

// Salience.

Trade Plumbing

Salience Index 2024



12 Month Report

This **Trade Plumbing 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

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

Contents

08 Traffic Score Year on Year

16 Traffic Score vs Authority

22 Traffic Score vs Referring Domains

27 Page Speed

34 Search Volume Trends

36 Keyword Trends

43 High Competition Keywords

45 Opportunity Keywords

48 Trust

51 Online Reviews

55 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.”

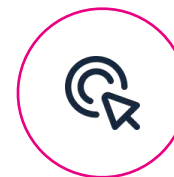
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

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

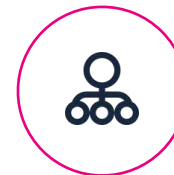
How it's calculated:



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  BIG BATHROOM SHOP

02  Stelrad®

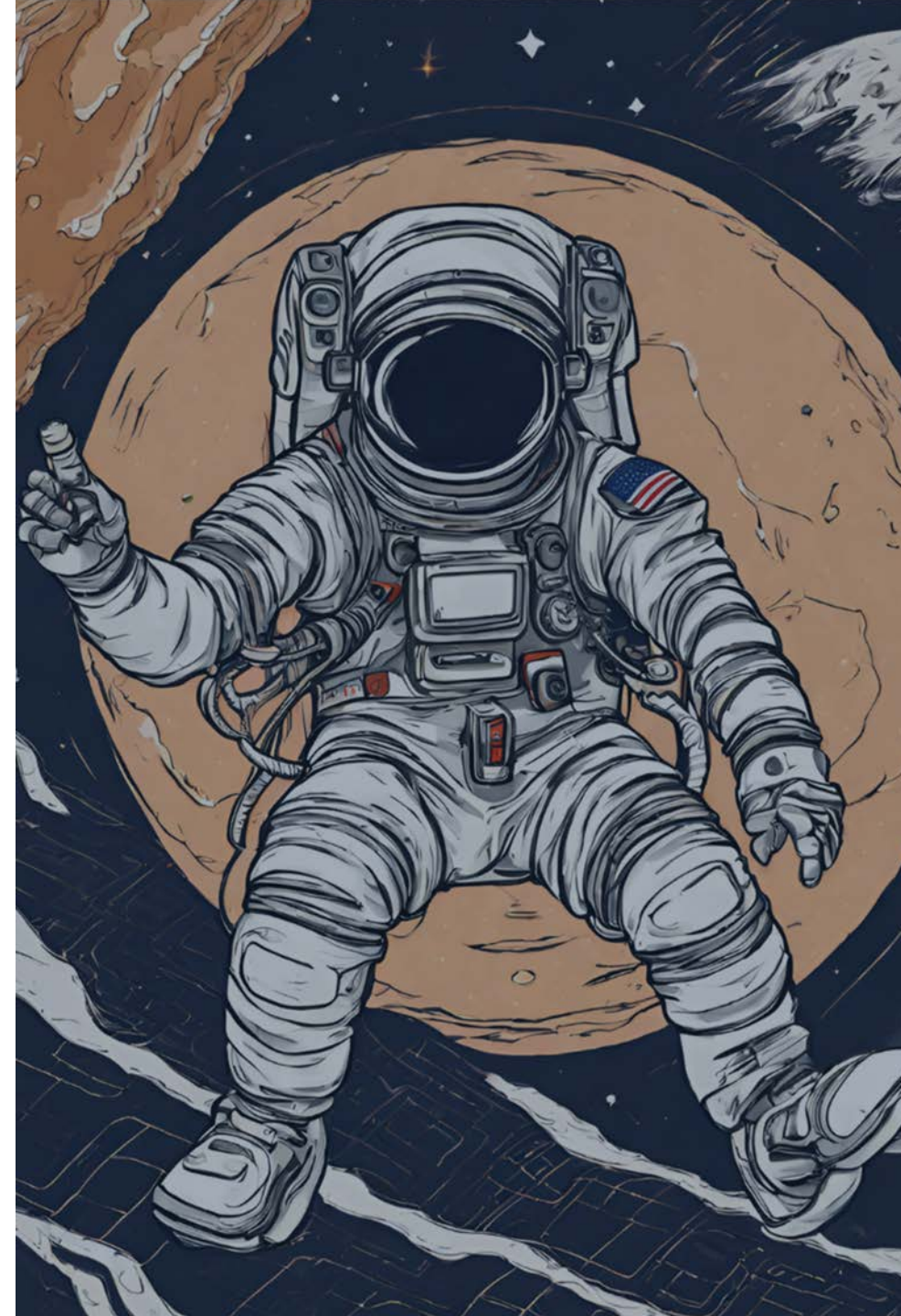
03  radiatoroutlet
THE HOME OF AFFORDABLE RADIATORS

