



Tool Stores

Salience Index 2025

12 Month Report



This **Tool Stores Report** was put together by a small team of humans at Salience, using a whole host of tools, software and weeks of our time; What makes it into the report is the tip of the iceberg.

Want to go beyond the data within?
Speak to our team, any time, through our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

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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

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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."

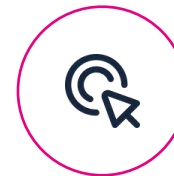
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

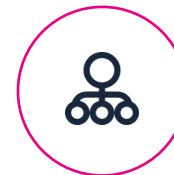
How it's calculated:



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 **Gtech** 

02 **MyToolShed** 

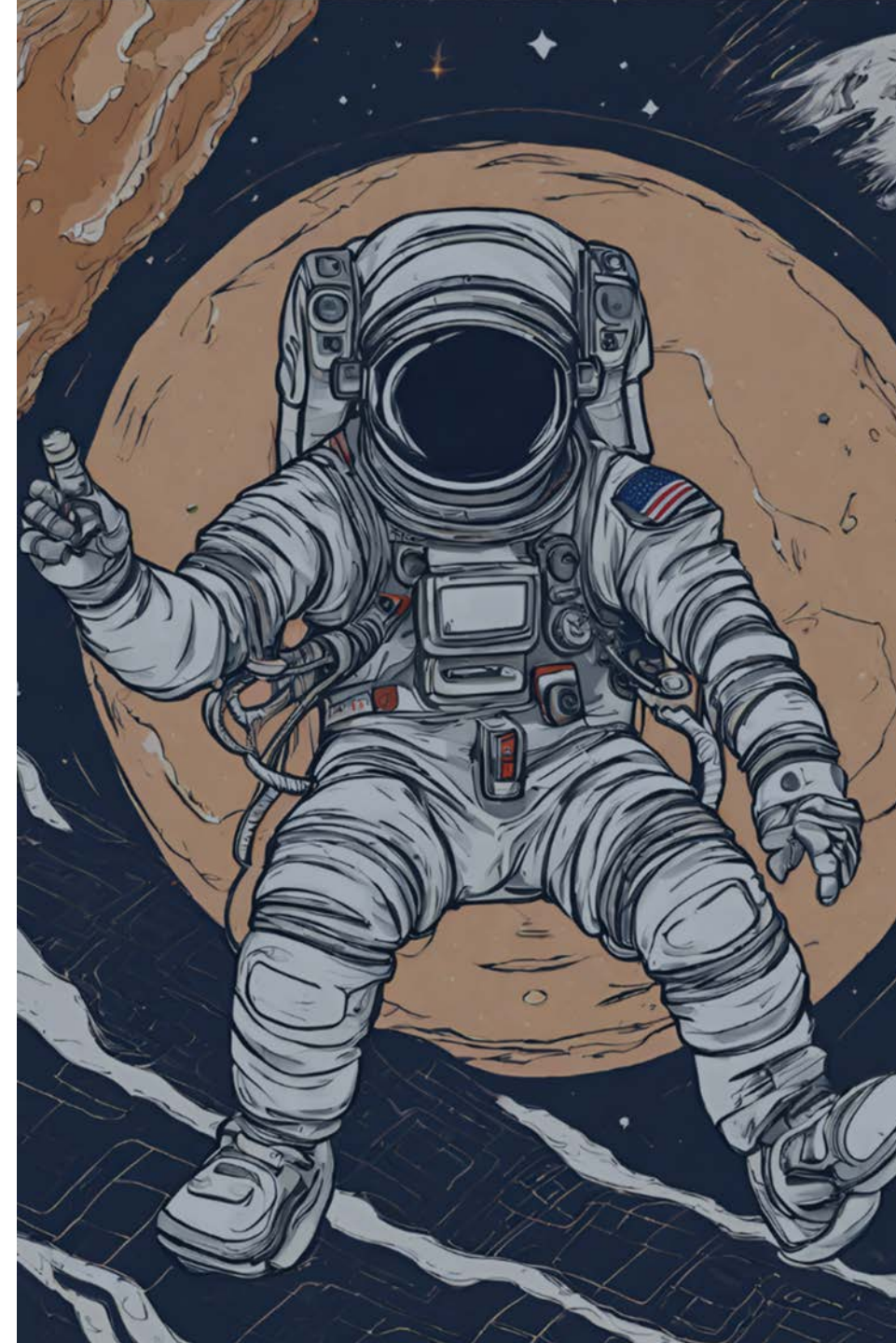
03 **KÄRCHER**
Outlet

04 **UK PLANET**
TOOLS 

05  **Husqvarna**



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 **SCREWFIX**

02 **RS**

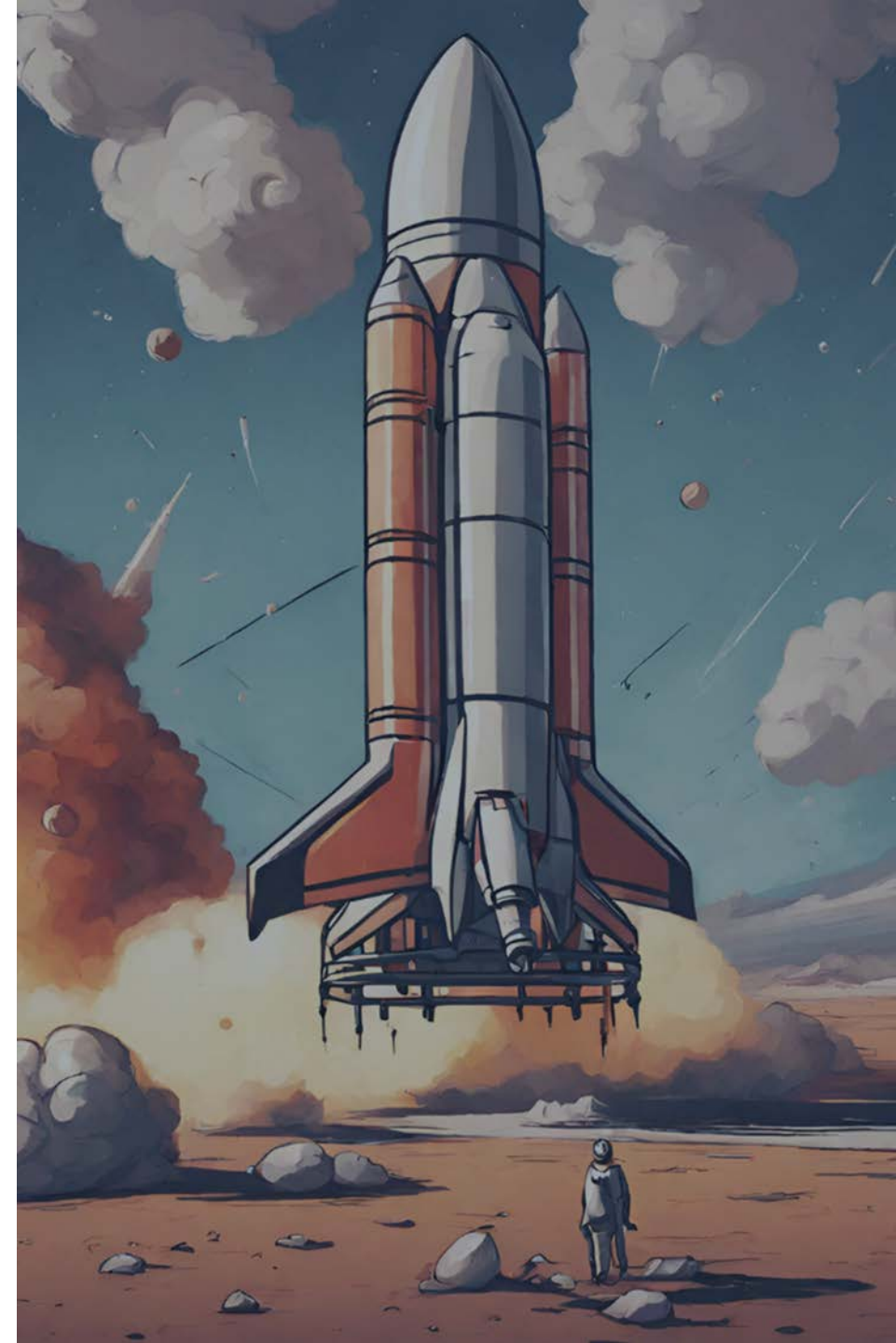
03 **POWER
TOOL
WORLD**

04 **POWERTOOLMATE™**
SAVE MONEY. WORK SMARTER.

05 **TOOLSTOP**



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 May 2024	Visibility May 2025	YoY Change	Compared to Market
screwfix.com	1	-	10,475,369	10,591,730	-1%	-1%
uk.rs-online.com	2	-	659,455	681,408	-3%	-3%
its.co.uk	3	-	392,974	407,824	-4%	-4%
machinemart.co.uk	4	-	302,466	312,944	-3%	-3%
kaercher.com	5	-	240,716	235,951	+2%	+2%
uk.ryobitools.eu	6	-	229,500	234,515	-2%	-2%
gtech.co.uk	7	+3	193,345	100,920	+92%	+92%
powertoolworld.co.uk	8	-1	165,074	181,279	-9%	-9%
powertoolmate.co.uk	9	-1	109,859	129,077	-15%	-15%
bigredpowertools.co.uk	10	-1	103,117	119,272	-14%	-14%
shop.stihl.co.uk	11	+2	94,343	76,696	+23%	+23%
ukplanettools.co.uk	12	+13	85,991	46,084	+87%	+87%
axminstertools.com	13	-2	85,681	84,695	+1%	+1%
husqvarna.com	14	+4	80,387	56,271	+43%	+43%
tools4trade.co.uk	15	-3	73,603	80,628	-9%	-9%
