



# Sportswear

Salience Index 2025



12 Month Report

This **Sportswear Report** was put together by a small team of humans at Salience, 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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**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.







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

# Our



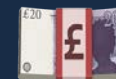
Technical SEO



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."

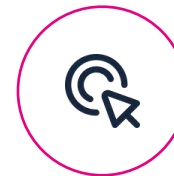
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics, however, these are accurate metrics relatively across domains.

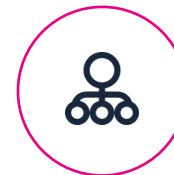
### How it's calculated:



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 **SPORTS DIRECT**
- 02 **NIKE**
- 03 **JD UNDISPUTED KING OF TRAINERS**
- 04 **adidas**
- 05 **GYMSHARK**



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 

02 

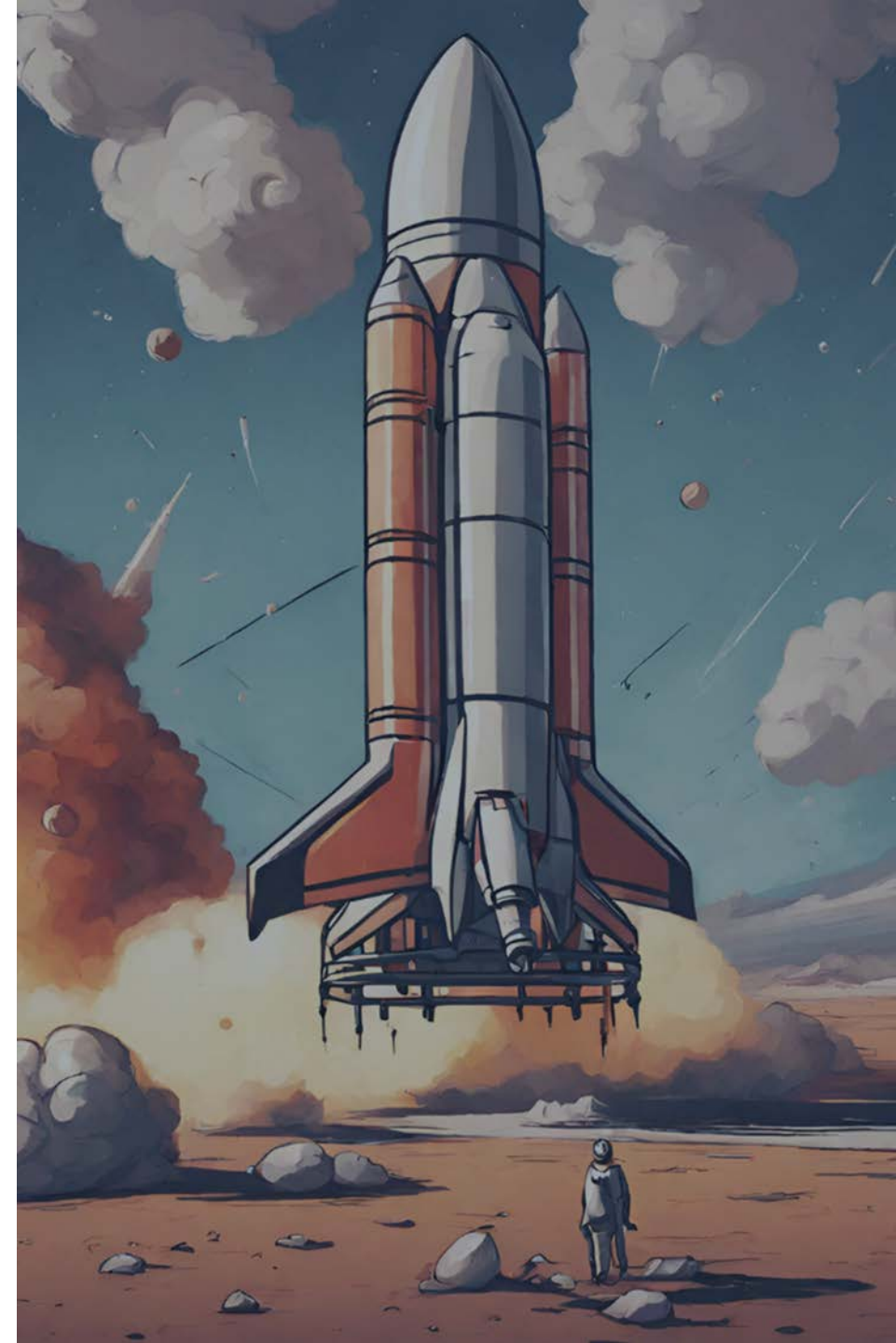
03 

04 

05 



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 Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
sportsdirect.com	1	-	6,425,130	5,339,974	+20%	+8%
nike.com	2	-	5,894,635	5,240,238	+12%	-
jdsports.co.uk	3	-	4,592,937	4,082,057	+13%	+1%
adidas.co.uk	4	-	4,007,324	3,679,052	+9%	-3%
newbalance.co.uk	5	+1	1,791,732	1,607,082	+11%	-1%
decathlon.co.uk	6	-1	1,779,539	1,676,399	+6%	-6%
mandmdirect.com	7	+1	981,029	920,796	+7%	-5%
thenorthface.co.uk	8	-1	914,126	1,107,729	-17%	-29%
uk.gymshark.com	9	+2	906,458	609,016	+49%	+37%
footasylum.com	10	-	726,981	645,851	+13%	+1%
asics.com	11	-2	640,285	689,945	-7%	-19%
prodirectsport.com	12	+3	599,842	401,739	+49%	+37%
cotswoldoutdoor.com	13	+4	514,306	349,777	+47%	+35%
converse.com	14	+4	444,962	328,092	+36%	+24%
adanola.com	15	-2	442,922	416,149	+6%	-6%
vans.co.uk	16	-4	398,926	424,685	-6%	-18%
uk.tommy.com	17	-1	393,152	393,153	-	-12%
underarmour.co.uk	18	+2	392,374	325,365	+21%	+9%
lululemon.co.uk	19	-5	379,655	410,829	-8%	-20%
hugoboss.com	20	+1	372,644	322,082	+16%	+4%
on-running.com	21	-2	351,139	325,936	+8%	-4%
puma.com	22	+2	299,573	221,065	+36%	+24%
sportsshoes.com	23	-	252,968	221,945	+14%	+2%
hoka.com	24	+1	240,205	220,433	+9%	-3%
sweatybetty.com	25	-3	210,646	246,273	-14%	-26%
lacoste.com	26	+1	185,339	157,461	+18%	+6%
runnersneed.com	27	+2	182,894	150,302	+22%	+10%



# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
columbiasportswear.co.uk	28	-2	176,000	180,671	-3%	-15%
kitbag.com	29	+4	158,570	136,591	+16%	+4%
salomon.com	30	+1	150,612	144,040	+5%	-7%
oakley.com	31	+7	146,755	111,719	+31%	+19%
neweracap.co.uk	32	-2	137,823	149,272	-8%	-20%
vivobarefoot.com	33	+4	131,352	118,162	+11%	-1%
startfitness.co.uk	34	-2	127,429	139,490	-9%	-21%
lovellsoccer.co.uk	35	-7	116,462	150,753	-23%	-35%
armani.com	36	-	113,958	122,179	-7%	-19%
kickers.co.uk	37	-3	109,993	130,745	-16%	-28%
fredperry.com	38	+1	108,077	111,654	-3%	-15%
