

// Salience.

# Tiles

Salience Index 2024



12 Month Report

This **Tiles Report** was put together by a small team of humans at Saliency, 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

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.

Enjoy the report!

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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.”

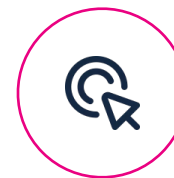
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

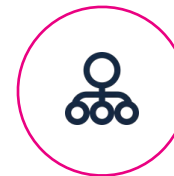
## How it's calculated:



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 Tapi

02 Online Carpets

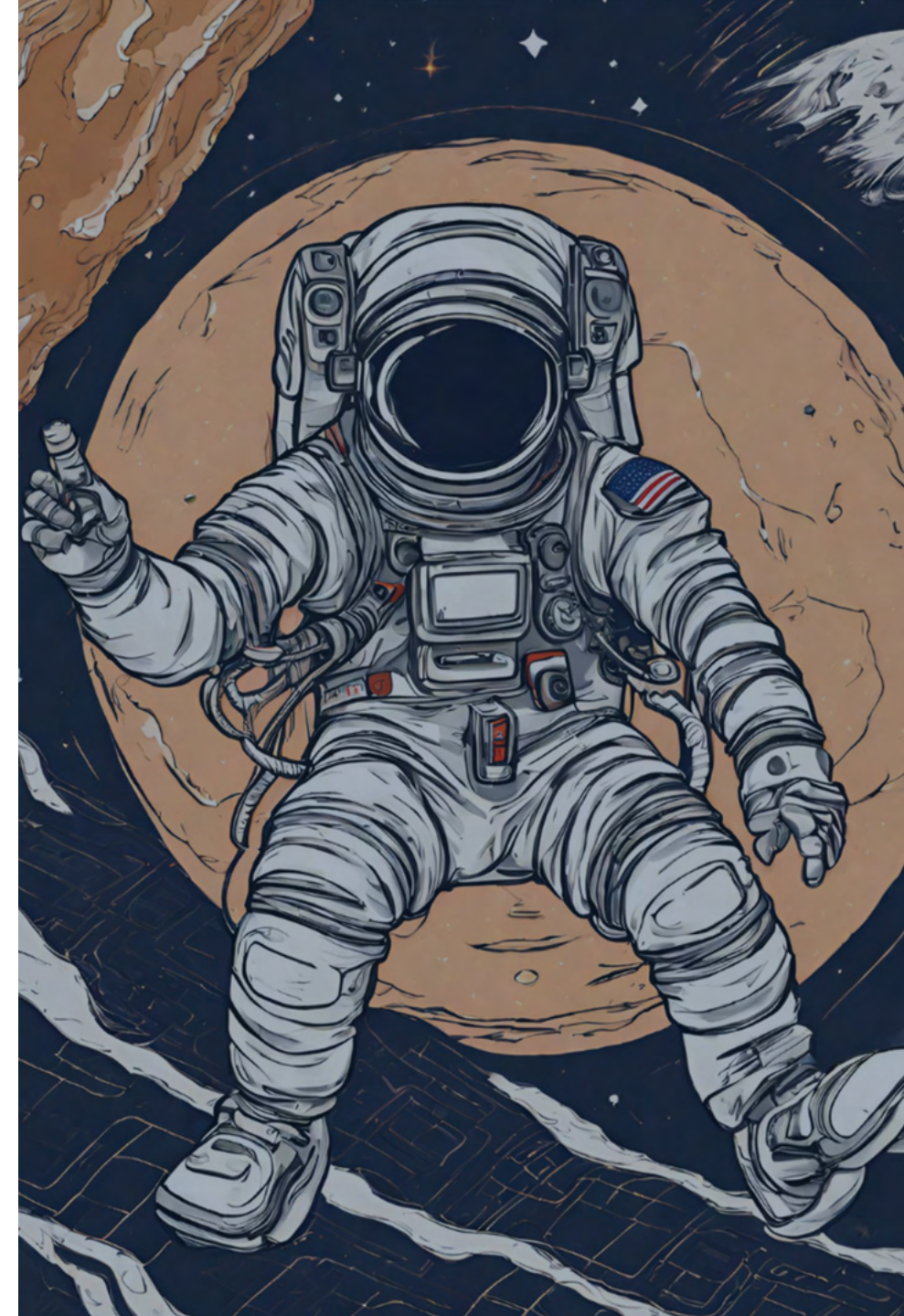
03 Tile Giant  
a tiled brand

04 FIRED EARTH

05 Carpet 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



03

**FLOORING  
SUPERSTORE**

04

**Porcelain  
Superstore**

05

british ceramic tile



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	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
tapi.co.uk	1	+1	333,143	136,940	+143%	+112%
toppstiles.co.uk	2	-1	237,263	305,796	-22%	-53%
onlinecarpets.co.uk	3	+6	138,065	71,342	+94%	+63%
factory-direct-flooring.co.uk	4	+1	119,386	93,005	+28%	-3%
tilegiant.co.uk	5	+3	115,433	72,170	+60%	+29%
woodfloorwarehouse.co.uk	6	+1	101,211	83,772	+21%	-10%
firedearth.com	7	+13	92,180	33,462	+175%	+144%
directwoodflooring.co.uk	8	+6	90,131	53,352	+69%	+38%
tilemountain.co.uk	9	-5	86,141	130,201	-34%	-65%
flooringsuperstore.com	10	-7	83,650	130,252	-36%	-67%
wallsandfloors.co.uk	11	-5	72,632	84,138	-14%	-45%
carpetwarehouse.co.uk	12	+30	63,901	13,391	+377%	+346%
flooringsupplies.co.uk	13	-3	62,266	67,776	-8%	-39%
ctdtiles.co.uk	14	-3	59,827	58,772	+2%	-29%
tiles-direct.com	15	+2	57,739	44,351	+30%	-1%
amtico.com	16	-4	57,206	56,244	+2%	-29%
unitedcarpetsandbeds.com	17	+7	54,462	28,809	+89%	+58%
karndean.com	18	-3	53,780	51,607	+4%	-27%
tilewarehouse.co.uk	19	+39	47,860	9,829	+387%	+356%
leaderfloors.co.uk	20	+5	46,730	28,206	+66%	+35%
mandarinstone.com	21	+7	45,893	22,608	+103%	+72%
ukflooringdirect.co.uk	22	-6	45,874	46,949	-2%	-33%
directtilewarehouse.com	23	+6	43,535	18,494	+135%	+104%
best4flooring.co.uk	24	+12	42,382	14,372	+195%	+164%
quick-step.co.uk	25	-2	39,874	29,279	+36%	+5%
remlandcarpets.co.uk	26	-8	39,152	44,189	-11%	-42%
discountflooringdepot.co.uk	27	+6	35,548	15,493	+129%	+98%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
totaltiles.co.uk	28	-6	33,945	29,816	+14%	-17%
vinylflooringuk.co.uk	29	+15	33,454	12,578	+166%	+135%
floorsdirectltd.co.uk	30	+4	32,618	15,212	+114%	+83%
stonetilecompany.co.uk	31	+30	32,327	9,287	+248%	+217%
wetwallworks.co.uk	32	+16	31,840	11,716	+172%	+141%
carpet-underlay-shop.co.uk	33	-7	30,960	23,181	+34%	+3%
multipanel.co.uk	34	-15	30,622	36,100	-15%	-46%
porcelanosa.com	35	-14	28,144	30,642	-8%	-39%
harveymaria.com	36	+4	27,993	13,581	+106%	+75%
tile.co.uk	37	+13	26,955	10,904	+147%	+116%
britishhardwoods.co.uk	38	-3	22,727	15,055	+51%	+20%
flooring.uk.com	39	-9	20,441	17,797	+15%	-16%
magnettrade.co.uk	40	+19	19,164	9,758	+96%	+65%
