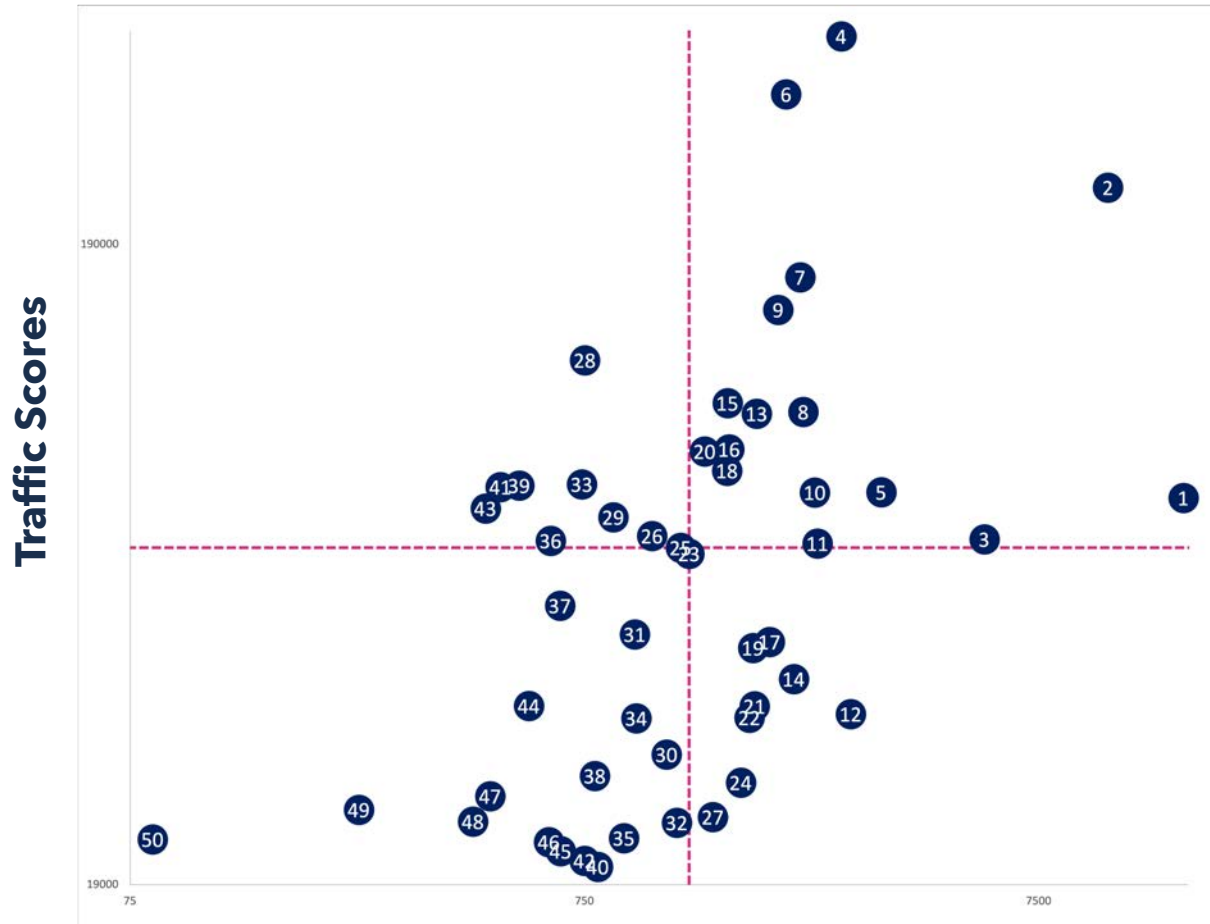
## Key:

gardenia.net	1	bunches.co.uk	13
thompson-morgan.com	2	longacres.co.uk	14
primrose.co.uk	3	jparkers.co.uk	15
bloomandwild.com	4	dobies.co.uk	16
suttons.co.uk	5	ashridgetrees.co.uk	17
dobbies.com	6	patchplants.com	18
sarahraven.com	7	notcutts.co.uk	19
gardeningexpress.co.uk	8	hortology.co.uk	20
crocus.co.uk	9	webbsdirect.co.uk	21
jacksonsnurseries.co.uk	10	squiresgardencentres.co.uk	22
gardenersdream.co.uk	11	bethchatto.co.uk	23
paramountplants.co.uk	12	burncoose.co.uk	24

