

Charities Salience Index

2022
12 Month Report



“ This Online Charities 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. If you want to go beyond the data within, speak to our team, any time, through our site or social pages.

// Salience. [in](#) [f](#) [tw](#)

Editor's Note.



It's 2022. Everyone's a keen runner now, dogs cost £3,000+, Primark survived without a website. You couldn't write it. We're into the unknown.

A big consequence for brands is that YoY data just doesn't mean the same this side of lockdowns. Technically, the market is anyone's game. But, while we've seen a K-shaped recovery on the consumer end, we're refreshed to see so many new brands rise up through the lockdown noise and into our ranking list.

This report highlights the ups and downs of your industry's top players across several search-marketing performance indicators, from organic visibility market share to social power, technical prowess and consumer interest.

This year, we've added further link analysis, fine-tuned how we present our more complex data points, and given the copy and design some TLC to reflect the uncertain future we're currently working in. Alongside that, expect to see our paid media team, software partners and new clients showcased now and then.

Peace & love,

RICHARD WATERS
SALES & MARKETING DIRECTOR
01244 564 501
richard@salience.co.uk

About Salience.

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



Our Services.



Technical
SEO



Content
Marketing



User
Experience CRO



Paid
Media



Copywriting



Analytics



Design



Digital PR



You can assess the overall success of a site based off of 11 key metrics...

Contents.

- 01** Visibility Year on Year
- 09** Visibility vs Authority
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Visibility Year on Year.

The key SEO metric. Visibility is all about how easily your brand can be found online. It's a little like the footfall of the internet. The greater your brand's visibility, the more likely you can be found by your target market.



Year-on-year visibility identifies which brands are growing and those who are on a downward trajectory.



Brands with high visibility dominate search engines. They're first to be seen and first to be clicked.



At its most basic level, the higher your visibility, the more people you can get through the front door.



93% of all online experiences begin with a search engine.



Visibility Findings.

Top 5 winners

- 01**  CANCER RESEARCH UK
- 02** DIABETES UK
KNOW DIABETES. FIGHT DIABETES.
- 03**  British Heart Foundation
- 04**  mind
for better mental health
- 05**  National Trust

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 Bottom Losses

On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.

- 01**  PeTA
- 02**  RNIB
See differently
- 03**  RSPCA
- 04**  pdsa
SAVING PETS CHANGING LIVES
- 05**  MACMILLAN
CANCER SUPPORT



Visibility Scores.

Site	Overall Rank	YoY Change	Visibility Oct 2022	Visibility Oct 2021	YoY Change	Compared to Market
nationaltrust.org.uk	1	-	71,679	61,708	+16%	+1%
cancerresearchuk.org	2	+3	48,333	27,608	+75%	+60%
bhf.org.uk	3	+1	44,910	31,228	+44%	+29%
rspca.org.uk	4	-2	44,185	53,240	-17%	-32%
ageuk.org.uk	5	-2	37,367	38,561	-3%	-18%
mind.org.uk	6	+1	36,561	26,746	+37%	+22%
rspb.org.uk	7	-1	29,303	27,423	+7%	-8%
diabetes.org.uk	8	+5	21,526	13,582	+58%	+44%
wwf.org.uk	9	+3	21,329	15,980	+33%	+19%
woodlandtrust.org.uk	10	-	20,862	18,157	+15%	-%
macmillan.org.uk	11	-3	19,229	21,427	-10%	-25%
pdsa.org.uk	12	-3	17,238	19,624	-12%	-27%
dogtrust.org.uk	13	-2	16,939	17,298	-2%	-17%
nspcc.org.uk	14	+3	16,634	11,030	+51%	+36%
oxfam.org.uk	15	-	14,819	13,029	+14%	-1%
bluecross.org.uk	16	+2	13,648	10,931	+25%	+10%
shelter.org.uk	17	+3	13,590	9,661	+41%	+26%
versusarthritis.org	18	-4	13,574	13,334	+2%	-13%
gosh.nhs.uk	19	+6	12,796	7,191	+78%	+63%
scouts.org.uk	20	+3	11,062	8,228	+34%	+20%
redcross.org.uk	21	+13	10,734	5,578	+92%	+78%
autism.org.uk	22	+7	9,391	6,520	+44%	+29%
rniib.org.uk	23	-7	8,466	11,321	-25%	-40%
mentalhealth.org.uk	24	-2	8,049	8,391	-4%	-19%
tht.org.uk	25	+14	7,972	4,911	+62%	+47%

Site	Overall Rank	YoY Change	Visibility Oct 2022	Visibility Oct 2021	YoY Change	Compared to Market
cats.org.uk	26	+2	7,747	6,547	+18%	+3%
peta.org	27	-8	7,717	10,689	-28%	-43%
battersea.org.uk	28	-4	7,599	7,199	+6%	-9%
booktrust.org.uk	29	-8	7,592	9,470	-20%	-35%
sja.org.uk	30	-3	7,585	7,024	+8%	-7%
canalrivertrust.org.uk	31	-1	6,767	6,039	+12%	-3%
nts.org.uk	32	-6	6,696	7,084	-5%	-20%
drinkaware.co.uk	33	+14	5,975	3,792	+58%	+43%
bbcchildreninneed.co.uk	34	+11	5,747	3,847	+49%	+34%
unicef.org.uk	35	-2	5,687	5,831	-2%	-17%
alzheimers.org.uk	36	+7	5,661	3,922	+44%	+29%
fairtrade.org.uk	37	-6	5,452	5,999	-9%	-24%
mariecurie.org.uk	38	+2	5,219	4,505	+16%	+1%
princes-trust.org.uk	39	-7	4,973	5,939	-16%	-31%
britishlegion.org.uk	40	-4	4,940	5,235	-6%	-21%
mssociety.org.uk	41	+1	4,878	4,278	+14%	-1%
samaritans.org	42	-5	4,772	5,174	-8%	-23%
breastcancernow.org	43	+5	4,628	3,649	+27%	+12%
girlguiding.org.uk	44	-3	4,499	4,363	+3%	-12%
barnardos.org.uk	45	-1	4,467	3,911	+14%	-1%
helpforheroes.org.uk	46	-11	4,231	5,306	-20%	-35%
stonewall.org.uk	47	+3	4,090	2,692	+52%	+37%
salvationarmy.org.uk	48	-2	4,036	3,819	+6%	-9%
arts council.org.uk	49	-	3,919	2,857	+37%	+22%
save the children.org.uk	50	-12	3,842	5,018	-23%	-38%



Industry Variance: 15%

Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 15% increase in overall organic growth within this industry. If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

Got a Question?

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.



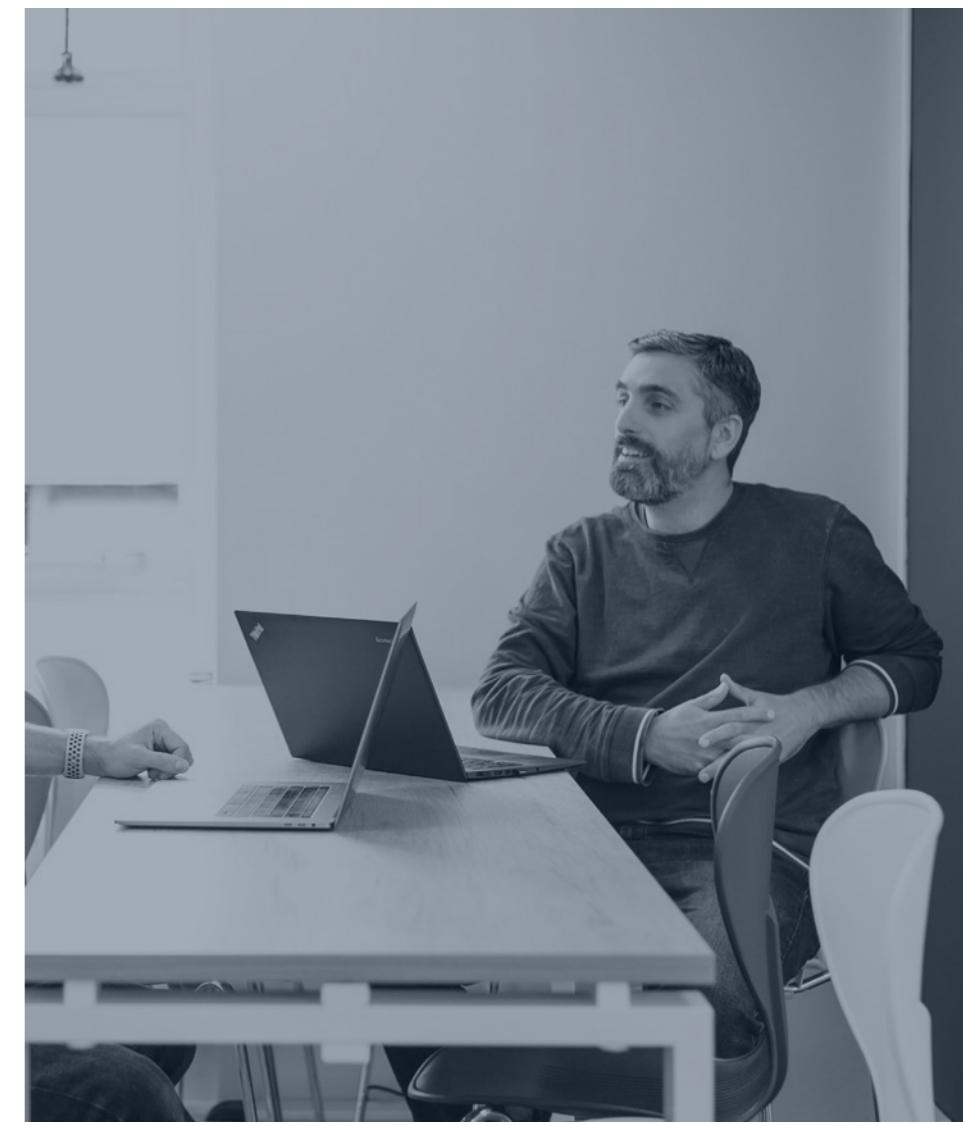
Email us.



Live chat.



Arrange a call.



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.



Visibility vs Authority Scores.