dickieslife.com	39	+1	107,641	109,622	-2%	-14%
fabletics.co.uk	40	+1	104,402	98,502	+6%	-6%
finisterre.com	41	+4	102,546	88,232	+16%	+4%
merrell.com	42	+2	90,206	88,440	+2%	-10%
speedo.com	43	-8	85,540	129,062	-34%	-46%
kitlocker.com	44	+37	82,637	37,746	+119%	+107%
castore.com	45	-3	77,770	94,325	-18%	-30%
boandtee.com	46	+9	77,646	60,076	+29%	+17%
closurelondon.com	47	+84	77,298	12,204	+533%	+521%
sportpursuit.com	48	+3	72,824	66,557	+9%	-3%
tiso.com	49	+18	71,376	50,041	+43%	+31%
hoodrichuk.com	50	-	69,782	67,951	+3%	-9%
therunningoutlet.co.uk	51	-2	69,302	68,475	+1%	-11%
quiksilver.co.uk	52	+17	68,629	45,849	+50%	+38%
saltrock.com	53	-5	68,332	73,110	-7%	-19%
hellyhansen.com	54	-1	66,690	63,262	+5%	-7%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
rohan.co.uk	55	-3	65,004	64,201	+1%	-11%
unisportstore.com	56	+19	60,092	41,249	+46%	+34%
footjoy.co.uk	57	-3	58,078	60,890	-5%	-17%
oneills.com	58	+2	57,725	52,576	+10%	-2%
sealskinz.com	59	+20	57,541	40,318	+43%	+31%
dare2b.com	60	+4	56,143	51,497	+9%	-3%
directsoccer.co.uk	61	-15	54,714	74,911	-27%	-39%
tennis-point.co.uk	62	+1	51,594	51,727	-	-12%
thesportsedit.com	63	+5	51,526	46,307	+11%	-1%
brooksrunning.com	64	-17	50,641	73,940	-32%	-44%
lovell-rugby.co.uk	65	-8	49,897	55,749	-10%	-22%
lululemon.com	66	-23	48,659	91,721	-47%	-59%
uk.blochworld.com	67	+9	48,104	40,830	+18%	+6%
gola.co.uk	68	+19	47,830	33,867	+41%	+29%
roxy-uk.co.uk	69	-7	47,321	51,923	-9%	-21%
aloyoga.com	70	-	45,821	43,079	+6%	-6%
rapha.cc	71	-5	44,856	50,165	-11%	-23%
greavessports.com	72	+23	44,780	23,512	+90%	+78%
lyleandscott.com	73	+1	43,562	42,617	+2%	-10%
fila.co.uk	74	-3	41,431	42,805	-3%	-15%
billabong.co.uk	75	-14	39,891	52,294	-24%	-36%
canterbury.com	76	+14	39,644	30,820	+29%	+17%
toffs.com	77	+12	39,435	33,542	+18%	+6%
championstore.com	78	-6	37,312	42,735	-13%	-25%
camelbak.co.uk	79	+1	35,336	40,063	-12%	-24%
juicycouture.com	80	+5	35,222	35,683	-1%	-13%
venum.com	81	+13	34,966	23,677	+48%	+36%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Feb 2025	Visibility Feb 2024	YoY Change	Compared to Market
upandrunning.co.uk	82	-23	33,802	53,511	-37%	-49%
soccerbox.com	83	-25	33,138	53,787	-38%	-50%
musto.com	84	-11	32,504	42,731	-24%	-36%
wearetala.com	85	-7	32,299	40,355	-20%	-32%
lovellsports.com	86	+14	32,017	21,248	+51%	+39%
uk.oneill.com	87	-22	31,631	50,697	-38%	-50%
guess.com	88	+5	29,909	25,272	+18%	+6%
inov8.com	89	-33	29,597	56,388	-48%	-60%
wetsuitoutlet.co.uk	90	-6	29,519	35,698	-17%	-29%
umbro.co.uk	91	-5	29,485	34,176	-14%	-26%
macron.com	92	-10	29,357	37,692	-22%	-34%
achillesheel.co.uk	93	-1	29,276	25,501	+15%	+3%
lifestylesports.com	94	+8	28,903	18,911	+53%	+41%
wetsuitcentre.co.uk	95	-7	27,936	33,623	-17%	-29%
uk.ryderwear.com	96	-19	25,696	40,804	-37%	-49%
proswimwear.co.uk	97	+2	24,296	21,277	+14%	+2%
rdxsports.co.uk	98	-15	24,169	35,931	-33%	-45%
underarmour.com	99	-2	24,128	22,944	+5%	-7%
ralphlauren.com	100	+25	23,403	13,421	+74%	+62%