bosch-diy.com	16	-2	68,953	76,504	-10%	-10%
festool.co.uk	17	-	66,473	59,386	+12%	+12%
bosch-professional.com	18	-3	63,401	66,965	-5%	-5%
hyundaipowerequipment.co.uk	19	+3	62,937	50,867	+24%	+24%
mytoolshed.co.uk	20	+35	60,409	13,330	+353%	+353%
hilti.co.uk	21	-5	57,640	60,979	-5%	-5%
toolden.co.uk	22	+7	57,640	36,668	+57%	+57%
drapertools.com	23	-	54,975	48,797	+13%	+13%
karcheroutlet.co.uk	24	+12	54,834	29,250	+87%	+87%
primetools.co.uk	25	-4	52,182	51,178	+2%	+2%
einhell.co.uk	26	+1	45,991	43,841	+5%	+5%
uk.worx.com	27	+1	43,078	37,899	+14%	+14%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility May 2024	Visibility May 2025	YoY Change	Compared to Market
shop.evolutionpowertools.com	28	-4	41,484	47,694	-13%	-13%
boconline.co.uk	29	-10	40,269	54,923	-27%	-27%
tooled-up.com	30	-4	37,136	44,749	-17%	-17%
toolstop.co.uk	31	-11	36,526	54,359	-33%	-33%
direct-powertools.co.uk	32	+5	35,730	28,665	+25%	+25%
rutlands.com	33	-3	35,279	35,179	-	-
powertoolsuk.co.uk	34	+1	34,410	29,541	+16%	+16%
zoro.co.uk	35	+4	34,198	24,364	+40%	+40%
eshop.wurth.co.uk	36	+17	29,260	14,648	+100%	+100%
kelvinpowertools.com	37	+1	28,804	26,970	+7%	+7%
worldofpower.co.uk	38	-6	28,363	31,356	-10%	-10%
toolstoreuk.co.uk	39	-6	27,552	31,356	-12%	-12%
tradecounterdirect.com	40	-9	26,451	33,805	-22%	-22%
protrade.co.uk	41	-	26,396	21,877	+21%	+21%
uk.ecoflow.com	42	-8	26,190	30,269	-13%	-13%
uk.jackery.com	43	-1	25,206	21,426	+18%	+18%
scosarg.com	44	-1	22,754	20,969	+9%	+9%
equip2clean.co.uk	45	+2	21,509	18,490	+16%	+16%
r-techwelding.co.uk	46	+3	21,368	16,308	+31%	+31%
howetools.co.uk	47	-7	19,391	22,744	-15%	-15%
elliotts.uk	48	-4	17,645	19,492	-9%	-9%
bluettipower.co.uk	49	+32	16,431	7,241	+127%	+127%
toucantools.co.uk	50	-	14,495	16,051	-10%	-10%
mowermagic.co.uk	51	+7	14,218	12,847	+11%	+11%
powertoolsgb.co.uk	52	+8	14,153	12,593	+12%	+12%
powertoolsdirect.com	53	-8	14,119	18,865	-25%	-25%
cleva-uk.com	54	-6	13,887	17,256	-20%	-20%

