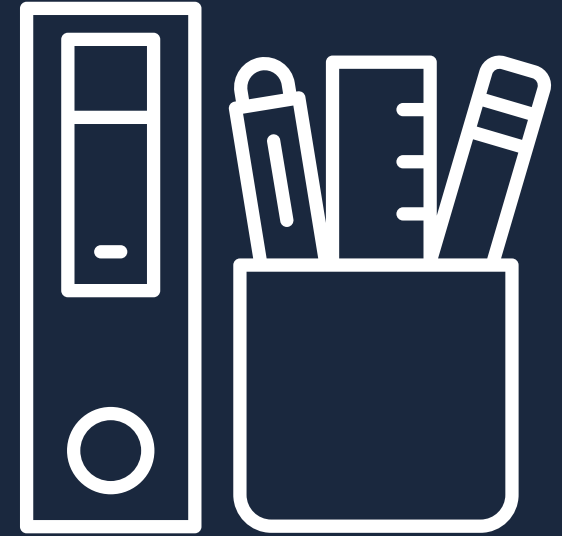




Stationery

Salience Index 2025

12 Month Report



This **Stationery 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

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.





**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

09 Traffic Score Year on Year

18 Traffic Score vs Authority

24 Traffic Score vs Referring Domains

29 Page Speed

35 Search Volume Trends

37 Keyword Trends

44 High Competition Keywords

46 Opportunity Keywords

49 Trust

52 Online Reviews

58 Digital Brand Reach

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."

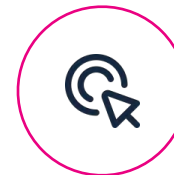
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

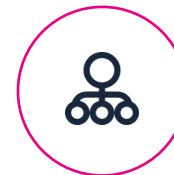
How it's calculated:



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 **THE WORKS** 

02 **Ryman**

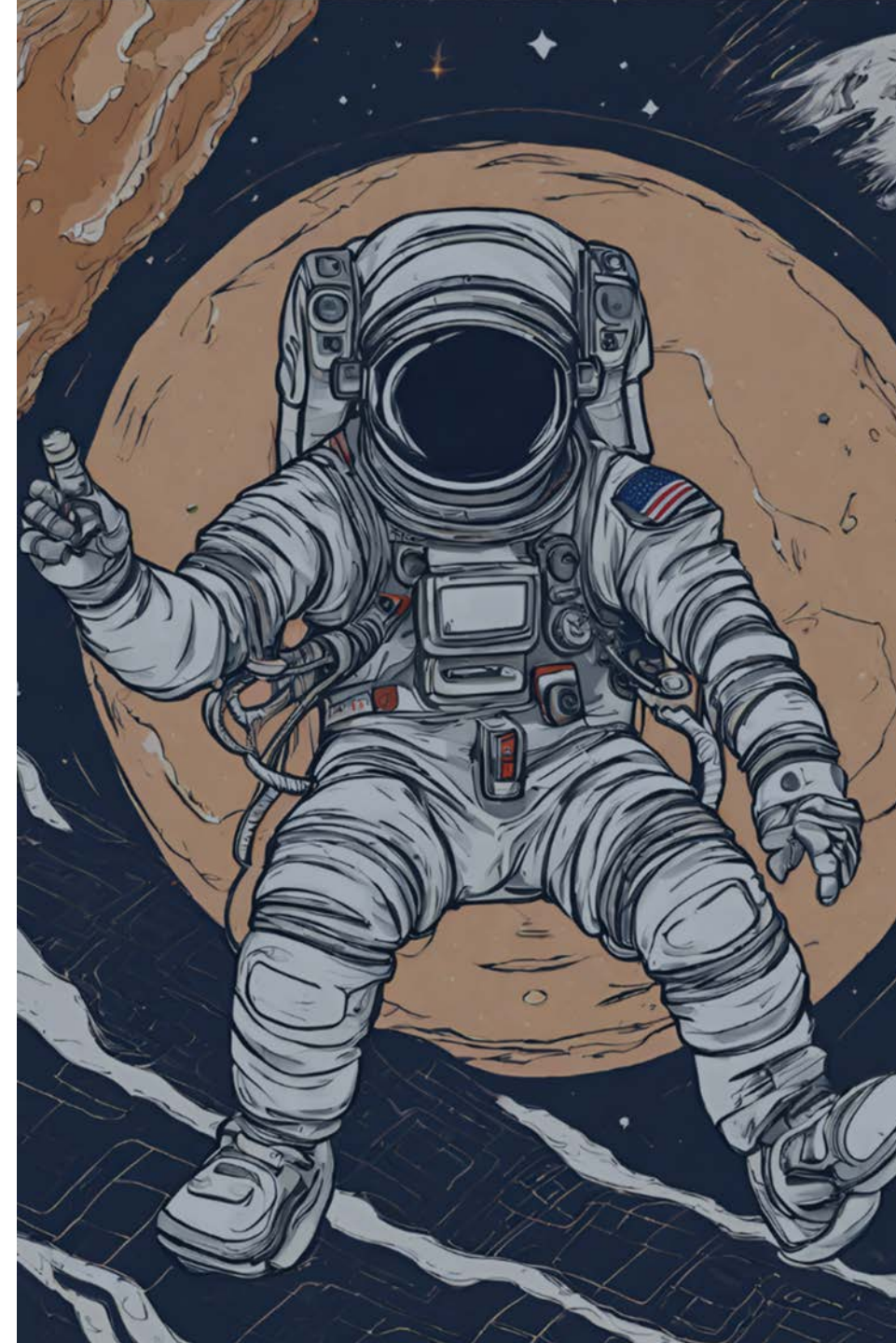
03 **smiggle**

04 
PAPIER

05 **ESPO**



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 WH Smith

02  Staples

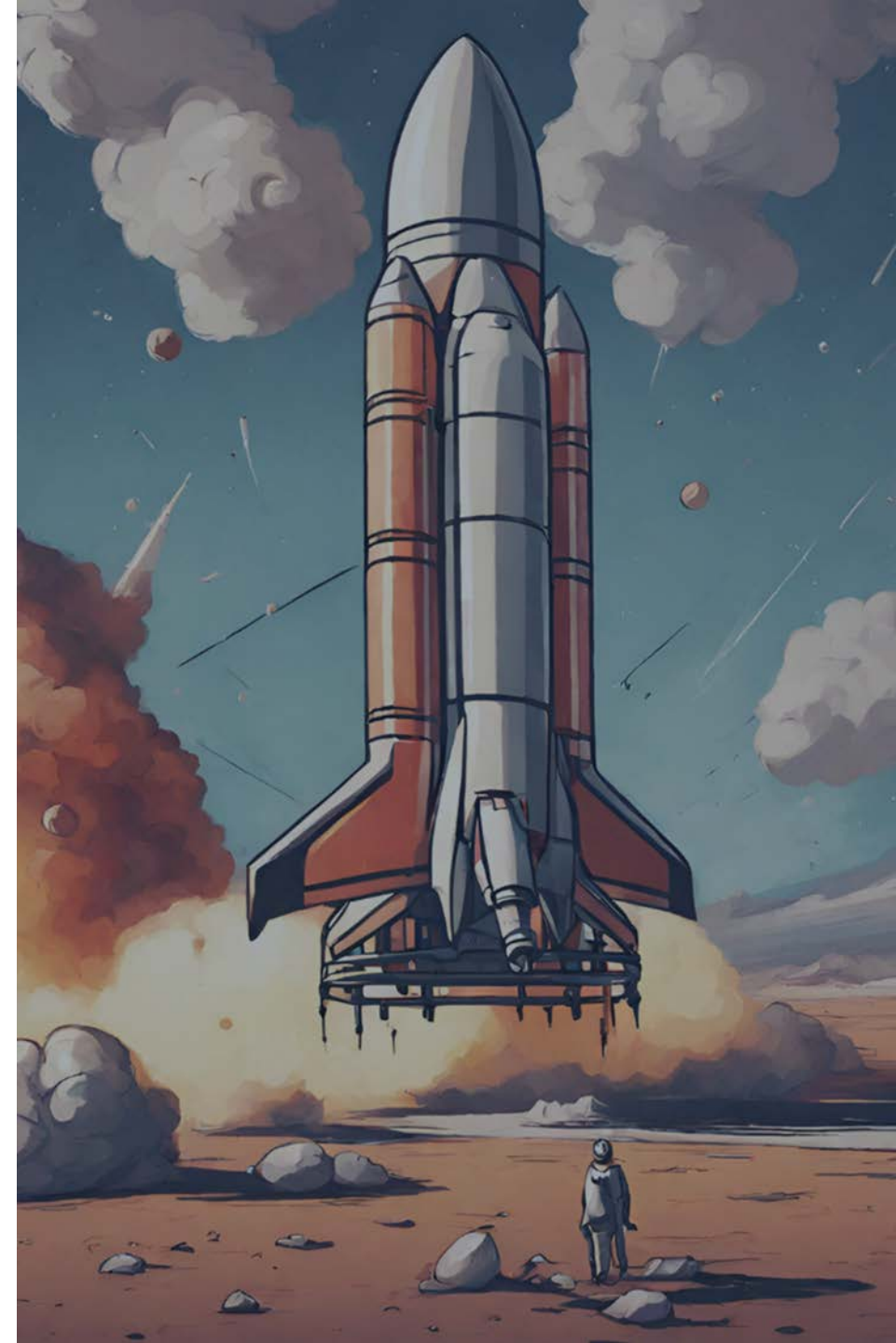
03 *Cult Pens*

04  ARTEZA®

05  Stationery
SHOP



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 Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
theworks.co.uk	1	+1	456,180	423,482	+8%	-5%
whsmith.co.uk	2	-1	376,715	467,266	-19%	-32%
ryman.co.uk	3	-	262,245	200,758	+31%	+18%
smiggle.co.uk	4	+1	220,933	159,390	+39%	+26%
flyingtiger.com	5	-1	189,241	176,866	+7%	-6%
staples.co.uk	6	-	107,674	113,284	-5%	-18%
papier.com	7	+2	101,043	53,366	+89%	+76%
cassart.co.uk	8	-1	91,440	68,130	+34%	+21%
montblanc.com	9	-1	74,871	64,574	+16%	+3%
penheaven.co.uk	10	+1	50,947	41,952	+21%	+8%
ohhdeer.com	11	+7	47,015	19,277	+144%	+131%
cultpens.com	12	-2	38,393	50,950	-25%	-38%
espo.org	13	+27	38,146	9,301	+310%	+297%
glsed.co.uk	14	-2	33,465	27,979	+20%	+7%
ukofficedirect.co.uk	15	+1	28,567	19,873	+44%	+31%
winsornewton.com	16	-1	27,870	20,002	+39%	+26%
rymanbusiness.com	17	+13	25,003	12,535	+99%	+86%
officestationery.co.uk	18	-5	23,746	23,610	+1%	-12%
moleskine.com	19	+7	23,250	14,247	+63%	+50%
filofax.com	20	-	22,916	18,274	+25%	+12%
carolinegardner.com	21	+1	21,447	17,569	+22%	+9%
papertiger.co.uk	22	-1	21,415	17,916	+20%	+7%
penshop.co.uk	23	-9	21,242	21,472	-1%	-14%
thejournalshop.com	24	-7	19,961	19,865	-	-13%
londongraphics.co.uk	25	-6	18,715	18,777	-	-13%
faber-castell.co.uk	26	-2	18,606	15,858	+17%	+4%
lyreco.com	27	+2	18,370	12,874	+43%	+30%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
rajapack.co.uk	28	-5	18,331	17,154	+7%	-6%
gompels.co.uk	29	-4	17,927	14,615	+23%	+10%
smythson.com	30	-3	16,358	13,405	+22%	+9%
eurooffice.co.uk	31	-	16,205	11,512	+41%	+28%
parkerpen.com	32	+2	14,574	11,267	+29%	+16%
papersmiths.co.uk	33	+5	14,397	9,605	+50%	+37%
derwentart.com	34	+5	14,394	9,556	+51%	+38%
fredaldous.co.uk	35	-2	12,159	11,283	+8%	-5%
lamy.com	36	-1	11,598	10,261	+13%	-
artbox.co.uk	37	-9	10,985	13,205	-17%	-30%
lettsoflondon.com	38	+4	10,885	9,189	+18%	+5%
purepens.co.uk	39	+4	9,823	9,177	+7%	-6%
executivepensdirect.com	40	+4	9,814	8,778	+12%	-1%
leuchtturm1917.co.uk	41	-	9,778	9,226	+6%	-7%
staedtler.com	42	+7	7,575	5,867	+29%	+16%
uk.castlearts.com	43	+50	7,555	1,192	+534%	+521%
cross.com	44	+4	7,454	6,405	+16%	+3%
theonlinepencompany.com	45	-	7,404	8,520	-13%	-26%
officemonster.co.uk	46	-	7,065	7,629	-7%	-20%
paperstone.co.uk	47	-	6,103	6,756	-10%	-23%
parkerpen.co.uk	48	+2	6,014	5,366	+12%	-1%
collinsdebden.com	49	+4	5,912	4,274	+38%	+25%
arteza.co.uk	50	-18	5,632	11,509	-51%	-64%
stationeryshop.co.uk	51	+121	5,524	-	+100%	+87%
carandache.com	52	+3	4,759	3,879	+23%	+10%
choosingkeeping.com	53	-1	4,706	4,305	+9%	-4%
daler-rowney.com	54	+5	4,622	3,331	+39%	+26%

