

// Salience.

Stationery

Salience Index 2024



6 Month Report

“ This **report** is a brief
run through of digital
performance for last 6
months in the Online
Stationery 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
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brett@saliency.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



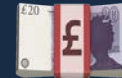
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design




User Experience CRO

Services

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Online Stationery Sector has seen a 6% 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.”

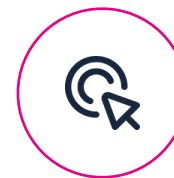
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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.

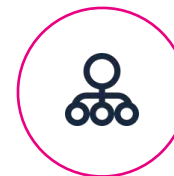
How it's calculated:



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  **Smiggle**

02  **ESPO**

03 **OHH DEER** 

04 **flying tiger**
copenhagen

05  **caroline
gardner**

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 *Cult Pens*

03  Staples

04 *Letts*
of London®

05 
PAPIER



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 March 2024	YoY Change	Compared to Market
whsmith.co.uk	1	-	453581	474112	-4%	-10%
theworks.co.uk	2	-	438949	434169	+1%	-5%
ryman.co.uk	3	-	178287	183032	-3%	-8%
smiggle.co.uk	4	+2	145096	93807	+55%	+49%
flyingtiger.com	5	-1	131645	115464	+14%	+8%
staples.co.uk	6	-1	96663	107035	-10%	-15%
cassart.co.uk	7	-	73602	63987	+15%	+9%
montblanc.com	8	-	54798	53876	+2%	-4%
papier.com	9	-	46788	53215	-12%	-18%
penheaven.co.uk	10	+1	40393	36417	+11%	+5%
ohhdeer.com	11	+5	38990	18139	+115%	+109%
cultpens.com	12	-2	34716	49322	-30%	-35%
glsed.co.uk	13	-1	33469	26437	+27%	+21%
espo.org	14	+21	30942	9238	+235%	+229%
carolinegardner.com	15	+6	26625	15522	+72%	+66%
rymanbusiness.com	16	+13	20871	11292	+85%	+79%
ukofficedirect.co.uk	17	-2	19954	19000	+5%	-1%
filofax.com	18	-1	19678	16698	+18%	+12%
penshop.co.uk	19	-5	18465	19717	-6%	-12%
londongraphics.co.uk	20	-	18233	16416	+11%	+5%
smythson.com	21	+12	18069	9477	+91%	+85%
moleskine.com	22	+3	17823	14036	+27%	+21%
papertiger.co.uk	23	-	16959	15106	+12%	+7%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score March 2024	YoY Change	Compared to Market
officestationery.co.uk	24	-11	16554	20807	-20%	-26%
winsornewton.com	25	-3	15562	15308	+2%	-4%
faber-castell.co.uk	26	-2	14691	14676	0%	-6%
rajapack.co.uk	27	-8	14513	16460	-12%	-18%
gompels.co.uk	28	+22	14020	5363	+161%	+156%
lamy.com	29	+7	13895	8908	+56%	+50%
thejournalshop.com	30	-12	13438	16484	-18%	-24%
artbox.co.uk	31	-3	12662	11497	+10%	+4%
lyreco.com	32	-2	11969	11186	+7%	+1%
euoffice.co.uk	33	-1	11934	10372	+15%	+9%
derwentart.com	34	+6	10738	8409	+28%	+22%
parkerpen.com	35	-4	10649	10598	0%	-5%
shop.lamy.com	36	+13	10481	5854	+79%	+73%
fredaldous.co.uk	37	-10	10311	11623	-11%	-17%
paperstone.co.uk	38	+8	10006	6192	+62%	+56%