04  EASY BATHROOMS
SIMPLY LUXURIOUS

05  bestheating.com



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 **Wickes**

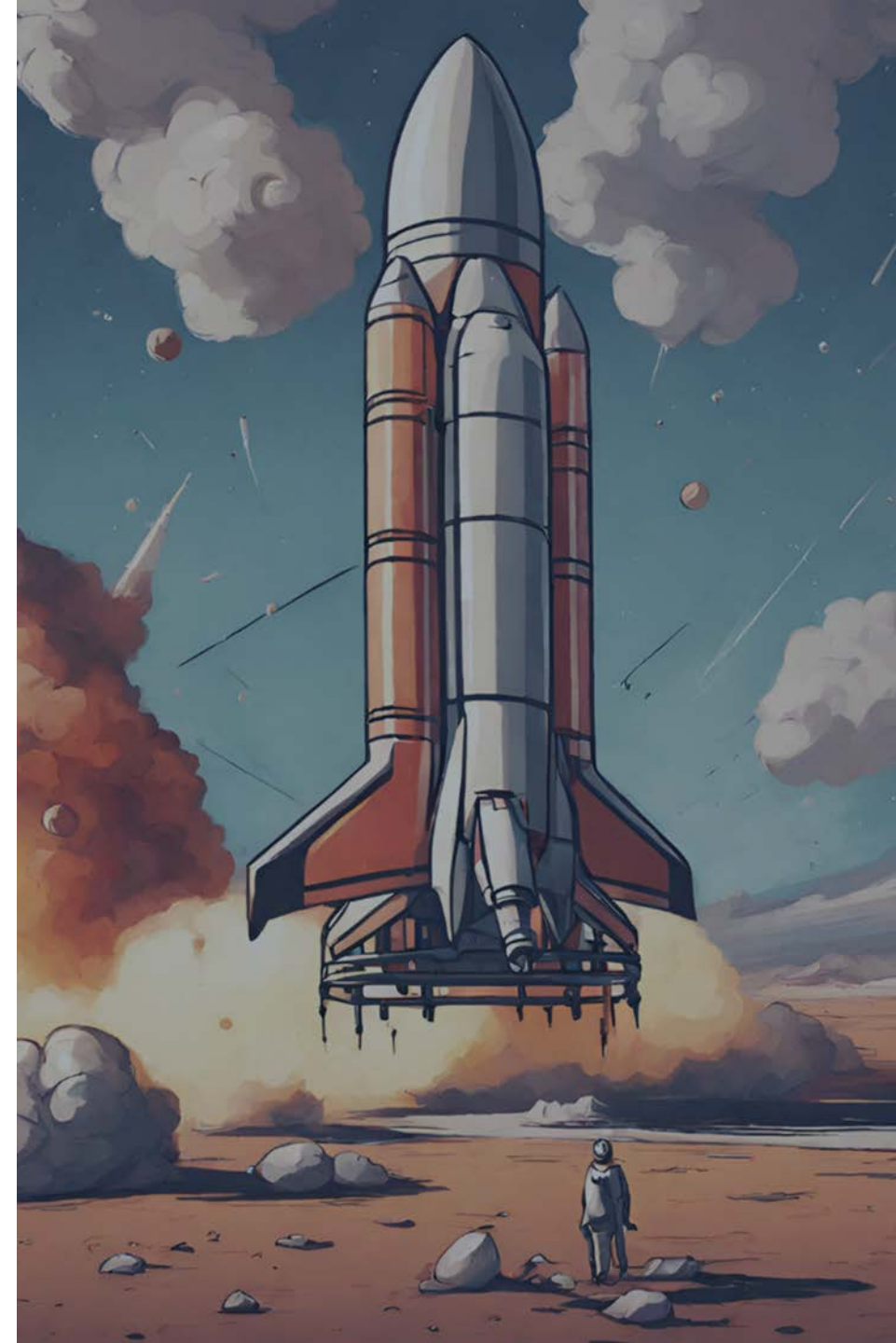
03 **TOOLSTATION**

04 **victorian plumbing.co.uk**

05 **plumbworld**
Big brands, small prices.



