



# Tiles

Salience Index 2025

6 Month Report



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

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.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services



# Contents

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**Online Tiles** has seen a 3% decrease 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.

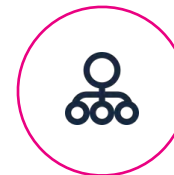
### How it's calculated:



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 Tapi

02 **FLOORING  
SUPERSTORE**

03 Porcelain  
Superstore

04 FIRED EARTH

05  Tile  
Warehouse



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

**Topps Tiles**

02

**Online Carpets**  
co.uk

03

**WALLS AND FLOORS**

04

**DWF**  
DIRECT WOOD  
FLOORING

05

**wet wall works**  
works wonders



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 May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
tapi.co.uk	1	+1	433,385	355,843	+22%	+25%
toppstiles.co.uk	2	-1	330,112	374,813	-12%	-9%
flooringsuperstore.com	3	+3	120,348	88,604	+36%	+39%
onlinecarpets.co.uk	4	-1	112,698	174,069	-35%	-32%
tilemountain.co.uk	5	-	94,972	89,031	+7%	+10%
ukflooringdirect.co.uk	6	-2	86,463	90,573	-5%	-1%
tilegiant.co.uk	7	-	81,998	84,879	-3%	-
tilewarehouse.co.uk	8	+4	81,806	60,929	+34%	+37%
firedearth.com	9	+7	75,475	49,295	+53%	+56%
karndean.com	10	+1	72,025	66,205	+9%	+12%
factory-direct-flooring.co.uk	11	-3	71,944	84,443	-15%	-12%
amtico.com	12	+3	60,665	49,372	+23%	+26%
mandarinstone.com	13	+1	58,963	49,925	+18%	+21%
porcelainsuperstore.co.uk	14	+22	52,787	23,989	+120%	+123%
wallsandfloors.co.uk	15	-6	51,287	80,701	-36%	-33%
directwoodflooring.co.uk	16	-6	50,591	77,938	-35%	-32%
woodfloorwarehouse.co.uk	17	-4	48,915	55,935	-13%	-9%
quick-step.co.uk	18	+17	42,122	28,634	+47%	+50%
tiles-direct.com	19	+5	41,016	37,630	+9%	+12%
unitedcarpetsandbeds.com	20	+3	36,347	38,342	-5%	-2%
vinylflooringuk.co.uk	21	+4	34,593	35,439	-2%	+1%
ctdtiles.co.uk	22	-1	33,926	39,783	-15%	-12%
porcelanosa.com	23	+11	31,626	28,729	+10%	+13%
flooringsupplies.co.uk	24	-7	30,565	46,785	-35%	-32%
carpetwarehouse.co.uk	25	-5	30,443	41,683	-27%	-24%
best4flooring.co.uk	26	-8	29,648	46,444	-36%	-33%
multipanel.co.uk	27	+12	29,619	22,289	+33%	+36%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
leaderfloors.co.uk	28	-6	29,579	39,529	-25%	-22%
stonetilecompany.co.uk	29	-10	28,621	42,594	-33%	-30%
discountflooringdepot.co.uk	30	+2	28,394	31,615	-10%	-7%
tile.co.uk	31	-4	27,722	33,796	-18%	-15%
totaltiles.co.uk	32	-4	26,051	33,501	-22%	-19%
harveymaria.com	33	+7	24,441	21,570	+13%	16%
floorsdirectltd.co.uk	34	-4	23,826	32,685	-27%	-24%
magnettrade.co.uk	35	+12	23,701	18,308	+29%	+33%
britishhardwoods.co.uk	36	+2	22,832	22,340	+2%	+5%
carpet-underlay-shop.co.uk	37	-4	22,448	29,269	-23%	-20%
bakedtiles.co.uk	38	+4	21,884	20,463	+7%	+10%
bertandmay.com	39	+4	19,878	19,539	+2%	+5%
remlandcarpets.co.uk	40	-11	19,810	32,993	-40%	-37%
wilsonscarpets.com	41	+11	19,355	14,526	+33%	+36%
directtilewarehouse.com	42	-11	19,155	32,583	-41%	-38%
polyflor.com	43	+3	18,734	18,427	+2%	+5%
stonesuperstore.co.uk	44	-7	18,375	22,418	-18%	-15%
claybrookstudio.co.uk	45	+22	17,168	9,281	+85%	+88%
directflooring.co.uk	46	+2	16,201	16,344	-1%	+2%
capietra.com	47	+6	15,118	14,464	+5%	+8%
wetwallworks.co.uk	48	-22	14,740	34,428	-57%	-54%
flooring.uk.com	49	-8	14,730	20,941	-30%	-27%
envirobuild.com	50	+1	14,373	14,557	-1%	+2%
flooringhut.co.uk	51	-1	13,548	14,845	-9%	-6%
al-murad.co.uk	52	+9	13,361	10,550	+27%	+30%