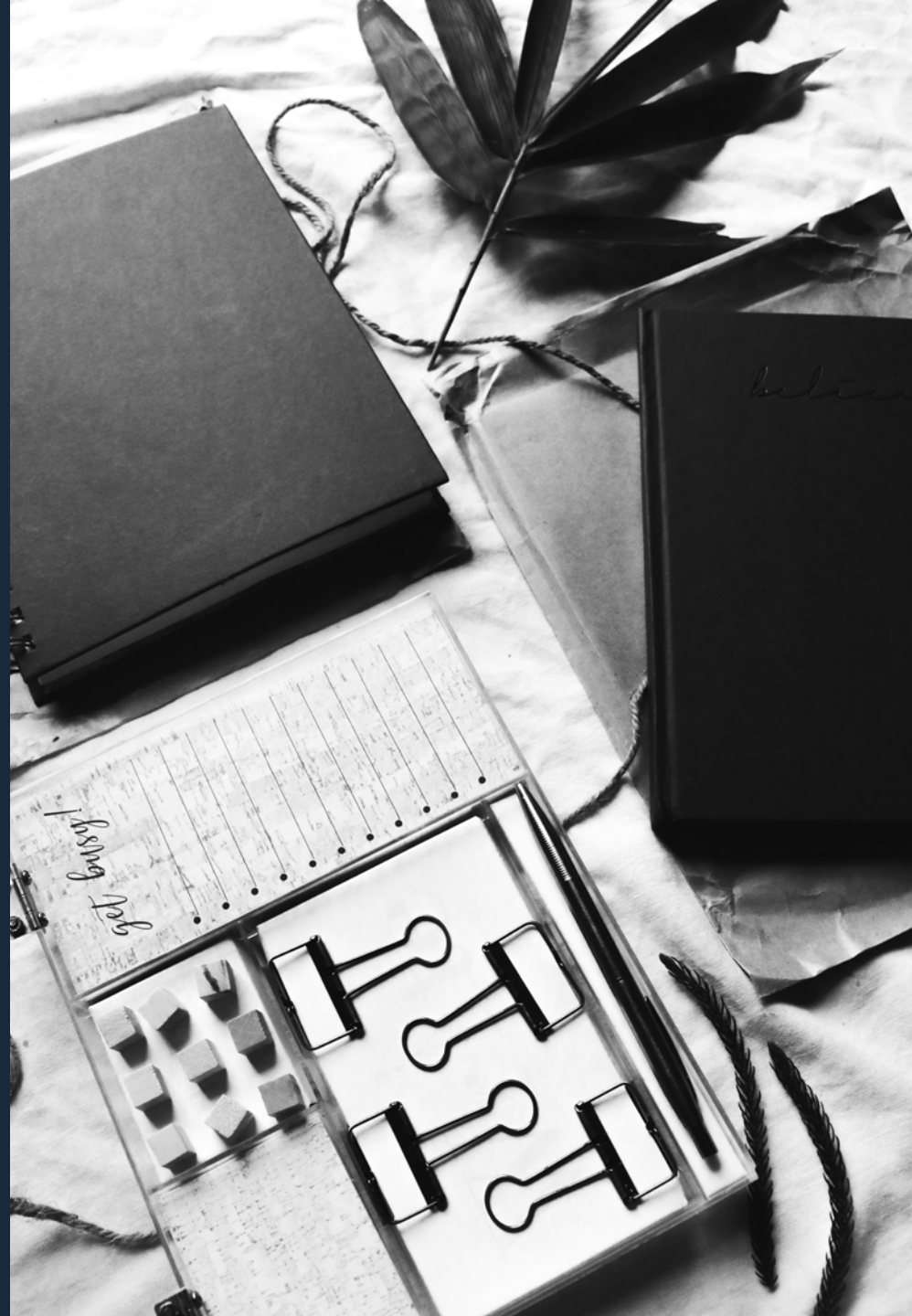
Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
inkredible.co.uk	55	-18	4,388	9,746	-55%	-68%
waterman.com	56	+10	4,325	2,710	+60%	+47%
thewritingdesk.co.uk	57	-3	3,626	4,067	-11%	-24%
pensense.co.uk	58	+3	3,161	2,826	+12%	-1%
katieleamon.com	59	-2	3,064	3,585	-15%	-28%
postmarkonline.co.uk	60	+3	2,984	2,813	+6%	-7%
edding.com	61	+18	2,709	1,747	+55%	+42%
kjbeckett.com	62	+2	2,584	2,798	-8%	-21%
monkeyoffice.co.uk	63	+15	2,580	1,814	+42%	+29%
iguanasell.co.uk	64	-13	2,436	4,576	-47%	-60%
uk.st-dupont.com	65	-5	2,393	3,023	-21%	-34%
the-stationer.co.uk	66	+2	2,251	2,291	-2%	-15%
fisherspacepen.co.uk	67	+19	2,248	1,442	+56%	+43%
tinc.co.uk	68	-10	2,238	3,359	-33%	-46%
mountstreetprinters.com	69	-7	2,178	2,823	-23%	-36%
stamfordnotebooks.co.uk	70	-3	2,128	2,493	-15%	-28%
pencils4artists.co.uk	71	+4	2,110	1,976	+7%	-6%
presentandcorrect.com	72	+2	2,092	1,987	+5%	-8%
papermate.co.uk	73	+12	2,077	1,494	+39%	+26%
royaltalens.com	74	+2	2,064	1,976	+4%	-9%
rotring.com	75	+5	2,049	1,702	+20%	+7%
countyofficesupplies.co.uk	76	+30	2,004	715	+180%	+167%
wingback.co.uk	77	-21	1,972	3,595	-45%	-58%
galenleather.com	78	-6	1,839	2,070	-11%	-24%
hotline.co.uk	79	+25	1,719	733	+135%	+122%
oliveandmabel.co.uk	80	+62	1,642	101	+1526%	+1513%
aosonline.co.uk	81	-4	1,607	1,868	-14%	-27%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Mar 2025	Visibility Mar 2024	YoY Change	Compared to Market
calligraphy.co.uk	82	+8	1,606	1,325	+21%	+8%
conwaystewart.com	83	-12	1,600	2,240	-29%	-42%
princessplanning.co.uk	84	+21	1,508	727	+107%	+94%
coralandink.com	85	+16	1,461	861	+70%	+57%
rhinostationery.com	86	-17	1,455	2,283	-36%	-49%
officesupplies.org.uk	87	+21	1,452	668	+117%	+104%
notebooktherapy.com	88	+1	1,448	1,356	+7%	-6%
officeworld.uk.com	89	-6	1,399	1,584	-12%	-25%
pelikanpens.co.uk	90	-9	1,341	1,663	-19%	-32%
diamineinks.co.uk	91	-	1,340	1,273	+5%	-8%
sheaffer.com	92	-	1,339	1,213	+10%	-3%
greenstat.co.uk	93	-5	1,300	1,359	-4%	-17%
fieldnotesbrand.com	94	+4	1,259	904	+39%	+26%
vintagefountainpens.co.uk	95	-1	1,237	1,163	+6%	-7%
paper-republic.com	96	+13	1,188	620	+92%	+79%
misopaper.co.uk	97	-24	1,127	2,053	-45%	-58%
avansas.com	98	-11	1,057	1,373	-23%	-36%
writeherekitenow.co.uk	99	-15	1,051	1,546	-32%	-45%
bartrums.co.uk	100	-30	989	2,243	-56%	-69%