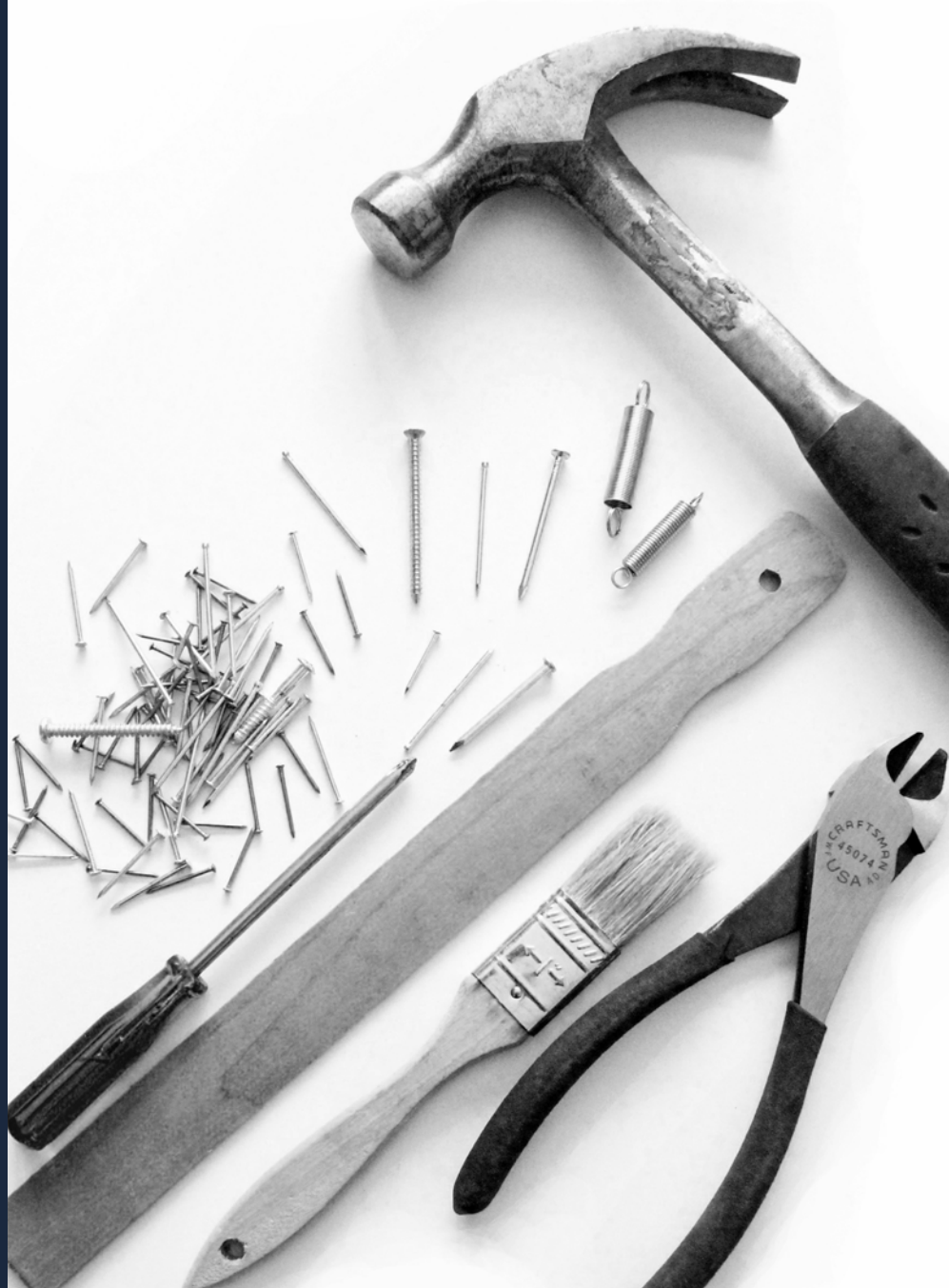
Traffic Scores.

Site	Overall Rank	YoY Change	Visibility May 2024	Visibility May 2025	YoY Change	Compared to Market
generators-direct.co.uk	55	+34	12,926	5,854	+121%	+121%
thesawcentre.co.uk	56	+10	12,647	10,388	+22%	+22%
toolstoday.co.uk	57	+10	12,640	9,628	+31%	+31%
weldingsuppliesdirect.co.uk	58	-6	12,362	15,068	-18%	-18%
jcb-tools.co.uk	59	-	12,000	12,726	-6%	-6%
dm-tools.co.uk	60	-6	11,795	14,056	-16%	-16%
toolchimp.co.uk	61	+35	11,641	4,116	+183%	+183%
buyaparcels.com	62	+10	11,556	8,710	+33%	+33%
tbws.co.uk	63	-6	11,486	13,088	-12%	-12%
airsupplies.co.uk	64	+15	11,331	7,430	+53%	+53%
dvspowertools.co.uk	65	+21	10,756	6,706	+60%	+60%
lawson-his.co.uk	66	-5	10,549	12,453	-15%	-15%
engweld.co.uk	67	+1	10,368	9,514	+9%	+9%
skyvac.com	68	+58	9,939	1,334	+645%	+645%
lawnandpower.co.uk	69	-7	9,857	12,424	-21%	-21%
sipuk.co.uk	70	+5	9,625	8,015	+20%	+20%
warco.co.uk	71	-2	9,459	9,310	+2%	+2%
powertools-direct.com	72	+5	9,132	7,576	+21%	+21%
hisltd.co.uk	73	+22	9,083	4,173	+118%	+118%
heamar.co.uk	74	-10	9,007	11,158	-19%	-19%
justgenerators.co.uk	75	-12	8,907	12,364	-28%	-28%
hampshiregenerators.co.uk	76	-30	8,598	18,645	-54%	-54%
angliatoolcentre.co.uk	77	-6	8,540	8,742	-2%	-2%
lumberjacktools.co.uk	78	-27	8,406	15,250	-45%	-45%
datapowertools.co.uk	79	-14	8,339	10,602	-21%	-21%
campbellmillertools.co.uk	80	+10	7,479	5,359	+40%	+40%
speedcrete.co.uk	81	+1	7,368	7,111	+4%	+4%

Traffic Scores.

