

// Salience.

Sexual Wellness

Salience Index 2025

12 Month Report



This **Sexual Wellness 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

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

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

Contents

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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  Lovehoney

02 Ann Summers

03  sinful

04  SEXTOYS.CO.UK

05  LOVENSE



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 LoveOutlet

02 pulse & cocktails

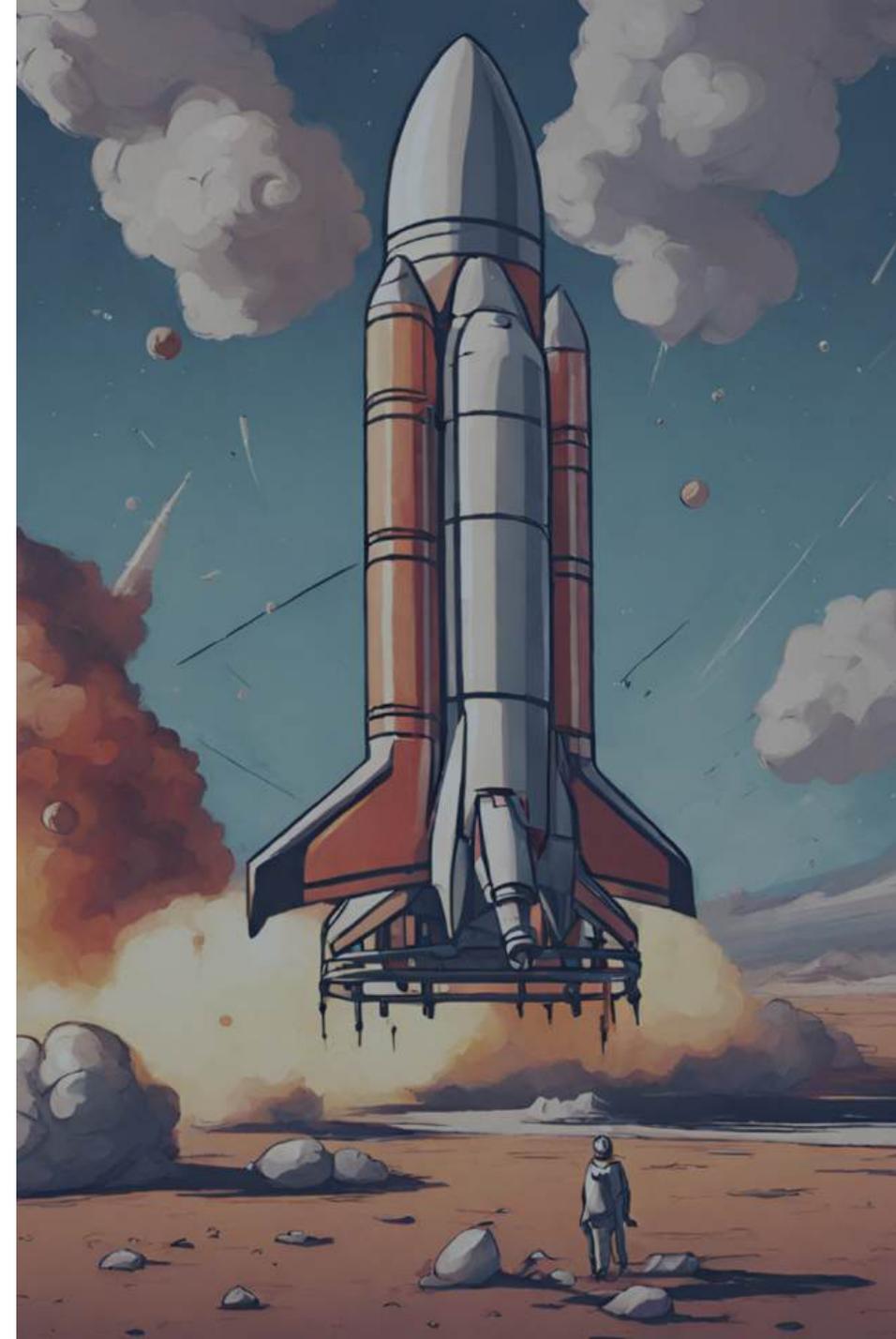
03 weVIBE

04 Condom outlet

05 ROCKS OFF



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 Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
lovehoney.co.uk	1	-	821,851	464,041	+77%	+39%
annsummers.com	2	-	480,748	376,330	+28%	-10%
bondara.co.uk	3	-	128,995	113,107	+14%	-24%
durex.co.uk	4	+1	69,022	67,795	+2%	-36%
sinful.co.uk	5	+19	46,910	6,985	+572%	+534%
sextoys.co.uk	6	+11	38,177	9,773	+291%	+253%
cloudclimax.co.uk	7	+5	35,212	18,322	+92%	+54%
bad-dragon.com	8	-2	32,216	32,415	-1%	-39%
lovense.com	9	+29	24,435	3,587	+581%	+543%
lelo.com	10	-1	24,337	20,391	+19%	-19%
loveoutlet.co.uk	11	-7	22,804	111,263	-80%	-118%
condoms.uk	12	-2	21,665	20,098	+8%	-30%
lucidtoys.com	13	-6	21,167	25,631	-17%	-55%
pulseandcocktails.co.uk	14	-6	16,574	21,310	-22%	-60%
uk.honeybirdette.com	15	+3	16,563	9,450	+75%	+37%
uberkinky.com	16	-	15,128	9,966	+52%	+14%
peachesandscreams.co.uk	17	-4	13,177	16,844	-22%	-60%
dragondildo.co.uk	18	+7	11,779	6,528	+80%	+42%
shivaonline.co.uk	19	-5	11,532	12,434	-7%	-45%
easytoys.uk	20	+19	11,044	3,584	+208%	+170%
megapleasure.co.uk	21	+13	10,729	4,461	+141%	+103%
clonezonedirect.co.uk	22	-1	10,448	8,533	+22%	-16%
skynfeel.co.uk	23	-4	10,145	9,066	+12%	-26%
fetchshop.co.uk	24	+2	9,732	6,256	+56%	+18%
simplypleasure.com	25	+7	9,364	4,672	+100%	+62%
we-vibe.com	26	-15	7,647	19,511	-61%	-99%
skintwo.com	27	+19	7,206	2,642	+173%	+135%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
satisfyer.com	28	+20	6,985	2,497	+180%	+142%
regulation.co.uk	29	-7	6,285	7,970	-21%	-59%
loveandvibes.co.uk	30	+15	5,973	2,969	+101%	+63%
harmonystore.co.uk	31	-2	5,773	5,196	+11%	-27%
freedoms-shop.com	32	+20	5,455	2,270	+140%	+102%
passionbugs.co.uk	33	+54	5,451	456	+1095%	+1057%
adultshopit.co.uk	34	-1	5,291	4,656	+14%	-24%
sexsuperstore.co.uk	35	-5	5,280	4,720	+12%	-26%
womanizer.com	36	-13	5,157	7,098	-27%	-65%
bestvibe.co.uk	37	+10	4,716	2,570	+84%	+46%
hexher.com	38	+37	4,406	839	+425%	+387%
bordelle.co.uk	39	+11	4,401	2,338	+88%	+50%
thetightspot.com	40	+3	3,607	3,006	+20%	-18%
prowler.co.uk	41	-6	3,501	4,002	-13%	-51%
scandals.love	42	+95	3,482	44	+7814%	+7776%