**Industry
Variance
+13%**



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

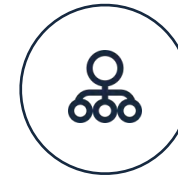
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



theworks.co.uk	1	moleskine.com	11	lamy.com	21	cross.com	31	lettsoflondon.com	41
whsmith.co.uk	2	cultpens.com	12	carolinegardner.com	22	fredaldous.co.uk	32	uk.castlearts.com	42
flyingtiger.com	3	winsornewton.com	13	rajapack.co.uk	23	eurooffice.co.uk	33	leuchtturm1917.co.uk	43
ryman.co.uk	4	espo.org	14	papertiger.co.uk	24	officestationery.co.uk	34	officemonster.co.uk	44
smiggle.co.uk	5	penheaven.co.uk	15	londongraphics.co.uk	25	papersmiths.co.uk	35	theonlinepencompany.com	45
montblanc.com	6	lyreco.com	16	ukofficedirect.co.uk	26	rymanbusiness.com	36	purepens.co.uk	46
papier.com	7	parkerpen.com	17	derwentart.com	27	executivepensdirect.com	37	arteza.co.uk	47
cassart.co.uk	8	smythson.com	18	staedtler.com	28	faber-castell.co.uk	38	paperstone.co.uk	48
staples.co.uk	9	filofax.com	19	thejournalshop.com	29	gompels.co.uk	39	parkerpen.co.uk	49
ohhdeer.com	10	glsed.co.uk	20	penshop.co.uk	30	artbox.co.uk	40	collinsdebden.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

DERWENT

02

Fred Aldous Ltd

03

LAMY

04

 **STAEDTLER®**

05

 **CROSS**

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  **Pen Heaven**

02 **gls.** Schools.
We get you.

03 **UK** **Office Direct**
THE LOW-COST OFFICE SUPPLIER

04  **Ryman Business**

05 **Office stationery.co.uk**
every office's best friend

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:

whsmith.co.uk	1	smiggle.co.uk	13
theworks.co.uk	2	smythson.com	14
montblanc.com	3	derwentart.com	15
flyingtiger.com	4	cassart.co.uk	16
ryman.co.uk	5	lamy.com	17
moleskine.com	6	staedtler.com	18
lyreco.com	7	filofax.com	19
officestationery.co.uk	8	penheaven.co.uk	20
staples.co.uk	9	paperstone.co.uk	21
papier.com	10	londongraphics.co.uk	22
cultpens.com	11	ohhdeer.com	23
winsornewton.com	12	artbox.co.uk	24

Traffic Scores Vs Referring Domains

Key:

gompels.co.uk	25	papersmiths.co.uk	38
theonlinepencompany.com	26	arteza.co.uk	39
penshop.co.uk	27	eurooffice.co.uk	40
parkerpen.com	28	glsed.co.uk	41
cross.com	29	purepens.co.uk	42
thejournalshop.com	30	ukofficedirect.co.uk	43
fredaldous.co.uk	31	executivepensdirect.com	44
carolinegardner.com	32	lettsoflondon.com	45
papertiger.co.uk	33	leuchtturm1917.co.uk	46
faber-castell.co.uk	34	collinsdebden.com	47
officemonster.co.uk	35	parkerpen.co.uk	48
rajapack.co.uk	36	uk.castlearts.com	49
gompels.co.uk	37	rymanbusiness.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