Key:

nationaltrust.org.uk	1	wwf.org.uk	11	gosh.nhs.uk	21
cancerresearchuk.org	2	nspcc.org.uk	12	scouts.org.uk	22
bhf.org.uk	3	dogstrust.org.uk	13	autism.org.uk	23
rspca.org.uk	4	oxfam.org.uk	14	mentalhealth.org.uk	24
mind.org.uk	5	pdsa.org.uk	15	rnib.org.uk	25
ageuk.org.uk	6	shelter.org.uk	16	unicef.org.uk	26
rspb.org.uk	7	versusarthritis.org	17	booktrust.org.uk	27
macmillan.org.uk	8	redcross.org.uk	18	drinkaware.co.uk	28
woodlandtrust.org.uk	9	bluecross.org.uk	19	alzheimers.org.uk	29
diabetes.org.uk	10	peta.org	20	canalrivertrust.org.uk	30

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.

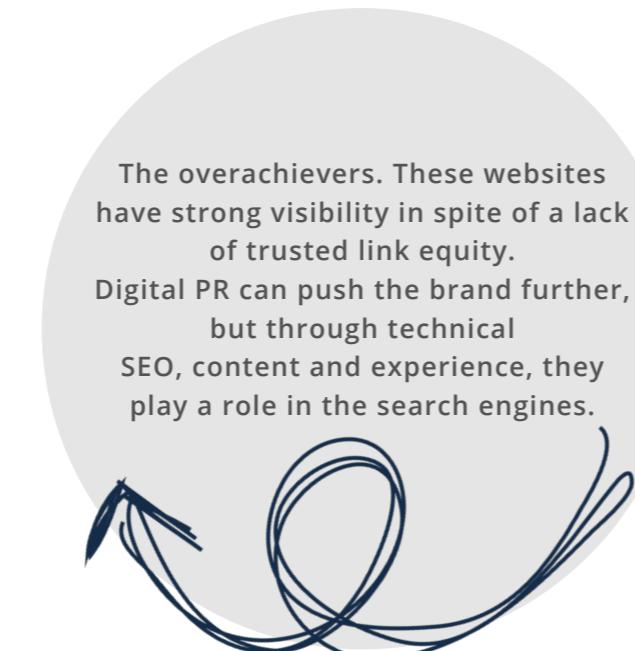
B Hats off to these guys. They've built their house right and have the search marketing strategy to expand. At this point, you should be thinking about solidifying yourself as market leader.

C Sites with low visibility 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 visibility, 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.

Visibility vs Authority Findings.

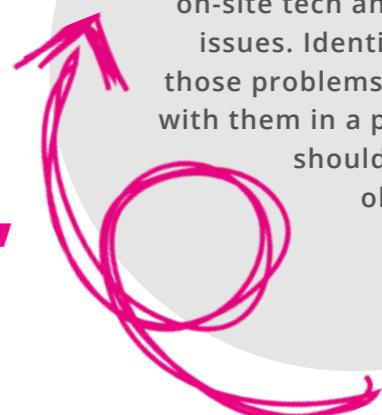
Low authority, High visibility



High authority, Low visibility



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.

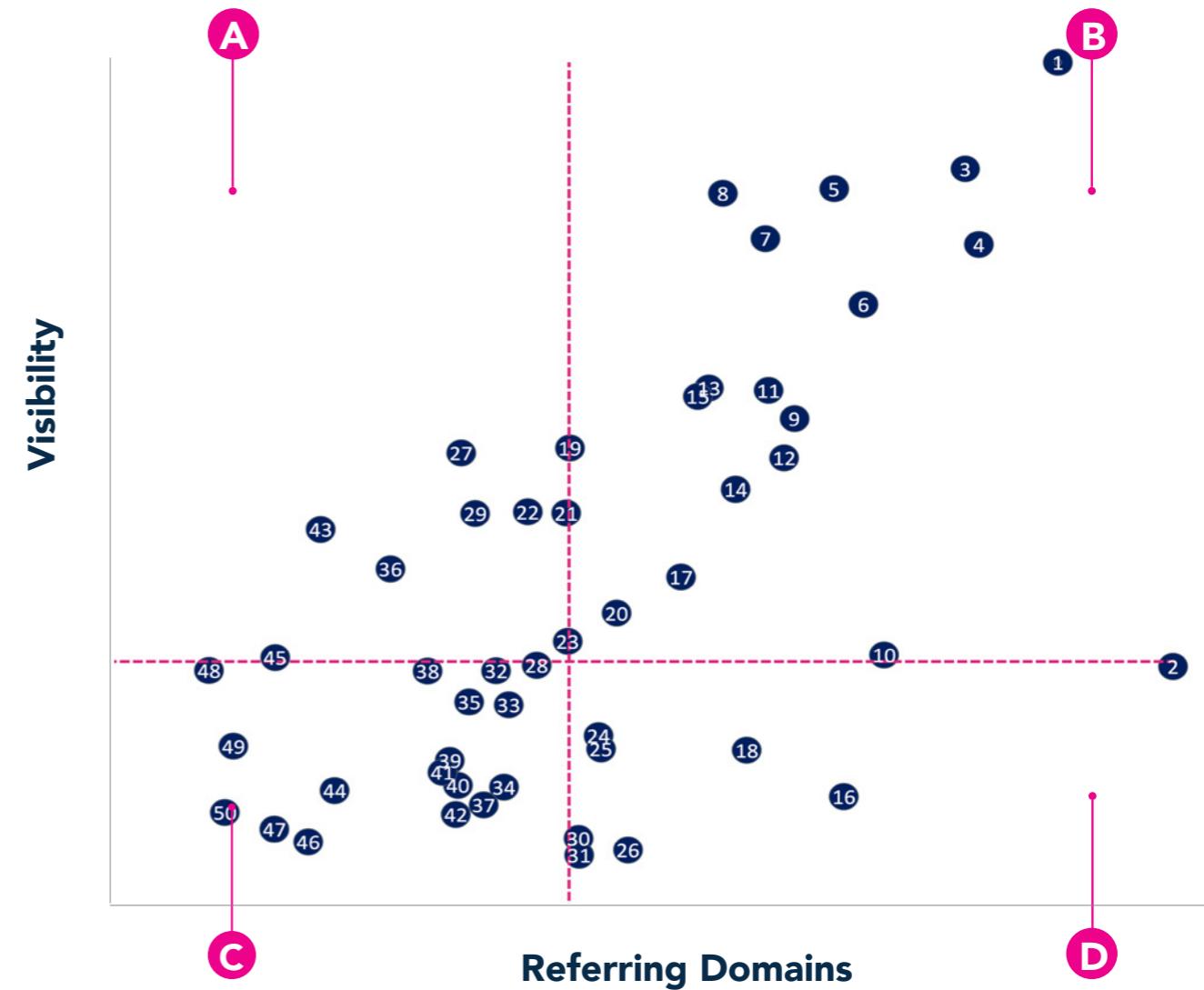


Visibility vs Referring Domains.

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

Key:

nationaltrust.org.uk	1	arts council.org.uk	26
peta.org	2	dogtrust.org.uk	27
cancerresearchuk.org	3	cats.org.uk	28
mind.org.uk	4	versusarthritis.org	29
bhf.org.uk	5	stonewall.org.uk	30
rspb.org.uk	6	savethechildren.org.uk	31
ageuk.org.uk	7	booktrust.org.uk	32
rspca.org.uk	8	nts.org.uk	33
macmillan.org.uk	9	britishlegion.org.uk	34
mentalhealth.org.uk	10	canalrivertrust.org.uk	35
wwf.org.uk	11	scouts.org.uk	36
nspcc.org.uk	12	breastcancernow.org	37
diabetes.org.uk	13	sja.org.uk	38
oxfam.org.uk	14	fairtrade.org.uk	39
woodlandtrust.org.uk	15	princes-trust.org.uk	40
samaritans.org	16	mariecurie.org.uk	41
redcross.org.uk	17	barnardos.org.uk	42
alzheimers.org.uk	18	gosh.nhs.uk	43
pdsa.org.uk	19	mssociety.org.uk	44
autism.org.uk	20	tht.org.uk	45
shelter.org.uk	21	salvationarmy.org.uk	46
bluecross.org.uk	22	helpforheroes.org.uk	47
rnib.org.uk	23	battersea.org.uk	48
drinkaware.co.uk	24	bbcchildreninneed.co.uk	49
unicef.org.uk	25	girlguiding.org.uk	50



A High visibility with low referring domains likely means the site is well set up technically, with great content, but scores low on brand visibility. Compare your visibility and RDs to your competition. Strong potential to grow brand visibility with digital PR links.

B High visibility 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 visibility through technical SEO and content.

C Low visibility 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.

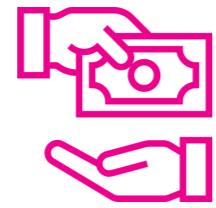
D Low visibility with high links is a double edged-sword. Potentially, your link profile and strategy is spammy, old or otherwise suboptimal, and search engines see that. Regardless, it could also mean you're a sleeping giant in search. Get an outside opinion on your tech, content, and links.

Our Experience.

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



£85M
organic
transactions



58M
organic
sessions

[Find Out More](#)

“ The results we've achieved from Salience's content marketing efforts have exceeded my expectations.