coco-de-mer.com	43	+111	3,108	21	+14700%	+14662%
sybian.com	44	+30	2,989	855	+250%	+212%
nicennaughty.co.uk	45	+16	2,810	1,496	+88%	+50%
bathmatedirect.com	46	-4	2,781	3,079	-10%	-48%
loveplugs.co.uk	47	-20	2,706	5,703	-53%	-91%
tenga.co.uk	48	-11	2,635	3,676	-28%	-66%
bboutique.co	49	+14	2,617	1,291	+103%	+65%
feelgoodstore.co.uk	50	+6	2,550	1,796	+42%	+4%
hanxofficial.com	51	+2	2,536	2,103	+21%	-17%
thebigtightscountry.co.uk	52	-3	2,510	2,359	+6%	-32%
thekinksters.co.uk	53	-9	2,298	3,002	-23%	-61%
adameve.com	54	+39	2,243	406	+452%	+414%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
sexshop365.co.uk	55	+9	2,194	1,187	+85%	+47%
oronova.co.uk	56	+116	2,081	-	+100%	+62%
condomoutlet.co.uk	57	-37	2,071	8,771	-76%	-114%
fleshlight.eu	58	-18	2,059	3,478	-41%	-79%
esmale.com	59	+1	1,926	1,503	+28%	-10%
jodivine.com	60	-9	1,867	2,292	-19%	-57%
kiiroo.com	61	-4	1,787	1,760	+2%	-36%
secrets-shop.co.uk	62	+11	1,777	880	+102%	+64%
johnthomastoys.co.uk	63	-27	1,732	3,855	-55%	-93%
pabo.com	64	-10	1,552	1,927	-19%	-57%
extremerestraints.com	65	-34	1,454	4,675	-69%	-107%
leialingerie.com	66	+1	1,422	1,052	+35%	-3%
lovingjoy.co.uk	67	+12	1,311	699	+88%	+50%
saintsandsinners.com	68	-2	1,190	1,120	+6%	-32%
so-divine.com	69	-14	1,127	1,914	-41%	-79%
thenaturallovecompany.com	70	+13	1,095	591	+85%	+47%
angelsoftamworth.co.uk	71	-13	1,065	1,555	-32%	-70%
wetforher.com	72	+18	1,007	442	+128%	+90%
littletickle.co.uk	73	-1	998	901	+11%	-27%
meltingpleasures.co.uk	74	-46	997	5,498	-82%	-120%
roseplay.co.uk	75	-13	941	1,396	-33%	-71%
wickedsextoys.uk	76	+18	848	378	+124%	+86%
thehandy.com	77	-7	795	941	-16%	-54%
electrastim.com	78	+7	700	558	+25%	-13%
laceandleather.co.uk	79	+59	641	41	+1463%	+1425%
magicmoments.co.uk	80	+21	601	274	+119%	+81%
thepenistoyshop.co.uk	81	-16	579	1,132	-49%	-87%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Jan 2025	Visibility Jan 2024	YoY Change	Compared to Market
discountadult.co.uk	82	-13	574	957	-40%	-78%
onecondoms.co.uk	83	+33	574	117	+391%	+353%
weredog.co.uk	84	-	567	572	-1%	-39%
feters.co.uk	85	-26	550	1,532	-64%	-102%
sh-womenstore.com	86	+11	546	306	+78%	+40%
lioness.io	87	-16	543	937	-42%	-80%
sexyemporium.com	88	+21	535	176	+204%	+166%
love-init.co.uk	89	+55	534	32	+1569%	+1531%
rocks-off.com	90	-75	527	12,397	-96%	-134%
ohmibod.com	91	-9	527	618	-15%	-53%
passiononline.co.uk	92	+4	525	340	+54%	+16%
fetshop.co.uk	93	-5	509	454	+12%	-26%
creativeconceptions.co.uk	94	+12	395	204	+94%	+56%
cockcontrol.co.uk	95	+32	391	76	+414%	+376%
vegantoys.co.uk	96	+4	368	279	+32%	-6%
yourpleasuretoys.com	97	-29	358	1,020	-65%	-103%
sextoys123.co.uk	98	-18	325	673	-52%	-90%
moodsexshop.co.uk	99	+11	324	157	+106%	+68%
taylorstoys.co.uk	100	+39	315	40	+688%	+650%

