

// // **Salience.**

Plants

Salience Index **2025**



6 Month Report

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

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



Editor's

2025 is here!

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

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

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

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

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

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

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

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Managing Director
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Note

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

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



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Plants has seen a 13% 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 BLOOM
& WILD

02  RHS Plants

03  gardening *express*
for everyone's garden

04 **Dobies**
www.dobies.co.uk

05 **WAITROSE**
& PARTNERS



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 *CROCUS*

02  primrose

03 HOUSE|PLANT

04  JACKSONS
NURSERIES
&
Tea Room

05  Beth Chatto's
Plants & Gardens



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 May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
bloomandwild.com	1	-	529,573	319,922	+66%	+53%
dobbies.com	2	-	327,375	299,591	+9%	-3%
thompson-morgan.com	3	-	236,917	216,580	+9%	-3%
sarahraven.com	4	-	199,832	185,119	+8%	-5%
rhsplants.co.uk	5	+1	186,060	128,402	+45%	+32%
jparkers.co.uk	6	+1	147,590	124,052	+19%	+6%
gardeningexpress.co.uk	7	+1	144,198	104,907	+37%	+25%
dobies.co.uk	8	+1	142,441	103,723	+37%	+25%
crocus.co.uk	9	-4	115,529	146,122	-21%	-33%
waitrosegarden.com	10	+8	108,262	75,241	+44%	+31%
farmergracy.co.uk	11	-1	98,624	94,190	+5%	-8%
rootsplants.co.uk	12	-	86,482	85,873	+1%	-12%
gardenia.net	13	+2	86,055	79,804	+8%	-5%
hortology.co.uk	14	-3	85,410	93,823	-9%	-22%
patchplants.com	15	-1	79,664	81,905	-3%	-15%
beardsanddaisies.co.uk	16	+7	78,611	67,911	+16%	+3%
bunches.co.uk	17	-4	76,264	82,738	-8%	-20%
suttons.co.uk	18	+4	75,988	68,007	+12%	-1%
gardenersdream.co.uk	19	+7	75,534	56,348	+34%	+22%
hillier.co.uk	20	+4	73,759	67,015	+10%	-2%
yougarden.com	21	+8	69,114	44,035	+57%	+44%
happyhouseplants.co.uk	22	+3	66,330	61,451	+8%	-5%
primrose.co.uk	23	-7	66,321	77,585	-15%	-27%
houseplant.co.uk	24	-5	61,841	72,678	-15%	-27%
hedgedirect.co.uk	25	-4	59,400	69,846	-15%	-28%
jacksonsnurseries.co.uk	26	-6	56,085	70,944	-21%	-33%
hayloft.co.uk	27	+1	53,940	46,012	+17%	+5%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
notcutts.co.uk	28	-1	50,892	46,754	+9%	-4%
bethchatto.co.uk	29	-12	41,600	75,859	-45%	-58%
brooksidenursery.co.uk	30	+4	38,223	32,162	+19%	+6%
ashridgetrees.co.uk	31	-	36,830	40,078	-8%	-21%
bloomingartificial.co.uk	32	-2	36,633	42,043	-13%	-25%
longacres.co.uk	33	+2	35,352	28,620	+24%	+11%
squiresgardencentres.co.uk	34	-2	35,230	33,326	+6%	-7%
burncoose.co.uk	35	+7	34,692	24,516	+42%	+29%
hopesgrovenurseries.co.uk	36	-3	31,689	33,287	-5%	-17%
evergreendirect.co.uk	37	+20	27,527	16,476	+67%	+55%