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 October 2024	Traffic score October 2023	YoY Change	Compared to Market
screwfix.com	1	-	5,769,052	8,133,930	-29%	-6%
toolstation.com	2	-	2,864,956	3,279,632	-13%	+10%
wickes.co.uk	3	-	1,930,432	2,737,038	-29%	-6%
plumbworld.co.uk	4	-	243,754	395,623	-38%	-15%
bigbathroomshop.co.uk	5	+4	156,185	95,222	+64%	+87%
victorianplumbing.co.uk	6	-1	139,810	320,358	-56%	-33%
cityplumbing.co.uk	7	-1	120,669	152,020	-21%	+2%
bestheating.com	8	+2	97,152	78,708	+23%	+46%
radiatoroutlet.co.uk	9	+8	90,718	47,086	+93%	+116%
stelrad.com	10	+14	76,491	28,807	+166%	+189%
builderdepot.co.uk	11	-4	71,714	111,223	-36%	-13%
trade-point.co.uk	12	-1	67,592	74,354	-9%	+14%
qssupplies.co.uk	13	-5	59,342	96,509	-39%	-16%
traderadiators.com	14	+2	58,758	49,639	+18%	+41%
huwsgray.co.uk	15	-3	54,345	56,676	-4%	+19%
mrcentralheating.co.uk	16	-2	53,947	55,821	-3%	+20%
easybathrooms.com	17	+3	53,477	34,695	+54%	+77%
bathroommountain.co.uk	18	-5	46,460	55,893	-17%	+6%
ukradiators.com	19	+4	44,761	32,508	+38%	+61%
bes.co.uk	20	-5	40,313	55,172	-27%	-4%
electricradiatorsdirect.co.uk	21	-3	36,223	46,577	-22%	+1%
bradfords.co.uk	22	-3	32,673	35,655	-8%	+15%
elegantshowers.co.uk	23	+9	31,067	16,712	+86%	+109%
wholesaledomestic.com	24	+9	29,310	14,938	+96%	+119%
plumbingworld.co.uk	25	-3	28,987	33,137	-13%	+10%
onlyradiators.co.uk	26	-1	28,230	28,104	-	+23%
rubberduckbathrooms.co.uk	27	+4	28,040	18,425	+52%	+75%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
heatandplumb.com	28	-2	26,305	24,246	+8%	+31%
plumbingsuppliesdirect.co.uk	29	+1	25,936	20,003	+30%	+53%
showerspares.com	30	-3	23,932	24,056	-1%	+22%
jtatkinson.co.uk	31	-2	20,055	20,661	-3%	+20%
heatershop.co.uk	32	-11	19,419	33,633	-42%	-19%
plumbinbits.co.uk	33	+12	17,567	7,338	+139%	+162%
tradingdepot.co.uk	34	-6	16,702	21,841	-24%	-1%
haldane-fisher.com	35	+4	15,147	9,602	+58%	+81%
bathroomtakeaway.com	36	+15	14,451	4,489	+222%	+245%
ondemandsupplies.co.uk	37	+21	13,338	3,838	+248%	+271%
plumbingsuperstore.co.uk	38	+4	13,134	8,304	+58%	+81%
dhsspares.co.uk	39	-5	13,022	12,821	+2%	+25%
staxtradecentres.co.uk	40	-3	11,457	10,546	+9%	+32%
theradiatorcompany.co.uk	41	-1	11,434	9,287	+23%	+46%
tdlonline.co.uk	42	+32	11,266	1,801	+526%	+549%
radiators4u.co.uk	43	+5	11,020	5,848	+88%	+111%
tradeplumbing.co.uk	44	-3	9,959	8,724	+14%	+37%
tradesparky.com	45	-10	9,911	12,671	-22%	+1%
theradiatorwarehouse.com	46	+66	9,717	122	+7865%	+7888%
gasproducts.co.uk	47	-9	9,520	9,950	+4%	+19%
stuartplumbing.co.uk	48	-4	9,256	7,400	+25%	+48%
radiatorcabinetsuk.co.uk	49	-6	8,682	8,141	+7%	+30%
plumb.build	50	-14	8,387	11,288	-26%	-3%
welove.co.uk	51	+15	7,729	2,747	+181%	+204%
macdonaldplumbingsupplies.com	52	+13	6,930	3,020	+129%	+152%
sparesbase.co.uk	53	+1	6,608	4,107	+61%	+84%
heatingpartwarehouse.co.uk	54	+2	6,273	3,992	+57%	+80%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
castrads.com	55	+9	5,982	3,142	+90%	+113%
featureradiators.co.uk	56	+7	5,885	3,406	+73%	+96%
columnradiators4u.co.uk	57	+27	5,841	1,153	+407%	+430%
turnbull.co.uk	58	-9	5,708	5,392	+6%	+29%
bathroom4less.co.uk	59	+38	5,441	687	+692%	+715%
plumbsparesdirect.com	60	+10	5,415	2,311	+134%	+157%
underfloorheatingtradesupplies.co.uk	61	-9	5,389	4,369	+23%	+46%
idealbathrooms.com	62	-	4,752	3,451	+38%	+61%
lowcostplumbingsupplies.co.uk	63	-17	4,591	5,913	-22%	+1%
plumbhq.uk	64	+23	4,439	1,099	+304%	+327%
castironradiatorcentre.co.uk	65	-6	4,422	3,783	+17%	+40%
tradeonlyplumbing.co.uk	66	-6	3,647	3,618	+1%	+24%
theradiatorcentre.com	67	-6	3,561	3,476	+2%	+25%
directplumbingsupplies.com	68	-18	3,440	5,165	-33%	-10%
williamwilson.co.uk	69	+4	3,183	1,817	+75%	+98%
castironradiators4u.co.uk	70	+18	3,137	1,023	+207%	+230%
bathandmore.co.uk	71	+19	3,054	947	+222%	+245%
bhl.co.uk	72	-15	2,684	3,927	-32%	-9%
hydrospares.co.uk	73	+4	2,390	1,726	+38%	+61%
periodhousestore.co.uk	74	-6	2,373	2,406	-1%	+22%
johnnichollstrade.co.uk	75	+4	2,343	1,611	+45%	+68%
agadondesignerradiators.co.uk	76	-	2,270	1,737	+31%	+54%
radiatorsdirect.co.uk	77	-6	2,190	2,090	+5%	+28%
bpsbuildit.co.uk	78	-23	2,181	4,050	-46%	-23%
buyplumbingonline.co.uk	79	-10	2,059	2,313	-11%	+12%
towelradiator.co.uk	80	-5	2,016	1,785	+13%	+36%
poshrads.co.uk	81	+11	1,972	872	+126%	+149%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score October 2024	Traffic score October 2023	YoY Change	Compared to Market
designerradiatorshowroom.co.uk	82	+25	1,926	274	+603%	+626%
spares-direct.com	83	+10	1,621	862	+88%	+111%
propexleisure.co.uk	84	-1	1,597	1,212	+32%	+55%
plumbsave.com	85	-18	1,438	2,474	-42%	-19%
radiatorfactory.net	86	-4	1,405	1,310	+7%	+30%
quillproductions.co.uk	87	-9	1,387	1,690	-18%	+5%
partstown.co.uk	88	-35	1,349	4,284	-69%	-46%
drakes.biz	89	-17	1,329	1,938	-31%	-8%
foundrycastiron.co.uk	90	+6	1,321	738	+79%	+102%
warmrooms.co.uk	91	-10	1,296	1,327	-2%	+21%
jhclearance.com	92	+13	1,251	361	+247%	+270%
lincsradsdirect.co.uk	93	+10	1,204	497	+142%	+165%
coolenergyshop.com	94	-3	1,172	904	+30%	+53%
colglo.co.uk	95	+4	1,114	594	+88%	+111%
allbits.co.uk	96	-16	1,090	1,402	-22%	+1%
tuckerfrench.com	97	+13	1,026	150	+584%	+607%
renaissancebathrooms.co.uk	98	+4	922	499	+85%	+108%
geyser.co.uk	99	+2	833	559	+49%	+72%
tap-in.com	100	-2	770	633	+22%	+45%

Industry Variance

-23%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 23% decrease 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

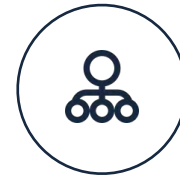
Authority is about the stature and reputation of your website. Search engines like high authority sites as they're loaded with trust-worthy signals and likely to provide useful services and content. Authority is measured through a metric called domain rating. The higher it is, the more chance you have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



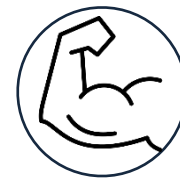
Search engines judge authority through a domain's popularity, size, and age. They use on and off-site signals to determine your rank.



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.