**Industry
Variance**
+38%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 38% 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.

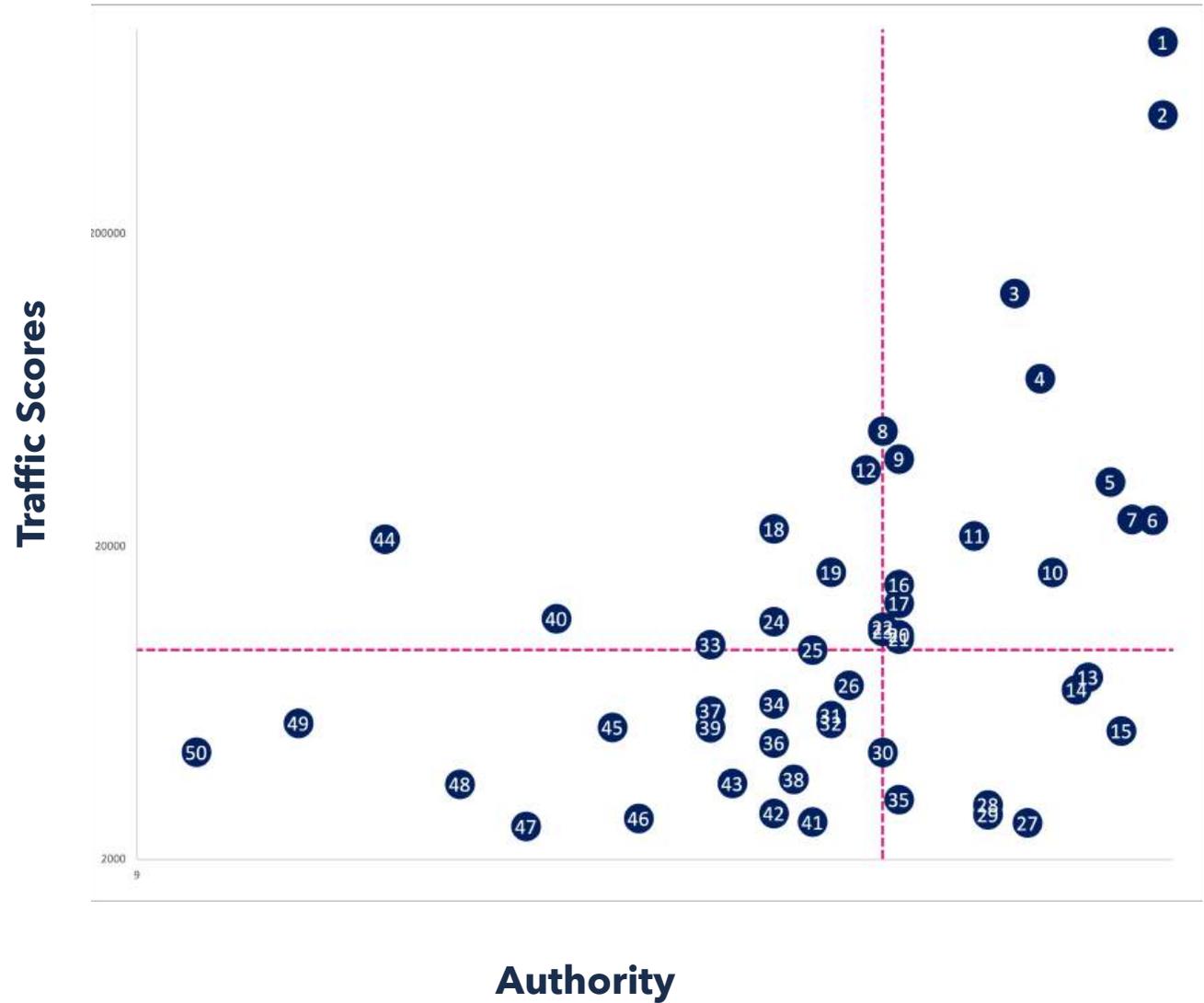


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



lovehoney.co.uk	1	condoms.uk	11	skynfeel.co.uk	21	harmonystore.co.uk	31	tenga.co.uk	41
annsummers.com	2	cloudclimax.co.uk	12	easytoys.uk	22	freedoms-shop.com	32	nicennaughty.co.uk	42
bondara.co.uk	3	we-vibe.com	13	megapleasure.co.uk	23	fetchshop.co.uk	33	prowler.co.uk	43
durex.co.uk	4	satisfyer.com	14	shivaonline.co.uk	24	regulation.co.uk	34	lucidtoys.com	44
bad-dragon.com	5	womanizer.com	15	simplypleasure.com	25	coco-de-mer.com	35	adultshopit.co.uk	45
lelo.com	6	uberkinky.com	16	skintwo.com	26	bestvibe.co.uk	36	loveplugs.co.uk	46
lovense.com	7	peachesandscreams.co.uk	17	bboutique.co	27	loveandvibes.co.uk	37	feelgoodstore.co.uk	47
sinful.co.uk	8	loveoutlet.co.uk	18	sybian.com	28	thetightspot.com	38	scandals.love	48
sextoys.co.uk	9	pulseandcocktails.co.uk	19	bathmatedirect.com	29	sexsuperstore.co.uk	39	passionbugs.co.uk	49
uk.honeybirdette.com	10	clonezonedirect.co.uk	20	bordelle.co.uk	30	dragondildo.co.uk	40	hexher.com	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 BORDELLE

02 *Coco de Mer*
LONDON

03 *Sybian*