gardeningdirect.co.uk	38	+2	26,819	25,681	+4%	-8%
webbsdirect.co.uk	39	-2	26,388	27,790	-5%	-18%
oneclickplants.co.uk	40	+5	25,800	23,377	+10%	-2%
paramountplants.co.uk	41	-3	25,295	27,635	-8%	-21%
plants4presents.co.uk	42	+4	25,050	23,067	+9%	-4%
directplants.co.uk	43	-7	21,387	27,970	-24%	-36%
flowerbx.com	44	-	21,046	24,476	-14%	-27%
turfonline.co.uk	45	+7	20,565	18,919	+9%	-4%
thelittlebotanical.com	46	-3	20,486	24,498	-16%	-29%
marshallsgarden.com	47	-8	19,976	26,397	-24%	-37%
palmcentre.co.uk	48	+2	19,665	19,585	-	-12%
arenaflowers.com	49	+21	19,587	10,807	+81%	+69%
thepalmtreecompany.com	50	+3	18,915	18,504	+2%	-10%
gardens4you.co.uk	51	-10	18,888	25,379	-26%	-38%
claireaustin-hardyplants.co.uk	52	-5	18,646	21,586	-14%	-26%
aquariumgardens.co.uk	53	+5	17,680	15,959	+11%	-2%
burford.co.uk	54	+7	16,856	15,370	+10%	-3%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
cowellsgc.co.uk	55	+10	16,091	12,523	+28%	+16%
getpotted.com	56	-8	15,807	21,014	-25%	-37%
dtbrownseeds.co.uk	57	+25	15,134	8,760	+73%	+60%
ashwoodnursery.com	58	+1	14,754	15,451	-5%	-17%
gardenplantsonline.co.uk	59	-4	14,333	16,794	-15%	-27%
plantsforallseasons.co.uk	60	+9	13,973	11,239	+24%	+12%
greenfingers.com	61	-12	13,893	19,706	-29%	-42%
rocketgardens.co.uk	62	-	13,834	15,224	-9%	-22%
vanmeuwen.com	63	-	13,416	14,725	-9%	-21%
proctorsnursery.co.uk	64	-4	12,562	15,417	-19%	-31%
oxy-plants.com	65	-14	11,565	19,282	-40%	-53%
hardysplants.co.uk	66	-	11,011	12,118	-9%	-22%
bloomboxclub.com	67	-13	10,906	18,314	-40%	-53%
norfolkherbs.co.uk	68	+24	10,581	6,109	+73%	+61%
houseofkojo.com	69	-5	10,526	13,403	-21%	-34%
bonsaidirect.co.uk	70	+1	10,133	10,764	-6%	-18%
growtropicals.com	71	+15	9,690	7,778	+25%	+12%
blackmoor.co.uk	72	+2	9,291	10,403	-11%	-23%
shireplants.co.uk	73	-5	8,780	11,288	-22%	-35%
prickleplants.co.uk	74	+14	8,511	7,323	+16%	+4%
kingco.co.uk	75	-8	8,053	11,962	-33%	-45%
hayesgardenworld.co.uk	76	-20	7,958	16,484	-52%	-64%
charellagardens.co.uk	77	-1	7,954	9,800	-19%	-31%
coolings.co.uk	78	-3	7,947	10,249	-22%	-35%
plantsbypost.co.uk	79	+12	7,848	6,568	+19%	+7%
bomagardencentre.co.uk	80	+4	7,562	8,319	-9%	-22%
wetland-plants.co.uk	81	-4	7,463	9,707	-23%	-36%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
carbethplants.co.uk	82	+23	7,457	3,682	+103%	+90%
tree2mydoor.com	83	-10	7,281	10,588	-31%	-44%
quirkyplants.co.uk	84	+1	6,797	7,989	-15%	-27%
123-flowers.co.uk	85	-5	6,499	9,142	-29%	-41%
justartificial.co.uk	86	-5	6,185	9,004	-31%	-44%
littleshopofhorrors.co.uk	87	+20	5,884	3,513	+67%	+55%
plants2gardens.com	88	+8	5,537	5,498	+1%	-12%
thestem.co.uk	89	-2	5,194	7,653	-32%	-45%
growurban.uk	90	-1	4,949	7,292	-32%	-45%
scotplantsdirect.co.uk	91	-1	4,944	7,100	-30%	-43%
propagationplace.co.uk	92	+19	4,801	3,127	+54%	+41%
letsgoplanting.co.uk	93	-10	4,670	8,622	-46%	-58%
plnts.com	94	+15	4,649	3,499	+33%	+20%
leafenvy.co.uk	95	-16	4,530	9,162	-51%	-63%
rhododendrons.co.uk	96	+5	4,483	4,447	+1%	-12%
kitchengardenplantcentre.co.uk	97	-2	4,287	5,575	-23%	-36%
watersidenursery.co.uk	98	-1	4,278	5,232	-18%	-31%
hedgesonline.com	99	-1	4,143	4,882	-15%	-28%
championplants.co.uk	100	-7	4,026	6,037	-33%	-46%