**Industry  
Variance**  
**+12%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 12% 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

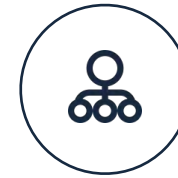
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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

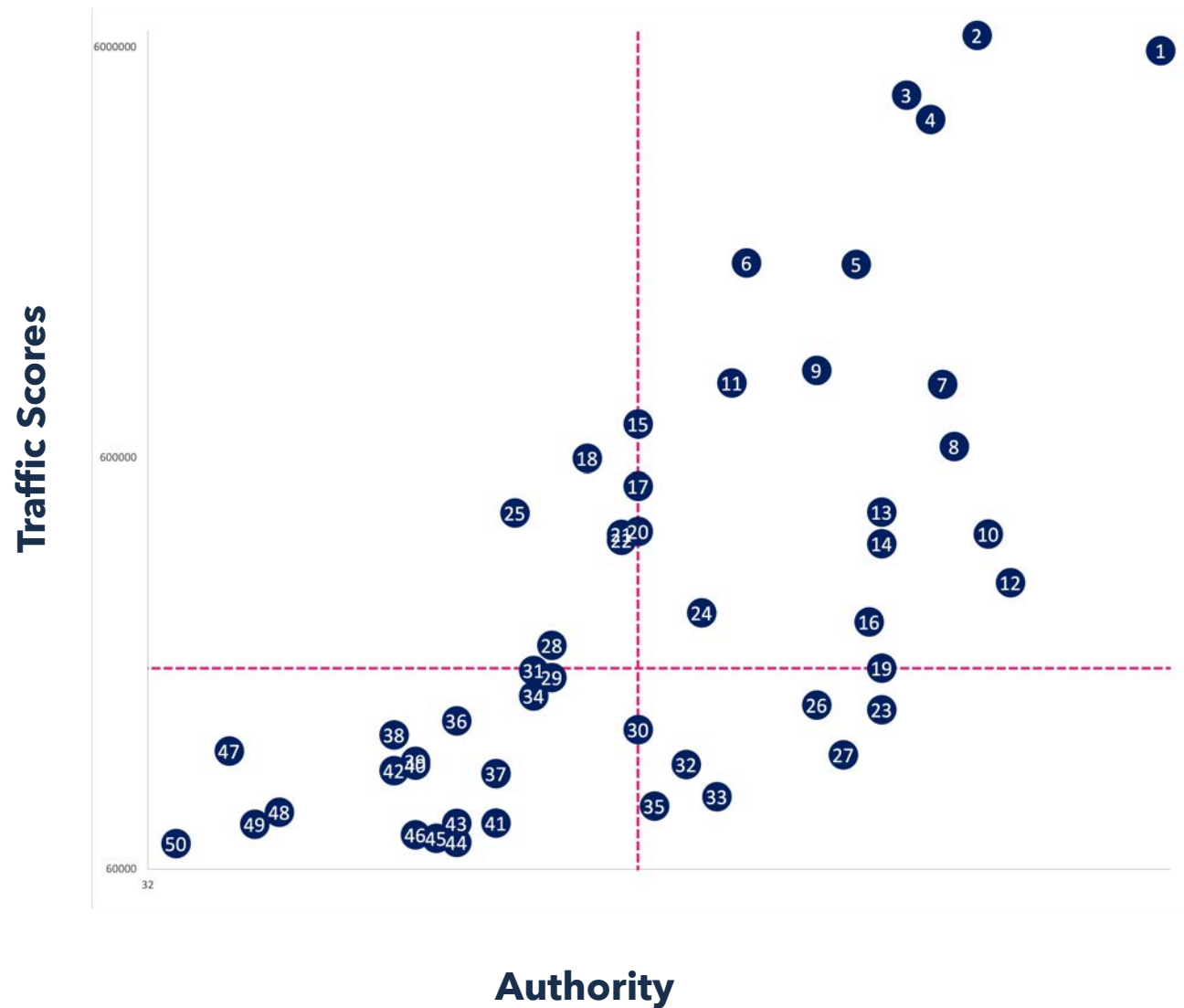


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores





nike.com	1	thenorthface.co.uk	11	underarmour.co.uk	21	runnersneed.com	31	castore.com	41
sportsdirect.com	2	puma.com	12	lululemon.co.uk	22	fredperry.com	32	fabletics.co.uk	42
jdsports.co.uk	3	converse.com	13	oakley.com	23	merrell.com	33	boandtee.com	43
adidas.co.uk	4	hugoboss.com	14	sportsshoes.com	24	kitbag.com	34	hoodrichuk.com	44
decathlon.co.uk	5	footasylum.com	15	adanola.com	25	speedo.com	35	tiso.com	45
newbalance.co.uk	6	hoka.com	16	salomon.com	26	neweracap.co.uk	36	sportpursuit.com	46
uk.gymshark.com	7	cotswoldoutdoor.com	17	armani.com	27	finisterre.com	37	lovellsoccer.co.uk	47
asics.com	8	prodirectsport.com	18	sweatybetty.com	28	startfitness.co.uk	38	kitlocker.com	48
mandmdirect.com	9	lacoste.com	19	columbiasportswear.co.uk	29	kickers.co.uk	39	closurelondon.com	49
uk.tommy.com	10	vans.co.uk	20	vivobarefoot.com	30	dickieslife.com	40	therunningoutlet.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  VIVOBAREFOOT

02 ARMANI

03  FRED PERRY

04 **MERRELL.**

05 *speedo* 

# 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 FOOTASYLIUM 

02 PRO:DIRECT

03   
COTSWOLD  
outdoor

04 ADANOLA

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:

nike.com	1	footasylum.com	13
sportsdirect.com	2	prodirectsport.com	14
puma.com	3	sportsshoes.com	15
asics.com	4	jdsports.co.uk	16
converse.com	5	cotswoldoutdoor.com	17
adidas.co.uk	6	newbalance.co.uk	18
hugoboss.com	7	decathlon.co.uk	19
mandmdirect.com	8	hoka.com	20
armani.com	9	fredperry.com	21
lacoste.com	10	startfitness.co.uk	22
oakley.com	11	merrell.com	23
salomon.com	12	neweracap.co.uk	24

# Traffic Scores Vs Referring Domains

## Key:

therunningoutlet.co.uk	25	finisterre.com	38
kitlocker.com	26	kitbag.com	39
vivobarefoot.com	27	lululemon.co.uk	40
lovellsoccer.co.uk	28	uk.gymshark.com	41
dickieslife.com	29	adanola.com	42
runnersneed.com	30	uk.tommy.com	43
thenorthface.co.uk	31	underarmour.co.uk	44
sweatybetty.com	32	columbiasportswear.co.uk	45
speedo.com	33	hoodrichuk.com	46
vans.co.uk	34	sportpursuit.com	47
castore.com	35	fabletics.co.uk	48
boandtee.com	36	kickers.co.uk	49
tiso.com	37	closurelondon.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