floormart.co.uk	53	+5	12,973	11,360	+14%	+17%
johnson-tiles.com	54	+16	12,602	7,485	+68%	+71%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
originalstyle.com	55	+28	11,672	6,338	+84%	+87%
royalestones.co.uk	56	+3	11,670	10,999	+6%	+9%
naturalwoodfloor.co.uk	57	+8	11,593	9,750	+19%	+22%
bricoflor.co.uk	58	-9	10,646	15,950	-33%	-30%
burts.co.uk	59	-5	10,483	14,403	-27%	-24%
bestatflooring.co.uk	60	-4	9,651	12,318	-22%	-19%
colourflooring.co.uk	61	+5	9,624	9,638	-	+3%
flooring365.co.uk	62	-5	9,172	12,266	-25%	-22%
flooringvillage.co.uk	63	+5	9,015	8,606	+5%	+8%
flooringdirect.co.uk	64	-19	8,832	18,626	-53%	-49%
tileflair.co.uk	65	-10	8,648	12,851	-33%	-30%
tilechoice.co.uk	66	-2	8,589	9,868	-13%	-10%
moduleo.com	67	+21	8,540	6,150	+39%	+42%
atlasceramics.co.uk	68	+8	8,175	6,967	+17%	+20%
storiesflooring.co.uk	69	-9	7,811	10,755	-27%	-24%
metrotiles.co.uk	70	+10	7,789	6,561	+19%	+22%
hyperiontiles.co.uk	71	+14	7,569	6,258	+21%	+24%
floordepot.co.uk	72	+14	7,496	6,209	+21%	+24%
welove.co.uk	73	-2	7,479	7,460	-	+3%
flooringwarehousedirect.co.uk	74	-12	7,367	10,033	-27%	-23%
outlet.johnson-tiles.com	75	+37	7,247	3,236	+124%	+127%
luxurytiles.co.uk	76	-13	7,204	9,884	-27%	-24%
woodandbeyond.com	77	+2	6,919	6,902	-	+3%
havwoods.com	78	+13	6,570	5,780	+14%	+17%
jwcarpets.com	79	+2	6,122	6,509	-6%	-3%
gillies.co.uk	80	-11	6,040	7,761	-22%	-19%
british-flooring.co.uk	81	+6	5,872	6,160	-5%	-2%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score May 2025	Traffic score Nov 2024	YoY Change	Compared to Market
wood2u.co.uk	82	+2	5,563	6,324	-12%	-9%
stickandgotiles.co.uk	83	+13	4,974	4,633	+7%	+10%
thewoodenfloorstore.com	84	-2	4,881	6,501	-25%	-22%
artisantilecompany.co.uk	85	+33	4,841	2,832	+71%	+74%
tileplus.co.uk	86	+11	4,749	4,517	+5%	+8%
woodfloors4u.co.uk	87	+28	4,713	3,022	+56%	+59%
oakflooringdirect.co.uk	88	-10	4,586	6,911	-34%	-31%
londontile.co.uk	89	-	4,485	5,839	-23%	-20%
frankstheflooringstore.com	90	+10	4,344	4,033	+8%	+11%
targettiles.co.uk	91	-14	4,297	6,947	-38%	-35%
idsurfaces.co.uk	92	-18	4,256	7,176	-41%	-38%
saleflooringdirect.co.uk	93	-1	4,170	5,657	-26%	-23%
flooringsuppliesdirect.co.uk	94	+5	4,164	4,159	-	+3%
marlboroughtiles.com	95	+10	3,997	3,619	+10%	+14%
tiles4less.co.uk	96	-3	3,829	4,806	-20%	-17%
tradepriced.co.uk	97	-22	3,657	7,007	-48%	-45%
thetileshed.co.uk	98	-25	3,576	7,243	-51%	-48%
doorsandfloors.co.uk	99	-9	3,536	5,826	-39%	-36%
emctiles.co.uk	100	-6	3,505	4,725	-26%	-23%





**Industry  
Variance**

**-3%**

Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 3% decrease 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.



ds Awards Awards Awards Awards Award

# 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.



**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](#)

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

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

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



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

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

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



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

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

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

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

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

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

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

AKA domination of “wholesale sweet” terms.