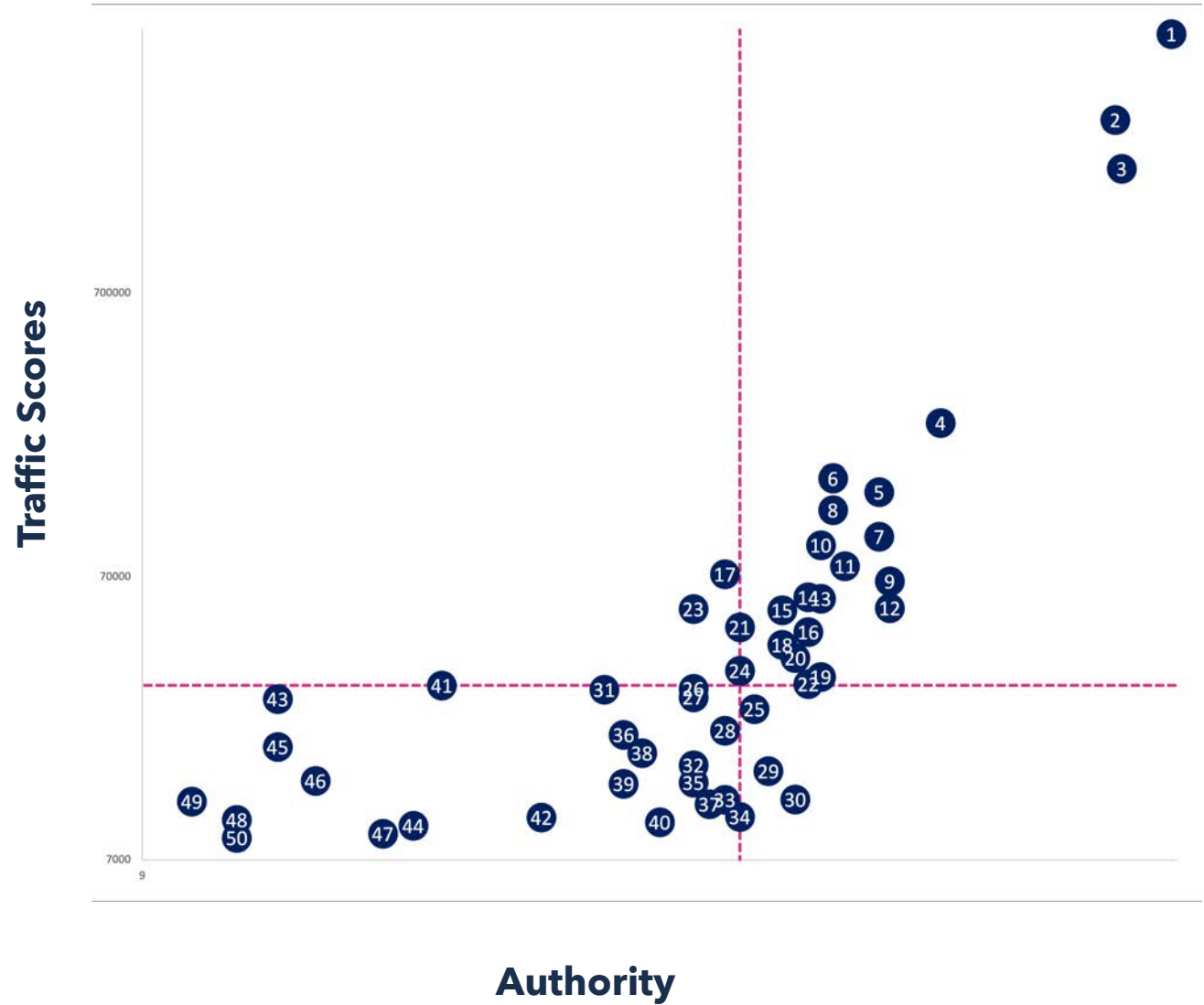


Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



Traffic Scores Vs Authority Scores



screwfix.com	1	stelrad.com	11	bathroommountain.co.uk	21	rubberduckbathrooms.co.uk	31	plumbingworld.co.uk	41
toolstation.com	2	huwsgrey.co.uk	12	wholesaledomestic.com	22	haldane-fisher.com	32	tradesparky.com	42
wickes.co.uk	3	traderadiators.com	13	mrcentralheating.co.uk	23	theradiatorcompany.co.uk	33	plumbingsuppliesdirect.co.uk	43
plumbworld.co.uk	4	qssupplies.co.uk	14	bradfords.co.uk	24	tradeplumbing.co.uk	34	stuartplumbing.co.uk	44
victorianplumbing.co.uk	5	easybathrooms.com	15	showerspares.com	25	plumbingsuperstore.co.uk	35	plumbinbits.co.uk	45
bigbathroomshop.co.uk	6	ukradiators.com	16	onlyradiators.co.uk	26	heatershop.co.uk	36	ondemandsupplies.co.uk	46
bestheating.com	7	builderdepot.co.uk	17	heatandplumb.com	27	radiators4u.co.uk	37	radiatorcabinetsuk.co.uk	47
cityplumbing.co.uk	8	bes.co.uk	18	jtatkinson.co.uk	28	tradingdepot.co.uk	38	theradiatorwarehouse.com	48
trade-point.co.uk	9	elegantshowers.co.uk	19	bathroomtakeaway.com	29	dhsspares.co.uk	39	tdlonline.co.uk	49
radiatoroutlet.co.uk	10	electricradiatorsdirect.co.uk	20	staxtradecentres.co.uk	30	gasproducts.co.uk	40	plumb.build	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  Wholesale
Domestic
Bathroom Superstore

02  NSS
National Shower Spares

03  bathroom
takeaway

04  Stax
TRADE CENTRES

05  trade
plumbing.co.uk
public and trade

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

BUILDER DEPOT

02

Mr Central Heating
instore. online. in-time



03


Bathroom Mountain

04

 **Bradfords**

05

 **plumbingworld.co.uk**
Service Without Compromise

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.