flooringdirect.co.uk	41	-14	18,626	22,986	-19%	-50%
luxuryflooringandfurnishings.co.uk	42	+23	18,371	8,481	+117%	+86%
bricoflor.co.uk	43	+17	17,681	9,438	+87%	+56%
stonesuperstore.co.uk	44	-6	17,362	13,958	+24%	-7%
directflooring.co.uk	45	+2	16,937	11,723	+44%	+13%
polyflor.com	46	-3	15,853	12,635	+25%	-6%
porcelainsuperstore.co.uk	47	-34	15,609	55,775	-72%	-103%
flooringhut.co.uk	48	-16	15,442	15,916	-3%	-34%
bakedtiles.co.uk	49	+51	15,358	3,662	+319%	+288%
bertandmay.com	50	-5	15,012	12,107	+24%	-7%
burts.co.uk	51	+26	13,878	6,561	+112%	+81%
tileflair.co.uk	52	-21	12,903	16,005	-19%	-50%
luxurytiles.co.uk	53	-12	12,324	13,427	-8%	-39%
flooring365.co.uk	54	+1	12,300	9,920	+24%	-7%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
flooringwarehousedirect.co.uk	55	-1	11,950	9,943	+20%	-11%
bestatflooring.co.uk	56	-3	11,880	9,964	+19%	-12%
atlasceramics.co.uk	57	+6	11,539	8,870	+30%	-1%
wilsonscarpets.com	58	+6	11,106	8,686	+28%	-3%
envirobuild.com	59	-8	10,850	10,542	+3%	-28%
tilechoice.co.uk	60	-8	10,804	10,174	+6%	-25%
capietra.com	61	+12	10,367	7,012	+48%	+17%
royalestones.co.uk	62	+14	10,103	6,624	+53%	+22%
floormart.co.uk	63	+8	9,961	7,110	+40%	+9%
colourflooring.co.uk	64	-8	9,690	9,917	-2%	-33%
woodandbeyond.com	65	+23	9,508	4,765	+100%	+69%
idsurfaces.co.uk	66	-4	9,410	9,275	+1%	-30%
storiesflooring.co.uk	67	-21	9,184	11,986	-23%	-54%
flooringvillage.co.uk	68	-11	8,872	9,849	-10%	-41%
naturalwoodfloor.co.uk	69	+5	8,293	6,999	+18%	-13%
johnson-tiles.com	70	+17	7,486	4,924	+52%	+21%
havwoods.com	71	+14	7,418	5,001	+48%	+17%
claybrookstudio.co.uk	72	+3	7,102	6,881	+3%	-28%
saleflooringdirect.co.uk	73	+13	6,527	4,968	+31%	-
londontile.co.uk	74	-8	6,333	8,114	-22%	-53%
thewoodenfloorstore.com	75	+18	6,176	4,069	+52%	+21%
welove.co.uk	76	+42	6,095	2,351	+159%	+128%
targettiles.co.uk	77	+3	6,086	5,996	+2%	-29%
wood2u.co.uk	78	+6	6,080	5,246	+16%	-15%
moduleo.com	79	+2	6,050	5,746	+5%	-26%
tradepriced.co.uk	80	+26	6,023	3,081	+95%	+64%
oakflooringdirect.co.uk	81	+22	5,833	3,328	+75%	+44%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score September 2024	Traffic score September 2023	YoY Change	Compared to Market
doorsandfloors.co.uk	82	-13	5,828	7,574	-23%	-54%
originalstyle.com	83	-16	5,743	7,792	-26%	-57%
al-murad.co.uk	84	-16	5,702	7,589	-25%	-56%
metrotiles.co.uk	85	+17	5,524	3,444	+60%	+29%
british-flooring.co.uk	86	+28	5,483	2,412	+127%	+96%
hyperiontiles.co.uk	87	-9	5,330	6,164	-14%	-45%
floordepot.co.uk	88	+3	5,242	4,401	+19%	-12%
gillies.co.uk	89	-19	5,125	7,343	-30%	-61%
ukflooringsuppliesonline.co.uk	90	-1	5,019	4,617	+9%	-22%
floormonster.co.uk	91	+8	4,857	3,717	+31%	-
stonedeals.co.uk	92	+9	4,631	3,642	+27%	-4%
terrazzo-tiles.co.uk	93	-14	4,577	6,155	-26%	-57%
emctiles.co.uk	94	-2	4,489	4,116	+9%	-22%
thetileshed.co.uk	95	+3	4,486	3,732	+20%	-11%
stickandgotiles.co.uk	96	-13	4,384	5,269	-17%	-48%
ctdtrade.co.uk	97	-58	4,323	13,938	-69%	-100%
tiledepot.com	98	+69	4,244	841	+405%	+374%
eurotilesandbathrooms.com	99	+21	4,212	2,213	+90%	+59%
tiles4less.co.uk	100	+34	4,202	1,570	+168%	+137%