# Traffic Scores Vs Referring Domains

## Key:

hedgesdirect.co.uk	25	thelittlebotanical.com	38
hillier.co.uk	26	rootsplants.co.uk	39
marshallsgarden.com	27	plants4presents.co.uk	40
rhsplants.co.uk	28	waitrosegarden.com	41
beardsanddaisies.co.uk	29	bloomboxclub.com	42
brooksidenursery.co.uk	30	houseplant.co.uk	43
hayloft.co.uk	31	bloomingartificial.co.uk	44
gardens4you.co.uk	32	palmcentre.co.uk	45
farmergracy.co.uk	33	flowerbx.com	46
hopesgrovenurseries.co.uk	34	gardeningdirect.co.uk	47
turfonline.co.uk	35	oxy-plants.com	48
happyhouseplants.co.uk	36	directplants.co.uk	49
yougarden.com	37	thepalmtreecompany.com	50



Referring Domains

**A**

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

**B**

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

**C**

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

**D**

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

# Our

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



**10+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience





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

— Paul Hambridge, MD




[Read this Case Study](#)

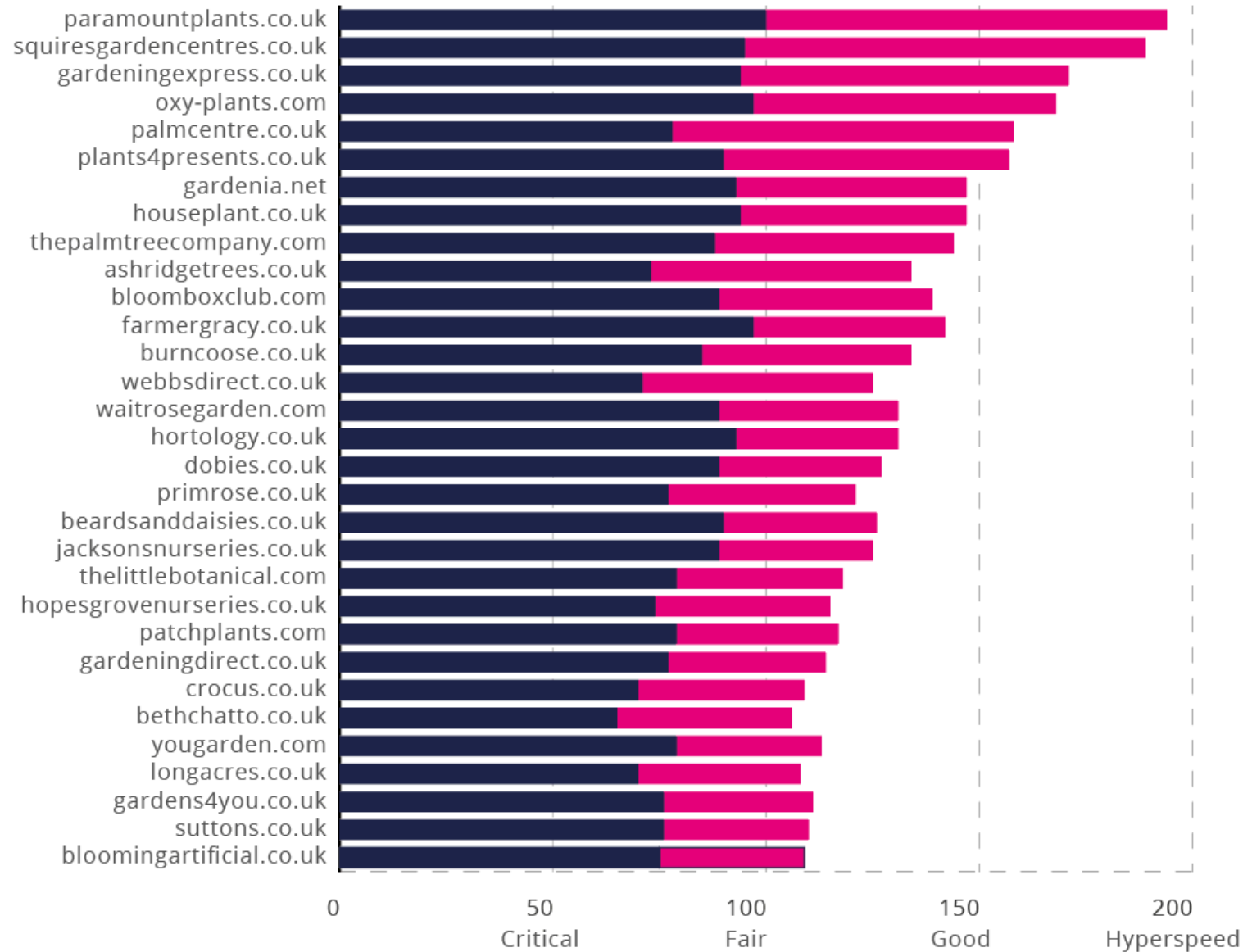