**Industry
Variance**
+13%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 13% 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 Award

Our

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



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



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

— Paul Hambridge, MD



[Read this Case Study](#)

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

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

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



The team at Salience 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

[View Case Studies](#)

Keyword

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

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

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

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



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

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
bloom and wild	165000	8%
thompson morgan	74000	17%
sarah raven	60500	2%
squires garden centres	40500	27%
crocus	40500	8%
farmer gracy	33100	17%
primrose	33100	18%
gardening express	33100	17%
notcutts	27100	27%
bunches	22200	15%
beards and daisies	9900	17%
hedges direct	9900	8%
beth chatto	8100	42%
hayloft	8100	22%
rhs plants	5400	12%
marshalls garden	3600	31%
roots plants	2900	21%
long acres	1900	32%
turf online	1900	19%
hillier	1900	12%
one click plants	1300	78%
evergreen direct	1000	126%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
creeping thyme	9900	116%
plants shade	8100	28%
plants that like shade	8100	16%
shade loving plants	8100	16%
busy lizzies	6600	24%
raised planter	6600	14%
bedding flowers	6600	17%
creeping thyme red	5400	991%
hardy geranium	4400	52%
air filtering plants	4400	15%
plants for air purification	4400	15%
bed garden	3600	40%
pachysandra terminalis	2400	47%
shade loving bushes	2400	39%
shade loving shrubbery	2400	39%
summer bedding plants	1900	23%
garden bed planter	1600	84%
raised bed planters	1600	84%
flowering plants that grow in the shade	1600	37%
large olive tree	1300	44%
creeping thyme seedlings	1000	63%
perennial plants shade	1000	48%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
money plant indoor	1000	49%
garden plants for shade	880	64%
perennial flowers that like shade	880	54%
creeping thyme purple	390	132%
large hanging plant pots	320	242%
common household plants	320	307%
red creeping thyme seeds	260	630%
butterfly plant indoor	170	310%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
suttons	110000	-6%
patch plants	33100	-18%
you garden	27100	-14%
gardenia	14800	-13%
dobies	9900	-15%
waitrose garden	9900	-15%
jparkers	9900	-5%
arena flowers	8100	-22%
gardening direct	8100	-12%
house plant	6600	-12%
ashridge trees	5400	-7%
blooming artificial	5400	-7%
flowerbx	4400	-33%
the palm tree company	1900	-13%
plants 4 presents	1900	-5%
the little botanical	1600	-18%
palm centre	1600	-5%
direct plants	1000	-5%
burncoose	880	-5%
webbs direct	390	-13%
happy house plants	260	-25%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
indoor houseplants	49500	-12%
sansevieria snake plant	40500	-24%
snake plant	40500	-24%
house plants	27100	-23%
plant philodendron	18100	-13%
floor plants	18100	-6%
large plant containers	18100	-5%
indoor flower pots	14800	-12%
flower pot large indoor	9900	-24%
big indoor house plants	9900	-18%
huge house plants	9900	-18%
house plant stand	6600	-33%
tall house plants	6600	-12%
trailing house plants	5400	-19%
indoor trees	4400	-24%
big artificial plants	4400	-19%
faux plant large	4400	-19%
large artificial plants	4400	-19%
olive plant indoor	3600	-23%
wall planters indoor	3600	-33%
hanging plants indoor	3600	-24%
big fake plants indoor	2900	-46%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
artificial trees indoor	2900	-19%
faux tree indoor	2900	-19%
tall indoor plant stand	2400	-38%
big pots for trees	2400	-25%
large garden planters cheap	1900	-57%
indoor house plants	1900	-34%
small flowering	1600	-29%
large artificial outdoor plants in pots	720	-49%



Bloom and Wild is dominating
the brand search game.

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



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[Book a Chat](#)

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.



Email us



Call us



Live Chat

Question?



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