Site	Overall Rank	YoY Change	Visibility May 2024	Visibility May 2025	YoY Change	Compared to Market
fixingguns.co.uk	82	+2	6,965	6,758	+3%	+3%
redbanduk.co.uk	83	-27	6,867	13,101	-48%	-48%
directhoses.net	84	-4	6,672	7,310	-9%	-9%
weldingsuperstore.co.uk	85	+7	6,422	5,292	+21%	+21%
thomas-graham.co.uk	86	+11	6,395	3,906	+64%	+64%
alanwadkinstoolstore.co.uk	87	-2	6,369	6,722	-5%	-5%
charnwood.net	88	+12	6,178	3,315	+86%	+86%
raptorsupplies.co.uk	89	-16	6,061	8,460	-28%	-28%
starrett.co.uk	90	-16	5,953	8,053	-26%	-26%
aonetools.co.uk	91	-13	5,492	7,558	-27%	-27%
bulldoghandtools.co.uk	92	-5	5,474	6,452	-15%	-15%
walls-and-ceilings.co.uk	93	-2	5,167	5,325	-3%	-3%
armorgard.co.uk	94	+14	5,028	2,784	+81%	+81%
powertool-supplies.co.uk	95	-25	4,853	8,940	-46%	-46%
scottdirect.com	96	-2	4,634	4,595	+1%	+1%
lineonline.co.uk	97	-14	4,454	7,070	-37%	-37%
toolmonster.store	98	-5	4,204	4,817	-13%	-13%
toolstoredirect.co.uk	99	+52	4,115	636	+547%	+547%
powertoolsuperstore.co.uk	100	+62	4,009	370	+984%	+984%

Industry Variance 0%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 0% 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

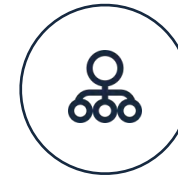
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



screwfix.com	1	shop.stihl.co.uk	11	bigredpowertools.co.uk	21	powertoolmate.co.uk	31	powertoolsuk.co.uk	41
uk.rs-online.com	2	powertoolworld.co.uk	12	boconline.co.uk	22	zoro.co.uk	32	toolstoreuk.co.uk	42
kaercher.com	3	axminstertools.com	13	hyundaipowerequipment.co.uk	23	eshop.wurth.co.uk	33	elliotts.uk	43
uk.ryobitools.eu	4	uk.worx.com	14	toolstop.co.uk	24	rutlands.com	34	protrade.co.uk	44
its.co.uk	5	uk.ecoflow.com	15	shop.evolutionpowertools.com	25	bluettipower.co.uk	35	kelvinpowertools.com	45
machinemart.co.uk	6	uk.jackery.com	16	mytoolshed.co.uk	26	worldofpower.co.uk	36	scosarg.com	46
husqvarna.com	7	festool.co.uk	17	toolデン.co.uk	27	karcheroutlet.co.uk	37	equip2clean.co.uk	47
gtech.co.uk	8	drapertools.com	18	einhell.co.uk	28	tradecounterdirect.com	38	tools4trade.co.uk	48
bosch-professional.com	9	hilti.co.uk	19	primetools.co.uk	29	direct-powertools.co.uk	39	howetools.co.uk	49
bosch-diy.com	10	ukplanettools.co.uk	20	tooled-up.com	30	r-techwelding.co.uk	40	fixingsstore.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 **TOOLSTOP**

02  **zoro**

03  **WÜRTH**

04 **ECOFLOW**

05 **Jackery**

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



02



03



04



05



Traffic Scores Vs Referring Domains

Links aren't a numbers game. Not anymore, at least. The loose correlation between the number of linking domains and organic traffic scores shows that it's quality, not quantity that counts, brands that know this invest in digital PR not link building.

Key:

screwfix.com	1	machinemart.co.uk	13
husqvarna.com	2	gtech.co.uk	14
kaercher.com	3	primetools.co.uk	15
uk.rs-online.com	4	powertoolsuk.co.uk	16
bosch-professional.com	5	tools4trade.co.uk	17
bosch-diy.com	6	worldofpower.co.uk	18
powertoolworld.co.uk	7	kelvinpowertools.com	19
tooled-up.com	8	protrade.co.uk	20
axminstertools.com	9	ukplanettools.co.uk	21
uk.ryobitools.eu	10	hilti.co.uk	22
its.co.uk	11	rutlands.com	23
zoro.co.uk	12	toolstoreuk.co.uk	24

Traffic Scores Vs Referring Domains

Key:

bigredpowertools.co.uk	25	direct-powertools.co.uk	38
howetools.co.uk	26	uk.jackery.com	39
boconline.co.uk	27	r-techwelding.co.uk	40
drapertools.com	28	equip2clean.co.uk	41
shop.evolutionpowertools.com	29	hyundaipowerequipment.co.uk	42
tradecounterdirect.com	30	eshop.wurth.co.uk	43
mytoolshed.co.uk	31	uk.worx.com	44
toolden.co.uk	32	einhell.co.uk	45
karcheroutlet.co.uk	33	uk.ecoflow.com	46
shop.stihl.co.uk	34	elliotts.uk	47
scosarg.com	35	bluettipower.co.uk	48
festool.co.uk	36	powertoolmate.co.uk	49
toolstop.co.uk	37	fixingsstore.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