# Page speed

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

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



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



# Page Speed Scores

Key:

- Desktop
- Mobile

**THE DPMI<sup>®</sup>**  
**MARKETING AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
FINALIST

**EUROPEAN 2023**  
**SEARCH AWARDS**  
WINNER

**THE DPMI<sup>®</sup>**  
**CONTENT AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
WINNER

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
SHORTLISTED

**THE DPMI<sup>®</sup>**  
**SEARCH AWARDS**  
FINALIST 2016

**UK**  
**Agency Awards**  
2023  
**FINALIST**

**NORTHERN**  
**DIGITAL AWARDS**  
SHORTLIST  
2018

**DIGITAL IMPACT AWARDS 2018**  
WINNER

**ds Awards Awards Awards Awards Awards**

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

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

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



The team at 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

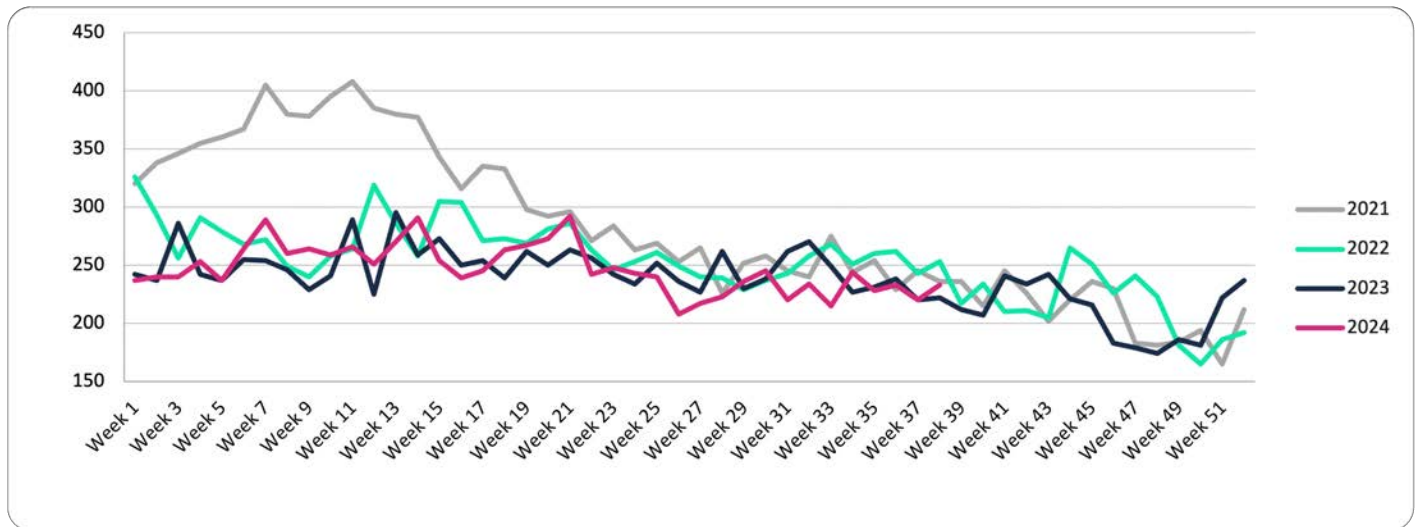
**LEMONADE DOLLS**

[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.