**Industry  
Variance**

**+31%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 31% increase in overall traffic scores within this industry.

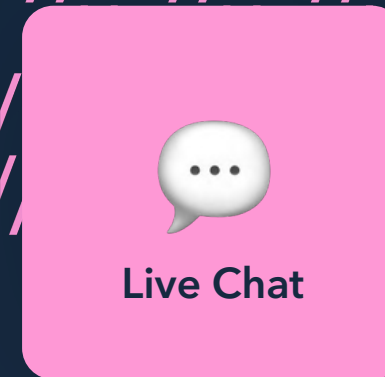
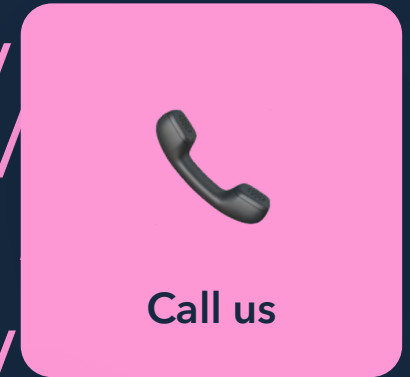
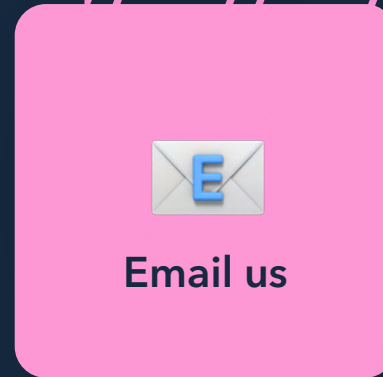
If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



# 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.



# Question?

# Visibility Vs Authority

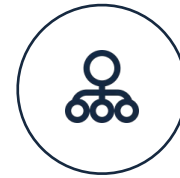
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



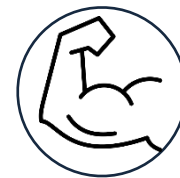
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