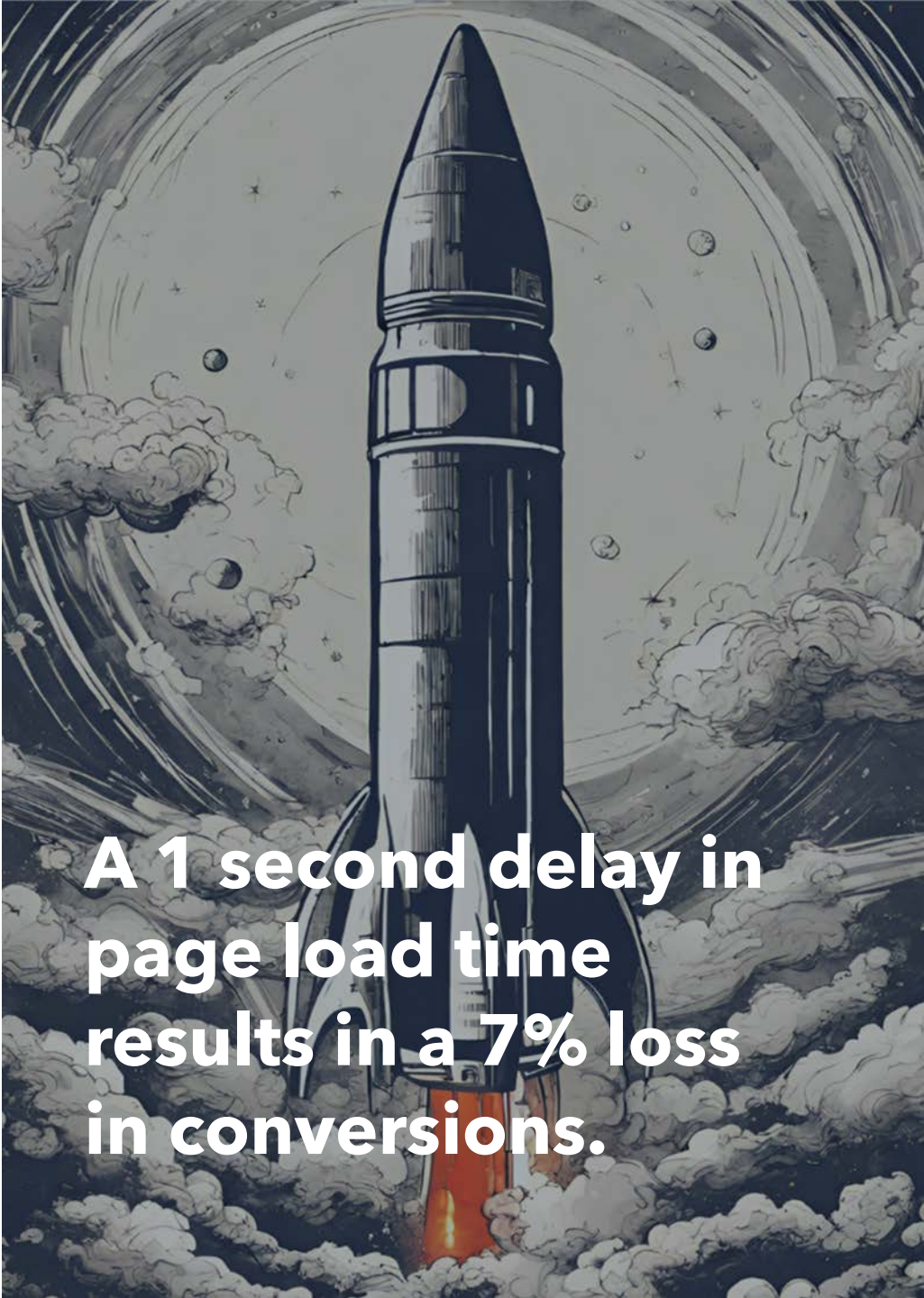


[Read this Case Study](#)

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.**

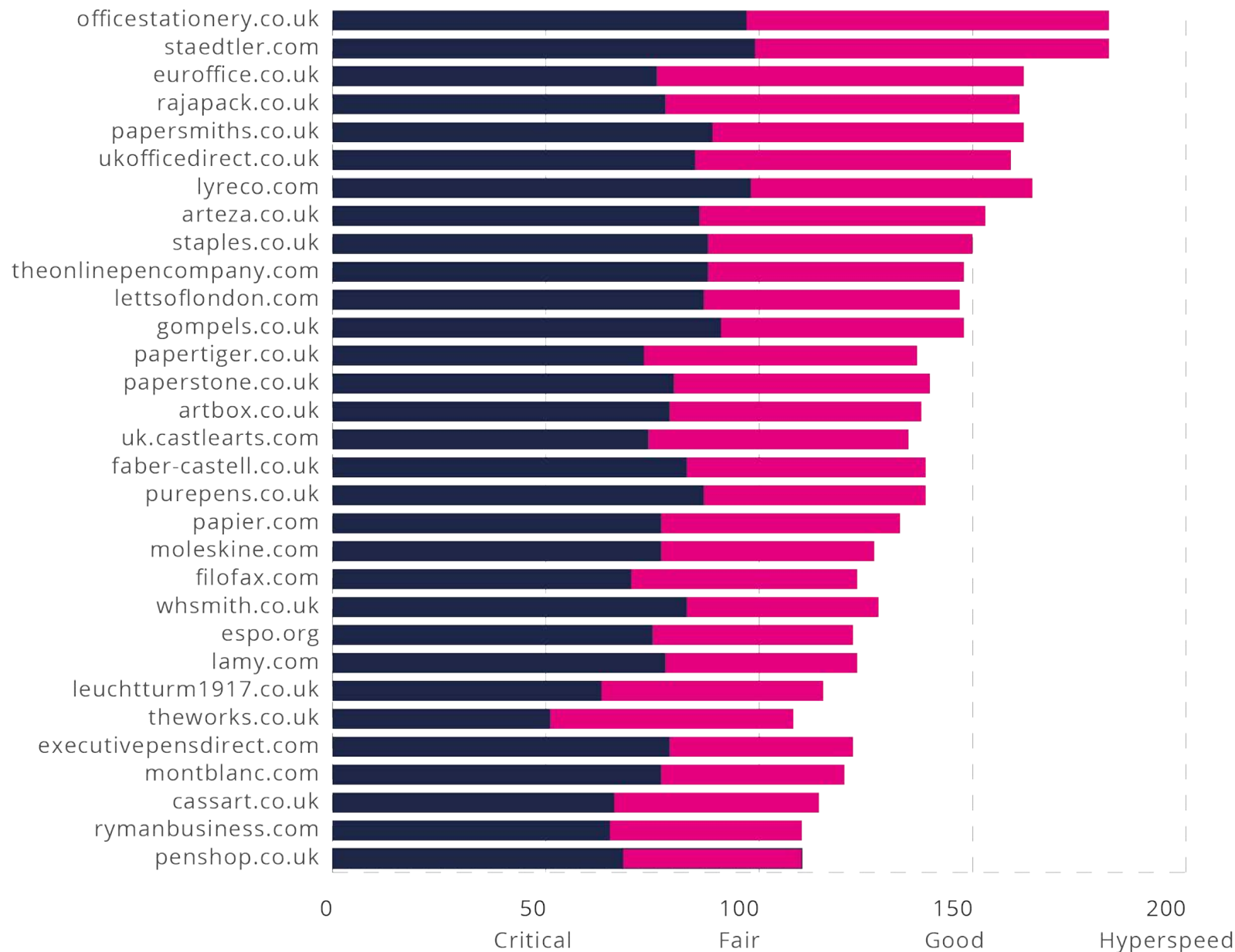
Page Speed Scores



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.