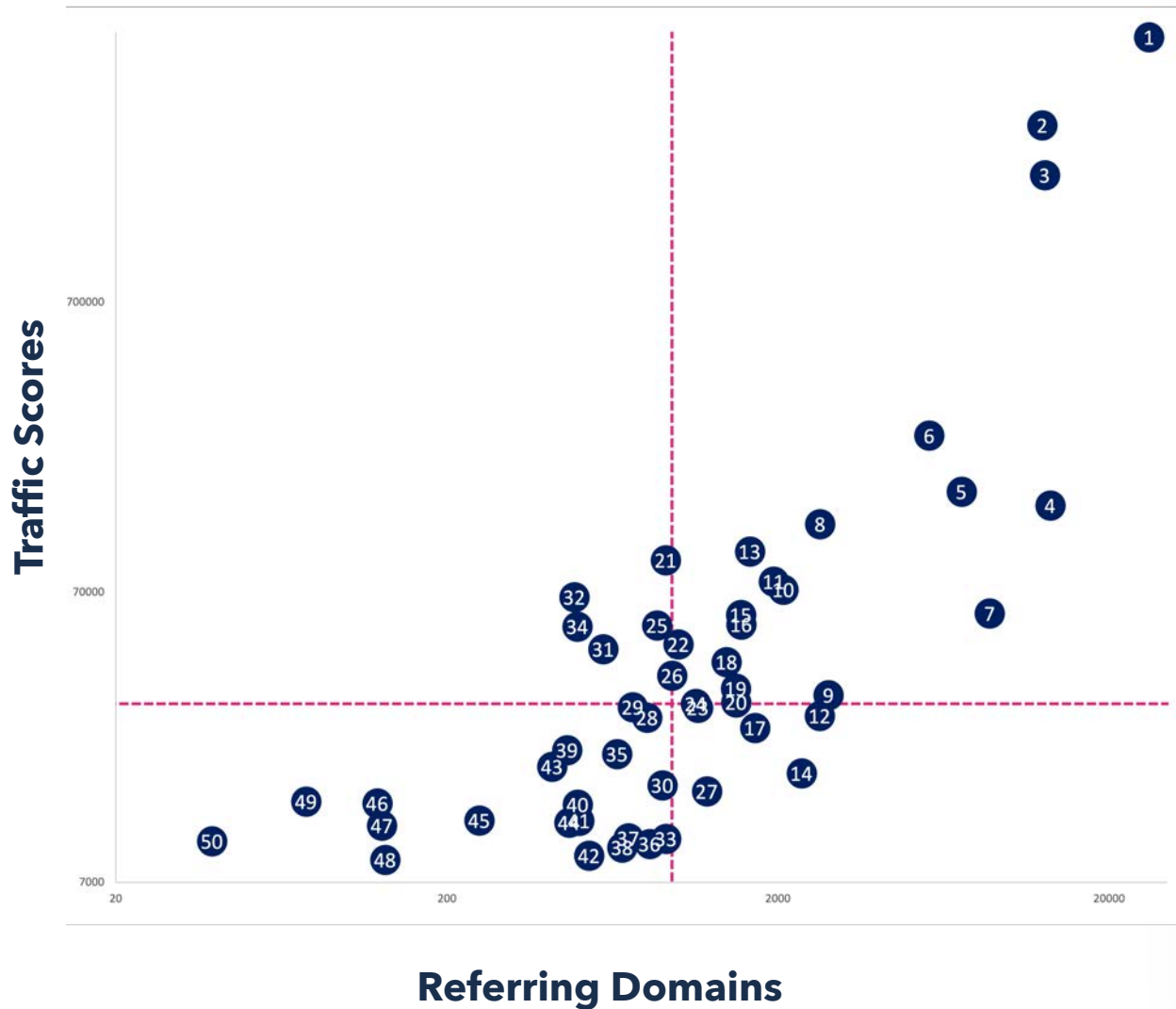
Key:

screwfix.com	1	bestheating.com	13
toolstation.com	2	tradingdepot.co.uk	14
wickes.co.uk	3	traderadiators.com	15
victorianplumbing.co.uk	4	huwsgray.co.uk	16
bigbathroomshop.co.uk	5	showerspares.com	17
plumbworld.co.uk	6	bes.co.uk	18
qssupplies.co.uk	7	bradfords.co.uk	19
cityplumbing.co.uk	8	wholesaledomestic.com	20
elegantshowers.co.uk	9	radiatoroutlet.co.uk	21
builderdepot.co.uk	10	bathroommountain.co.uk	22
stelrad.com	11	rubberduckbathrooms.co.uk	23
heatandplumb.com	12	plumbingworld.co.uk	24

Traffic Scores Vs Referring Domains

Key:

mrcentralheating.co.uk	25	stuartplumbing.co.uk	38
electricradiatorsdirect.co.uk	26	jtatkinson.co.uk	39
bathroomtakeaway.com	27	dhsspares.co.uk	40
plumbingsuppliesdirect.co.uk	28	theradiatorcompany.co.uk	41
onlyradiators.co.uk	29	radiatorcabinetsuk.co.uk	42
haldane-fisher.com	30	plumbinbits.co.uk	43
ukradiators.com	31	tdlonline.co.uk	44
trade-point.co.uk	32	staxtradecentres.co.uk	45
tradesparky.com	33	plumbingsuperstore.co.uk	46
easybathrooms.com	34	radiators4u.co.uk	47
heatershop.co.uk	35	plumb.build	48
gasproducts.co.uk	36	ondemandsupplies.co.uk	49
tradeplumbing.co.uk	37	theradiatorwarehouse.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.