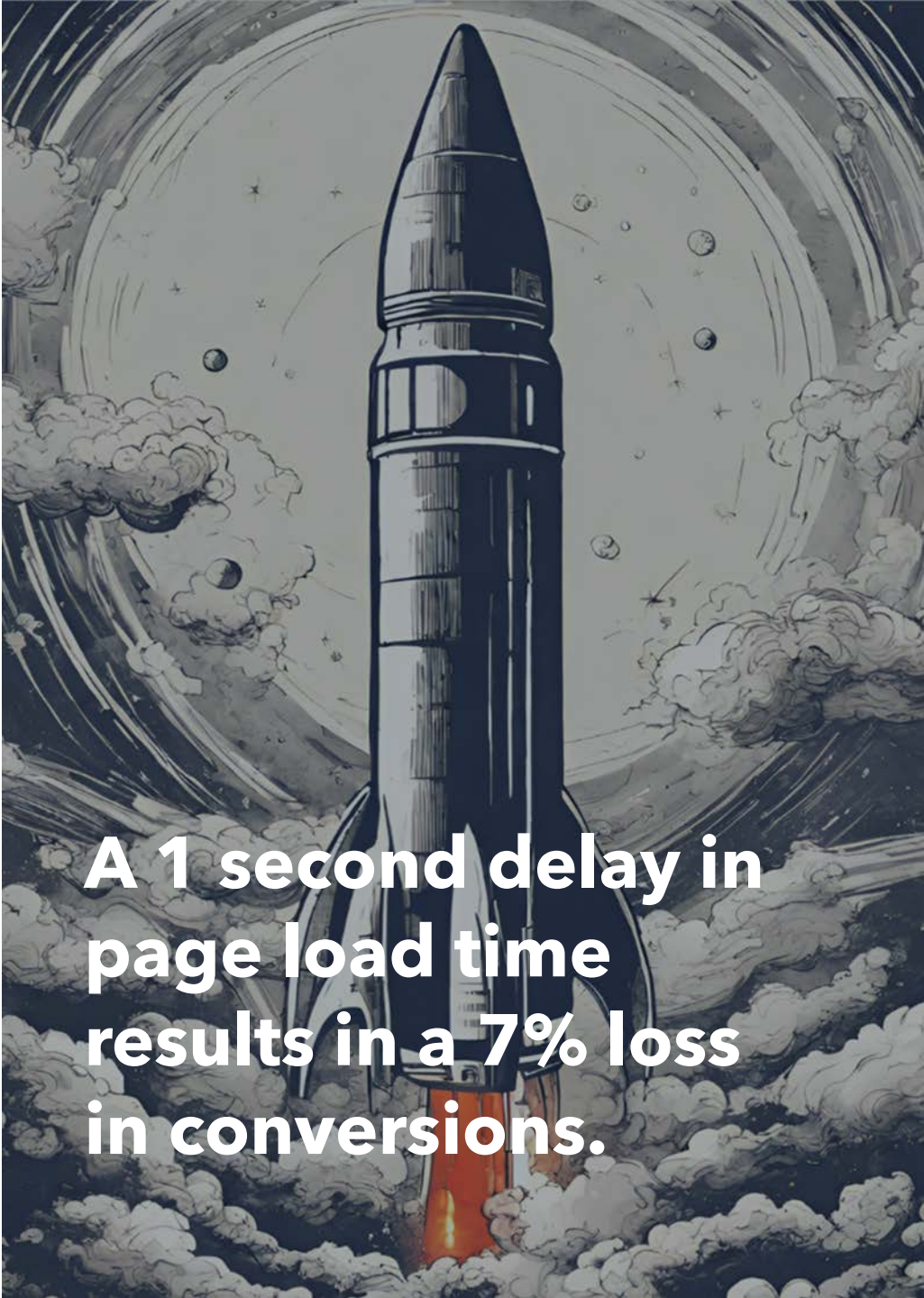


[Read this Case Study](#)