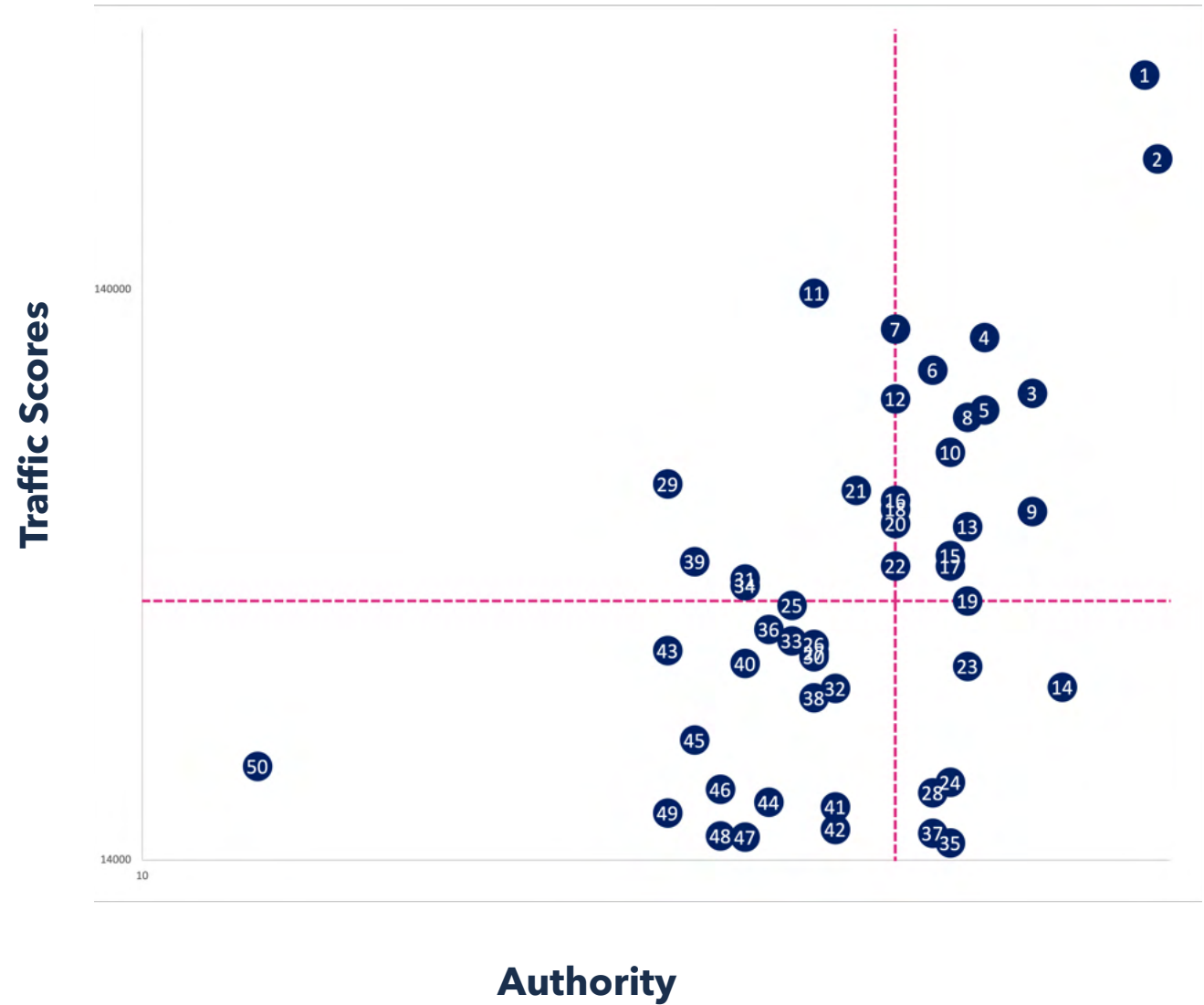


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



# Traffic Scores Vs Authority Scores



tapi.co.uk	1	onlinecarpets.co.uk	11	flooringsupplies.co.uk	21	directtilewarehouse.com	31	stonesuperstore.co.uk	41
toppstiles.co.uk	2	directwoodflooring.co.uk	12	mandarinstone.com	22	harveymaria.com	32	polyflor.com	42
firedearth.com	3	karndean.com	13	multipanel.co.uk	23	totaltiles.co.uk	33	floorsdirectltd.co.uk	43
tilegiant.co.uk	4	porcelanosa.com	14	magnettrade.co.uk	24	best4flooring.co.uk	34	bricoflor.co.uk	44
tilemountain.co.uk	5	tilewarehouse.co.uk	15	remlandcarpets.co.uk	25	bertandmay.com	35	britishhardwoods.co.uk	45
woodfloorwarehouse.co.uk	6	ctdtiles.co.uk	16	vinylflooringuk.co.uk	26	discountflooringdepot.co.uk	36	flooringdirect.co.uk	46
factory-direct-flooring.co.uk	7	ukflooringdirect.co.uk	17	stonetilecompany.co.uk	27	porcelainsuperstore.co.uk	37	bakedtiles.co.uk	47
flooringsuperstore.com	8	tiles-direct.com	18	luxuryflooringandfurnishings.co.uk	28	tile.co.uk	38	flooringhut.co.uk	48
amtico.com	9	quick-step.co.uk	19	carpetwarehouse.co.uk	29	leaderfloors.co.uk	39	directflooring.co.uk	49
wallsandfloors.co.uk	10	unitedcarpetsandbeds.com	20	wetwallworks.co.uk	30	carpet-underlay-shop.co.uk	40	flooring.uk.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 PORCELANOSA

02

**Magnet**  
**TRADE**

03



04

**Porcelain**  
**Superstore**

05

**BERT & MAY**

# 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  Online Carpets
- 02  Carpet Warehouse<sup>®</sup>
- 03  flooringsupplies
- 04  LEADER FLOORS
- 05  Direct  
TILE WAREHOUSE

# 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:

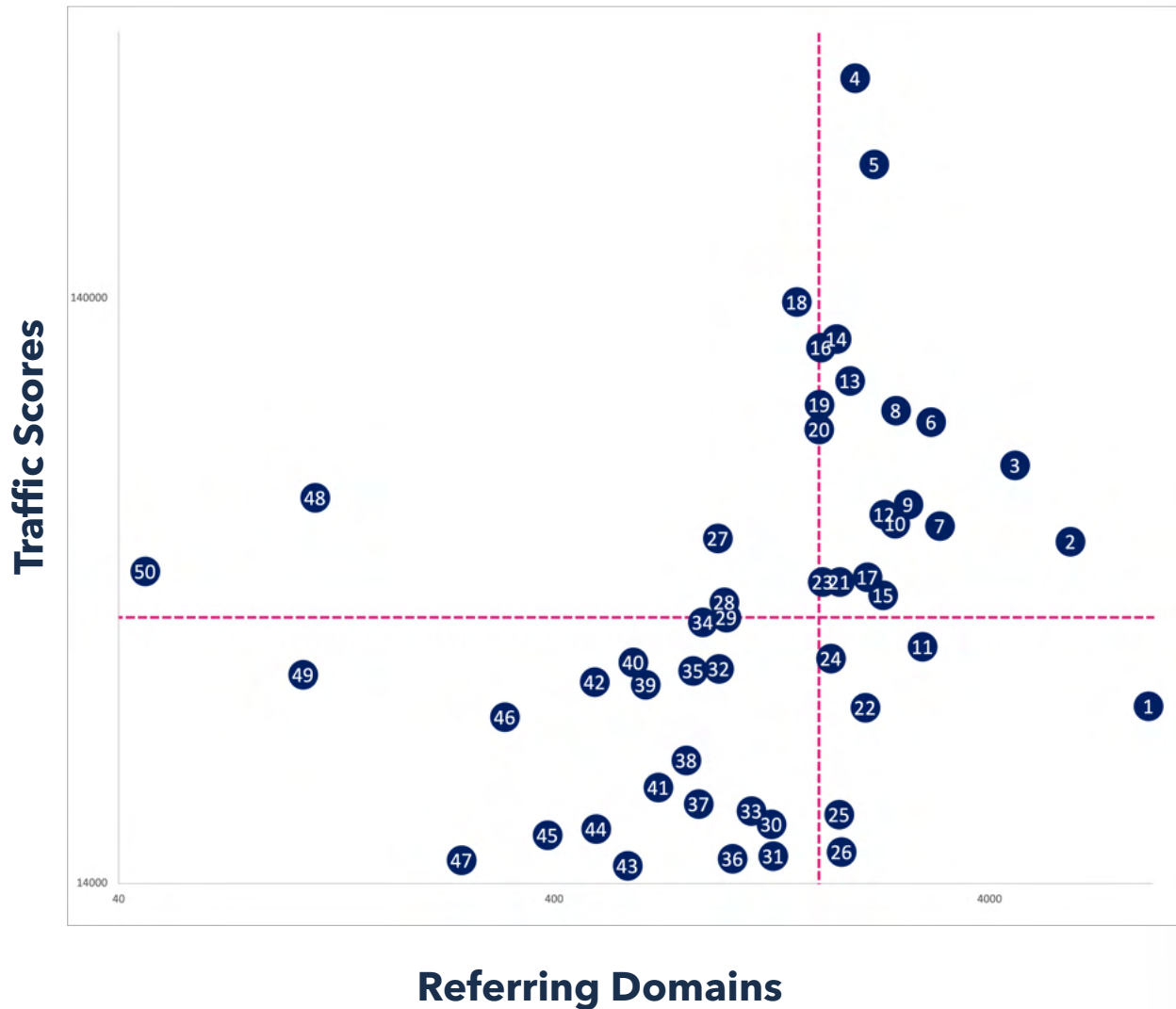
porcelanosa.com	1	woodfloorwarehouse.co.uk	13
karndean.com	2	factory-direct-flooring.co.uk	14
wallsandfloors.co.uk	3	directtilewarehouse.com	15
tapi.co.uk	4	tilegiant.co.uk	16
toppstiles.co.uk	5	leaderfloors.co.uk	17
tilemountain.co.uk	6	onlinecarpets.co.uk	18
amtico.com	7	firedearth.com	19
directwoodflooring.co.uk	8	flooringsuperstore.com	20
flooringsupplies.co.uk	9	ukflooringdirect.co.uk	21
tiles-direct.com	10	harveymaria.com	22
discountflooringdepot.co.uk	11	mandarinstone.com	23
ctdtiles.co.uk	12	totaltiles.co.uk	24