papersmiths.co.uk	39	-5	9939	9313	+7%	+1%
officemonster.co.uk	40	+4	7812	7383	+6%	0%
executivepensdirect.com	41	+2	7779	7876	-1%	-7%
leuchtturm1917.co.uk	42	-4	7426	8687	-15%	-20%
purepens.co.uk	43	+2	6743	7275	-7%	-13%
lettsoflondon.com	44	-18	6446	13490	-52%	-58%
theonlinepencompany.com	45	-4	6412	8061	-20%	-26%
inkredible.co.uk	46	-7	6319	8577	-26%	-32%
arteza.co.uk	47	-10	5999	8886	-32%	-38%
staedtler.com	48	-1	5808	5992	-3%	-9%
collinsdebden.com	49	+2	5644	4826	+17%	+11%
cross.com	50	-2	5446	5876	-7%	-13%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score March 2024	YoY Change	Compared to Market
carandache.com	51	+4	4903	3641	+35%	+29%
stationeryshop.co.uk	52	-10	4521	7970	-43%	-49%
parkerpen.co.uk	53	-1	4186	4409	-5%	-11%
daler-rowney.com	54	+6	3785	3299	+15%	+9%
thewritingdesk.co.uk	55	+1	3614	3447	+5%	-1%
notebooktherapy.com	56	+26	3151	1444	+118%	+112%
waterman.com	57	+7	3115	2624	+19%	+13%
monkeyoffice.co.uk	58	+14	3029	1732	+75%	+69%
mountstreetprinters.com	59	+6	3027	2592	+17%	+11%
tinc.co.uk	60	-1	2769	3302	-16%	-22%
uk.st-dupont.com	61	-3	2670	3318	-20%	-25%
iguanasell.co.uk	62	-9	2659	3854	-31%	-37%
kjbeckett.com	63	+3	2634	2504	+5%	-1%
pensense.co.uk	64	-3	2508	3099	-19%	-25%
fisherspacepen.co.uk	65	+12	2323	1502	+55%	+49%
caboodle.co.uk	66	+48	2318	253	+816%	+810%
aosonline.co.uk	67	+7	2038	1626	+25%	+20%
paperthings.co.uk	68	-5	2000	2630	-24%	-30%
rotring.com	69	+4	1983	1642	+21%	+15%
calligraphy.co.uk	70	+13	1973	1320	+49%	+44%
presentandcorrect.com	71	-2	1966	1910	+3%	-3%
wingback.co.uk	72	-18	1840	3746	-51%	-57%
galenleather.com	73	-3	1808	1830	-1%	-7%
conwaystewart.com	74	-17	1807	3346	-46%	-52%
edding.com	75	+1	1779	1519	+17%	+11%
stamfordnotebooks.co.uk	76	-9	1732	2346	-26%	-32%
royaltalens.com	77	-15	1662	2691	-38%	-44%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score March 2024	YoY Change	Compared to Market
sheaffer.com	78	+8	1525	1269	+20%	+14%
pelikanpens.co.uk	79	-4	1429	1592	-10%	-16%
choosingkeeping.com	80	+5	1359	1271	+7%	+1%
pencils4artists.co.uk	81	-10	1357	1787	-24%	-30%
fieldnotesbrand.com	82	+13	1235	873	+41%	+36%
diamineinks.co.uk	83	+6	1233	1188	+4%	-2%
writeherekitenow.co.uk	84	-6	1187	1486	-20%	-26%
uk.castlearts.com	85	+8	1154	993	+16%	+10%
countyofficesupplies.co.uk	86	+12	1149	769	+49%	+44%
greenstat.co.uk	87	-3	1145	1317	-13%	-19%
vintagefountainpens.co.uk	88	+2	1093	1169	-7%	-12%
papermate.co.uk	89	-8	1082	1464	-26%	-32%
officesupplies.org.uk	90	+10	1046	616	+70%	+64%
bartrums.co.uk	91	-23	1011	1913	-47%	-53%
avansas.com	92	-13	996	1479	-33%	-38%
andys-pens.co.uk	93	-6	974	1263	-23%	-29%
hotline.co.uk	94	+3	886	779	+14%	+8%
officeworld.uk.com	95	-4	882	1037	-15%	-21%
princessplanning.co.uk	96	+5	829	546	+52%	+46%
choicestationery.com	97	-9	773	1211	-36%	-42%
greenstationery.co.uk	98	+4	693	503	+38%	+32%
mayfairstationers.co.uk	99	-3	691	786	-12%	-18%
a2boffice.co.uk	100	+3	596	491	+21%	+16%