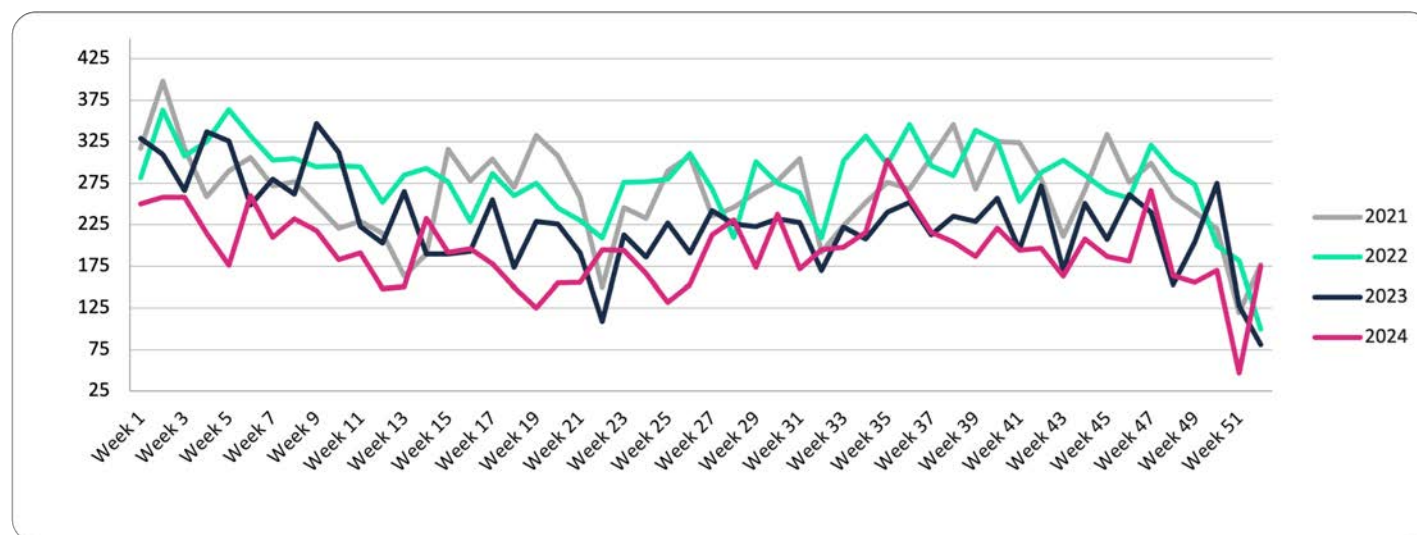
— Caren Downie, Fashion Director

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
noting pad	49500	22%
colored pencils	8100	8%
colouring pencils	8100	8%
coloring pens	6600	139%
felt tip pen	5400	6%
alcohol marker pens	4400	273%
acrylic paint pens	3600	71%
marker pens	2900	16%
ink pen parker	2900	9%
metal pencil	1900	10%
cool colored pencils	1600	11%
white gel pen	1300	175%
alcohol pens	1300	93%
traveler's notebook	1300	51%
black ballpoint pen	1300	21%
coloring pens for adults	1000	186%
acrylic marker pens	1000	222%
acrylic paint marker	1000	222%
branded notebooks	880	28%
gelly roll pens	720	161%
colored pencils for adults	720	48%

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
outline pens	480	40%
dual tip marker	260	497%
coloring pens for coloring books	260	253%
brush tip markers	210	133%
whiteboard pencil	140	959%
acrylic brush markers	110	3814%
coloring brush pen	110	183%
acrylic brush pens	90	259%
acrylic color pen	50	7400%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
the works	673000	6%
whsmith	450000	12%
ryman	135000	50%
flying tiger	90500	22%
cass art	49500	31%
filofax	18100	8%
paper tiger	8100	26%
fredaldous	8100	22%
caroline gardner	5400	15%
leuchtturm 1917	5400	8%
lamy	2900	7%
papersmiths	2400	18%
castle arts	2400	8%
uk office direct	1900	8%
collins debden	720	15%
winsor newton	590	28%
letts of london	480	15%
executive pens direct	170	10%
cross com	50	27%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
pencil case	40500	-12%
pencils	22200	-6%
office supplies	12100	-13%
mechanical pencils	8100	-13%
chalk pens	6600	-21%
ball pen	6600	-6%
ballpoint pens	6600	-6%
office stationery supplies near me	5400	-33%
gel pens	5400	-13%
pencil holders	5400	-13%
pencil sharpener	5400	-7%
a4 notebook	4400	-13%
brush pens	4400	-13%
office stationery	3600	-29%
stationery supplies	2900	-55%
magnetic pencil	2900	-29%
stationery sets	2900	-27%
personalised pencil case	2400	-32%
personalised pencils	2400	-30%
letter trays	1900	-19%
dotted notebook	1600	-30%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
journaling notebook	1600	-14%
glitter pens	1600	-14%
large pencil case	1600	-21%
infinity pencil	1300	-72%
to do list notebook	1300	-19%
gifting pens	1000	-20%
hardback notebook	1000	-24%
water pen	880	-32%
rainbow gel pens	720	-58%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
smiggle	135000	-11%
lyreco	49500	-18%
cult pens	18100	-13%
parker pen	18100	-6%
art box	14800	-24%
rajapack	6600	-24%
faber castell	6600	-13%
ohh deer	4400	-28%
office stationery	3600	-29%
arteza	3600	-34%
the journal shop	2900	-19%
staedler	2900	-17%
pen heaven	2900	-18%
paperstone	2900	-8%
office monster	2400	-20%
glses	2400	-35%
pure pens	1300	-15%
ryman business	1000	-50%
the online pen company	480	-23%
derwent art	260	-32%
parker pen com	20	-25%

 **The Works** 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

01244 564 501
Brett@saliency.co.uk

[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.

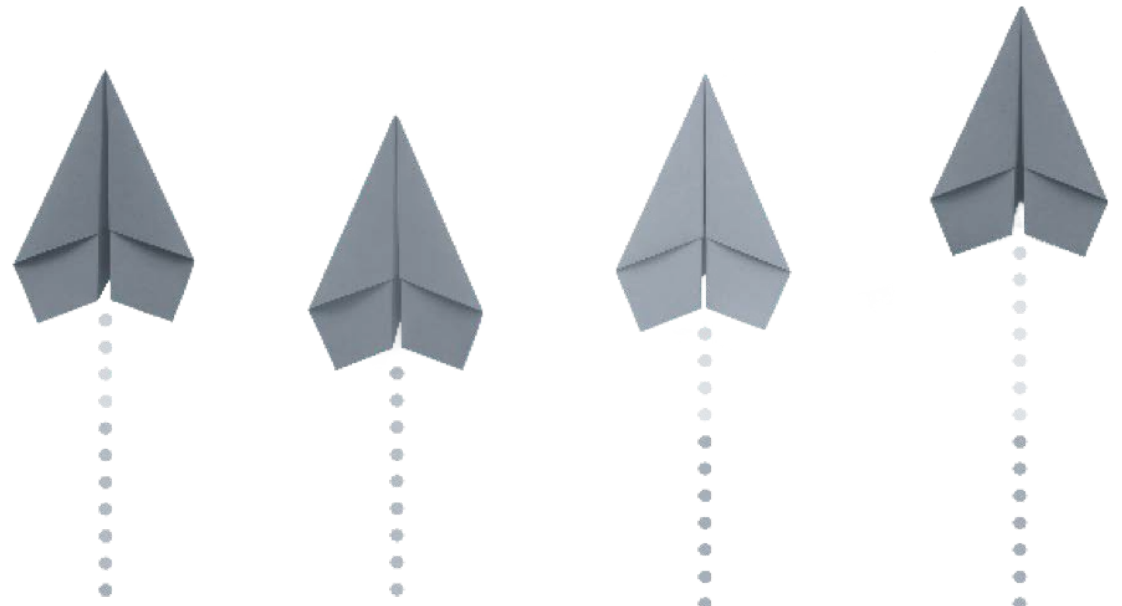
For challenger brands looking to weigh in, you best bring your A-game.