## Similar Challenges?

**Talk to an expert.**







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

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

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

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

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

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



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

# Trends

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
topps tiles	201000	6%
flooring superstore	27100	7%
online carpets	22200	22%
porcelanosa	22200	15%
tapi	14800	50%
direct wood flooring	12100	22%
capietra	6600	22%
bert and may	5400	15%
wilsons carpets	4400	32%
tile warehouse	4400	22%
wood floor warehouse	4400	7%
stone superstore	3600	17%
factory direct flooring	3600	7%
british hardwoods	1900	7%
floors direct ltd	880	15%
tile co uk	590	7%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
acoustic wall panelling	14800	123%
tiles shops	12100	7%
green bathroom tiles	8100	22%
garage floor tiles	8100	6%
deck tiles	8100	11%
tiles store near me	6600	22%
terracotta tiles	5400	7%
marble bathroom tiles	4400	7%
terracotta floor tiles	3600	22%
blue bathroom tiles	3600	15%
bathroom sticky tiles	3600	7%
stick tiles for bathroom	3600	7%
acoustic wood panelling	2900	15%
pink bathroom tiles	2900	14%
mosaic floor tiles	2900	15%
black and white tile bathroom	2400	94%
lvt floor tiles	2400	15%
house tiles	1900	21%
grey marble floor tiles	1600	31%
cork wall tiles	1600	20%
back splash tile kitchen	1600	16%
porcelain kitchen floor tiles	1000	36%
porcelain tiles for bathroom	1000	29%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
carpet tile near me	880	33%
wood deck tiles	880	68%
interlocking deck tiles	880	82%
grey porcelain tiles	720	191%
white subway tile bathroom	390	265%
terracotta patio tiles	210	215%
white subway tile backsplash	140	306%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
tile giant	40500	-28%
uk flooring direct	27100	-24%
ctd tiles	18100	-45%
united carpets and beds	18100	-18%
karndean	14800	-12%
tiles direct	12100	-28%
total tiles	9900	-33%
amtico	9900	-7%
carpet warehouse	8100	-12%
magnet trade	8100	-6%
flooring supplies	6600	-18%
polyflor	6600	-6%
vinyl flooring uk	5400	-30%
multi panel	5400	-13%
leader floors	4400	-18%
discount flooring depot	1600	-26%
harvey maria	1600	-24%
wet wall works	1600	-7%
claybrook studio	1300	-23%
remland carpets	1300	-19%
carpet underlay shop	480	-19%
enviro build	210	-34%
flooring uk com	110	-11%



Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
bath tiles	74000	-13%
floor tiles	49500	-24%
painted tile	33100	-18%
kitchen floor tiles	27100	-18%
carpet tile	22200	-18%
bathroom floor tiles	22200	-13%
kitchen wall tiles	22200	-13%
mosaic tiles	18100	-18%
self stick floor tiles	14800	-18%
vinyl floor tiles	14800	-18%
wall tiles	14800	-18%
porcelain tiles	14800	-11%
tile effect wood	12100	-18%
bathroom wall tiles	12100	-12%
washroom wall tiles	12100	-12%
outdoor tiles	12100	-10%
tile flooring near me	9900	-12%
mirror tiles	8100	-33%
tile store	8100	-24%
outdoor porcelain floor tiles	8100	-15%
hexagon tiles	6600	-34%
hallway tiles	6600	-24%
vinyl tiles	6600	-19%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
floor victorian tiles	6600	-18%
pattern flooring tiles	6600	-18%
victorian floor tiles	6600	-18%
white kitchen tiles	5400	-18%
marble floor tiles	4400	-29%
black and white tile	3600	-24%
modern bathroom tiles	2900	-43%

 **Topps Tiles** is dominating  
the brand search game.

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



**Brett Janes**  
**Managing Director**

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[Book a Chat](#)

# 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



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?



// **Salience.**