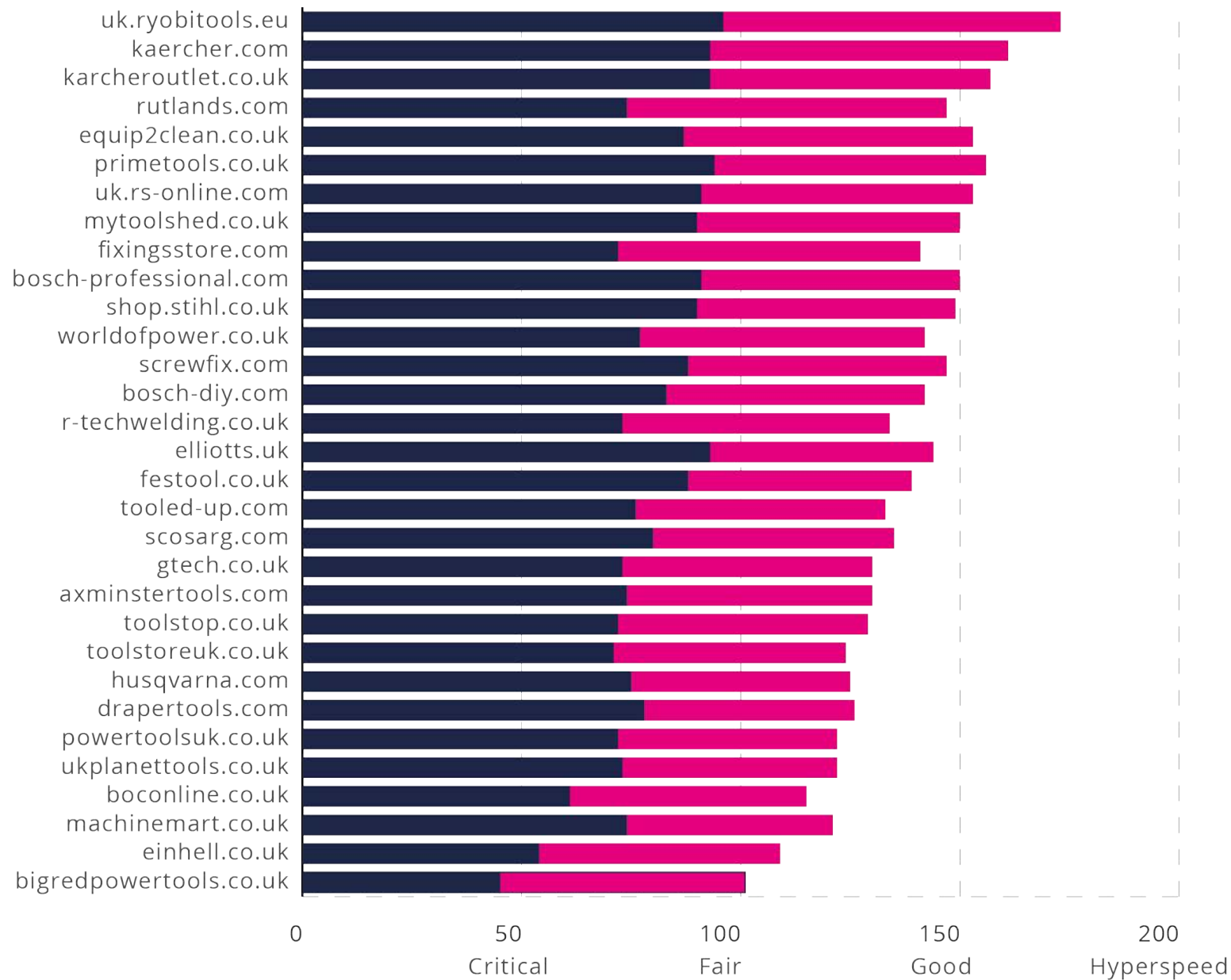
Page speed

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 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.

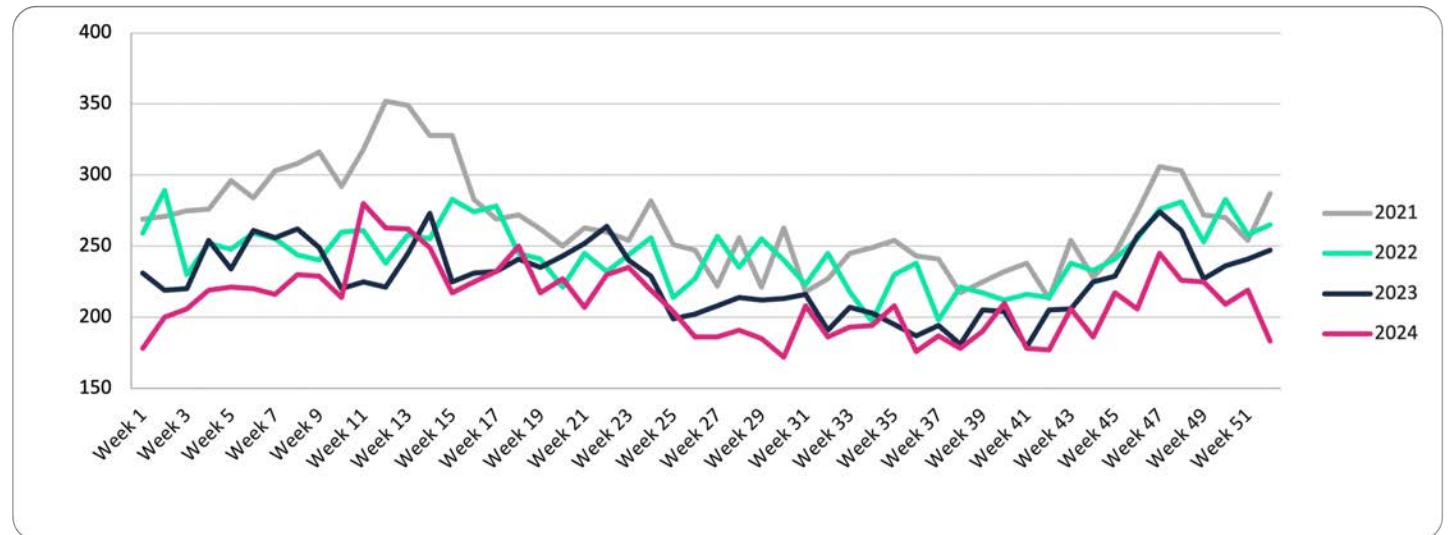
— Caren Downie, Fashion Director

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.



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
jet washer	60500	22%
generators	33100	34%
multi tools	33100	7%
chainsaw	33100	7%
spanners	22200	15%
hacksaw	18100	15%
robot lawn mowers	18100	30%
electric power screwdriver	18100	7%
motorised screwdriver	18100	7%
masonry drill bit	14800	6%
drill bits	12100	6%
sawmill	9900	8%
portable power station	8100	30%
cordless power washer	8100	25%
petrol chainsaw	6600	13%
generators for sale	5400	93%
diesel generator	5400	34%
petrol generator	5400	36%
skill saw	5400	29%
combi drill	5400	15%
drill and impact driver	5400	14%
impact drill	5400	14%

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
portable generator	2900	45%
inverter generator	2900	33%
brick drill bit	2900	24%
electric generator for home	1900	291%
saw tool	1900	82%
ratchet wrench	1300	44%
self centering drill bit	880	122%
mini table saw	880	82%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
its	165000	6%
husqvarna	40500	6%
gtech	33100	7%
ryobit tools	27100	35%
rutlands	27100	32%
tool den	18100	32%
rs online	14800	17%
jackery	8100	31%
power tool mate	8100	13%
einhell	8100	6%
uk planet tools	5400	124%
worx	5400	15%
prime tools	3600	7%
howe tools	2900	15%
eco flow	1600	19%
tools 4 trade	1600	20%
pro trade	720	6%
bosch diy	590	15%
equip 2 clean	170	85%
bluetti power	90	39%
fixings store	50	38%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
jig saw	165000	-12%
pressure washer	90500	-8%
mallets	60500	-16%
saws	60500	-12%
drills	40500	-6%
hedge trimmer	40500	-8%
snips tool	27100	-7%
impact driver	27100	-6%
lawn edger	27100	-14%
battery operated drill	22200	-18%
cordless drill	22200	-18%
sander	22200	-7%
socket set	22200	-6%
belt sander	18100	-18%
power washer	18100	-9%
circular sander	18100	-7%
orbital sander	18100	-7%
plunge saw	12100	-18%
pillar drill	12100	-13%
router table	9900	-28%
planer and thicknesser	9900	-18%
plastering tools	8100	-18%

