

// Salience.

Sofa Retailers

Salience Index 2024



6 Month Report

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

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



Editor's

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

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

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

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

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

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

Brett Janes
Managing Director
01244 564 501
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.



Our



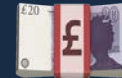
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Sofa Retailers Sector has seen a 15% 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.”

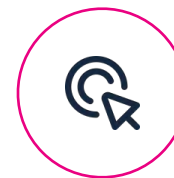
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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.

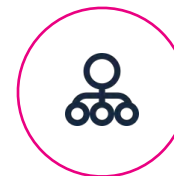
How it's calculated:



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 **Oak**
furnitureland

02 sofology

03 **ScS**

04 SIVVOON

05 Roseland



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 FURNITURE
Village

02 FURNITURE
AND CHOICE

03 dfs

04 BARKER AND
STONEHOUSE

05 swyft



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 September 2024	Traffic score April 2024	YoY Change	Compared to Market
furniturevillage.co.uk	1	-	475,497	531,401	-11%	-25%
oakfurnitureland.co.uk	2	+1	453,181	296,490	+53%	+38%
dfs.co.uk	3	-1	330,850	359,463	-8%	-23%
sofology.co.uk	4	+1	262,997	160,078	+64%	+49%
scs.co.uk	5	-1	238,521	196,963	+21%	+6%
swooneditions.com	6	+3	123,136	85,423	+44%	+29%
sofaclub.co.uk	7	-	96,665	102,148	-5%	-20%
cultfurniture.com	8	+2	91,703	78,053	+17%	+3%
barkerandstonehouse.co.uk	9	-1	79,635	90,743	-12%	-27%
loaf.com	10	+4	77,812	56,808	+37%	+22%
roselandfurniture.com	11	+4	74,645	41,253	+81%	+66%
furniturechoice.co.uk	12	-6	74,551	126,891	-41%	-56%
sofa.com	13	-1	70,143	60,127	+17%	+2%
heals.com	14	-3	68,608	66,363	+3%	-11%
sofasofa.co.uk	15	+3	56,486	36,971	+53%	+38%
sterlinghome.co.uk	16	+1	53,930	40,257	+34%	+19%
swyfthome.com	17	-4	46,817	56,902	-18%	-33%
stunningchairs.co.uk	18	+13	43,461	15,763	+176%	+161%
sofa-shop.co.uk	19	+2	40,841	23,800	+72%	+57%
fishpools.co.uk	20	+2	32,665	22,953	+42%	+27%
hslchairs.com	21	-2	32,532	30,823	+6%	-9%
quatropi.com	22	-6	31,669	40,829	-22%	-37%
darlingsofchelsea.co.uk	23	+2	31,324	19,141	+64%	+49%
sofabed.co.uk	24	-4	27,154	23,992	+13%	-2%
furnitureoutletstores.co.uk	25	+2	26,283	17,513	+50%	+35%
cousinsfurniture.co.uk	26	-	22,859	18,658	+23%	+8%
theenglishsofacompany.co.uk	27	+1	22,110	15,894	+39%	+24%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score April 2024	YoY Change	Compared to Market
homedetail.co.uk	28	+21	20,174	8,676	+133%	+118%
theonlinesofashop.co.uk	29	+1	19,611	15,821	+24%	+9%
sofaclearanceoutlet.co.uk	30	+5	17,932	13,287	+35%	+20%
lovesofas.co.uk	31	+30	17,880	5,563	+221%	+207%
dakohome.co.uk	32	-8	17,228	19,762	-13%	-28%
thechesterfieldcompany.com	33	-4	17,126	15,873	+8%	-7%
sofa-direct.co.uk	34	-2	16,696	14,200	+18%	+3%
leathersofaworld.com	35	+8	16,040	11,342	+41%	+27%
senahomefurniture.co.uk	36	+11	15,798	9,286	+70%	+55%
msofas.co.uk	37	+8	15,340	10,869	+41%	+26%
furnituredirectonline.co.uk	38	-15	14,808	20,272	-27%	-42%
theloungeco.com	39	+16	14,385	7,185	+100%	+85%
gplan.co.uk	40	+2	13,973	11,714	+19%	+4%