04 bathmate®
JUST ADD WATER

05 *boutique*
bellesa

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 **Cloud Climax**[®]
ALL THINGS ADULT EST. 2013

02 **Love**♥**outlet**

03 **lucid**♥**toys**

04 **pulse** 
& cocktails

05 

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:

lovehoney.co.uk	1	simplypleasure.com	13
annsummers.com	2	megapleasure.co.uk	14
lovense.com	3	bordelle.co.uk	15
lelo.com	4	satisfyer.com	16
peachesandscreams.co.uk	5	loveoutlet.co.uk	17
bondara.co.uk	6	pulseandcocktails.co.uk	18
we-vibe.com	7	thetightspot.com	19
durex.co.uk	8	cloudclimax.co.uk	20
bad-dragon.com	9	prowler.co.uk	21
skintwo.com	10	condoms.uk	22
womanizer.com	11	uberkinky.com	23
sextoys.co.uk	12	shivaonline.co.uk	24

Traffic Scores Vs Referring Domains

Key:

coco-de-mer.com	25	regulation.co.uk	38
clonezonedirect.co.uk	26	sexsuperstore.co.uk	39
sinful.co.uk	27	fetchshop.co.uk	40
loveplugs.co.uk	28	uk.honeybirdette.com	41
harmonystore.co.uk	29	feelgoodstore.co.uk	42
loveandvibes.co.uk	30	bestvibe.co.uk	43
bathmatedirect.com	31	passionbugs.co.uk	44
adultshopit.co.uk	32	tenga.co.uk	45
nicennaughty.co.uk	33	freedoms-shop.com	46
bboutique.co	34	dragondildo.co.uk	47
sybian.com	35	lucidtoys.com	48
easytoys.uk	36	scandals.love	49
skynfeel.co.uk	37	hexher.com	50