# Traffic Scores Vs Referring Domains

## Key:

luxuryflooringandfurnishings.co.uk	25	britishhardwoods.co.uk	38
polyflor.com	26	multipanel.co.uk	39
unitedcarpetsandbeds.com	27	vinylflooringuk.co.uk	40
best4flooring.co.uk	28	flooring.uk.com	41
quick-step.co.uk	29	carpet-underlay-shop.co.uk	42
bricoflor.co.uk	30	bertandmay.com	43
porcelainsuperstore.co.uk	31	stonesuperstore.co.uk	44
floorsdirectltd.co.uk	32	directflooring.co.uk	45
flooringdirect.co.uk	33	tile.co.uk	46
remlandcarpets.co.uk	34	bakedtiles.co.uk	47
stonetilecompany.co.uk	35	carpetwarehouse.co.uk	48
flooringhut.co.uk	36	wetwallworks.co.uk	49
magnettrade.co.uk	37	tilewarehouse.co.uk	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.



**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](#)

# Page speed

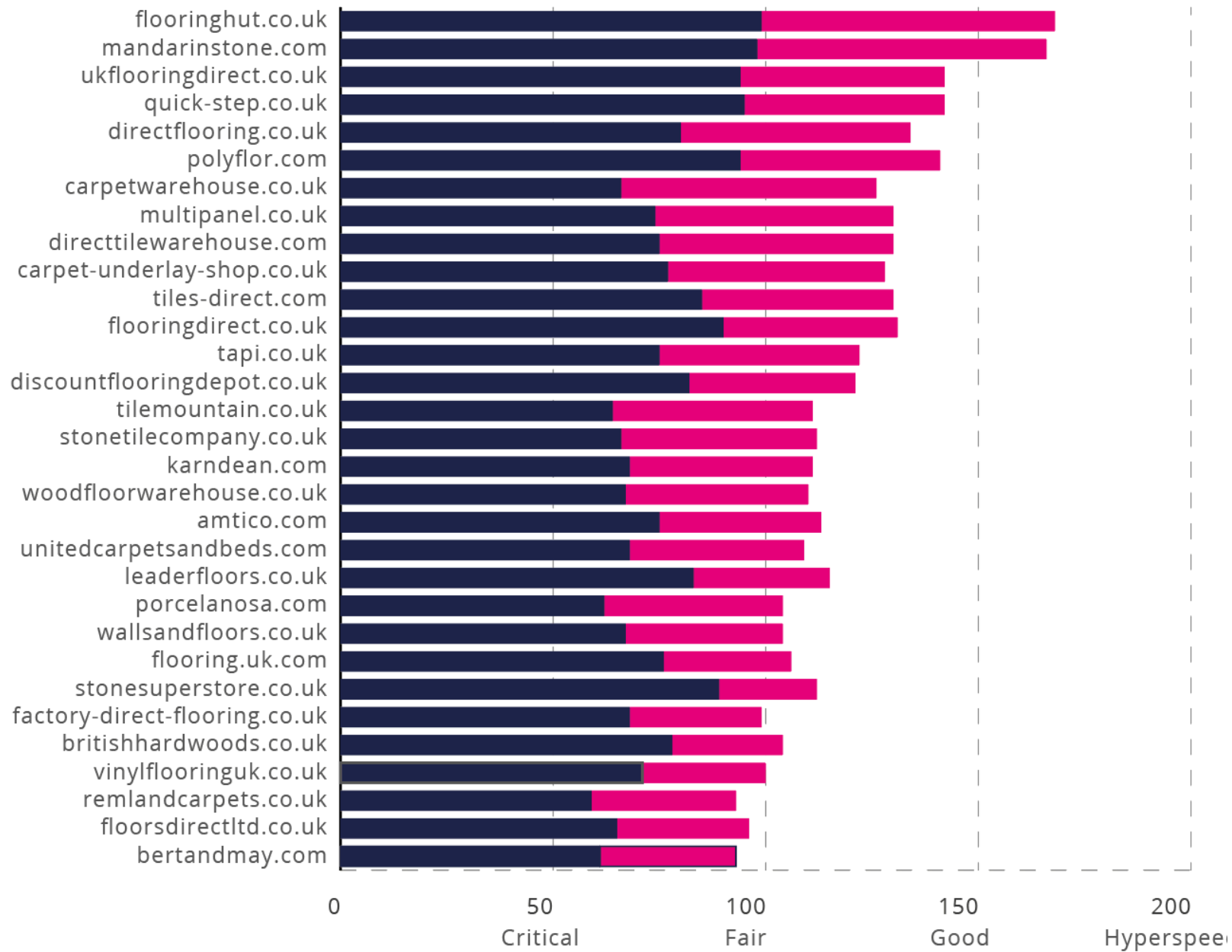
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input 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