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

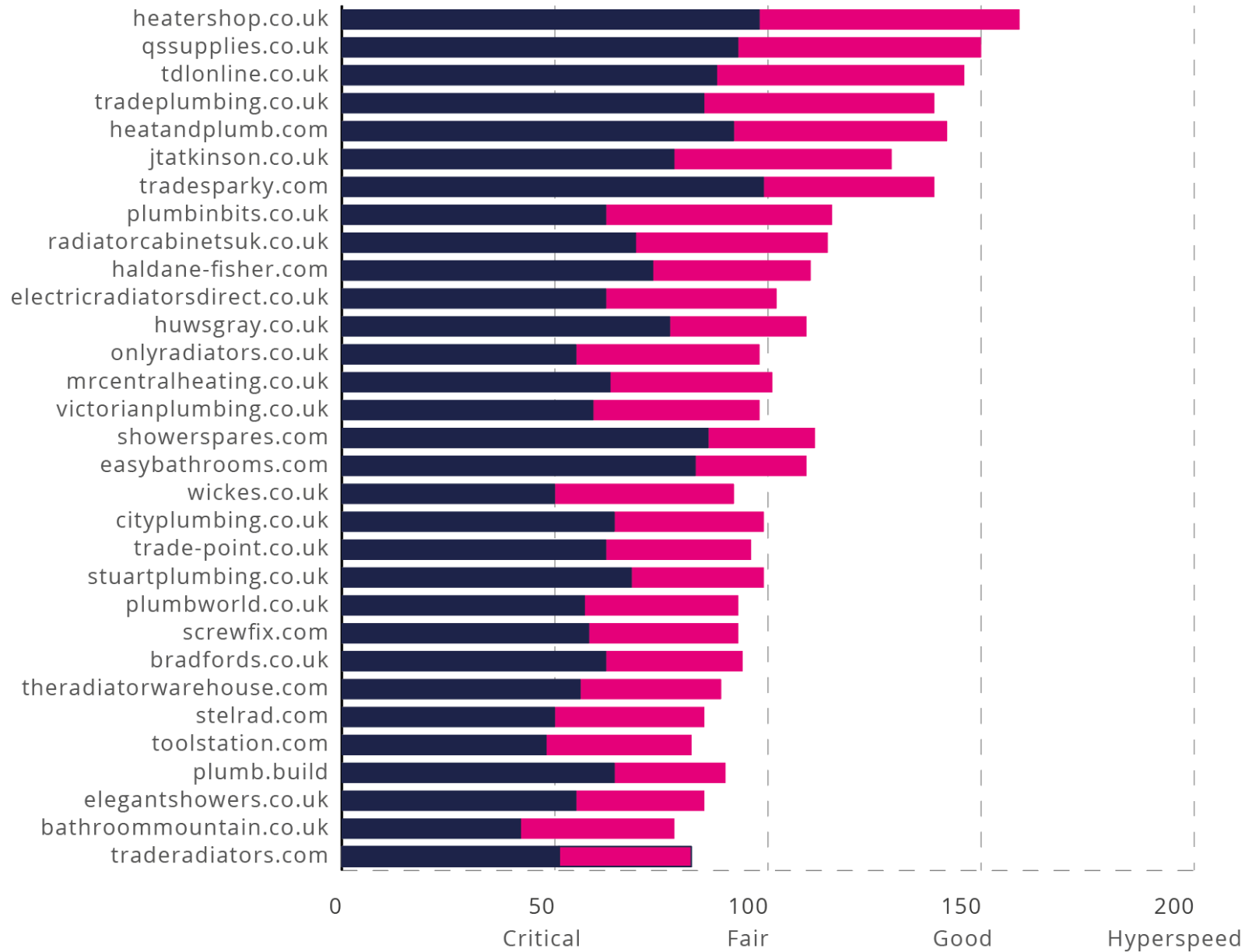
In 2010, Google announced that page speed would be included as one of the ranking factors for their search index. With a further update in 2020 to Core Web Vitals. Titled Core Web Vitals, this new ranking factor will centre around page speed. We're talking largest contentful paint (LCP) and first input 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[®]
MARKETING AWARDS
FINALIST 2016

GLOBAL 2023
SEARCH AWARDS
FINALIST

EUROPEAN 2023
SEARCH AWARDS
WINNER

THE DPMI[®]
CONTENT AWARDS
FINALIST 2015

UK 2022
SEARCH AWARDS
WINNER

Prolific North
CHAMPIONS
AWARDS 2023

UK 2017
SEARCH AWARDS
SHORTLISTED

THE DPMI[®]
SEARCH AWARDS
FINALIST 2016

UK
Agency Awards
2023
FINALIST

NORTHERN
DIGITAL AWARDS
SHORTLIST
2018

DIGITAL IMPACT AWARDS 2018
WINNER

ds Awards Awards Awards Awards Awards

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

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

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



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

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

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



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

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

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

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

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

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

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

AKA domination of "wholesale sweet" terms.

Similar Challenges?

Talk to an expert.