Receding Trends


Receding Products

Keyword	Search Volume	Interest Trend
mini chainsaw	6600	-38%
crimper	6600	-29%
scroll saw	6600	-24%
crimping tool	6600	-18%
bench grinder	6600	-18%
laser beam welding	5400	-37%
rasps	4400	-44%
electric tile cutter	4400	-28%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
screw fix	5000000	-7%
machine mart	135000	-19%
zoro	60500	-42%
axminster tools	40500	-18%
festool	18100	-18%
power tool world	18100	-12%
elliots	12100	-6%
draper tools	6600	-14%
big red power tools	5400	-23%
r tech welding	4400	-6%
karcher outlet	4400	-1%
bosch professional	3600	-19%
power tools uk	2900	-23%
tooled up	2900	-19%
world of power	2900	-13%
direct power tools	2900	-8%
kelvin power tools	2900	-7%
boc online	2400	-14%
evolution power tools	1900	-6%
trade counter direct	1300	-26%
my tool shed	1300	-13%
tool stop	1000	-38%
tool store uk	880	-4%
kaercher	480	-7%
hyundai power equipment	320	-47%
scosarg	170	-31%

 **Its** is dominating the brand search game.

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



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[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.

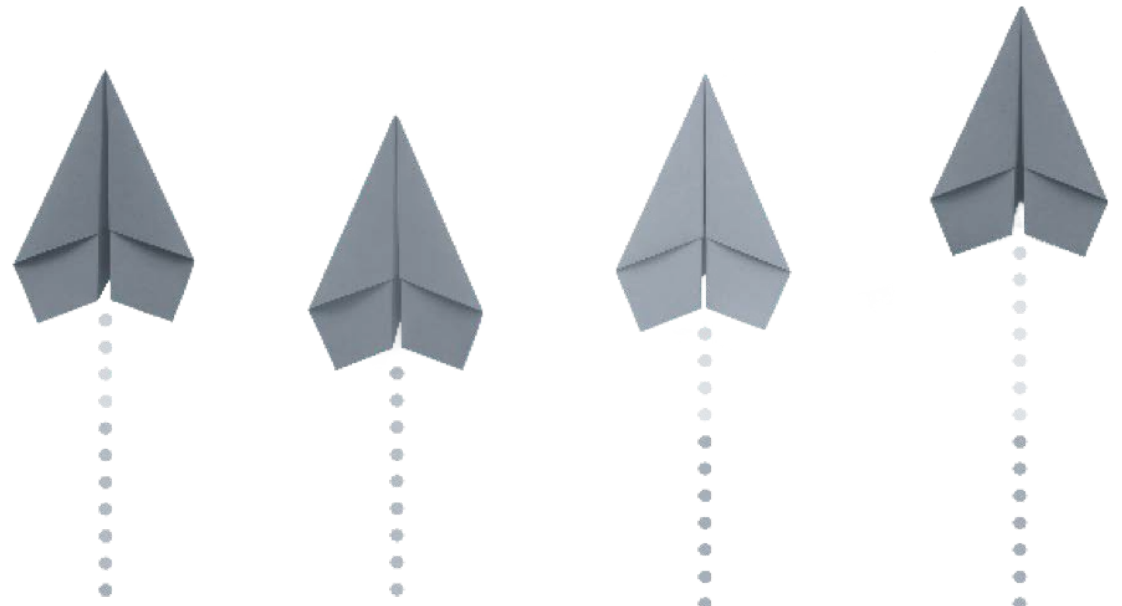
For challenger brands looking to weigh in, you best bring your A-game.



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

power tools

6,600 53

2

tool shops

2,600 68

3

woodworking tools

3,900 52

4

jet washer

13,000 21

5

mallets

27,000 16

6

welding supplies

1,000 47

7

power washer

16,000 17

8

hammers

3,400 28

9

robot lawn mowers

500 34

10

cheap power tools

800 25

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.

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Keywords



- 1 hedge trimmer
59,000 6
- 2 pressure washer
58,000 12
- 3 leaf blower
33,000 4
- 4 table saw
33,000 6
- 5 cordless hedge trimmer
22,000 5

- 6 sander
21,000 4
- 7 chainsaw
23,000 7
- 8 screwdriver
18,000 5
- 9 cordless drill
17,000 7
- 10 drill bits
9,500 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%