- Paul Hambridge, MD



[Read the Case Study](#)



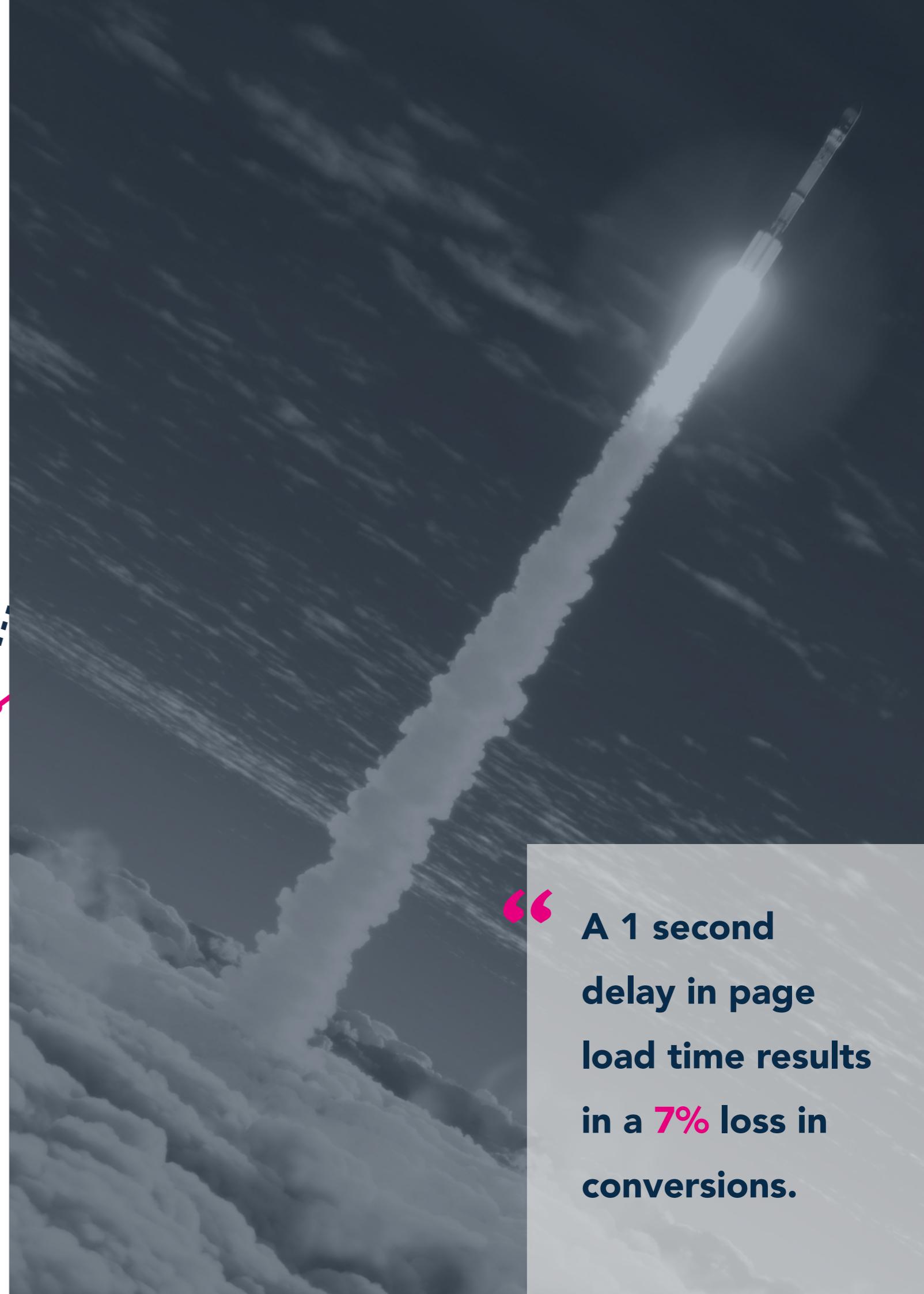
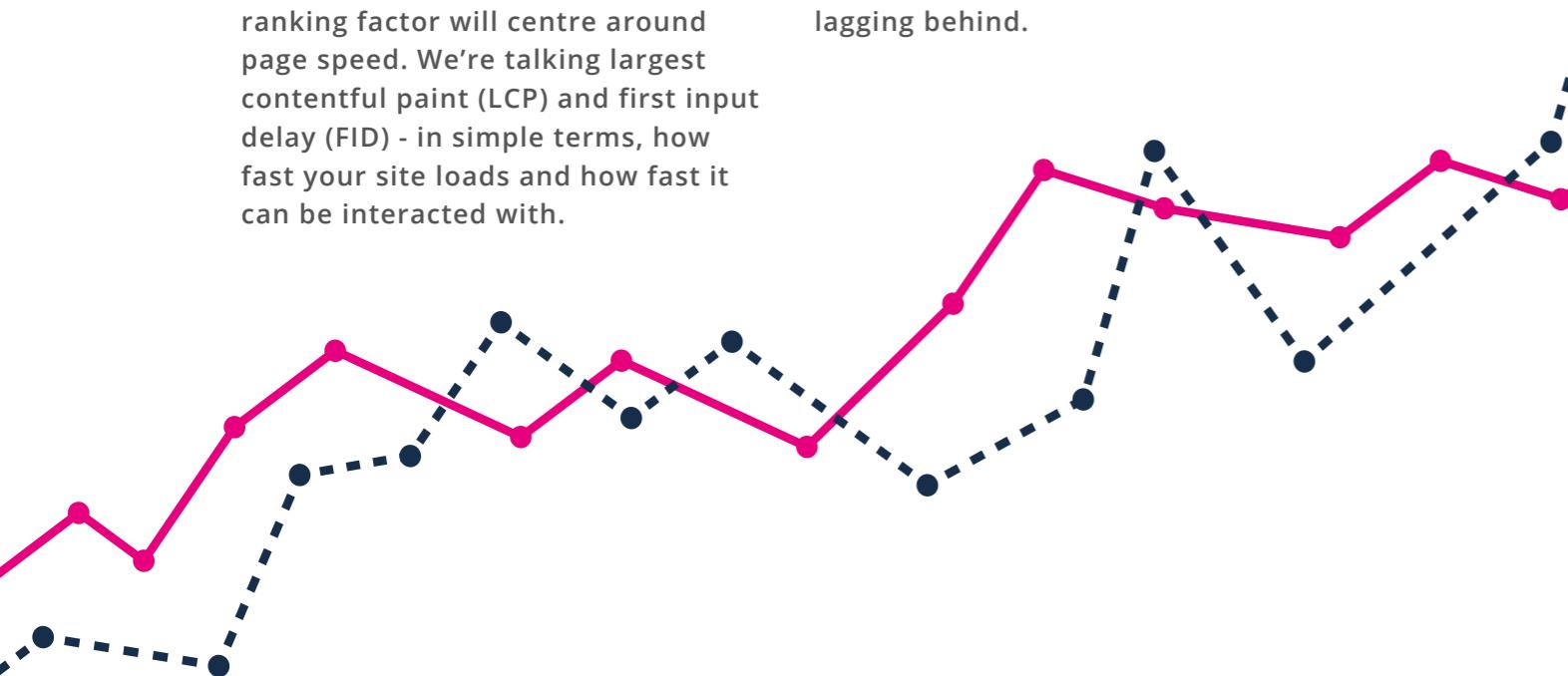
Page Speed.

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.

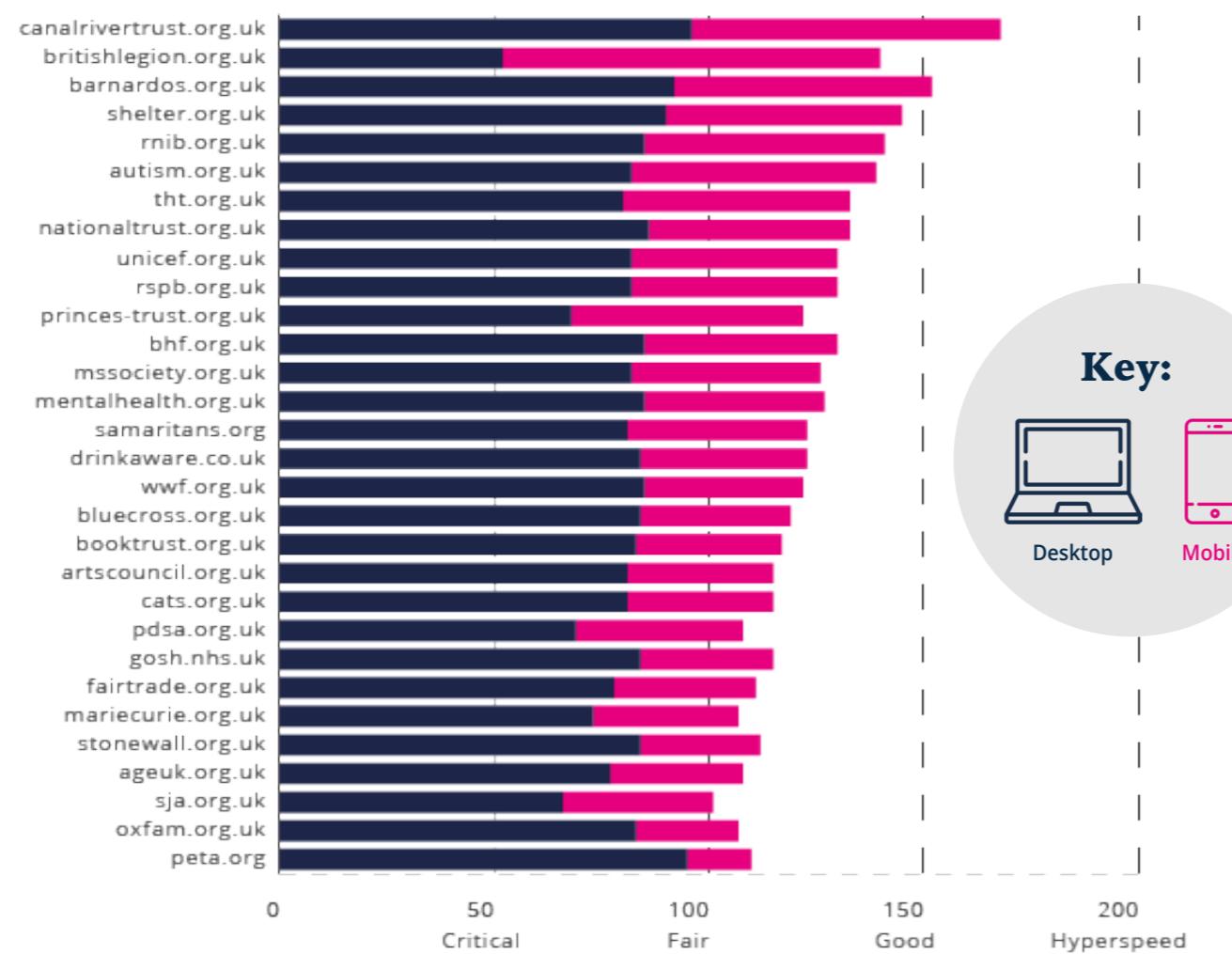
The first step is to check how you compare against the rest of your industry.

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.



What is Google's MUM update?

The Google Multitask Unified Model (MUM) update aims to answer modern search demands by using an AI-powered algorithm to improve online search capability. When searching the internet, contradictory to expectations users are faced with multiple searches, geographical, and language barriers due to a lack of intuition on the search engine.