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

— Caren Downie, Fashion Director

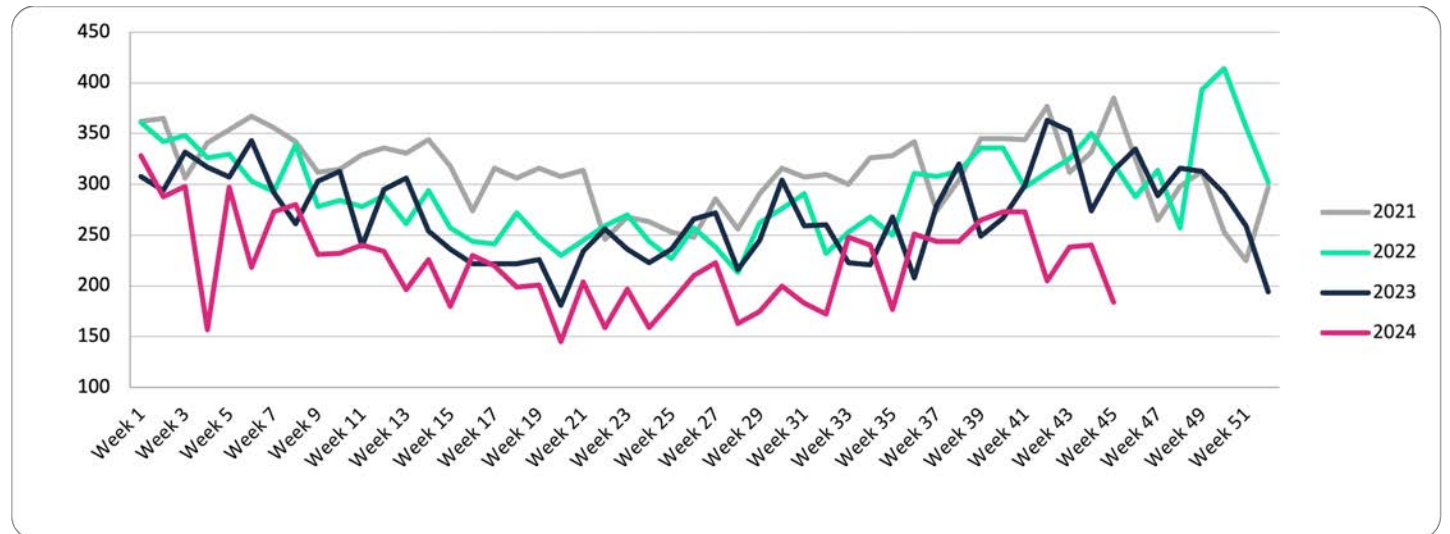
LEMONADE DOLLS

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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
plumbing	60500	7%
heater oil filled radiator	40500	4%
radiator valve	22200	14%
valves on radiators	22200	14%
black radiators	14800	7%
bleeder for radiator	12100	11%
radiator bleeder	12100	11%
electric towel rail	12100	7%
plumbing parts store	9900	95%
plumbing supply shop	9900	95%
trv hive	8100	5%
small radiator	6600	6%
22mm copper pipe	5400	14%
thermostatic mixer valve	5400	7%
radiator foil	4400	106%
traditional radiator	4400	13%
electric oil filled radiator heater	3600	39%
isolating valve 15mm	3600	14%
sale radiators	2900	30%
plumbing parts store near me	2400	267%
type 22 radiator	2400	15%
radiator new	2400	18%
thermostatic valve	1900	19%
portable radiator	1600	15%
radiator trvs	1300	32%
radiators shop	880	23%
hep20 fittings	720	197%
2500w oil filled radiator	480	201%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
bradfords	135000	70%
city plumbing	110000	59%
huws gray	49500	31%
bathroom mountain	27100	28%
builder depot	22200	49%
trade point	14800	7%
jt atkinson	12100	22%
radiator outlet	12100	15%
haldane fisher	12100	7%
big bathroom shop	8100	8%
stelrad	5400	7%
stax trade centres	4400	93%
elegant showers	2400	42%
bathroom takeaway	1900	83%
easy bathroom	1900	22%
plumbing superstore	1900	16%
trade sparky	1900	16%
heater shop	1600	4%
gas product	210	7%
radiators 4 u	170	5%
on demand supplies	110	50%

Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
electric radiator	40500	-7%
vertical radiators	27100	-7%
plumbing supply near me	22200	-18%
column radiator	18100	-6%
uk radiators	14800	-20%
plumbing supply	14800	-12%
radiator control valve	14800	-8%
thermostatic radiator valve	14800	-8%
designer heating radiators	12100	-17%
tall radiators	12100	-8%
towel rail and radiator	9900	-7%
radiator grey	8100	-29%
modern radiators	8100	-6%
infrared radiator panels	6600	-19%
anthracite radiators	6600	-12%
electric radiators wall mounted	5400	-6%
wall hung electric radiators	5400	-6%
kitchen radiators	4400	-13%
electric towel radiator	3600	-13%
plumbing supply stores	2900	-75%
oil filled radiator heater	2900	-59%
chrome radiator	2400	-23%
dual fuel bathroom towel rail	2400	-13%
dual fuel heated towel rail	2400	-13%
low energy heater	1900	-33%
copper radiators	1900	-24%
copper tube fittings	1900	-22%
trendy designer radiators	880	-58%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
screw fix	5000000	-12%
wickes	1830000	-12%
plumb world	49500	-6%
best heating	22200	-5%
uk radiators	14800	-20%
mr central heating	14800	-18%
qs supplies	9900	-7%
trade radiators	5400	-18%
rubberduck bathrooms	4400	-6%
radiator cabinets uk	3600	-25%
dhs spares	1900	-28%
the radiator company	1900	-12%
electric radiators direct	1900	-7%
plumbing supplies direct	1900	-6%
shower spares	1900	-8%
only radiators	590	-36%
trade plumbing	320	-14%
td online	260	-7%
plumb build	170	-6%



Bradfords has generated the
greatest increase in brand
awareness QoQ.

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

Brett Janes
Managing Director

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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.

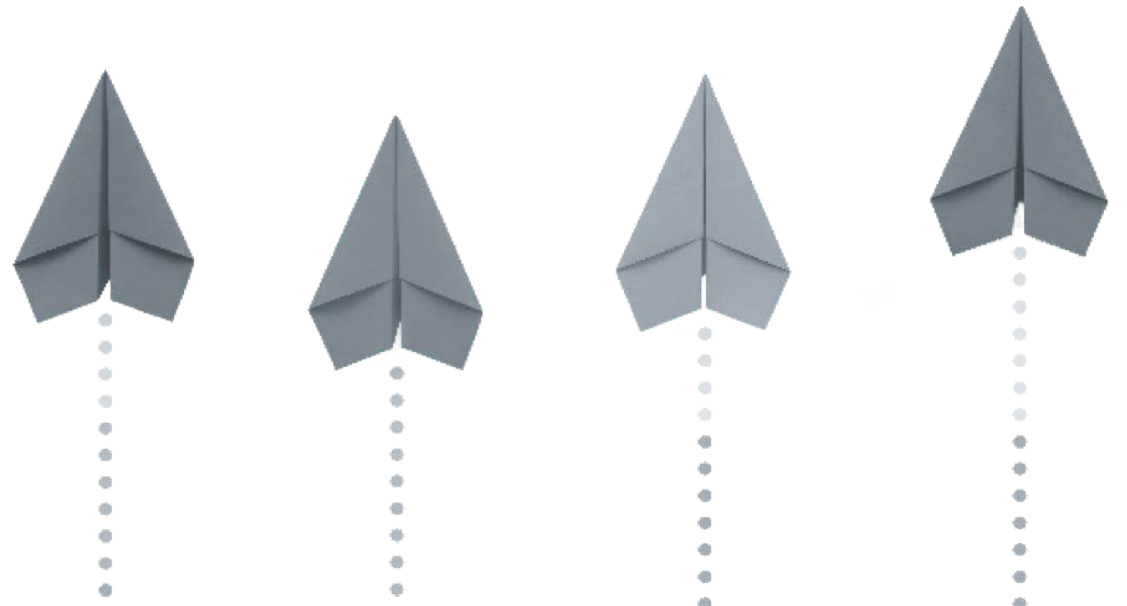
For challenger brands looking to weigh in, you best bring your A-game.