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	office supplies	7,300	76	6	sticky notes	5,400	36
2	office stationery	2,200	71	7	office stationery near me	500	76
3	office supplies near me	2,700	62	8	note book	5,800	32
4	office supply store	800	83	9	buy notebook	400	77
5	stationery supplies	1,300	63	10	cheap office supplies	500	70

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

notebooks
11,000 13

2

mechanical pencils
1,500 4

3

leather notebook
1,600 10

4

branded notebooks
1,200 5

5

colored pencils
900 5

6

dotted notebook
800 6

7

cute notebooks
700 5

8

special pencil case
600 5

9

ballpoint
600 5

10

nice notebooks
600 6

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 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%

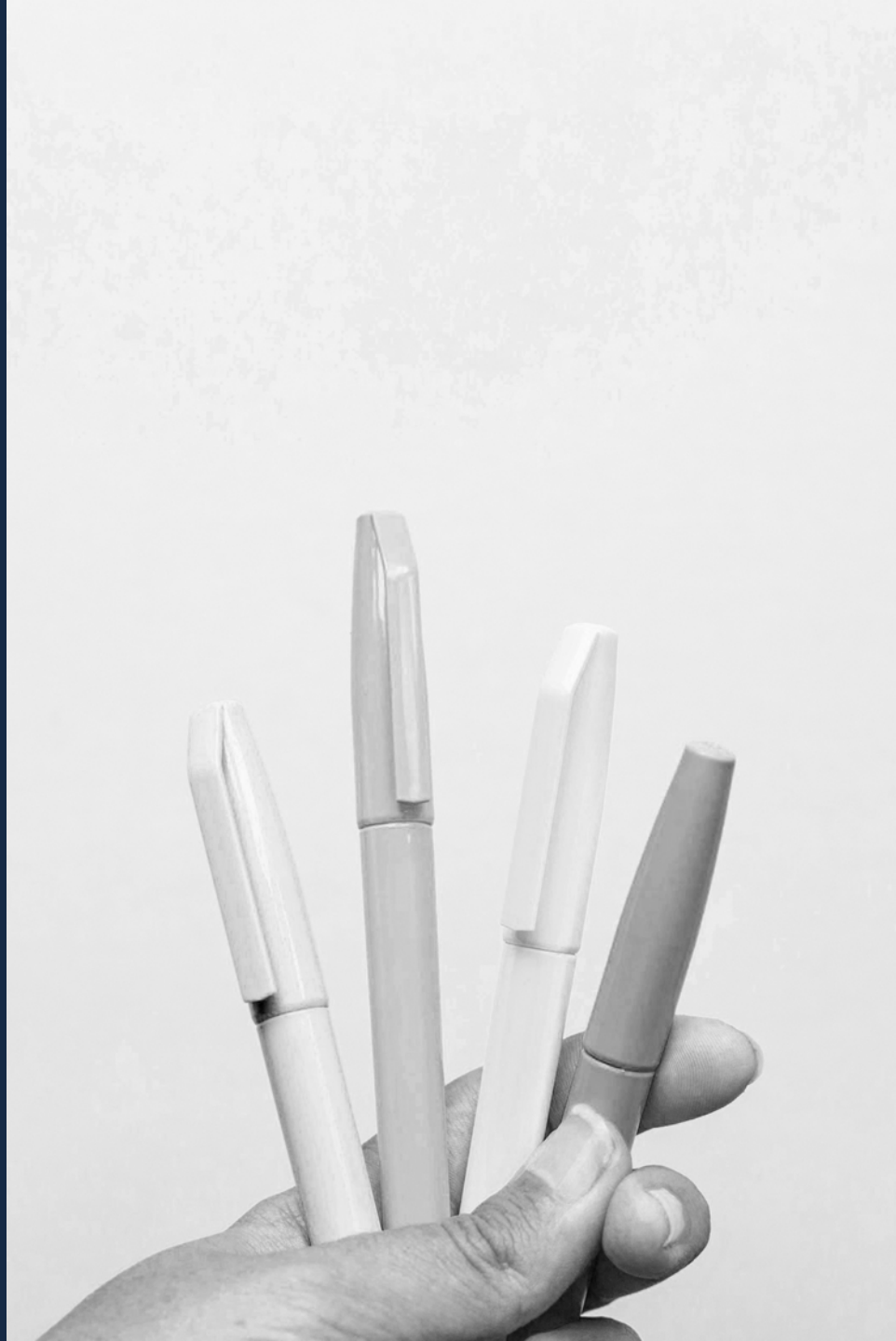
Of read online reviews for before visiting a business. *

36%

Of consumers are 'highly' or 'likely' to use a business that responds to all of its online reviews. *

// Salience.

High Competition Review score:





cultpens.com
86,995 4.9



whsmith.co.uk
49,869 4.3



theonlinepencompany.com
13,572 4.7



staples.co.uk
14,749 4.4



eurooffice.co.uk
12,376 4.4



paperstone.co.uk
5,012 4.8



glshed.co.uk
4,528 4.8



derwentart.com
4,451 4.8



purepens.co.uk
2,890 5



cassart.co.uk
3,725 4.8

High Reviewed Sites.



Key:



Number of reviews



Review Score

Brand Reach Findings

Top 5 Brand Searches



Monthly Searches (UK)

Monthly brand searches shows an indication of brand recall within search behaviour. The top five are the most recalled names within search.

01



673,000

02

WH Smith

450,000

03



135,000

04

Ryman

135,000

05



90,500

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


FABER-CASTELL
since 1761

10,661

02

MONTBLANC

5,376

03

flying tiger
copenhagen

3,082

04

 STAEDTLER®

2,054

05

 smiggle.