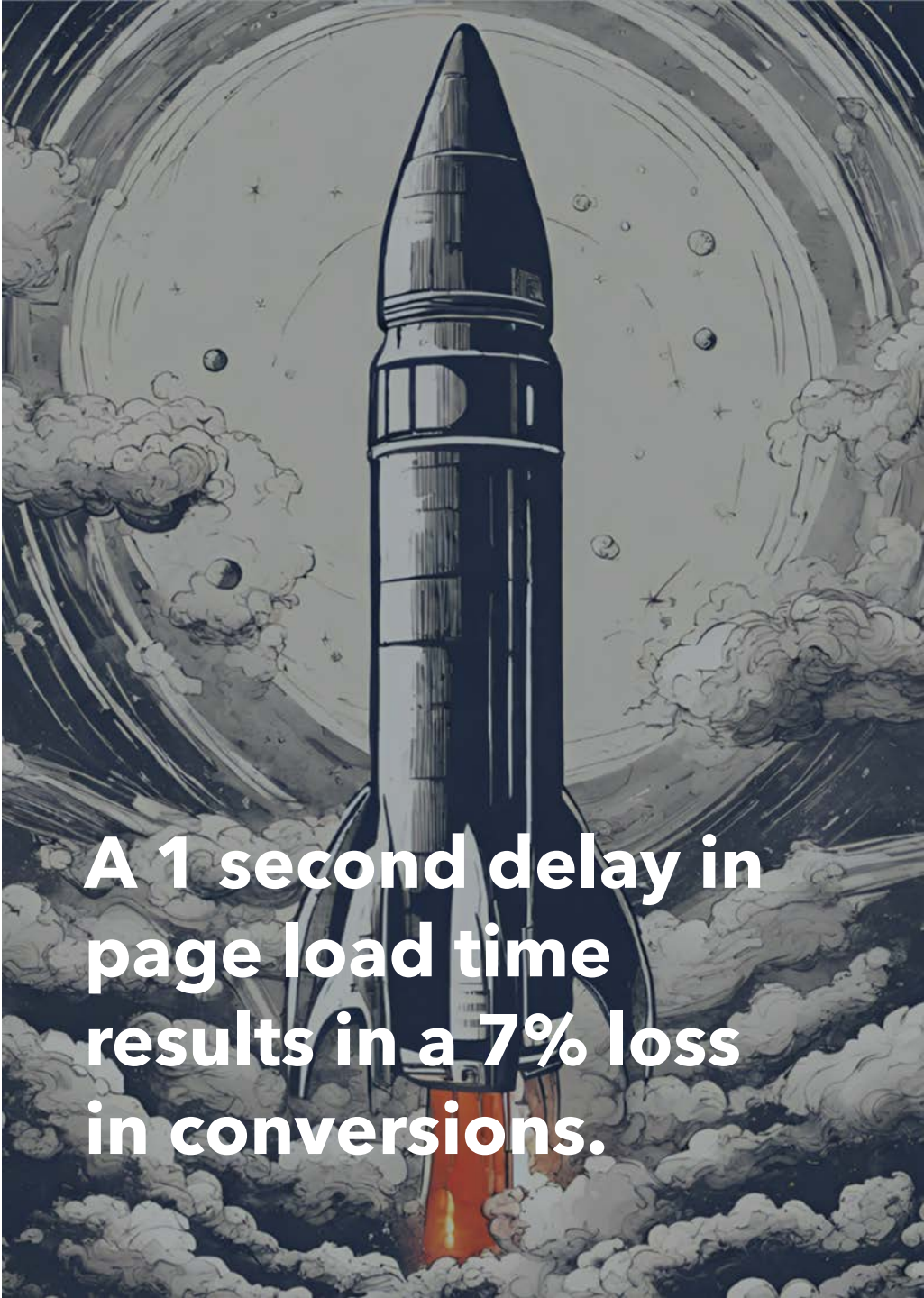


[Read this Case Study](#)