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



# Keyword

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

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

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

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



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

# Trends

## Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
snake plant	40500	14%
zanzibar gem plant	12100	22%
flower pot large indoor	12100	6%
large house plant pots	12100	6%
large indoor flower pots	12100	6%
large indoor plant pots	12100	6%
large indoor pots	12100	6%
plants that like shade	9900	11%
plants that prefer shade	9900	11%
shade loving plants	9900	11%
plant dieffenbachia	6600	15%
small plants that like shade	6600	10%
cottage garden plants	4400	16%
english cottage garden plants	4400	16%
air filtering plants	4400	15%
air purifying plants	4400	15%
plants for air purification	4400	15%
hardy fuchsia	3600	23%
japanese peace lily	2900	32%
cuttings from hydrangea	2400	84%
house plants near me	2400	72%
indoor house plants near me	2400	72%
indoor plants near me	2400	72%
perennial geranium	1900	44%
pachysandra	1900	28%
house flowers	1600	45%
perennial plants shade	1300	44%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
dobbies	201000	14%
suttons	90500	232%
sarah raven	74000	30%
gardening express	40500	26%
squires garden centres	33100	152%
farmer gracy	33100	30%
longacres	22200	7%
gardenia	14800	14%
hayloft	12100	21%
dobies	12100	7%
beards and daisies	9900	72%
beth chatto	8100	39%
rhs plants	5400	15%
brookside nursery	5400	16%
paramount plants	5400	9%
gardeners dream	4400	84%
marshalls garden	3600	51%
roots plants	2400	5%
hillier	1900	24%
webbs direct	480	21%



## Receding Trends


# Receding Products

Keyword	Search Volume	Interest Trend
indoor houseplants	60500	-7%
indoor plants	60500	-7%
house plants	33100	-18%
money plant	27100	-12%
plant philodendron	18100	-18%
chinese money plant	18100	-6%
floor plants	18100	-6%
bed with plants	12100	-12%
bedding plants	12100	-12%
creeping thyme	9900	-13%
household plants	8100	-18%
dahlia bulbs tubers	8100	-13%
dahlia tubers	8100	-13%
parlour palm	6600	-13%
trailing plants	6600	-10%
indoor trees	5400	-13%
creeping thyme red	3600	-75%
small leaf lime	3600	-25%
small leaf linden	3600	-25%
indoor palm	3600	-19%
indoor palm plants	3600	-19%
palm tree plant indoor	3600	-19%
tuberous begonia tubers	2900	-46%
house plants for sale	2400	-39%
banana houseplant	1900	-29%
roses deadheading	1600	-24%
drought hardy plants	1300	-41%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
patch plants	40500	-29%
house plants	33100	-18%
you garden	33100	-4%
bunches	27100	-6%
waitrose garden	12100	-30%
gardening direct	12100	-26%
hedges direct	9900	-13%
flowerbx	5400	-34%
blooming artificial	5400	-13%
thompson morgan	5400	-5%
jacksons nurseries	4400	-7%
turf online	3600	-3%
the little botanical	2400	-12%
plants 4 presents	2400	-6%
the palm tree company	1900	-21%
palm centre	1600	-19%
hopes grove nurseries	1600	-10%

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

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



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

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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.