**THE DPMI<sup>®</sup>**  
**MARKETING AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
FINALIST

**EUROPEAN 2023**  
**SEARCH AWARDS**  
WINNER

**THE DPMI<sup>®</sup>**  
**CONTENT AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
WINNER

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
SHORTLISTED

**THE DPMI<sup>®</sup>**  
**SEARCH AWARDS**  
FINALIST 2016

**UK**  
**Agency Awards**  
2023  
**FINALIST**

**NORTHERN**  
**DIGITAL AWARDS**  
SHORTLIST  
2018

**DIGITAL IMPACT**  
**AWARDS 2018**  
WINNER

**ds Awards Awards Awards Awards Award**

# 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

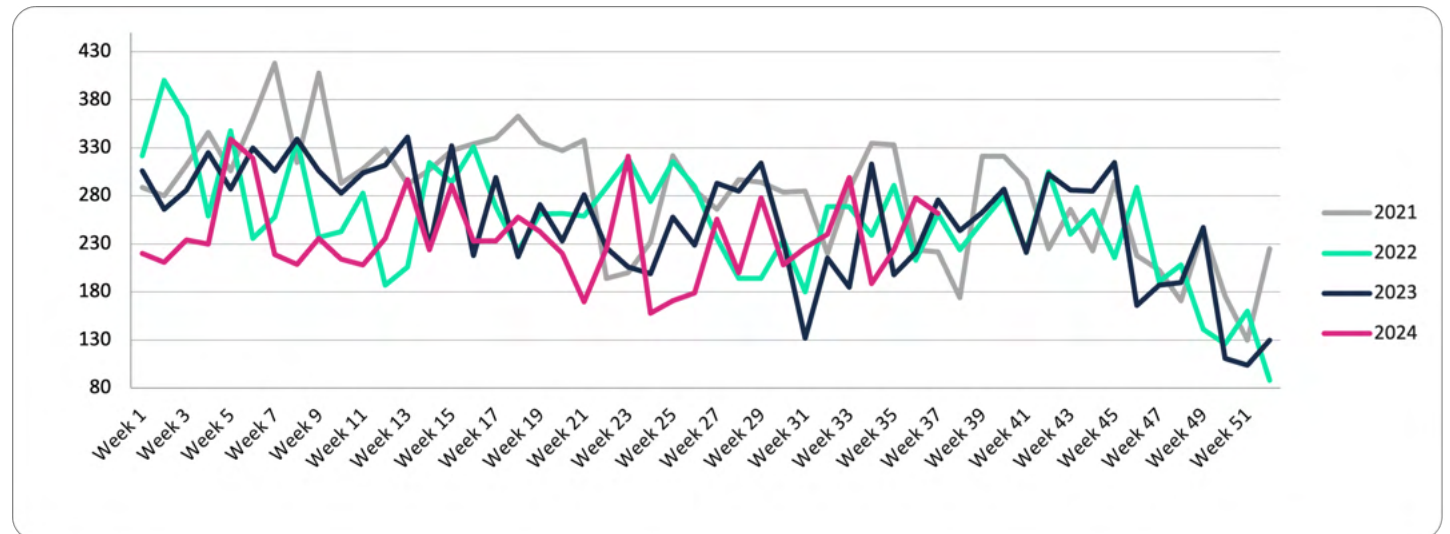
**LEMONADE DOLLS**

[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.



Could **2024** be the year  
that brands' fortunes  
are reversed, following  
the economic slump of  
**2023**?



# 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
painting tile	40500	6%
carpet tile	22200	7%
porcelain tiles	14800	8%
bathroom wall tiles	14800	6%
washroom wall tiles	14800	6%
tiles shops	12100	14%
tiling near me	9900	59%
painting bathroom tile	9900	6%
acoustic wall panelling	8100	188%
deck tiles	8100	44%
garage floor tiles	8100	13%
outdoor porcelain floor tiles	8100	6%
outdoor porcelain tiles	8100	6%
porcelain tiles outside	8100	6%
vinyl tiles	8100	6%
green bathroom tiles	6600	14%
ceramic tile	6600	7%
painting tiles kitchen	6600	6%
tiles store near me	5400	71%
tiles green	5400	7%
composite deck tiles	2400	75%
acoustic wood panelling	1900	57%
stick on bathroom floor tiles	1900	28%
house tiles	1600	52%
gym flooring tiles	1300	30%
non slip outdoor tiles for steps	590	144%
deck tiles outdoor	480	74%
exterior deck tiles	480	74%

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
flooring	49500	14%
tile giant	40500	7%
tile mountain	33100	30%
online carpets	22200	22%
flooring superstore	22200	6%
porcelanosa	22200	8%
ctd tiles	18100	41%
fired earth	18100	22%
tapi	12100	54%
direct wood flooring	12100	49%
walls and floors	12100	31%
magnet trade	8100	81%
direct flooring	8100	23%
carpet warehouse	6600	40%
quick step	6600	6%
multi panel	5400	6%
leader floors	4400	13%
tile warehouse	3600	60%
factory direct flooring	3600	8%
stone superstore	2900	50%
direct tile warehouse	1900	13%
british hardwoods	1600	27%
luxury flooring and furnishings	1600	15%
floors direct ltd	1000	16%
bricoflor	480	31%

## Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
bath tiles	74000	-13%
bathroom tiles	74000	-13%
restroom tile	74000	-13%
floor tiles	49500	-13%
floorboard tiles	49500	-13%
kitchen tiles	40500	-7%
tiling shops near me	27100	-13%
kitchen floor tiles	27100	-13%
kitchen wall tiles	27100	-13%
bathroom floor tiles	22200	-7%
washroom floor tiles	22200	-7%
mosaic tiles	22200	-6%
vinyl floor tiles	18100	-8%
tiles on the wall	14800	-13%
wall tiles	14800	-13%
outdoor tiles	14800	-8%
grey bathroom tiles	9900	-29%
mirror tiles	9900	-25%
tile store	8100	-13%
hex tile	8100	-29%
hexagon tiles	8100	-29%
brick effect tiles	6600	-38%
hallway tiles	6600	-24%
marble bathroom tiles	4400	-30%
grey kitchen tiles	4400	-36%
mirror tiles for wall	3600	-48%
brick tiles for wall	3600	-44%
hallway floor tiles	3600	-30%



## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
uk flooring direct	33100	-13%
united carpets and beds	22200	-12%
tiles direct	14800	-18%
karndean	14800	-7%
flooring direct	12100	-18%
porcelain superstore	12100	-6%
total tiles	9900	-33%
amtico	9900	-6%
flooring supplies	6600	-41%
vinyl flooring uk	5400	-8%
wood floor warehouse	4400	-30%
harvey maria	1900	-31%
baked tiles	1900	-7%
discount flooring depot	1900	-6%
remland carpets	1600	-8%
stone tile company	1600	-6%
flooring hut	1300	-7%
carpet underlay shop	480	-1%



**Tile Giant** has generated the  
greatest increase in brand  
awareness QoQ.

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



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

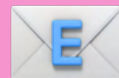
01244 564 501  
Brett@saliency.co.uk

[Book a Chat](#)