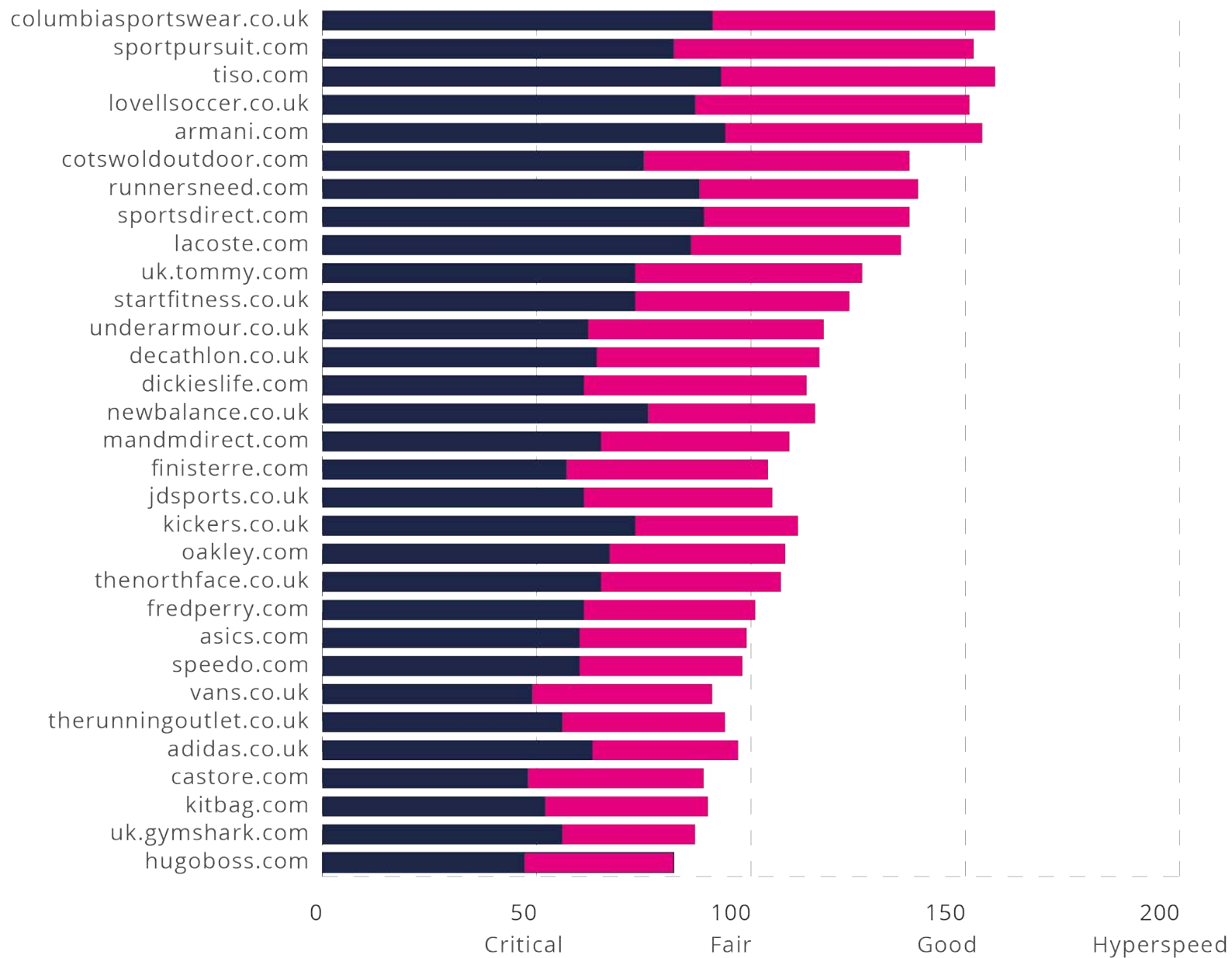
# Page speed

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



ds 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.**

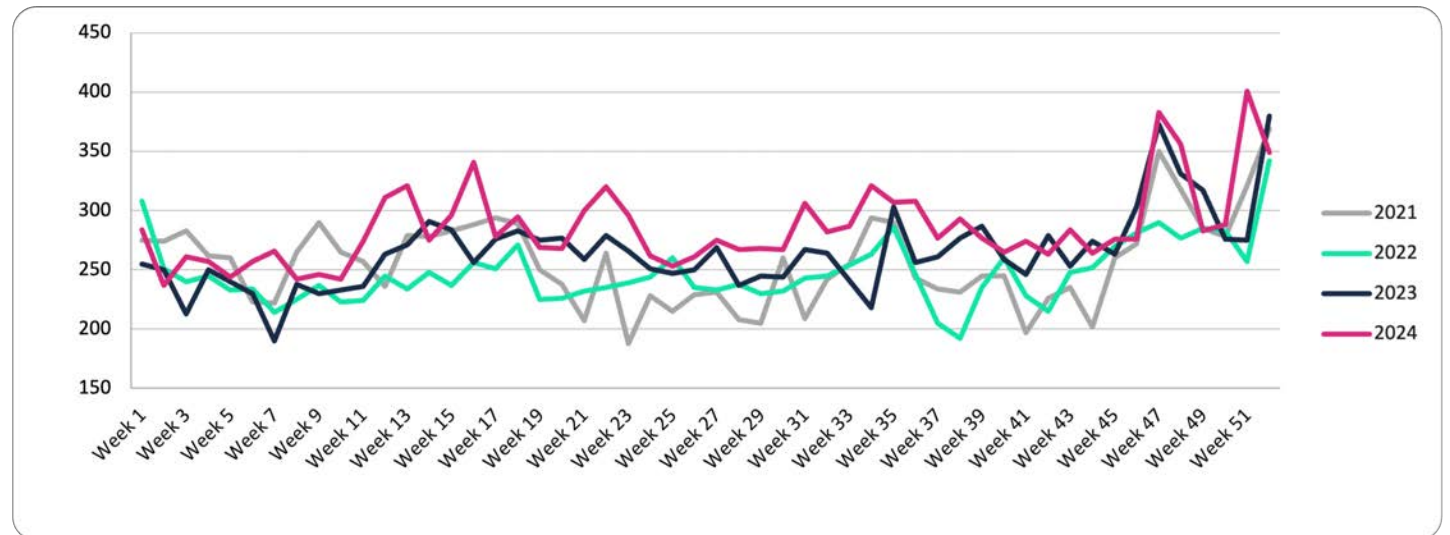
— Caren Downie, Fashion Director

**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.



**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
mens trainers	201000	8%
mens tracksuits	90500	13%
running shoes	74000	22%
mens white trainers	60500	3%
mens trainers sale	40500	9%
trail running shoes	22200	8%
mens running trainers	18100	30%
tennis shoes	14800	14%
gym shoes	12100	22%
mens gym trainers	12100	23%
mens running shoes	12100	22%
mens tracksuit bottoms	12100	8%
mens grey tracksuit	8100	22%
male tracksuit bottoms	8100	14%
mens jogger bottoms	8100	14%
mens tracksuit trousers	8100	14%
tracksuit trousers for men	8100	14%
mens black tracksuit	6600	22%
running shoes for women	6600	22%
ladies joggers straight leg	4400	50%
red tracksuit	4400	60%
brown tracksuit	4400	39%
carbon plate running shoes	3600	143%



Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
running shoes sale	3600	32%
navy tracksuit	2400	50%
knitted tracksuit	1900	176%
mens running shoes sale	1900	70%
burgundy tracksuit	1300	904%
trail running shoes men	1000	133%
mountain tracksuit	590	166%



Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
adidas	823000	15%
decathlon	823000	14%
lululemon	301000	15%
adanola	201000	72%
asics	165000	109%
puma	165000	7%
lacoste	110000	7%
hoka	90500	6%
fred perry	90500	3%
oakley	60500	14%
finisterre	60500	6%
vivo barefoot	60500	6%
salomon	49500	31%
runners need	49500	5%
start fitness	33100	14%
closure london	27100	78%
tiso	27100	14%
new era cap	18100	50%
the running outlet	590	19%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