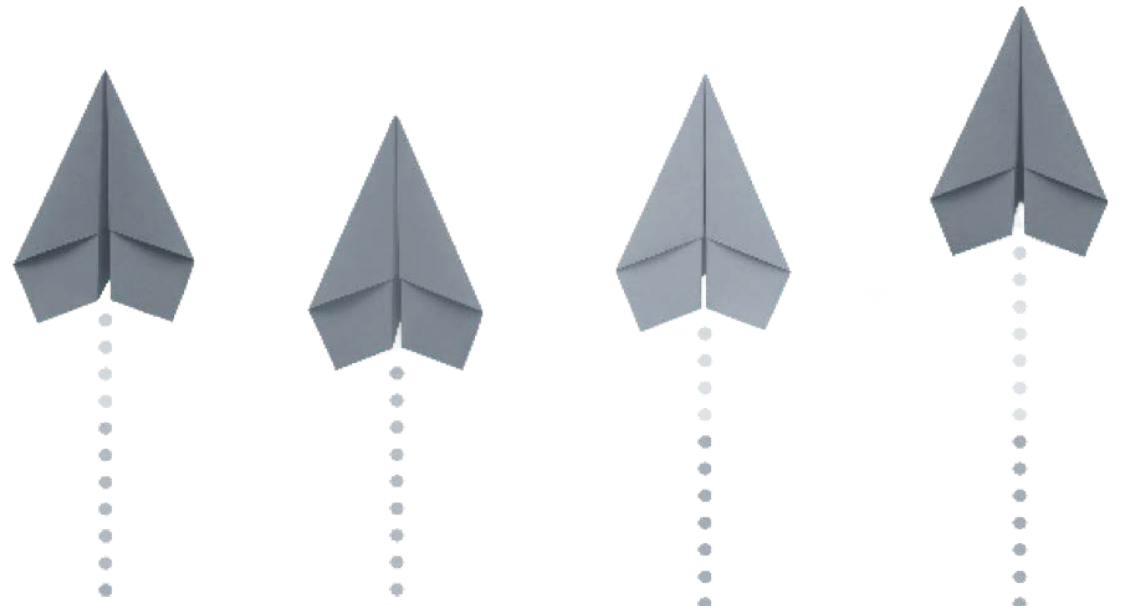
For challenger brands looking to weigh in, you best bring your A-game.



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 snake plant  
44000 59
- 2 peace lily  
35000 28
- 3 indoor plants  
25000 26
- 4 house plants  
23000 14
- 5 chinese money plant  
14000 10

- 6 fiddle leaf fig  
5300 31
- 7 golden pothos  
3500 29
- 8 indoor house plants  
1600 14
- 9 potted plants  
1500 12
- 10 japanese peace lily  
1500 10

## High Competition Keywords.



### Key:

- Local monthly searches (uk)
- Competitiveness Score



# Opportunity

These terms have less competition yet high search volumes. As such, they are a perfect battle ground for all brands in the industry to increase their digital reach.

Marketing teams across the industry ignore these terms but audiences are interested. With strong volumes and low competition, they're ripe for the taking.

For challenger and low-visibility brands, these are the terms where you'll see most success.

Concentrate on these and you'll see traffic and revenue start to grow.

For market leaders, these are the terms that have probably skipped your radar. Dig into these and corner the market.

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

01244 564 501  
Brett@saliency.co.uk

[Book a Chat](#)



# Keywords

- 1 swedish ivy  
600 8
- 2 cheap house plants  
600 9
- 3 small evergreen trees  
700 7
- 4 creeping thyme lawn  
800 6
- 5 house plant pots  
1000 5

- 6 drought tolerant plants  
900 9
- 7 house plants for sale  
1100 9
- 8 summer bedding plants  
1400 7
- 9 hardy perennials  
1800 6
- 10 indoor trees  
1600 9

## 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](https://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:





bloomandwild.com  
59417 4.7



longacres.co.uk  
34769 4.7



plants4presents.co.uk  
16529 4.9



gardenersdream.co.uk  
27438 4.6



yougarden.com  
85163 4.1



crocus.co.uk  
61607 4.2



patchplants.com  
14518 4.8



thompson-morgan.com  
57261 4.1



gardeningexpress.co.uk  
44974 4.2



beardsanddaisies.co.uk  
10350 4.8

# 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		201000
02		201000
03		90500
04		74000
05		40500

# Top 5 Social Scores



Owned social care

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

01		2165
02		862
03		600
04		515
05		441

# Brand

Brand Awareness describes how familiar consumers are with your brand or products.

Digital brand awareness describes how familiar consumers are with your brand or products online, whether they are searching for your brand or interacting with it on social media.