Google's MUM will remove the need to carry out multiple searches that users currently do in order to compare and gain deeper insights. It has the ability to understand and bring solutions based not just on textual content but also an interpretation of images, videos, and podcasts in a way that was never possible before.*

* Source:
searchenginewatch.com



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Email us.



Live chat.



Arrange a call.



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

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

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

“

The team at Salience have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required. We've had great communication throughout and regular meetings to discuss progress.

- Rosie Adams, Marketing Manager, Hard to Find Whisky

HARD TO FIND WHISKY
Selling collectables since 1991

”

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.

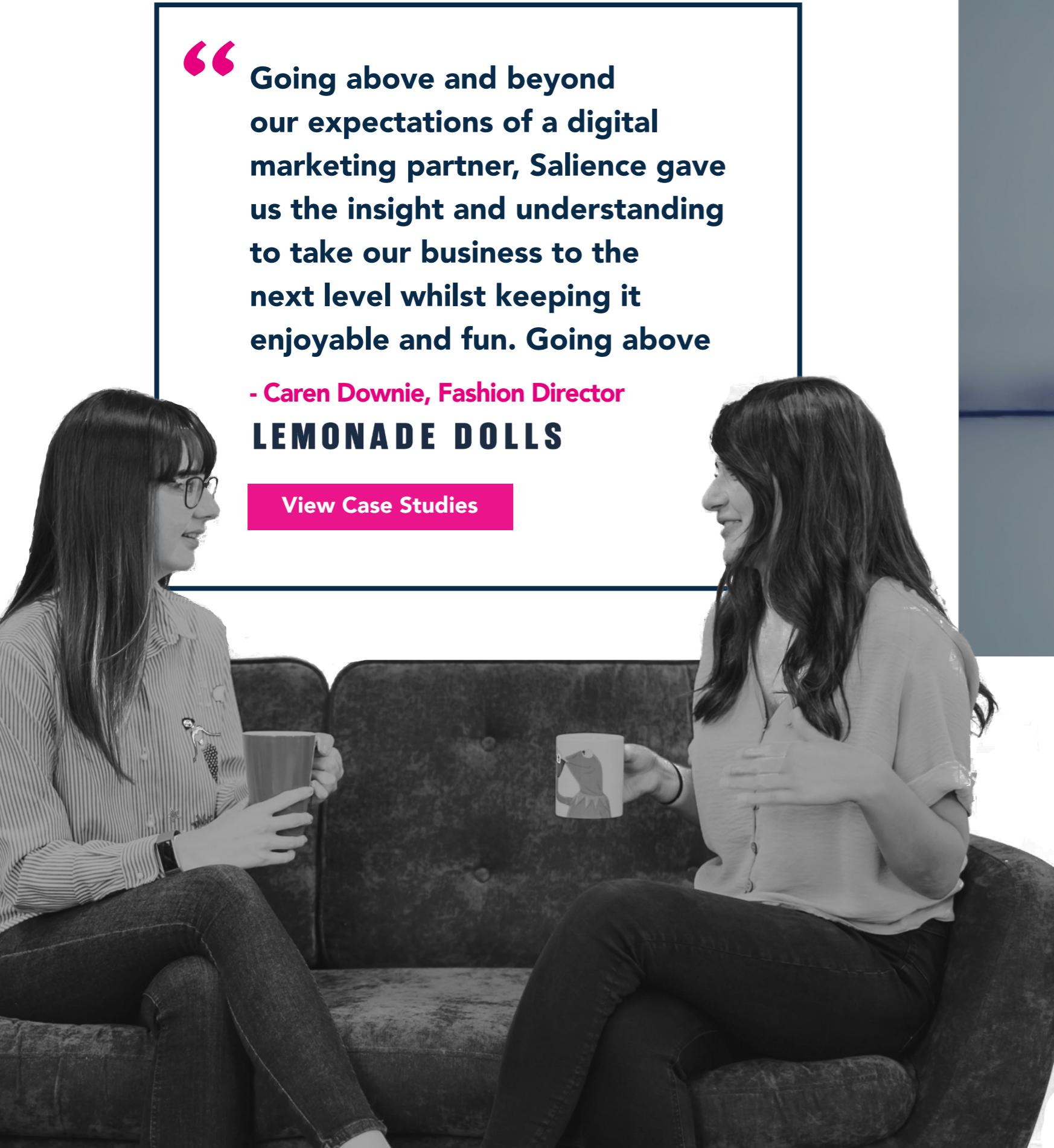
Using a targeted approach to dominate the new brand brought the following results:

- 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.





Robots Have Their Place. Their Place is **Not** Running Your Ads.

AI-managed paid search campaigns are the new normal. Salience is taking a stand for the *normal* normal.

Often known as smart bidding, our team believes this approach to be exactly the opposite of smart.

There's ease in allowing AI to take the reins. AI can make use of data that humans can't.

The job is done for

you. Time saved, right? BUT, you're giving budget control to Google. The AI that profits from your spending.

Can you trust the moral conscience of machines?

Paid media experts, Andy, Alex & Jack have adopted a holistic, human view of campaigns.

Zeroing in on creative, strategy & how online presence affects perfor-

mance, they've gone from win-to-win for their clients.

AI-run campaigns simply can't do that.

Book a call to discuss our approach, free audit process, and capped management fees.

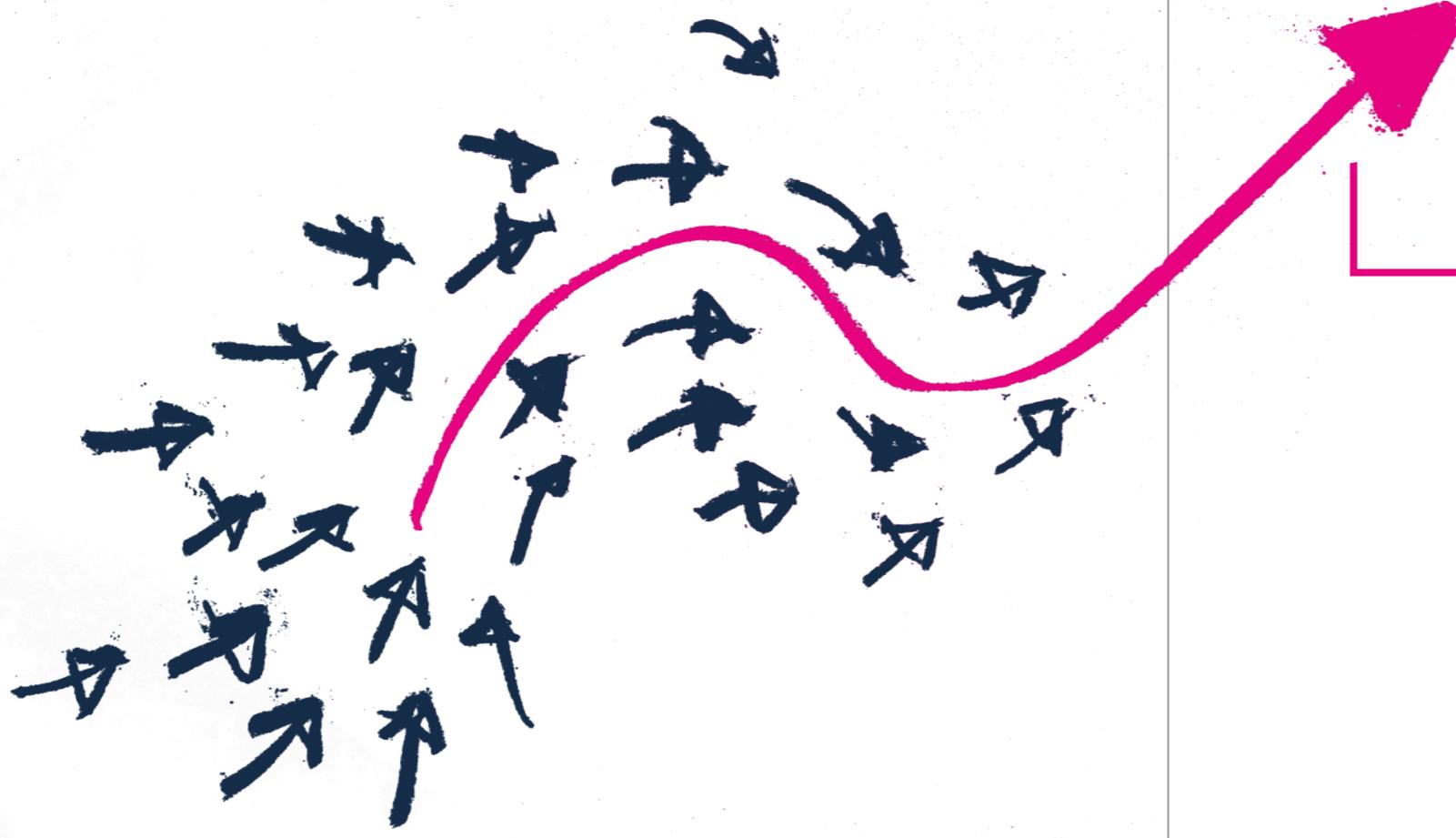
Keyword Trends.

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.



COVID has brought monstrous changes to most of the consumer landscape. Monitoring changes in search volume for keyword groups is essential to spotting new trends and surging demand.