leelonglands.co.uk	41	-3	13,920	12,826	+9%	-6%
parkerknoll.co.uk	42	+4	13,449	10,660	+26%	+11%
sofasandstuff.com	43	-6	12,797	13,267	-4%	-18%
sklum.com	44	-10	11,816	13,434	-12%	-27%
fabbfurniture.com	45	-4	11,682	11,754	-1%	-15%
furl.co.uk	46	-2	11,192	11,333	-1%	-16%
deluxdeco.co.uk	47	+4	10,944	8,243	+33%	+18%
aldiss.com	48	+18	10,237	4,796	+113%	+99%
abakusdirect.co.uk	49	-10	10,225	12,129	-16%	-31%
designersofas4u.co.uk	50	-10	9,605	11,994	-20%	-35%
bridgman.co.uk	51	+8	9,183	5,978	+54%	+39%
sofasandfriends.co.uk	52	+66	8,924	581	+1436%	+1421%
chesterfieldsofas.co.uk	53	+5	7,944	6,257	+27%	+12%
furniturestop.co.uk	54	-2	7,160	7,782	-8%	-23%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score April 2024	YoY Change	Compared to Market
furnitureonline.co.uk	55	-22	7,094	13,478	-47%	-62%
la-z-boy.co.uk	56	+7	7,045	4,977	+42%	+27%
sofabedbarn.co.uk	57	-4	6,835	7,622	-10%	-25%
raftfurniture.co.uk	58	+12	6,775	3,960	+71%	+56%
sofa-company.co.uk	59	-5	6,621	7,453	-11%	-26%
arloandjacob.com	60	-10	6,511	8,253	-21%	-36%
loomloft.co.uk	61	+13	6,490	3,183	+104%	+89%
boconcept.com	62	-14	6,376	9,269	-31%	-46%
gillies.co.uk	63	-6	5,423	6,287	-14%	-29%
sofabrandsfactoryoutlet.co.uk	64	+5	5,196	4,342	+20%	+5%
houseproudfurnishings.com	65	-	5,149	4,901	+5%	-10%
arighibianchi.co.uk	66	-6	4,842	5,824	-17%	-32%
thesofoandchair.co.uk	67	-	4,481	4,670	-4%	-19%
cjcfurniture.co.uk	68	-	4,446	4,610	-4%	-18%
slf24.co.uk	69	-13	4,286	7,012	-39%	-54%
sofasbysaxon.com	70	+1	4,021	3,823	+5%	-10%
haskinsfurniture.co.uk	71	+8	3,873	2,616	+48%	+33%
love-your-home.co.uk	72	-10	3,828	5,110	-25%	-40%
thomaslloyd.com	73	+10	3,121	2,420	+29%	+14%
sofas.mailshop.co.uk	74	+56	3,061	339	+803%	+788%
distinctivechesterfields.com	75	+6	2,971	2,559	+16%	+1%
oswaldandpablo.com	76	+19	2,883	1,565	+84%	+69%
buysofasdirect.co.uk	77	+25	2,864	1,139	+151%	+137%
frontrowfurniture.co.uk	78	+4	2,839	2,558	+11%	-4%
frankknighton.co.uk	79	-4	2,381	2,956	-19%	-34%
techsofa.com	80	+6	2,299	2,261	+2%	-13%
oldbootsofas.com	81	-8	2,288	3,429	-33%	-48%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score April 2024	YoY Change	Compared to Market
cocoonsleeping.com	82	+14	2,233	1,549	+44%	+29%
chesterfields.co.uk	83	-7	2,143	2,909	-26%	-41%
furn-on.com	84	+3	2,126	2,254	-6%	-21%
bfhome.co.uk	85	-7	2,107	2,661	-21%	-36%
alexanderandjamessofas.com	86	+2	2,070	2,184	-5%	-20%
esbfurniture.com	87	-15	2,013	3,672	-45%	-60%
furniture-story.co.uk	88	+2	1,930	2,033	-5%	-20%
onlinesofawholesale.com	89	-5	1,881	2,373	-21%	-36%
sitandsleep.co.uk	90	-10	1,785	2,572	-31%	-45%
celebrity-furniture.co.uk	91	+6	1,779	1,443	+23%	+8%
triofurnishings.com	92	+6	1,760	1,435	+23%	+8%
cartersfurnitureonline.co.uk	93	-2	1,750	2,009	-13%	-28%
valefurnishers.co.uk	94	-	1,725	1,761	-2%	-17%
johnsankey.co.uk	95	+29	1,699	493	+245%	+230%
timeless-sofas.com	96	+30	1,681	484	+247%	+232%
chillsofas.co.uk	97	-20	1,662	2,691	-38%	-53%
lucas-furniture.co.uk	98	-9	1,587	2,124	-25%	-40%
thesofaking.co.uk	99	+2	1,503	1,169	+29%	+14%
bradbeersfurniture.com	100	+5	1,341	999	+34%	+19%

Industry Variance

+15%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 15% 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 20
WINNER

ds Awards Awards Awards Awards

Our

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



10+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



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

— Paul Hambridge, MD



[Read this Case Study](#)