To calculate this figure, we blend branded search metrics with the performance and reach of social channels for brands across the sector.

This helps identify which brands are most prominent across a range of channels and those who are fading into the background.

Brand searches are a traditional measure. Owned social score is really important too. This identifies audiences you have access to. These can both be improved by strategic, relevant digital pr.

**Alana Mustill**  
Head of Digital PR

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[Book a Chat](#)

# Awareness



# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
bloomandwild.com	201000	862	1
dobbies.com	201000	441	2
sarahraven.com	74000	389	3
waitrosegarden.com	12100	2165	4
patchplants.com	40500	600	5
farmergracy.co.uk	33100	515	6
suttons.co.uk	90500	104	7
crocus.co.uk	40500	154	8
gardeningexpress.co.uk	40500	138	9
primrose.co.uk	40500	113	10
bunches.co.uk	27100	159	11
squiresgardencentres.co.uk	33100	100	12
notcutts.co.uk	33100	67	13
beardsanddaisies.co.uk	9900	189	14

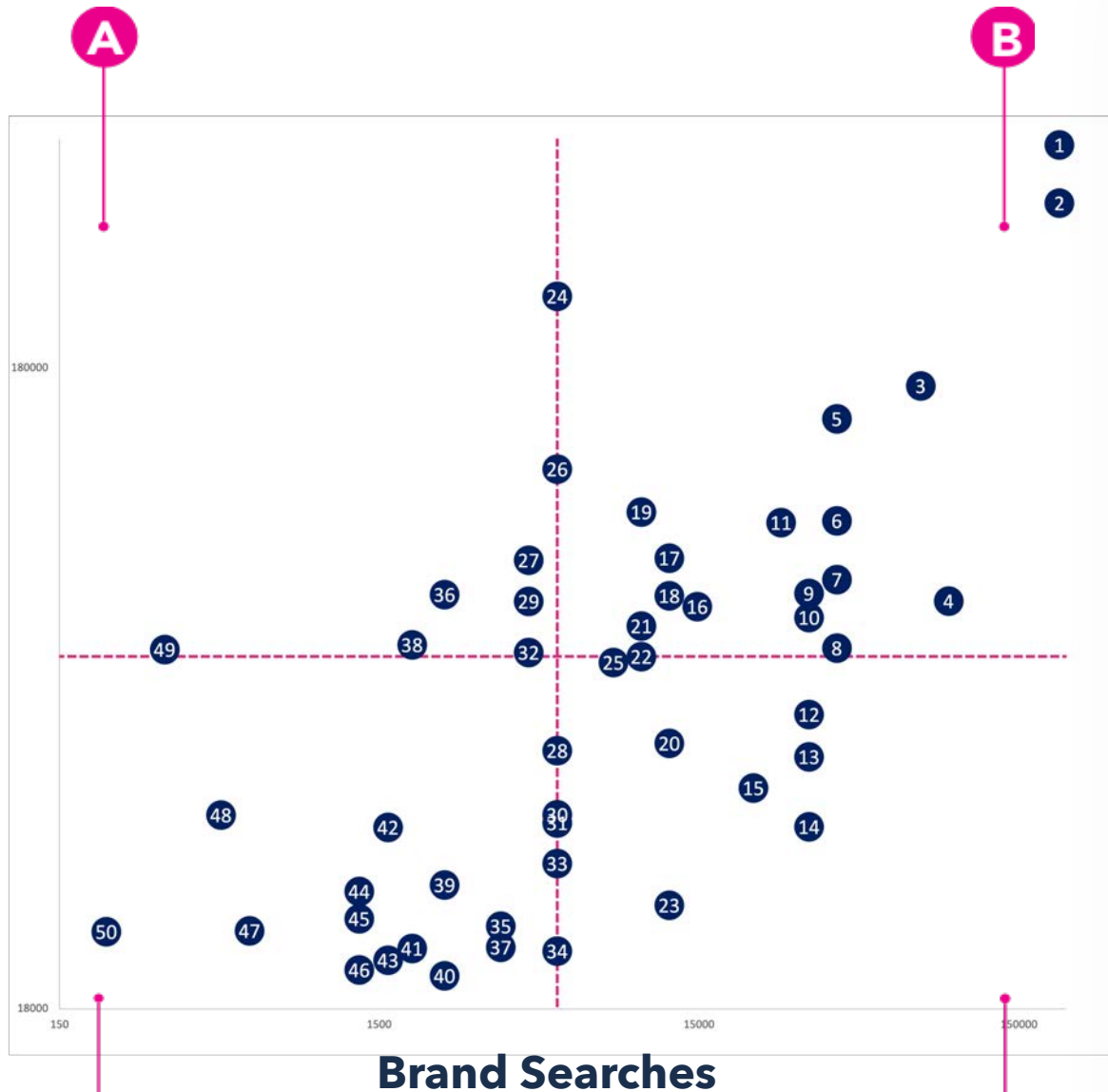
# Brand Awareness

## Market Leaders



Site	Brand Searches (Per month)	Owned Social Score	Rank
rhsplants.co.uk	5400	345	15
bethchatto.co.uk	8100	215	16
longacres.co.uk	22200	65	17
jparkers.co.uk	9900	118	18
yougarden.com	33100	32	19
thompson-morgan.com	5400	160	20
flowerbx.com	5400	150	21
gardeningdirect.co.uk	12100	47	22
hayloft.co.uk	12100	39	23
houseplant.co.uk	33100	12	24
marshallsgarden.com	3600	79	25
paramountplants.co.uk	5400	49	26
bloomingartificial.co.uk	5400	48	27
gardenersdream.co.uk	4400	57	28
dobies.co.uk	12100	18	29

# Traffic Scores



A

B

C

D

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:

bloomandwild.com	1	notcutts.co.uk	13
dobbies.com	2	squiresgardencentres.co.uk	14
sarahraven.com	3	longacres.co.uk	15
suttons.co.uk	4	gardenia.net	16
crocus.co.uk	5	dobies.co.uk	17
gardeningexpress.co.uk	6	waitrosegarden.com	18
patchplants.com	7	jparkers.co.uk	19
primrose.co.uk	8	hayloft.co.uk	20
farmergracy.co.uk	9	beardsanddaisies.co.uk	21
houseplant.co.uk	10	hedgesdirect.co.uk	22
bunches.co.uk	11	gardeningdirect.co.uk	23
yougarden.com	12	thompson-morgan.com	24

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## Key:

bethchatto.co.uk	25	hillier.co.uk	38
rhsplants.co.uk	26	thelittlebotanical.com	39
hortology.co.uk	27	plants4presents.co.uk	40
ashridgetrees.co.uk	28	thepalmtreecompany.com	41
jacksonsnurseries.co.uk	29	hopesgrovenurseries.co.uk	42
bloomingartificial.co.uk	30	palmcentre.co.uk	43
paramountplants.co.uk	31	burncoose.co.uk	44
gardenersdream.co.uk	32	directplants.co.uk	45
brooksidenursery.co.uk	33	bloomboxclub.com	46
flowerbx.com	34	oxy-plants.com	47
marshallsgarden.com	35	webbsdirect.co.uk	48
rootsplants.co.uk	36	happyhouseplants.co.uk	49
turfonline.co.uk	37	gardens4you.co.uk	50



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

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

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

### How we did this?

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

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

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

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

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

# Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker

## Patisserie Valerie

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

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





# Patisserie Valerie

These categories were:

- **Occasions (birthdays, anniversaries etc)**
- **Flavour (red velvet, chocolate etc.)**
- **Recipient (for him, her, kids)**
- **Type (Carrot, Gateau etc.)**



Throughout the implementation & launch, we held customer intent and user experience at the heart of our strategy.

Each new category needed a reason for its existence.

Copy was implemented on each page to highlight the brand's history, unique selling points and delicious cakes. Written to be sincerely useful, while giving search engines a chance to recognise the page's purpose.

Sticking to our principles, we quickly saw results

- **67% increase in sessions**
- **52% increase in ranking keywords**
- **The new rankings were across our new high intent categories.**

We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



# Got a

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

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



Email us



Call us



Live Chat

# Question?



// **Salience.**