1,521

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

01244 564 501
Alana@salience.co.uk

Book a Chat

Awareness

Brand Awareness

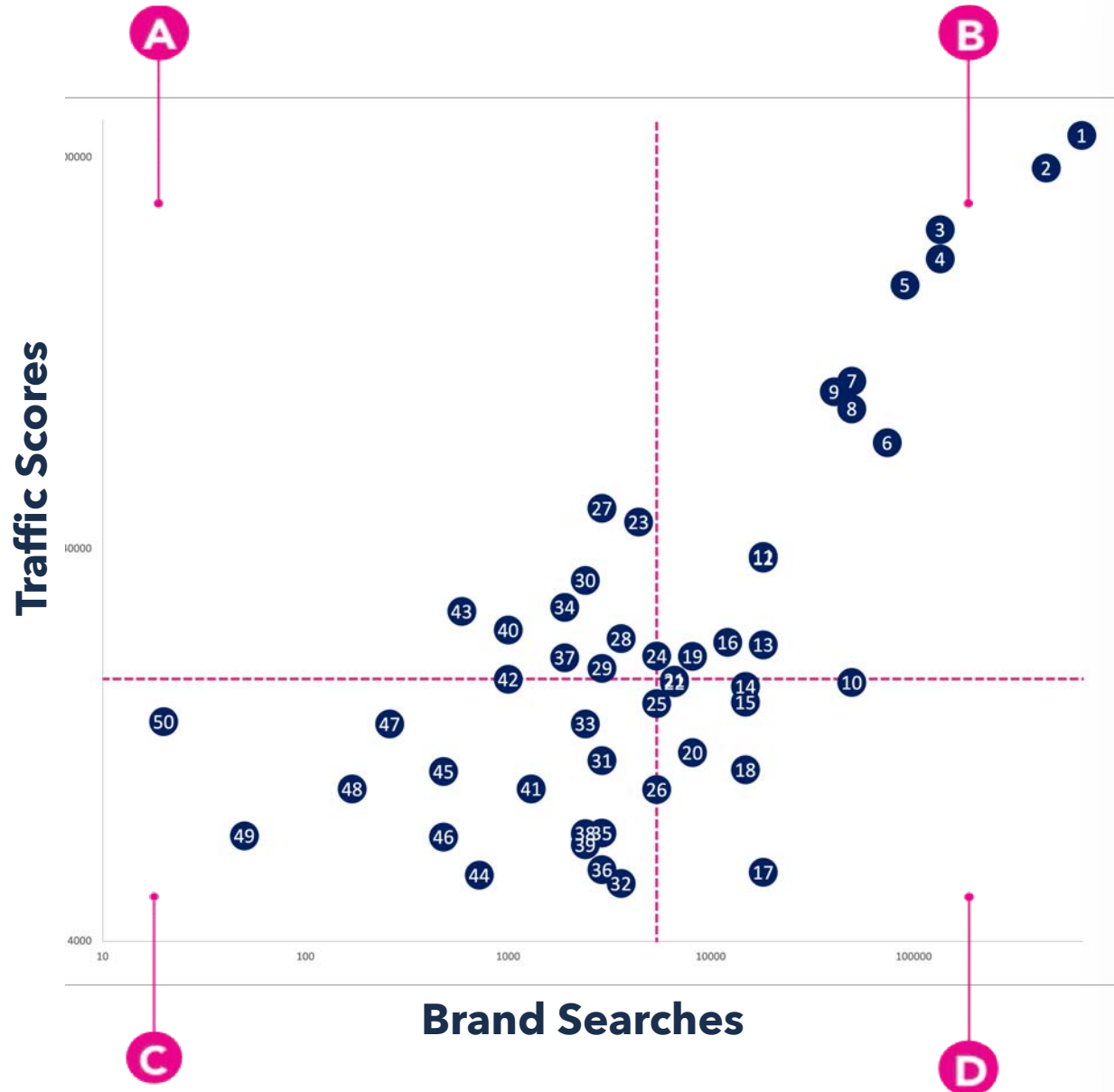
Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
theworks.co.uk	673000	757	1
montblanc.com	74000	5376	2
flyingtiger.com	90500	3082	3
smiggle.co.uk	135000	1521	4
whsmith.co.uk	450000	302	5
faber-castell.co.uk	6600	10661	6
ryman.co.uk	135000	268	7
papier.com	40500	751	8
moleskine.com	12100	1500	9
cassart.co.uk	49500	174	10
parkerpen.co.uk	18100	398	11
staedtler.com	2900	2054	12
staples.co.uk	49500	85	13
ohhdeer.com	4400	874	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
filofax.com	18100	211	15
smythson.com	14800	239	16
leuchtturm1917.co.uk	5400	354	17
cultpens.com	18100	100	18
artbox.co.uk	14800	116	19
lamy.com	2900	326	20
lyreco.com	49500	15	21
uk.castlearts.com	2400	285	22
winsornewton.com	590	1105	23
fredaldous.co.uk	8100	68	24
arteza.co.uk	3600	137	25
carolinegardner.com	5400	70	26
thejournalshop.com	2900	65	27
papersmiths.co.uk	2400	67	28
londongraphics.co.uk	1000	88	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:

theworks.co.uk	1	filofax.com	13
whsmith.co.uk	2	gompels.co.uk	14
ryman.co.uk	3	smythson.com	15
smiggle.co.uk	4	moleskine.com	16
flyingtiger.com	5	parkerpen.co.uk	17
montblanc.com	6	artbox.co.uk	18
staples.co.uk	7	papertiger.co.uk	19
cassart.co.uk	8	fredaldous.co.uk	20
papier.com	9	faber-castell.co.uk	21
lyreco.com	10	rajapack.co.uk	22
cultpens.com	11	ohhdeer.com	23
espo.org	12	carolinegardner.com	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:

eurooffice.co.uk	25	uk.castlearts.com	38
leuchtturm1917.co.uk	26	officemonster.co.uk	39
penheaven.co.uk	27	rymanbusiness.com	40
officestationery.co.uk	28	purepens.co.uk	41
thejournalshop.com	29	londongraphics.co.uk	42
glsed.co.uk	30	winsornewton.com	43
lamy.com	31	collinsdebden.com	44
arteza.co.uk	32	lettsoflondon.com	45
papersmiths.co.uk	33	theonlinepencompany.com	46
ukofficedirect.co.uk	34	derwentart.com	47
staedtler.com	35	executivepensdirect.com	48
paperstone.co.uk	36	cross.com	49
penshop.co.uk	37	parkerpen.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.



Patisserie Valerie

These categories were:

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



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

Each new category needed a reason for its existence.

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

Sticking to our principles, we quickly saw results

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

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



Got a

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

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



Email us



Call us



Live Chat

Question?



// **Salience.**