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

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

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



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

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

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

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

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

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

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



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

Trends

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
2 seater sofas	49500	6%
l shape sofa	33100	6%
corner small couch	33100	6%
small corner settee	33100	6%
small corner sofa	33100	6%
3 seater sofa couch	27100	22%
three seater couch	27100	22%
couch and recliner	22200	21%
reclining sofa couch	22200	21%
sofa and recliner	22200	21%
modular couch sofa	22200	13%
modular settee	22200	13%
modular sofas	22200	13%
4 seater couch	14800	11%
4 seater settee	14800	11%
couch 4 seater	14800	11%
four seater couch	14800	11%
four seater settees	14800	11%
corner sofa sale	12100	22%
large corner couch	12100	13%
large corner settee	12100	13%
large corner sofa	12100	13%
massive corner sofa	12100	13%
l shaped sofabed	8100	21%
beige sofa corner	3600	30%
l shaped couch	3600	30%
l shaped settee	3600	30%
l shaped sofa couch	3600	30%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
dfs	673000	8%
sofa	368000	6%
oak furniture land	301000	5%
loaf	74000	6%
sofa club	40500	39%
heals	40500	14%
roseland furniture	27100	14%
sofa sofa	22200	6%
sofa shop	18100	36%
hsl chairs	12100	14%
sofas and stuff	12100	13%
lee longlands	8100	14%
aldiss	4400	24%
furniture outlet stores	3600	51%
furniture direct online	3600	6%
sterling home	2900	103%
love sofas	2900	20%
sofa direct	1900	12%

Receding Trends


Receding Products

Keyword	Search Volume	Interest Trend
corner sofabed	60500	-8%
corner couch grey	27100	-18%
grey corner settee	27100	-18%
grey corner sofa	27100	-18%
2 seater bedroom sofa	22200	-8%
leather corner couch	22200	-8%
leather corner settee	22200	-8%
leather corner sofa	22200	-8%
leather corner suite	22200	-8%
velvet sofa	14800	-13%
velvet sofa couch	14800	-13%
2 seater sofa couch	14800	-8%
two seater sofa	14800	-8%
affordable corner sofa	9900	-13%
cheap corner couch	9900	-13%
cheap corner settees	9900	-13%
cheap corner sofas	9900	-13%
gray leather couch	8100	-25%
gray leather sofa	8100	-25%
tan leather couch	8100	-15%
tan leather settee	8100	-15%
tan leather sofa	8100	-15%
modern settee sofa	5400	-18%
modern sofa couch	5400	-18%
modern sofas	5400	-18%
sofa couch modern	5400	-18%
grey 2 seater couch	5400	-20%
grey 2 seater sofa	5400	-20%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
furniture village	301000	-7%
sofology	201000	-1%
cult furniture	22200	-13%
furniture choice	12100	-20%
parker knoll	8100	-19%
darlings of chelsea	8100	-14%
gplan	6600	-19%
fabb furniture	6600	-13%
cousins furniture	6600	-14%
barker and stone house	5400	-73%
swoon editions	5400	-24%
quatropi	5400	-13%
msofas	4400	-14%
the lounge co	2400	-55%
home details	1900	-41%
furl	1900	-7%
abakus direct	1900	-3%
swyft home	1300	-38%

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

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



Brett Janes
Managing Director

01244 564 501
Brett@saliency.co.uk

[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

// // **Salience.**

Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

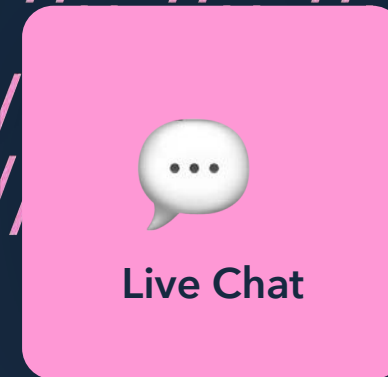
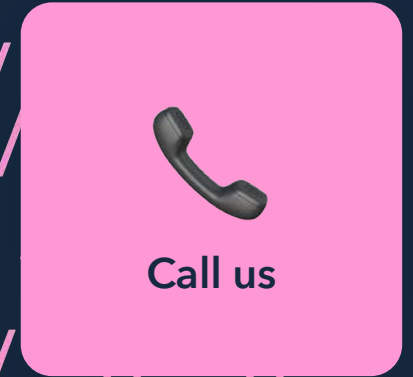
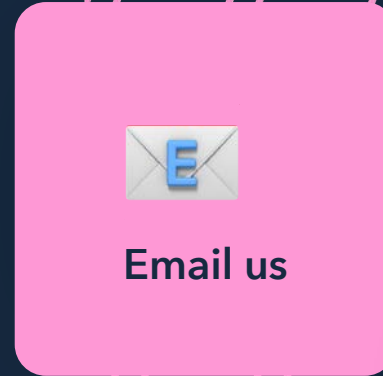
**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

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

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



Question?



// **Salience.**