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
registered charity	6,600	14%
charities to donate to	2,400	32%
charitable donations	1,900	31%
find a charity	1,900	15%
running for charity	1,600	27%
environmental charities	1,600	17%
charitable	1,600	17%
charity challenge	1,600	13%
charity workers discount	1,000	71%
education charities	880	36%



Receding Trends

Receding Products

Keyword	Search Volume	Interest Trend
charity collection	2,900	-39%
donate furniture to charity	1,900	-13%
charity fundraising	1,600	-22%
tree planting charity	1,000	-38%
fundraising page	720	-29%
charity shops that take electrical goods	480	-59%
charity shops accepting donations	390	-57%
charity donation pick up	390	-34%
womens shelter donation	320	-49%
charity collection pick up	260	-70%

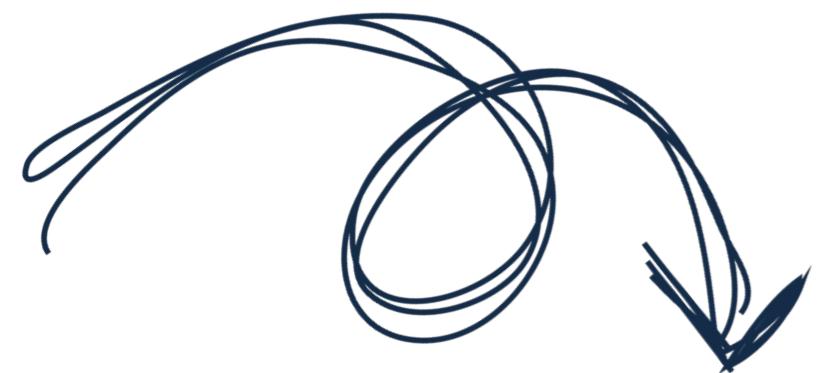


Emerging Brands

Keyword	Search Volume	Interest Trend
national trust	550,000	22%
cats	450,000	153%
autism	135,000	7%
samaritans	90,500	105%
oxfam	74,000	15%
ageuk	74,000	15%
battersea	60,500	123%
macmillan	49,500	33%
barnardos	40,500	15%
cancer research uk	27,100	49%

Receding Brands

Keyword	Search Volume	Interest Trend
rspca	246,000	-12%
mental health	90,500	-12%
diabetes	90,500	-6%
salvation army	74,000	-61%
bluecross	60,500	-13%
alzheimers	49,500	-20%
peta	33,100	-49%
unicef	33,100	-39%
stonewall	33,100	-20%
dogstrust	22,200	-33%



National Trust tops the emerging brands table with over 550k monthly searches.



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[Book a Chat](#)

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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.



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Arrange a call.



High Competition Keywords.

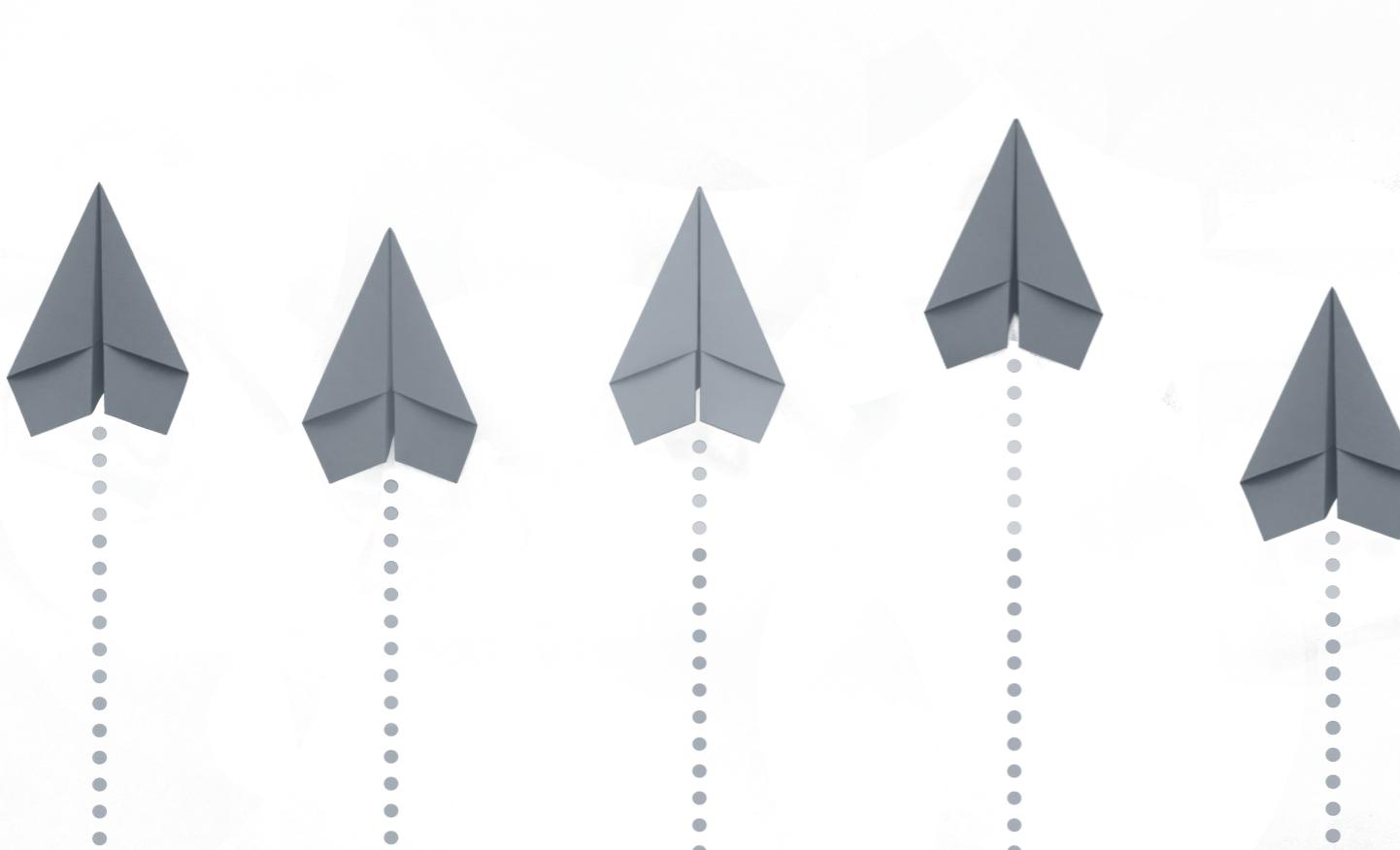
These keywords are the heavyweight belts, the golden tickets, the ones to tell your nan about. For top of market brands holding these positions, close monitoring and continued search marketing activity is needed to safeguard them. For challenger brands looking to weigh in, you best bring your A-game.



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 charity collection
1,600 66
- 2 charities to donate to
1,300 70
- 3 find a charity
1,600 63
- 4 christian charity
1,300 66
- 5 donate furniture to charity
1,600 59
- 6 charitable
1,000 67
- 7 charitable donations
1,000 65
- 8 charity fundraising
1,300 57
- 9 local charity shops
720 66
- 10 best charities to donate to
590 67

Key:

- Local Monthly Searches (UK)
- Competitiveness Score

Opportunity Keywords.

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.

“ Opportunity keywords are simply one indicator of who has the most potential to increase their organic channel revenue in the foreseeable future.



MARCUS OVEREND

SEARCH EXPERT

01244 564 501

marcus@salience.co.uk

Book a Chat



Key:

● Local Monthly Searches (UK)

● Competitiveness Score

Our Clients.

Our clients are an eclectic mix from all over the globe. But they all share the same goal, to be more prominent across their market and increase their profitability.

We've provided blended solutions across SEO, paid search, content marketing, user experience, CRO, digital PR and social media. Over the last 10 years, we've worked hard, delivered results and won awards.

638 Clients over the years

[Find Out More](#)



Dreams

Patisserie Valerie

Lindt

carpetright.

“

Over the time we have been working with Salience, they have increased our online donations through Google Adwords and keywords significantly. Their technical expertise and knowledge in this area are impressive, and they are a pleasure to work with.

- Richard Moody, Head of Supporter Engagement

Crisis

Trust.

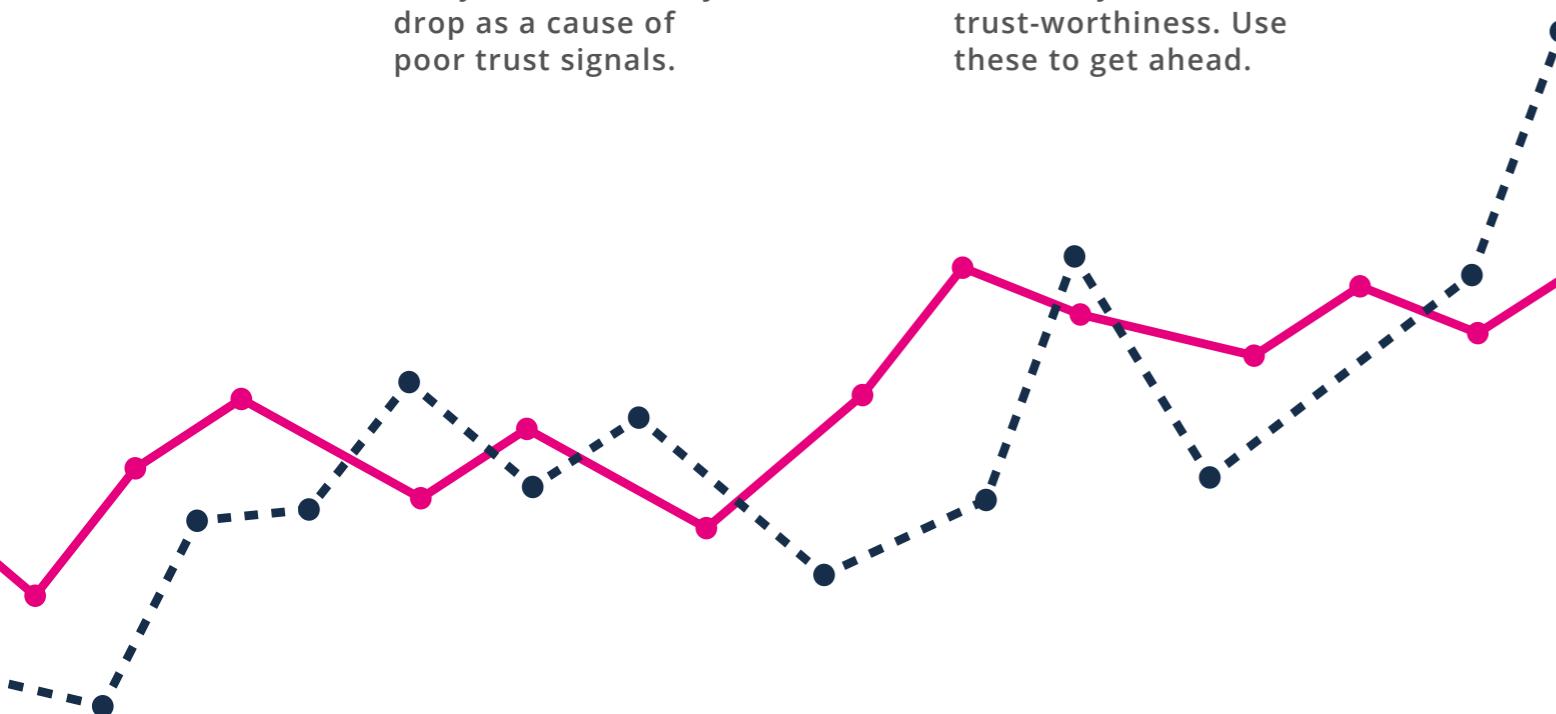
First introduced with the E-A-T Algorithm update in 2018, trust has since become a critical ranking factor. But there's no single score to judge trust. Instead, it's a holistic view of your website's expertise, authority and trustworthiness. It centres around both on and off-site signals. Think external review platforms, high-quality links, transparency over processes and policies, and plenty more.