# 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.

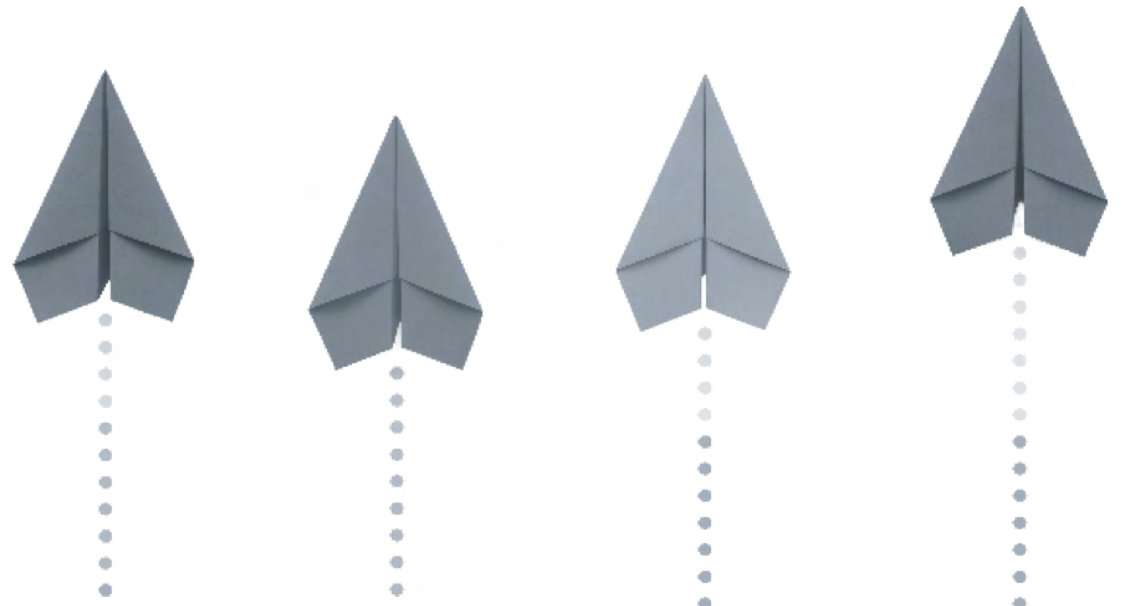
For challenger brands looking to weigh in, you best bring your A-game.



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 luxury vinyl tile  
2,200 31

2 tile company  
600 67

3 ceramic tile  
700 26

4 tile store  
600 39

5 wall tiles near me  
350 55

6 tiling shops near me  
400 23

7 lvt floor tiles  
250 20

8 tile flooring near me  
200 38

9 backsplash tile  
150 21

10 wall & floor tiles  
100 50

## 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

bathroom tiles

46,000 6

2

floor tiles

29,000 11

3

carpet tiles

14,000 6

4

wall tiles

9,700 8

5

vinyl floor tiles

9,700 7

6

bathroom wall tiles

5,700 7

7

garage floor tiles

3,900 17

8

vinyl tiles

4,500 8

9

lvt tiles

1,400 17

10


stone floor tiles


1,400 13

## 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://www.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:





tapi.co.uk  
72,305 4.8



wallsandfloors.co.uk  
40,696 4.8



tilemountain.co.uk  
34,860 4.7



ukflooringdirect.co.uk  
29,823 4.6



flooringsupplies.co.uk  
19,325 4.7



flooringsuperstore.com  
18,991 4.5



directwoodflooring.co.uk  
8,226 4.5



unitedcarpetsandbeds.com  
8,023 4.5



toppstiles.co.uk  
5,593 4.6




luxuryflooringandfurnishings.co.uk  
5,558 4.5

# 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		201,000
02		90,500
03		49,500
04		40,500
05		33,100




# Top 5 Social Scores



Owned social care

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	PORCELANOSA	1374
02		241
03	MANDARIN STONE	183
04	FIRED EARTH	182
05	BERT & MAY	173