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

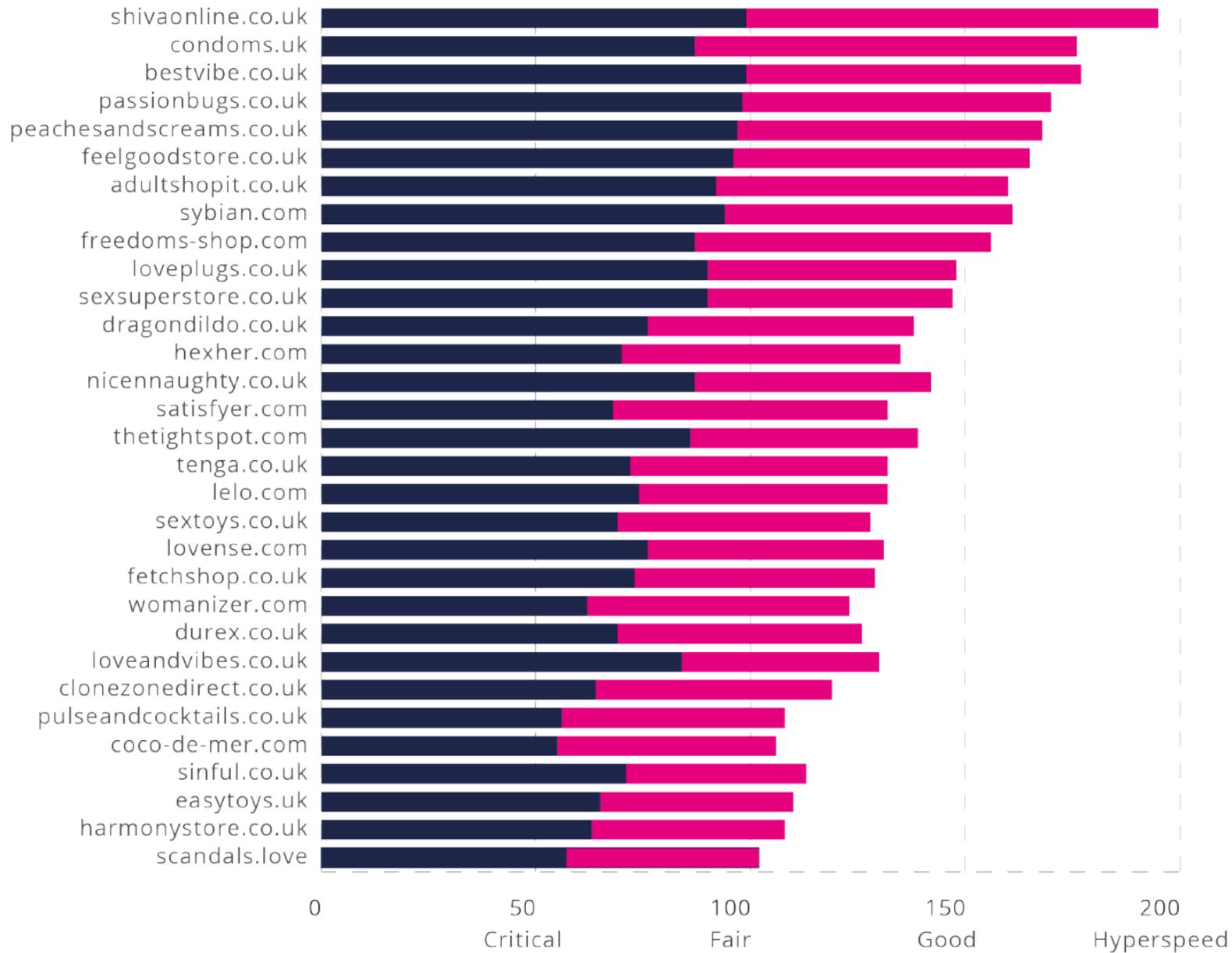
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input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