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

plumbing

7,800 77

2

plumbing supply near me

5,500 43

3

uk radiators

2,500 47

4

radiators online

1,300 43

5

plumbing parts

800 42

6

plumbing supply

1,000 36

7

plumbing supply stores

500 38

8

heating plumbing supplies

150 54

9

plumbing supply store near me

100 49

10

house radiators

150 39

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

vertical radiators

15,000 8

2

electric towel rail

9,000 6

3

bathroom radiators

8,900 8

4

tall radiators

7,600 7

5

thermostatic radiator valve

7,600 8

6

electric radiator

6,000 14

7

modern radiators

4,100 12

8

radiator thermostat

3,600 11

9

electric towel radiator

2,100 6

10


column radiator

2,300 9

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


FLOORINGKING


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:





1
toolstation.com
512,093 4.6



2
victorianplumbing.co.uk
382,444 4.5



3
showerspares.com
52,787 4.9



4
plumbworld.co.uk
62,648 4.8



5
bestheating.com
61,112 4.8



6
bathroommountain.co.uk
18,773 4.8



7
bigbathroomshop.co.uk
27,508 4.6



8
jtatkinson.co.uk
13,247 4.9



9
tradingdepot.co.uk
24,005 4.6



10
heatandplumb.com
22,730 4.6

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		5,000,000
02		2,240,000
03		1,830,000
04		301,000
05		135,000

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		783
02		557
03		286
04		283
05		262

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

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[Book a Chat](#)

Awareness

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
screwfix.com	5000000	783	1
wickes.co.uk	1830000	557	2
toolstation.com	2240000	283	3
victorianplumbing.co.uk	301000	262	4
plumbworld.co.uk	49500	180	5
bradfords.co.uk	135000	38	6
cityplumbing.co.uk	110000	40	7
trade-point.co.uk	14800	286	8
huwsgrey.co.uk	49500	39	9
bestheating.com	22200	63	10
wholesaledomestic.com	14800	49	11
haldane-fisher.com	12100	46	12
mrcentralheating.co.uk	14800	36	13
bathroommountain.co.uk	27100	19	14

Brand Awareness

Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
ukradiators.com	14800	30	15
bigbathroomshop.co.uk	8100	44	16
stelrad.com	5400	56	17
traderadiators.com	5400	49	18
qssupplies.co.uk	9900	27	19
heatandplumb.com	8100	26	20
easybathrooms.com	1900	110	21
bes.co.uk	27100	7	22
jtatkinson.co.uk	12100	14	23
radiatoroutlet.co.uk	12100	11	24
tradingdepot.co.uk	3600	36	25
rubberduckbathrooms.co.uk	4400	25	26
builderdepot.co.uk	22200	5	27
radiatorcabinetsuk.co.uk	3600	23	28
theradiatorcompany.co.uk	1900	34	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	trade-point.co.uk	13
toolstation.com	2	mrcentralheating.co.uk	14
wickes.co.uk	3	radiatoroutlet.co.uk	15
victorianplumbing.co.uk	4	ukradiators.com	16
cityplumbing.co.uk	5	wholesaledomestic.com	17
bradfords.co.uk	6	bigbathroomshop.co.uk	18
plumbworld.co.uk	7	qssupplies.co.uk	19
huwsgray.co.uk	8	jtatkinson.co.uk	20
bestheating.com	9	haldane-fisher.com	21
bathroommountain.co.uk	10	heatandplumb.com	22
bes.co.uk	11	stelrad.com	23
builderdepot.co.uk	12	traderadiators.com	24

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Key:

plumbingworld.co.uk	25	heatershop.co.uk	38
rubberduckbathrooms.co.uk	26	theradiatorcompany.co.uk	39
staxtradecentres.co.uk	27	tradesparky.com	40
tradingdepot.co.uk	28	stuartplumbing.co.uk	41
elegantshowers.co.uk	29	onlyradiators.co.uk	42
radiatorcabinetsuk.co.uk	30	plumbinbits.co.uk	43
easybathrooms.com	31	tradeplumbing.co.uk	44
electricradiatorsdirect.co.uk	32	tdlonline.co.uk	45
plumbingsuppliesdirect.co.uk	33	gasproducts.co.uk	46
showerspares.com	34	radiators4u.co.uk	47
bathroomtakeaway.com	35	plumb.build	48
plumbingsuperstore.co.uk	36	ondemandsupplies.co.uk	49
dhsspares.co.uk	37	theradiatorwarehouse.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

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.**

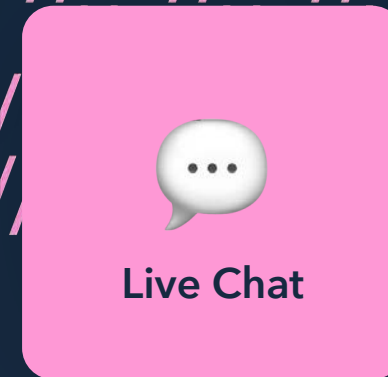
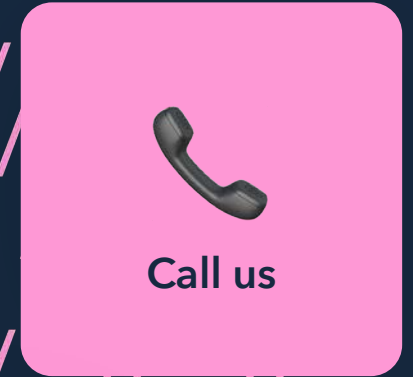
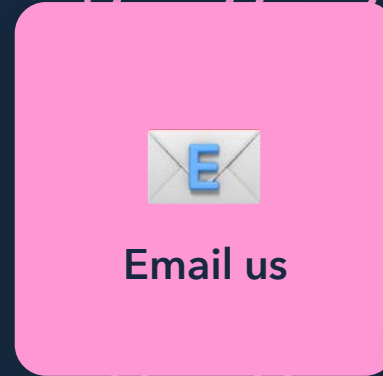
We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



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.**