# 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@saliency.co.uk



**Book a Chat**

# Awareness

# Brand Awareness

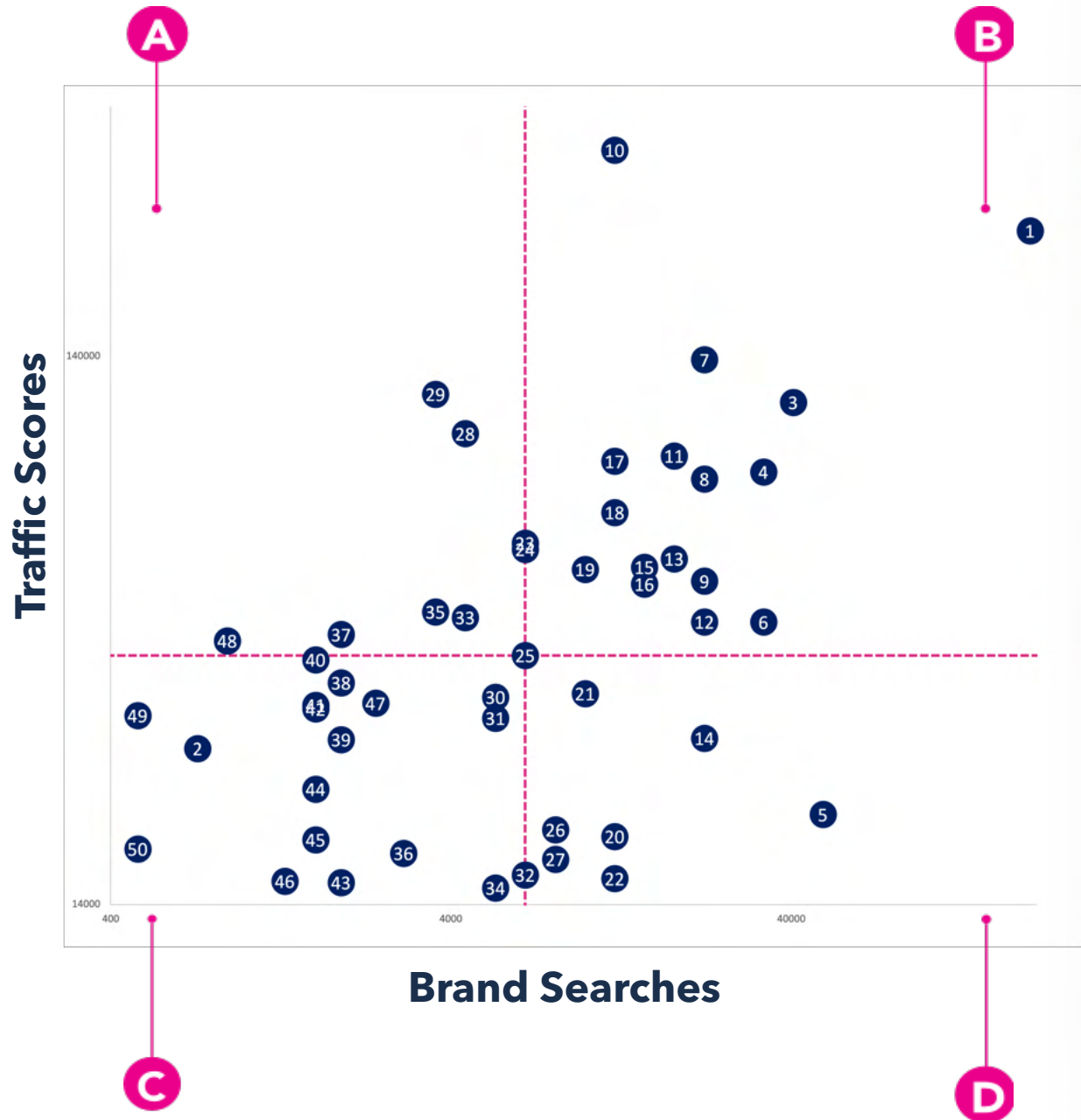
## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
porcelanosa.com	22200	1374	1
toppstiles.co.uk	201000	145	2
mandarinstone.com	22200	183	3
firedearth.com	18100	182	4
ukflooringdirect.co.uk	33100	90	5
tilegiant.co.uk	40500	66	6
porcelainsuperstore.co.uk	12100	171	7
tilemountain.co.uk	33100	61	8
unitedcarpetsandbeds.com	22200	75	9
ctdtiles.co.uk	18100	89	10
quick-step.co.uk	6600	241	11
wallsandfloors.co.uk	12100	128	12
tapi.co.uk	12100	122	13
karndean.com	14800	99	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
amtico.com	9900	129	15
bertandmay.com	5400	173	16
onlinecarpets.co.uk	22200	36	17
flooringsuperstore.com	22200	35	18
flooring.uk.com	49500	15	19
directwoodflooring.co.uk	12100	46	20
tiles-direct.com	14800	30	21
multipanel.co.uk	5400	60	22
leaderfloors.co.uk	4400	65	23
magnettrade.co.uk	8100	32	24
bakedtiles.co.uk	1900	97	25
polyflor.com	6600	28	26
woodfloorwarehouse.co.uk	4400	38	27
remlandcarpets.co.uk	1600	87	28
flooringsupplies.co.uk	6600	21	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:

toppstiles.co.uk	1	ctdtiles.co.uk	13
tile.co.uk	2	porcelanosa.com	14
tilegiant.co.uk	3	tiles-direct.com	15
tilemountain.co.uk	4	karndean.com	16
flooring.uk.com	5	directwoodflooring.co.uk	17
ukflooringdirect.co.uk	6	wallsandfloors.co.uk	18
onlinecarpets.co.uk	7	amtico.com	19
flooringsuperstore.com	8	flooringdirect.co.uk	20
unitedcarpetsandbeds.com	9	totaltiles.co.uk	21
tapi.co.uk	10	porcelainsuperstore.co.uk	22
firedearth.com	11	carpetwarehouse.co.uk	23
mandarinstone.com	12	flooringsupplies.co.uk	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:

quick-step.co.uk	25	discountflooringdepot.co.uk	38
magnettrade.co.uk	26	harveymaria.com	39
directflooring.co.uk	27	remlandcarpets.co.uk	40
woodfloorwarehouse.co.uk	28	stonetilecompany.co.uk	41
factory-direct-flooring.co.uk	29	wetwallworks.co.uk	42
vinylflooringuk.co.uk	30	bakedtiles.co.uk	43
multipanel.co.uk	31	britishhardwoods.co.uk	44
polyflor.com	32	luxuryflooringandfurnishings.co.uk	45
leaderfloors.co.uk	33	flooringhut.co.uk	46
bertandmay.com	34	floorsdirectltd.co.uk	47
tilewarehouse.co.uk	35	best4flooring.co.uk	48
stonesuperstore.co.uk	36	carpet-underlay-shop.co.uk	49
directtilewarehouse.com	37	bricoflor.co.uk	50



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

They partnered with Saliency 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

## Patisserie Valerie

Patisserie Valerie, partnered with Saliency 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.**

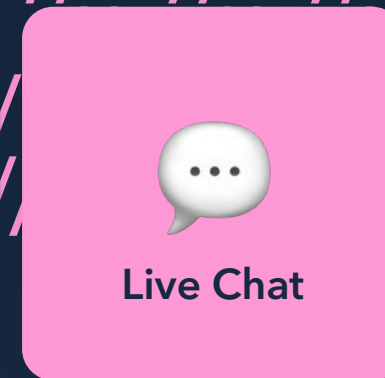
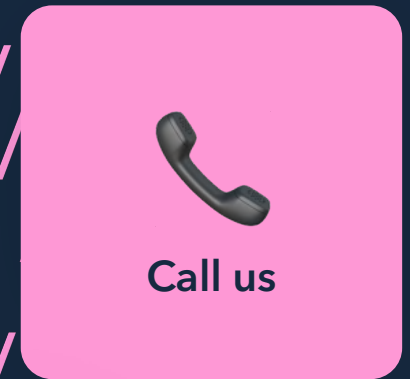
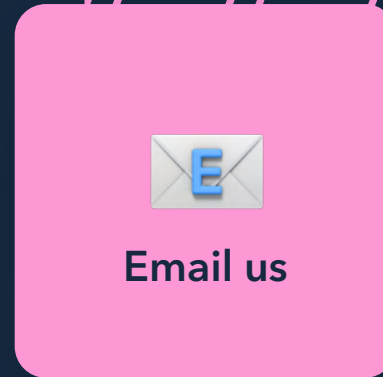
We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



# 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.



# Question?



// // **Salience.**