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

ProlificNorth
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

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

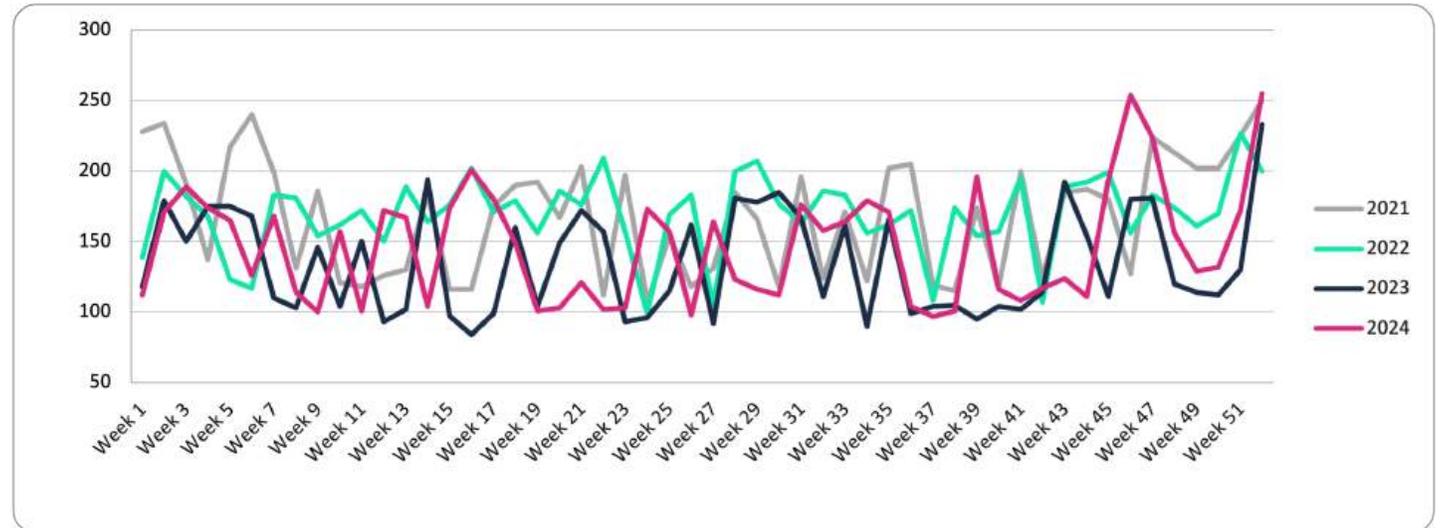
LEMONADE DOLLS

[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.



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

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
riley reid fleshlight	1300	9%
bunny butt plug	480	9%
rabbit butt plug	480	9%
mia malkova fleshlight	390	29%
butt plug with remote	390	7%
remote butt plug	390	7%
remote controlled butt plug	390	7%
tight fleshlight	320	15%
huge anal beads	320	15%
massive anal beads	320	15%
anime fleshlight	210	80%
fleshlight pringles can	210	24%
butt plugs for sale	210	20%
glass anal	170	42%
personalized butt plug	110	121%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
bad dragon	40500	40%
honey birdette	22200	6%
simply pleasure	8100	14%
bordelle	1600	33%
bboutique	1000	25%
cloud climax	880	30%
fetch shop	590	14%
the tight spot	590	6%
freedoms shop	170	22%
fell good store	70	8%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
love honey	550000	-24%
ann summers	550000	-18%
bondara	74000	-29%
durex	27100	-18%
pulse and cocktails	18100	-6%
sybian	12100	-16%
uber kinky	9900	-33%
womanizer	9900	-23%
coco de mer	9900	-13%
prowler	9900	-6%
satisfyer	6600	-18%
we vibe	6600	-7%
sinful	2900	-12%
best vibe	2400	-59%
sex superstore	2400	-21%
lucid toys	1300	-36%
harmony store	1000	-22%
nice n naughty	880	-4%
easy toys	720	-63%
love and vibes	720	-13%
love outlet	590	-38%
shiva online	590	-6%
love plugs	320	-19%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
small butt plug	1000	-23%
vibro panties	880	-23%
clit suction vibe	720	-38%
clit licker toy	720	-29%
lightup butt plug	590	-42%
ciltoris stimulators	390	-81%
my little pony flesh light	140	-79%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
fleshlight	110000	-12%
butt plug	49500	-13%
anal balls	18100	-18%
anal beads	18100	-18%
clit stim	9900	-24%
clitaurus stimulator	9900	-24%
clitoral sucker	9900	-18%
rampant rabbits	9900	-13%
tailed butt plug	3600	-23%
large butt plug	2900	-11%
massive butt plug	2900	-11%
clitoral massager	2400	-26%
blow up butt plug	2400	-14%
inflatable butt plug	2400	-14%
bondagekit	1900	-27%
butt plugs for guys	1900	-13%
butt plugs for men	1900	-13%
male butt plug	1900	-13%
licking clitoral	1600	-24%
clitoral suction	1600	-13%
suction for clit	1600	-13%
glass butt plug	1300	-15%
fleshlight launch	1000	-38%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
clone zone direct	210	-14%
peaches and screams	140	-20%
regulation co uk	70	-38%
mega pleasure	70	-8%
passion bugs	50	-19%
scandals love	30	-9%
bathmate direct	20	-47%

 **Bad Dragon** is dominating
the brand search game.

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

Brett Janes
Managing Director

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[Book a Chat](#)



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.