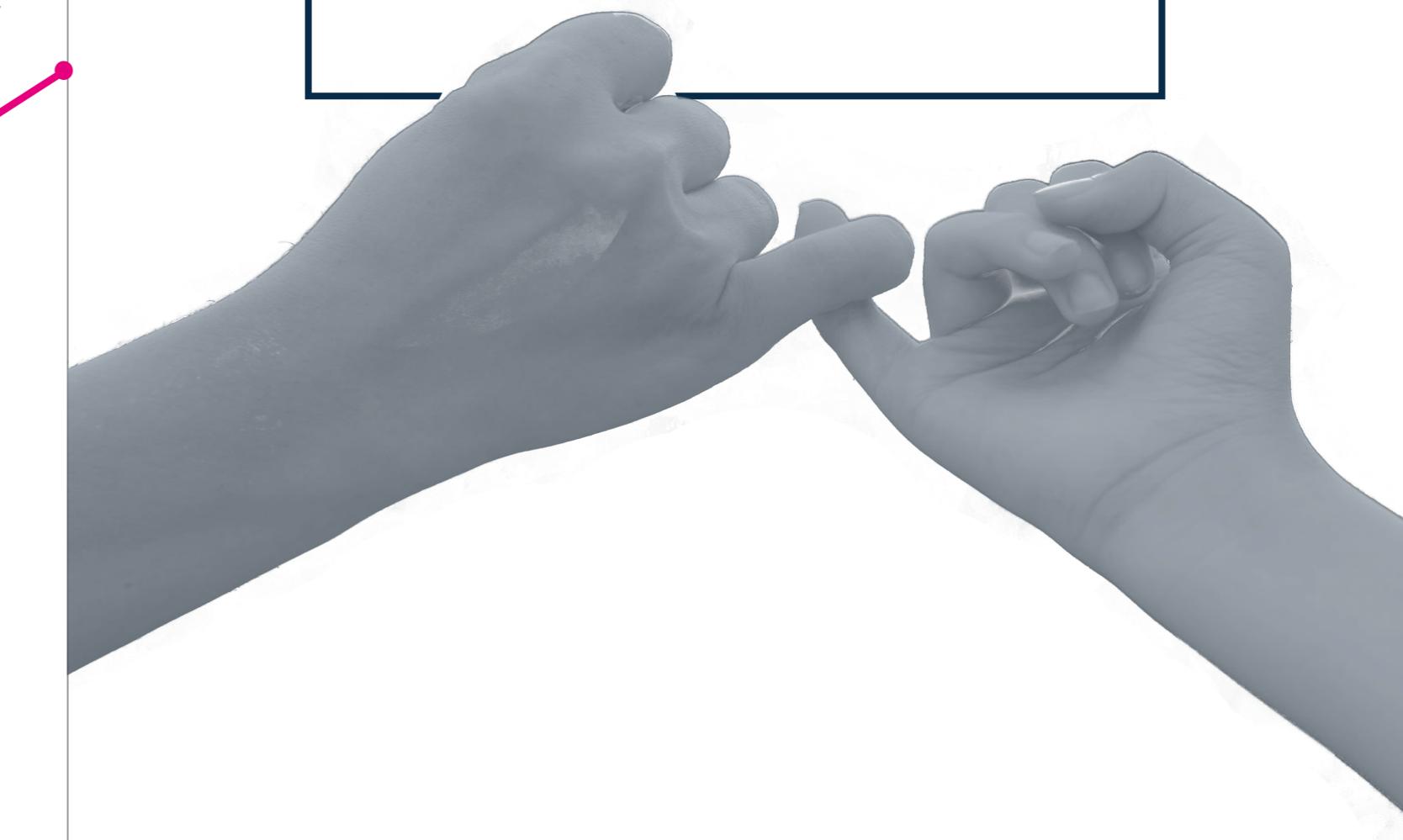
Your Money Your Life (YMLY) / eCommerce brands are those most likely to see visibility drop as a cause of poor trust signals.



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.

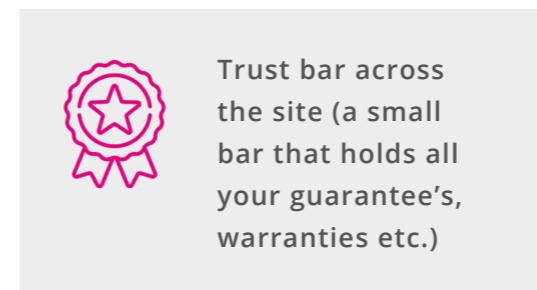
A website can be used to build trust. You can do this through “trust signals”.

Trust signals are content embedded within your website that builds up credibility. A lot of things can be considered a trust signal. Like:

- 01** User reviews (TrustPilot, Feefo)
- 02** Testimonials
- 03** Guarantees (free returns, warranties)
- 04** Credential badges (Industry recognised certifications, think Informed Sport for a supplements brand)

Having these things strategically placed around the site builds trust from users & search engines alike.

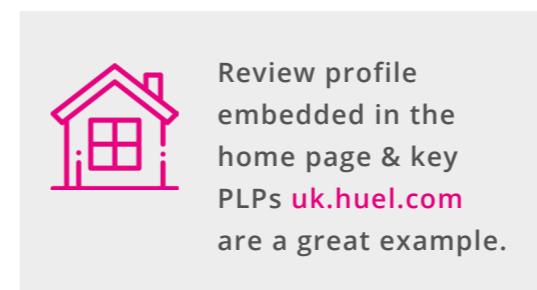
Here is a quick checklist of where you could place trust signals:



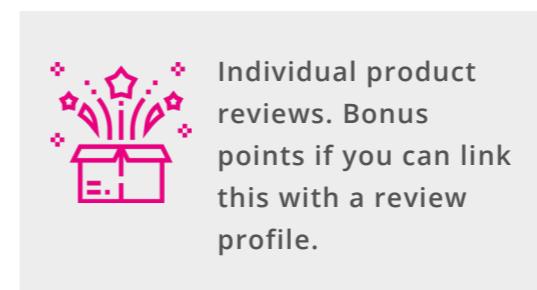
Trust bar across the site (a small bar that holds all your guarantee's, warranties etc.)



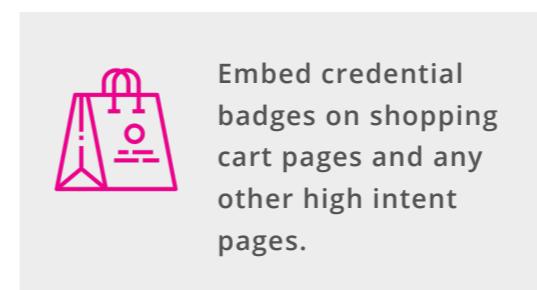
Customer testimonials in product pages, convince the user at point of purchase.



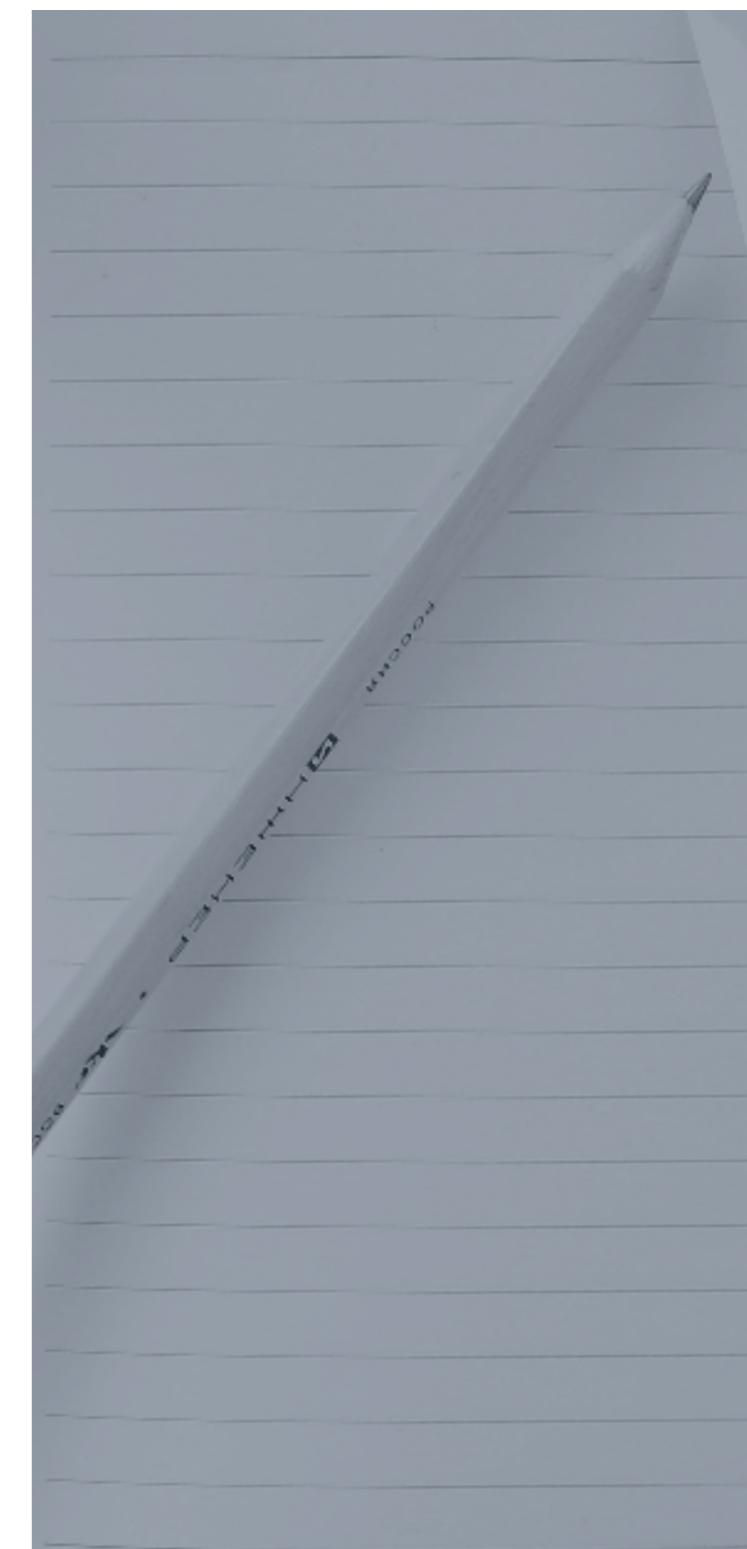
Review profile embedded in the home page & key PLPs uk.huel.com are a great example.