Industry Variance

6%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 6% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

THE DPMI[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT AWARDS 2018
WINNER

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

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

Rosie Adams, Marketing Manager,
Hard to Find Whisky



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
noting pad	49500	22%
folder	14800	22%
mechanical pen pencil	8100	14%
handwriting with pen	3600	7%
lever arch folder	2400	20%
a4 folder	2400	7%
binder clips	1900	6%
filing cabinet dividers	1900	7%
clipboard folder	1600	46%
good ink pens	1600	25%
pocket notepad	1300	27%
ink pen fountain	1300	18%
infinity pencil	1000	161%
best automatic pencil	1000	29%
binder folder	1000	12%
manila file	720	15%
notepads near me	590	189%
office store near me	590	15%
leather bound notebook	590	21%
polly pocket folder	480	61%
a4 refill pad	480	50%
printer paper near me	480	23%
personalised notebook and pen	390	54%
best colouring pens	390	43%
envelope near me	320	96%
writing supplies	260	310%
mailing bags near me	210	71%
noting pad	49500	22%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
the works	673000	22%
whsmith	450000	40%
smiggle	135000	5%
flying tiger	74000	40%
mont blanc	74000	7%
staples	60500	6%
cass art	40500	83%
art box	14800	30%
gompels	14800	7%
fred aldous	8100	7%
paper tiger	6600	124%
caroline gardner	5400	23%
leuchtturm 1917	4400	31%
the journal shop	2900	51%
lamy	2900	30%
uk office direct	1900	40%
pen shop	1900	6%
london graphics	1000	15%
ryman business	1000	6%
collins debden	720	64%
winsor newton	590	7%
letts of london	480	4%
shop lamy	50	188%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
pens and pencils	3600	-34%
desk organizers	3600	-18%
files & folders	3600	-18%
office stationery	3600	-13%
stationery office supplies	3600	-13%
treasury tags	3600	-12%
stationery and supplies	2900	-15%
stationery supplies	2900	-15%
set of stationery	2900	-8%
set stationery	2900	-8%
stationery sets	2900	-8%
office equipment	2900	-12%
accessories office	2400	-11%
office accessories	2400	-11%
ring binder folder	1900	-19%
boxed stationery	1600	-20%
gold pencil	1600	-12%
a4 laminating pouches	1300	-21%
file folder holder	1300	-21%
file holder	1300	-21%
a4 copy paper	1000	-26%
expandable folder	1000	-23%
expanding file folder	1000	-23%
stationery suppliers near me	880	-25%
pen & pencil	720	-28%
pencils and pens	720	-28%
pens & pencils	720	-28%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
lyreco	60500	-7%
papier	49500	-15%
cult pens	18100	-7%
filo fax	18100	-6%
moleskine	14800	-7%
smythson	14800	-6%
faber castell	6600	-26%
raja pack	6600	-28%
ohh dear	5400	-34%
arteza	5400	-47%
eurooffice	5400	-12%
office stationery	3600	-13%
paper stone	2900	-21%
pen heaven	2900	-5%
office monster	2400	-21%
inkredible	1600	-20%
pure pens	1300	-9%
glsed	880	-37%
the online pen company	480	-13%
derwent art	260	-34%



The Works has generated
the greatest increase in
brand awareness QoQ.

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



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[Book a Chat](#)

Ooo Nice Clients...

Dreams

carpetright.


Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny

 early
learning
centre

PÂTISSERIE
VALERIE


FLOORINGKING


The Entertainer
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK


TOTALLY wicked®

LiveScoreBet™


healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Google Analytics

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

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

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

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

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

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

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

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

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



Email us



Call us



Live Chat

Question?



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