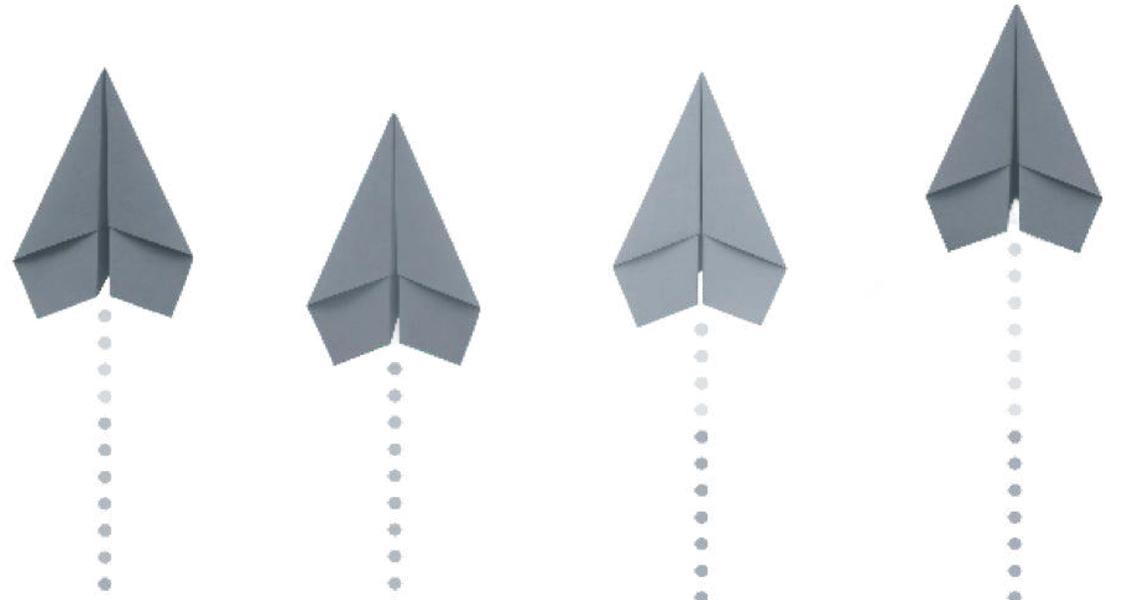
For challenger brands looking to weigh in, you best bring your A-game.



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

fleshlight

33,000 19

2

anal butt plug

90 77

3

butt plug

17,000 12

4

male butt plug

250 16

5

a fleshlight

100 18

6

pornstar fleshlight

250 7

7

butt plugs for men

100 9

8

clit massager

200 7

9

all day butt plug

70 9

10

fleshlight for men

150 6

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

clitoral suction
350 2

2

cheap fleshlight
300 3

3

gay fleshlight
250 5

4

clitoral sucker
200 3

5

buy fleshlight
200 3

6

clitroal stimulators
200 4

7

silicone butt plug
150 5

8

clitoral stimulators
100 3

9

clit licker toy
100 3

10

male fleshlight
100 4

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


FLOORINGKING


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:**





lovehoney.co.uk
241,506 4.5



bondara.co.uk
25,302 4.5



annsummers.com
81,744 3.8



uberkinky.com
8,469 4.5



bboutique.co
10,064 4.3



shivaonline.co.uk
3,367 4.7



fetchshop.co.uk
1,667 4.8



nicennaughty.co.uk
1,117 4.7



condoms.uk
991 4.7



lovense.com
2,063 4.3

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	Ann Summers	550,000
02	 Lovehoney	550,000
03	 Bondara®	74,000
04	 CONDOMS.UK	60,500
05	 DRAGON DILDO	40,500

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		22,079
02	<i>Honey Birdette</i>	2,382
03	Ann Summers	1,330
04	<i>belle</i> ^{boutique}	743
05	 Lovehoney	528

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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Alana@saliency.co.uk