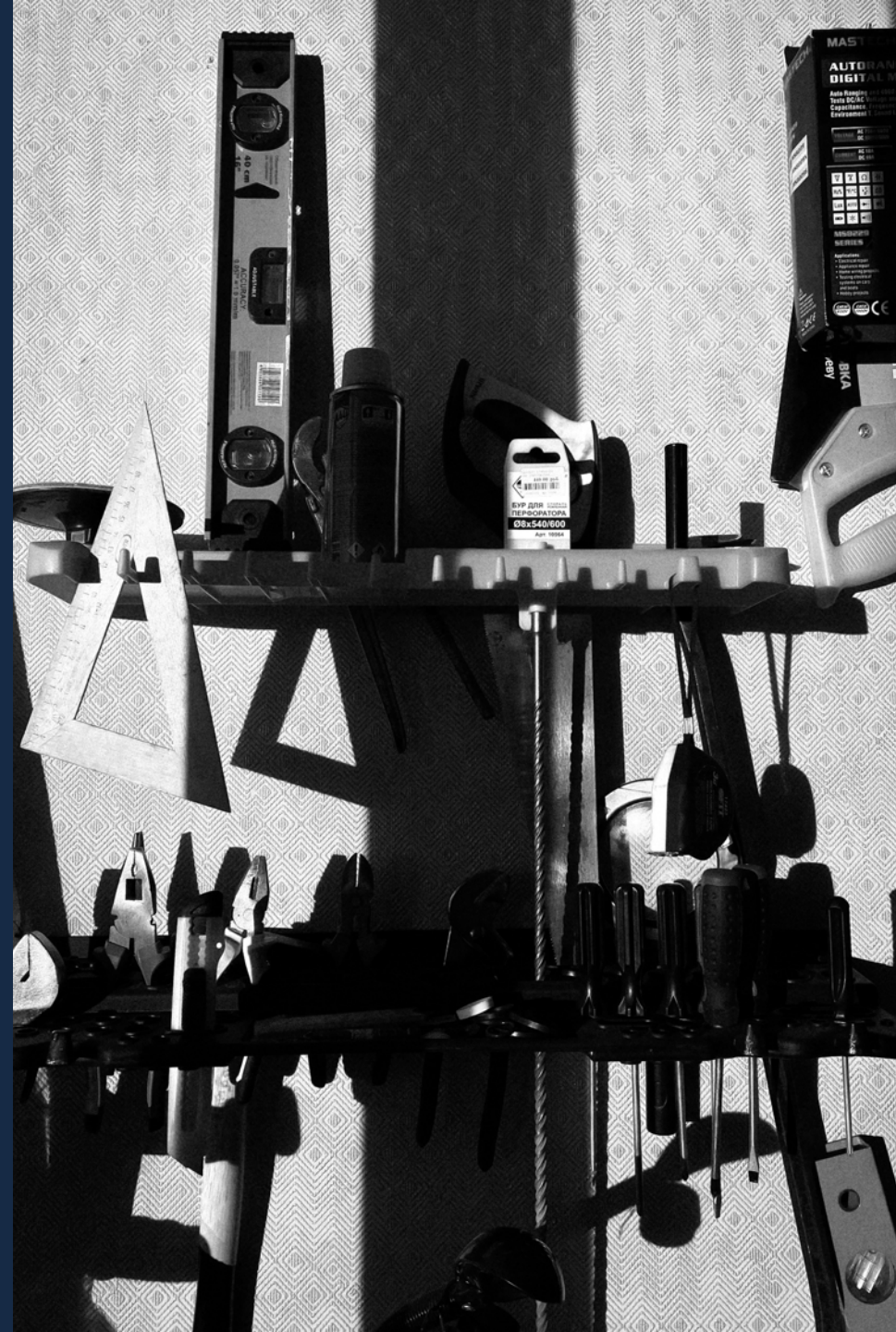
Of read online reviews for before visiting a business. *

36%

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

// Salience.

High Competition Review score:





gtech.co.uk
155,356 4.8



axminstertools.com
97,914 4.8



its.co.uk
49,956 4.8



howetools.co.uk
35,340 4.9



toolstop.co.uk
32,017 4.8



rutlands.com
30,896 4.8



machinemart.co.uk
63,715 4.4



tools4trade.co.uk
29,946 4.7



uk.ryobitools.eu
45,432 4.5



powertoolmate.co.uk
13,476 4.9

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

SCREWFIX

5,000,000

02

ITS

165,000

03

Machine Mart

135,000

04

zoro

60,500

05

Husqvarna

40,500

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



7,687

02



5,625

03



3,653

04



3,635

05



2,832

Brand

Brand Awareness describes how familiar consumers are with your brand or products.

Digital brand awareness describes how familiar consumers are with your brand or products online, whether they are searching for your brand or interacting with it on social media.

To calculate this figure, we blend branded search metrics with the performance and reach of social channels for brands across the sector.

This helps identify which brands are most prominent across a range of channels and those who are fading into the background.

Brand searches are a traditional measure. Owned social score is really important too. This identifies audiences you have access to. These can both be improved by strategic, relevant digital pr.

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Awareness

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
screwfix.com	5000000	786	1
shop.stihl.co.uk	22200	7687	2
husqvarna.com	40500	2832	3
its.co.uk	165000	382	4
hilti.co.uk	22200	2683	5
festool.co.uk	18100	1766	6
bosch-professional.com	3600	5625	7
karcheroutlet.co.uk	4400	3635	8
machinemart.co.uk	135000	111	9
axminstertools.com	40500	198	10
uk.ryobitools.eu	27100	235	11
gtech.co.uk	33100	70	12
uk.rs-online.com	14800	142	13
rutlands.com	27100	70	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
kaercher.com	480	3653	15
uk.worx.com	5400	257	16
bosch-diy.com	590	2243	17
uk.ecoflow.com	1600	679	18
drapertools.com	6600	116	19
toolden.co.uk	18100	34	20
ukplanettools.co.uk	5400	110	21
powertoolmate.co.uk	8100	69	22
powertoolworld.co.uk	18100	29	23
uk.jackery.com	8100	48	24
eshop.wurth.co.uk	9900	35	25
bigredpowertools.co.uk	5400	62	26
r-techwelding.co.uk	4400	66	27
elliotts.uk	12100	17	28
shop.evolutionpowertools.com	1900	84	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:

screwfix.com	1	hilti.co.uk	13
its.co.uk	2	festool.co.uk	14
machinemart.co.uk	3	toolden.co.uk	15
zoro.co.uk	4	powertoolmate.co.uk	16
gtech.co.uk	5	elliotts.uk	17
axminstertools.com	6	eshop.wurth.co.uk	18
husqvarna.com	7	einhell.co.uk	19
uk.ryobitools.eu	8	bigredpowertools.co.uk	20
uk.rs-online.com	9	drapertools.com	21
shop.stihl.co.uk	10	ukplanettools.co.uk	22
powertoolworld.co.uk	11	uk.jackery.com	23
rutlands.com	12	uk.worx.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:

karcheroutlet.co.uk	25	mytoolshed.co.uk	38
bosch-professional.com	26	uk.ecoflow.com	39
primetools.co.uk	27	tradecounterdirect.com	40
r-techwelding.co.uk	28	toolstop.co.uk	41
tooled-up.com	29	kaercher.com	42
direct-powertools.co.uk	30	toolstoreuk.co.uk	43
powertoolsuk.co.uk	31	bosch-diy.com	44
kelvinpowertools.com	32	protrade.co.uk	45
worldofpower.co.uk	33	hyundaipowerequipment.co.uk	46
boconline.co.uk	34	scoarg.com	47
howetools.co.uk	35	equip2clean.co.uk	48
tools4trade.co.uk	36	bluettipower.co.uk	49
shop.evolutionpowertools.com	37	fixingsstore.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?

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Live Chat

Question?



// **Salience.**