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.

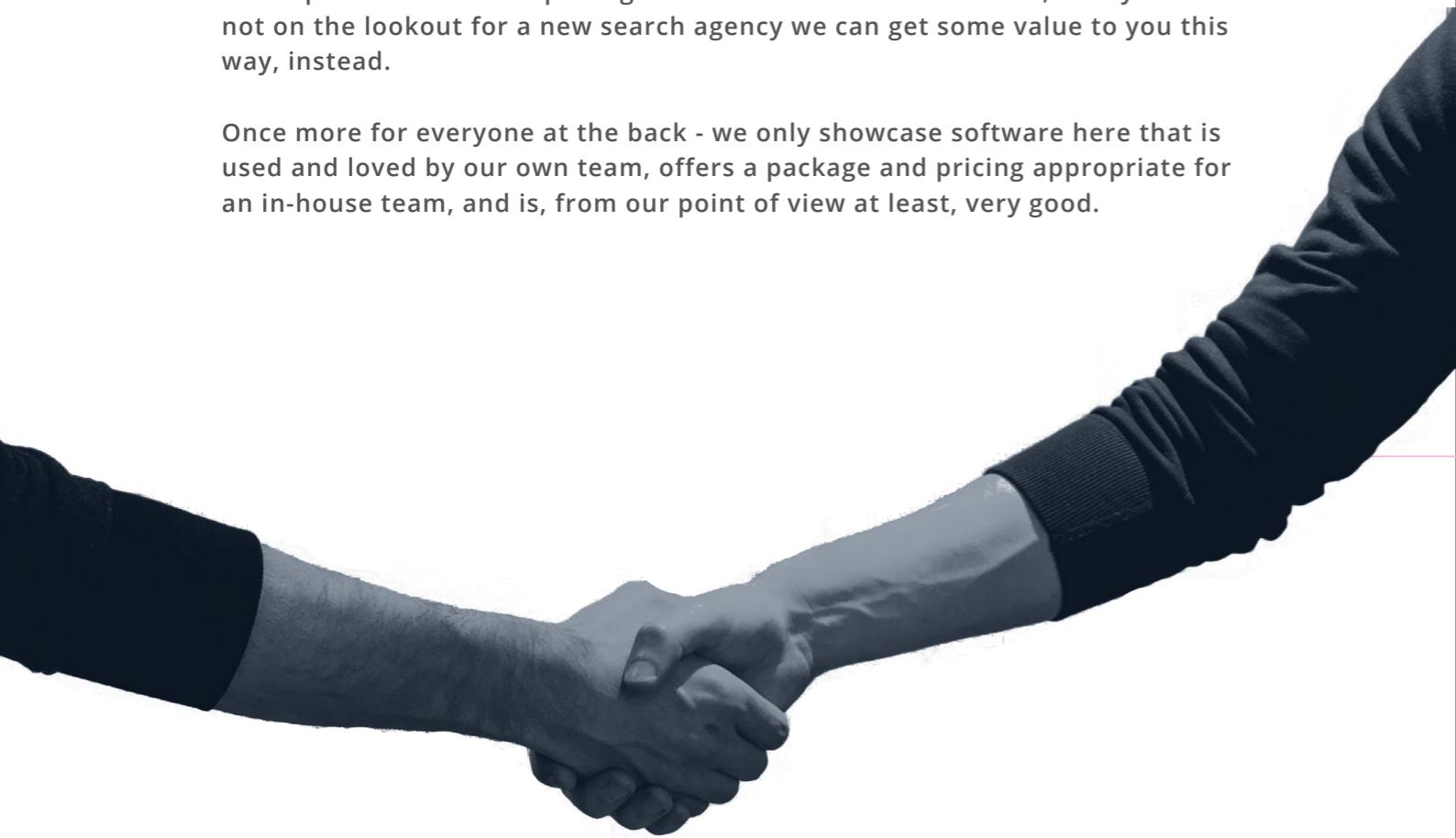


Our Software Partners.

Introducing our software partners to the reports is one of the 2022 additions we got most excited about. Yes, they're technically ads, but one of our core principles for these reports is to provide value to the brands we work with. What better way to do that than to talk about the software we use, agency side, to deliver top-of-class search marketing results.

These providers all have packages suitable to an in-house team, so if you're not on the lookout for a new search agency we can get some value to you this way, instead.

Once more for everyone at the back - we only showcase software here that is used and loved by our own team, offers a package and pricing appropriate for an in-house team, and is, from our point of view at least, very good.

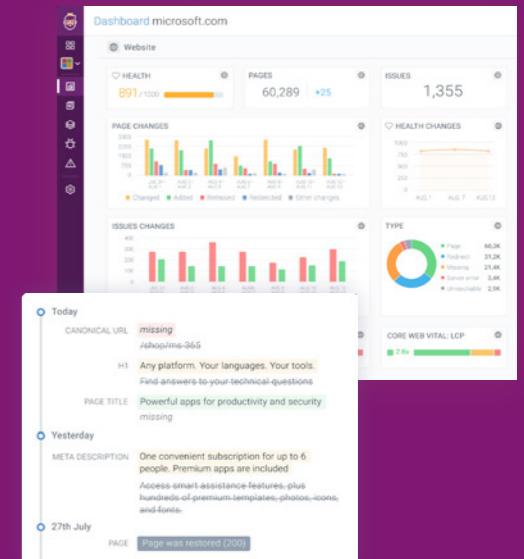


Real-time SEO Auditing & Monitoring Platform

Because search engines never sleep.

Brands like Netflix, H&M and Condé Nast partner with ContentKing to deploy winning search strategies. Through our unique Real-time Auditing, Monitoring and Change Tracking suite, growth teams prevent traffic loss, automate SEO analytics and grow their visitor base over time.

Unlike legacy crawlers, our always-on monitoring technology allows growth teams to enforce SEO governance at scale, work with real-time, accurate data and react to adverse SEO events in minutes, not weeks, before traffic is impacted and revenue is lost.



Monitoring & Alerting



Meta-content dropping on your main pages, links suddenly breaking across your website or key pages becoming non-indexable. Whatever the problem: you need to know. Now.

Never have an issue go unnoticed again, as ContentKing watchdogs your website 24/7 and sends out alerts whenever changes are made or disaster strikes. ContentKing Alerts™, the only enterprise-grade SEO monitoring and alerting engine, gives you the opportunity to fix problems before your rankings are impacted.

Websites change all the time. And while you definitely want to track changes, getting an alert about every detail would hurt your productivity.

That's why ContentKing Alerts™ are smart. Our intelligent algorithms don't just look at the number of pages but also their *Importance* within the website and to your business, to deliver only relevant alerts.

WHY IS MONITORING & ALERTING IMPORTANT?

When your site suffers from a technical problem or unexpected content change and you don't react in time, you risk giving your rankings away to competitors, and ultimately not delivering on growth goals.



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NO COMMITMENT REQUIRED](#)

TRUSTED BY THE BEST



CONDÉ NAST



Capterra 4.9/5



G2 4.8/5



TrustRadius 9.0/10



GetApp 4.9/5



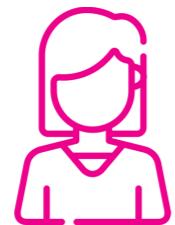
[www.contentkingapp.com](#)

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.



Incorporate external review platforms into your buying process to ensure maximum take-up.



Bad reviews need to be answered and fast. Users are more likely to ignore bad reviews if they see fast replies.



eCommerce sites are judged by both users and search engines on their review platforms.