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Awareness

Brand Awareness

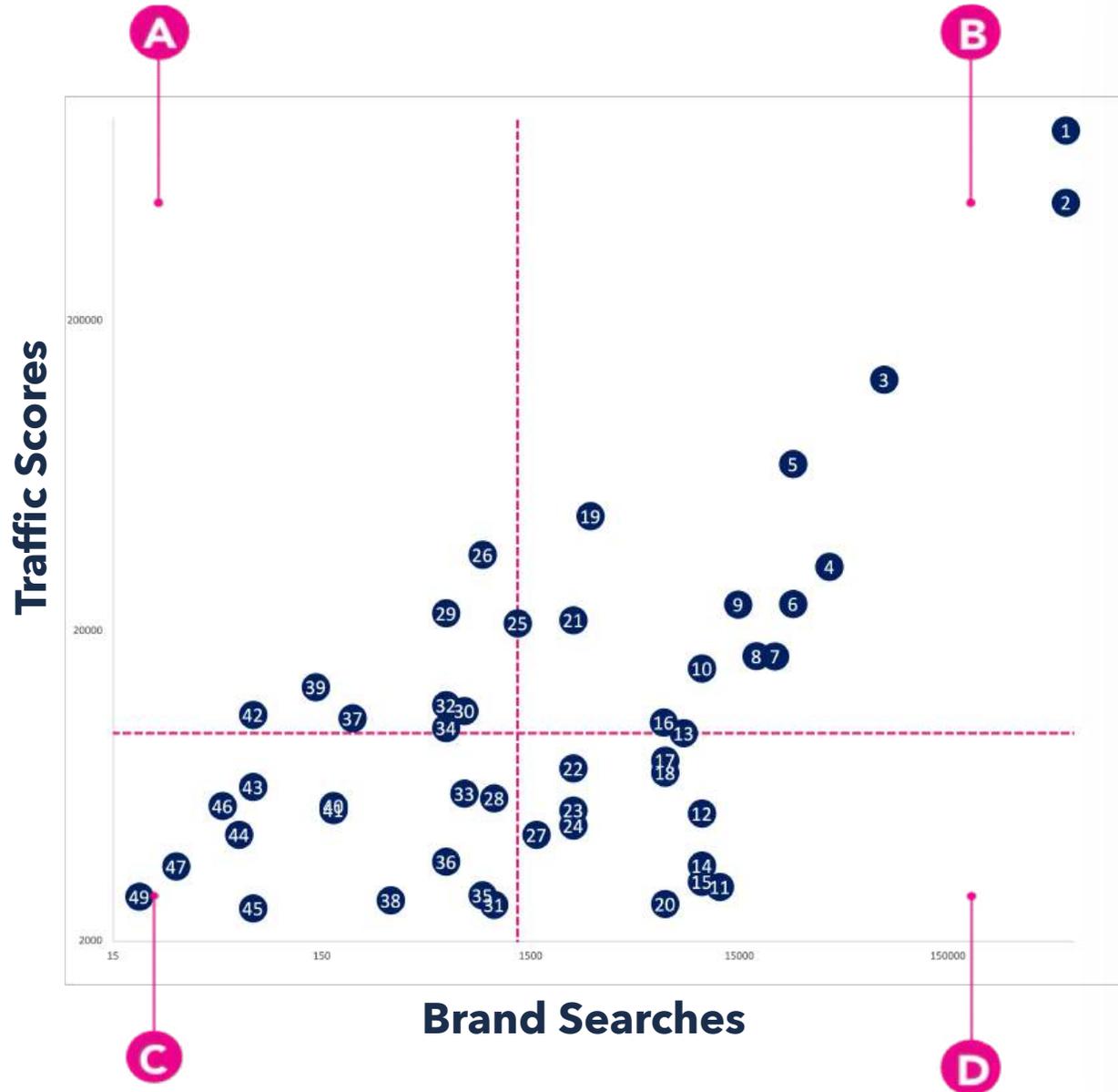
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
annsummers.com	550000	1330	1
durex.co.uk	27100	22079	2
lovehoney.co.uk	550000	528	3
uk.honeybirdette.com	22200	2382	4
bad-dragon.com	40500	369	5
lelo.com	14800	481	6
lovense.com	27100	248	7
bondara.co.uk	74000	83	8
coco-de-mer.com	9900	176	9
womanizer.com	9900	152	10
we-vibe.com	6600	176	11
satisfyer.com	6600	115	12
bboutique.co	1000	743	13
bordelle.co.uk	1600	425	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
prowler.co.uk	9900	52	15
skintwo.com	2400	166	16
skynfeel.co.uk	6500	49	17
uberkinky.com	9900	32	18
pulseandcocktails.co.uk	18100	10	19
simplypleasure.com	8100	20	20
sybian.com	12100	12	21
sinful.co.uk	2900	36	22
tenga.co.uk	6600	8	23
thetightspot.com	590	79	24
bestvibe.co.uk	2400	7	25
nicennaughty.co.uk	880	15	26
clonezonedirect.co.uk	210	56	27
peachesandscreams.co.uk	140	81	28
harmonystore.co.uk	1000	11	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:

lovehoney.co.uk	1	simplypleasure.com	13
annsummers.com	2	prowler.co.uk	14
bondara.co.uk	3	coco-de-mer.com	15
bad-dragon.com	4	skynfeel.co.uk	16
durex.co.uk	5	we-vibe.com	17
lovense.com	6	satisfyer.com	18
uk.honeybirdette.com	7	sinful.co.uk	19
pulseandcocktails.co.uk	8	tenga.co.uk	20
lelo.com	9	condoms.uk	21
uberkinky.com	10	skintwo.com	22
sybian.com	11	sexsuperstore.co.uk	23
womanizer.com	12	bestvibe.co.uk	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:

lucidtoys.com	25	loveplugs.co.uk	38
cloudclimax.co.uk	26	peachesandscreams.co.uk	39
bordelle.co.uk	27	freedoms-shop.com	40
harmonystore.co.uk	28	adultshopit.co.uk	41
loveoutlet.co.uk	29	megapleasure.co.uk	42
easytoys.uk	30	regulation.co.uk	43
bboutique.co	31	hexher.com	44
shivaonline.co.uk	32	feelgoodstore.co.uk	45
loveandvibes.co.uk	33	passionbugs.co.uk	46
fetchshop.co.uk	34	scandals.love	47
nicennaughty.co.uk	35	sextoys.co.uk	48
thetightspot.com	36	bathmatedirect.com	49
clonezonedirect.co.uk	37	dragondildo.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

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Question?



// // **Salience.**