foot ball boots	201000	-22%
sports shoes	135000	-18%
womens tracksuits	74000	-14%
boys tracksuits	33100	-9%
girls tracksuit	18100	-33%
ski suits for ladies	18100	-14%
childrens tracksuit	18100	-18%
tracksuit bottoms	18100	-18%
foot ball shoes	18100	-18%
climbing shoes	18100	-13%
fleece tech tracksuit	12100	-33%
mens tracksuit sale	12100	-11%
mens designer tracksuits	12100	-14%
mens slip on trainers	12100	-18%
dri fit tracksuit	9900	-33%
jogging bottoms	9900	-18%
leather black trainers	9900	-18%
childrens ski clothes	8100	-24%
waterproof trainers mens	8100	-25%
designer tracksuits	8100	-18%
ski wear clothing	6600	-25%
ladies black joggers	6600	-18%
leather mens trainers	6600	-18%

## Receding Trends


# Receding Products

Keyword	Search Volume	Interest Trend
ski clothing sale	5400	-33%
women's designer tracksuits	5400	-33%
track shoes with spikes	5400	-33%
ladies ski clothes	5400	-18%
mens black leather trainers	5400	-21%
waterproof running shoes	4400	-29%
spikes running shoes	1900	-60%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
sports direct	4090000	-1%
jd sports	2740000	-11%
nike	1500000	-13%
gym shark	823000	-4%
footasylum	673000	-4%
m and m direct	550000	-5%
converse	368000	-28%
vans	301000	-18%
under armour	246000	-12%
sweaty betty	246000	-7%
the north face	165000	-30%
hugo boss	165000	-11%
sports shoes	135000	-18%
castore	74000	-18%
kickers	60500	-18%
tommy	33100	-13%
lovell soccer	22200	-33%
merrell	22200	-7%
kit bag	8100	-39%
pro direct sport	6600	-32%
columbia sportswear	5400	-1%
dickies life	880	-58%
hoodrich uk	480	-47%

 **Adidas** 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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**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.

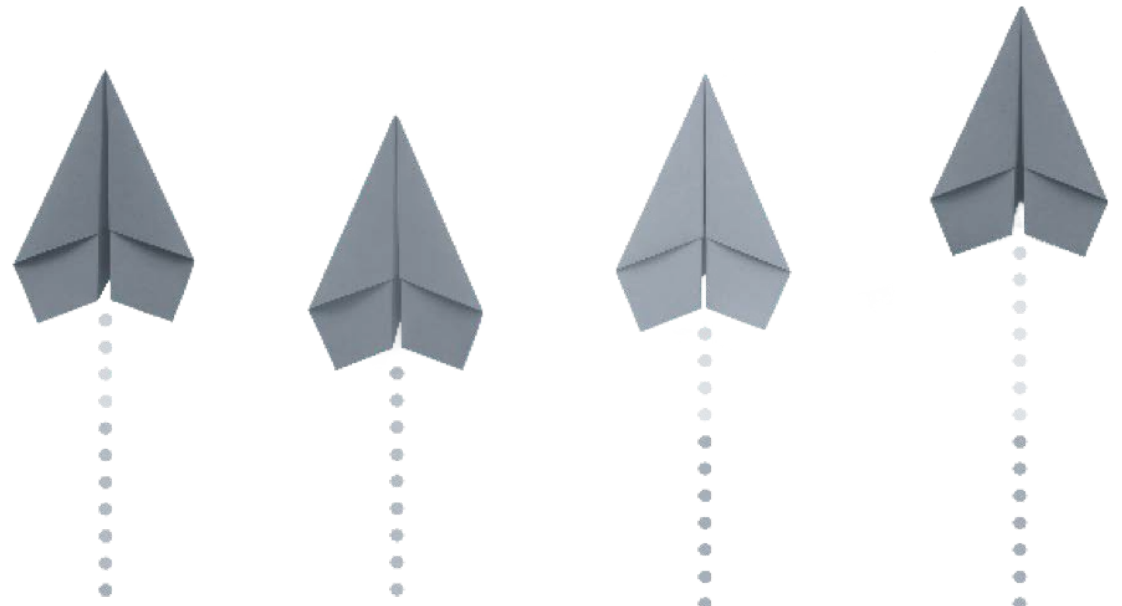
For challenger brands looking to weigh in, you best bring your A-game.



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 sports shoes  
33,000 46
- 2 running shoes  
59,000 30
- 3 mens trainers  
72,000 26
- 4 mens tracksuits  
27,000 17
- 5 running shoes near me  
800 52

- 6 mens running trainers  
6,700 23
- 7 mens running shoes  
6,500 21
- 8 running shoes for women  
3,300 23
- 9 men's sneakers  
900 26
- 10 cheap tracksuits  
1,100 21

## 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**

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# Keywords



1

mens trainers sale

15,000 6

2

trail running shoes

17,000 13

3

basketball shoes

13,000 6

4

tracksuits

15,000 12

5

gym shoes

9,700 8

6

tennis shoes

8,700 5

7

womens tracksuits

9,500 8

8

carbon plate running shoes

6,200 6

9

jogging bottoms

5,700 9

10

wetsuits

4,400 7

## 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:





sportsshoes.com  
79,437 4.6



prodirectsport.com  
155,683 4.3



mandmdirect.com  
93,864 4.4



footasylum.com  
74,649 4.4



sportpursuit.com  
47,243 4.6



jdsports.co.uk  
312,104 3.8



tiso.com  
12,152 4.7



sportsdirect.com  
280,144 3.3



sweatybetty.com  
15,556 4.3



kitlocker.com  
5,823 4.6

## 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



4,090,000

02



2,740,000

03



1,500,000

04



823,000

05



823,000

# 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



384,100

02



117,750

03



106,194

04



55,750

05



46,982



# 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.

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Head of Digital PR

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**Book a Chat**

# Awareness

# Brand Awareness

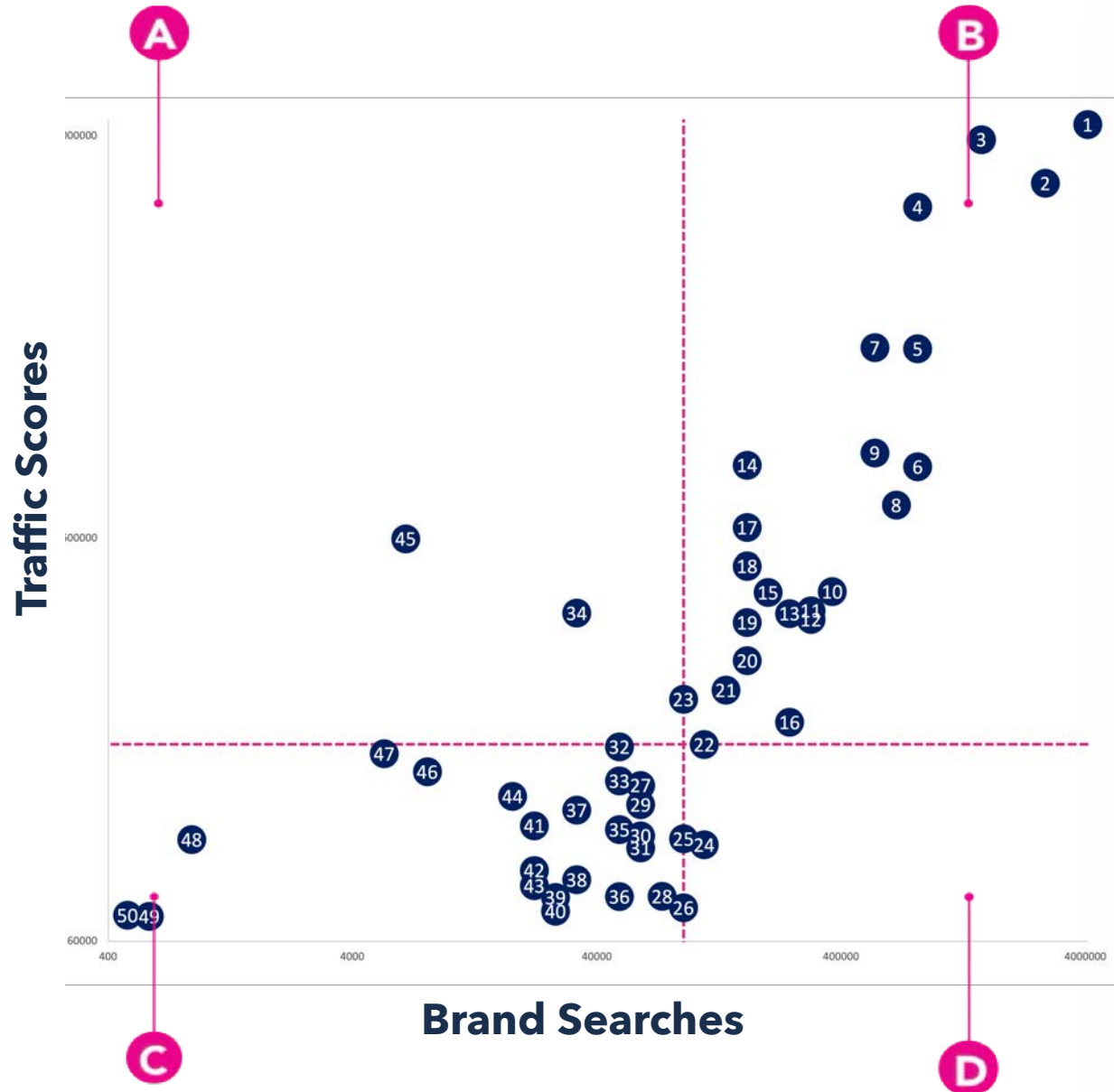
## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
nike.com	1500000	384100	1
adidas.co.uk	823000	117750	2
converse.com	368000	106194	3
jdsports.co.uk	2740000	10553	4
sportsdirect.com	4090000	5313	5
vans.co.uk	301000	55750	6
newbalance.co.uk	550000	27161	7
uk.gymshark.com	823000	12063	8
underarmour.co.uk	246000	31720	9
puma.com	165000	59850	10
lacoste.com	110000	41750	11
thenorthface.co.uk	165000	19926	12
asics.com	165000	10071	13
uk.tommy.com	33100	45350	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
footasylum.com	673000	1773	15
mandmdirect.com	550000	2164	16
fabletics.co.uk	110000	9981	17
oakley.com	60500	13825	18
hugoboss.com	165000	4243	19
armani.com	49500	11362	20
decathlon.co.uk	823000	540	21
sweatybetty.com	246000	1670	22
fredperry.com	90500	4119	23
hoka.com	90500	3335	24
lululemon.co.uk	301000	690	25
salomon.com	49500	4100	26
adanola.com	201000	923	27
merrell.com	22200	5034	28
vivobarefoot.com	60500	1524	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:

sportsdirect.com	1	underarmour.co.uk	13
jdsports.co.uk	2	thenorthface.co.uk	14
nike.com	3	adanola.com	15
adidas.co.uk	4	sweatybetty.com	16
decathlon.co.uk	5	asics.com	17
uk.gymshark.com	6	cotswoldoutdoor.com	18
newbalance.co.uk	7	hugoboss.com	19
footasylum.com	8	puma.com	20
mandmdirect.com	9	sportsshoes.com	21
converse.com	10	lacoste.com	22
vans.co.uk	11	hoka.com	23
lululemon.co.uk	12	fabletics.co.uk	24

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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:

fredperry.com	25	speedo.com	38
sportpursuit.com	26	closurelondon.com	39
oakley.com	27	tiso.com	40
castore.com	28	lovellsoccer.co.uk	41
vivobarefoot.com	29	merrell.com	42
kickers.co.uk	30	kitlocker.com	43
finisterre.com	31	neweracap.co.uk	44
runnersneed.com	32	prodirectsport.com	45
salomon.com	33	kitbag.com	46
uk.tommy.com	34	columbiasportswear.co.uk	47
armani.com	35	dickieslife.com	48
boandtee.com	36	therunningoutlet.co.uk	49
startfitness.co.uk	37	hoodrichuk.com	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

## Pâtisserie Valerie

Pâtisserie Valerie, partnered with Salience 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.



# Patissserie 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.



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// **Salience.**