90%

of people check online reviews before buying from a business. *

48%

of people only pay attention to reviews written within the past 2 weeks. *

94%

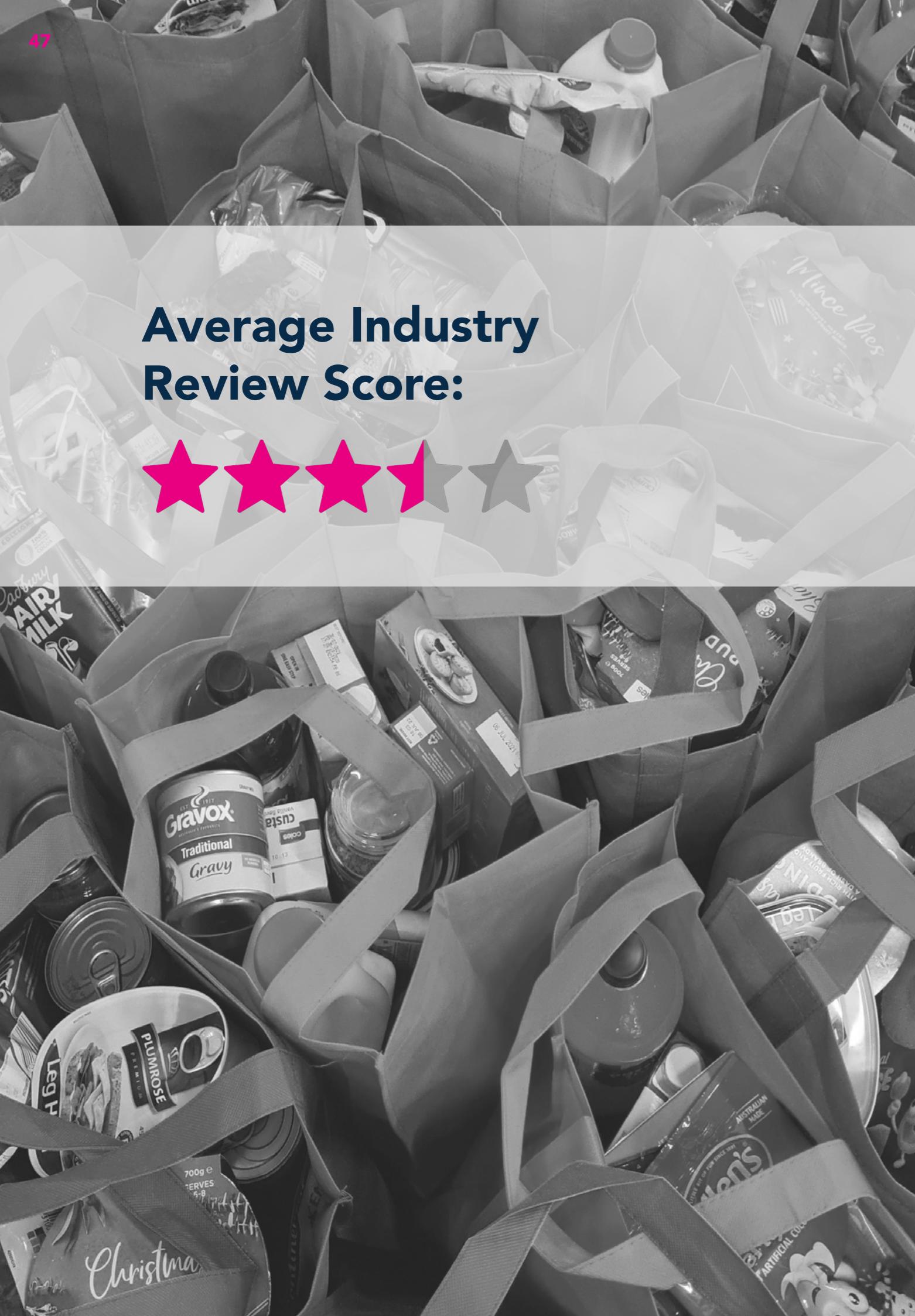
of people say they often avoid businesses below a 4 rating. *

45%

of people are more likely to visit a business that responds to their negative reviews. *

* Sources:

lyfemarketing.com
brightlocal.com



Average Industry Review Score:



Highest Reviewed Sites.

- | | |
|--|--|
|  1 | sja.org.uk |
| | 4.9 19,922 |
| 2 | dogstrust.org.uk |
| | 4.7 1,623 |
| 3 | bhf.org.uk |
| | 4.2 4,436 |
| 4 | redcross.org.uk |
| | 4.1 85 |
| 5 | rspca.org.uk |
| | 2.2 1,025 |
| 6 | nts.org.uk |
| | 3.3 16 |
| 7 | woodlandtrust.org.uk |
| | 2.9 14 |
| 8 | rspb.org.uk |
| | 2.5 43 |
| 9 | oxfam.org.uk |
| | 2.4 53 |
| 10 | nationaltrust.org.uk |
| | 1.8 856 |

Key:

- Review Score
- Number of Reviews

Brand Reach Findings.

Top 5 Brand Searches



Top 5 Social Scores



Brand Awareness.

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.



Brand searches are a traditional measure of how many people are searching for your brand name through search engines.



Owned social scores are increasingly important in this hyper-digital world. Improving yours is key to cross-channel traffic acquisition.



Brand Awareness Market Leaders.

Site	Brand Searches Per Month	Owned Social Score	Rank
nationaltrust.org.uk	550,000	2,631	1
cats.org.uk	450,000	335	2
rspca.org.uk	246,000	596	3
rsbp.org.uk	74,000	1,883	4
cancerresearchuk.org	27,100	3,811	5
oxfam.org.uk	74,000	1,256	6
mind.org.uk	74,000	1,225	7
diabetes.org.uk	90,500	896	8
pdsa.org.uk	74,000	774	9
bluecross.org.uk	60,500	938	10
macmillan.org.uk	49,500	1,112	11
mentalhealth.org.uk	90,500	573	12
autism.org.uk	135,000	372	13
woodlandtrust.org.uk	27,100	1,838	14
battersea.org.uk	60,500	671	15
samaritans.org	90,500	348	16
wwf.org.uk	40,500	712	17
bhf.org.uk	14,800	1,773	18
stonewall.org.uk	33,100	740	19
shelter.org.uk	49,500	443	20
scouts.org.uk	27,100	799	21
unicef.org.uk	33,100	652	22
dogtrust.org.uk	22,200	951	23
alzheimers.org.uk	49,500	408	24
fairtrade.org.uk	27,100	688	25
ageuk.org.uk	74,000	247	26
redcross.org.uk	33,100	512	27
nspcc.org.uk	40,500	404	28
helpforheroes.org.uk	18,100	779	29
barnardos.org.uk	40,500	312	30

Jo O'Reilly
Digital PR Manager
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Book a Chat

Driving awareness of a new brand with digital PR



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.

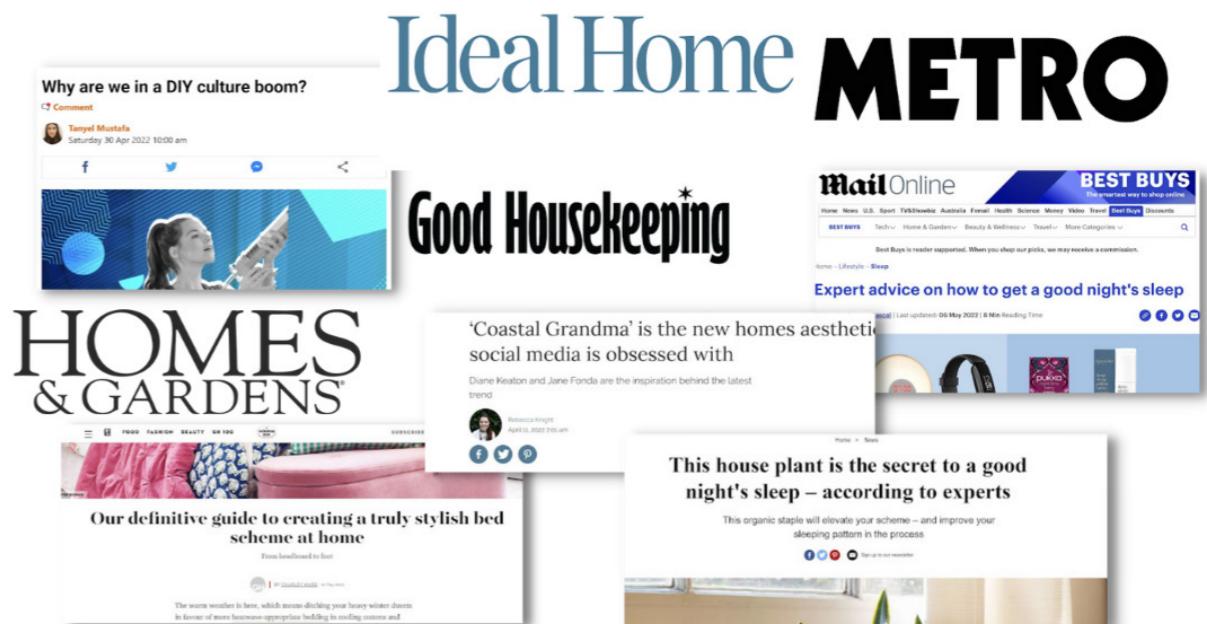
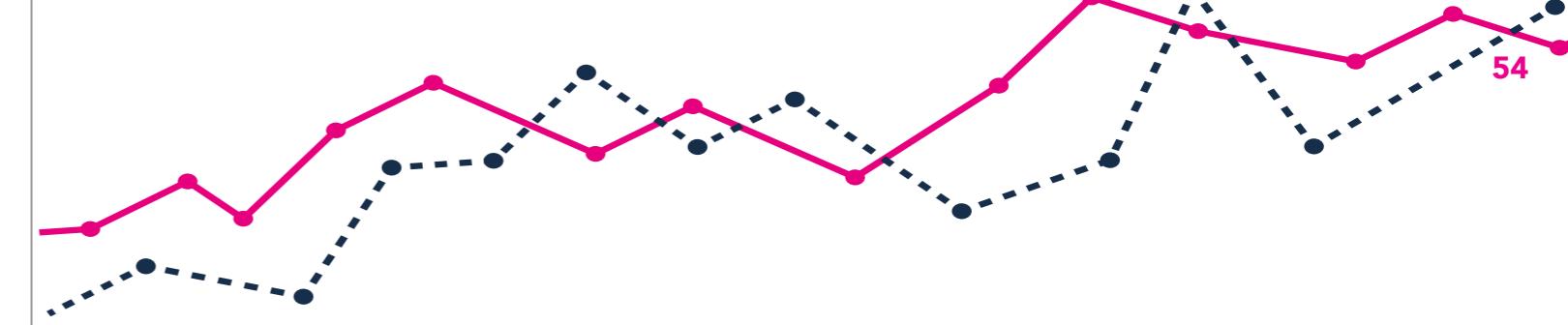
For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

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



“

Within the first two months of working with Salience we were delighted to see our brand feature in top-tier publications such as Newsweek and the Guardian.”

“They also secured us high relevancy backlinks in the homes and interiors press including Ideal Home and Home and Garden as well as the UK consumer press including the Daily Mail and the Sun placing us directly in front of new customers.”

-Steve Payne, Head of Sleep & Snooze

[View Case Studies](#)

Let Them Eat Cake: Meeting Customer Intent with Luxury Cakemaker Patisserie Valerie

Patisserie 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.

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 delivery" to have huge commercial and brand value.





5. For better or worse, we'll soon be getting Google Ads recommendations and optimization scores for Performance Max campaigns. Recommendations are a controversial topic for any PPC manager but one of the few advantages is that it can give you a few insights into how Google is viewing your campaign and what assets may need building out. Every black cloud!
6. Full release for Performance Max's current beta, Experiment Tools, this allows us to set up an experiment to measure how a Performance Max campaign can help increase incremental conversions across your existing campaigns.
7. Google Ads Insights page has spent the last year or so out of beta and now we've got 3 new types of insights coming to help us inspect and improve our attribution. We have 'Attribution Insights' which will allow us to gain an expanded view of customers conversion paths across multiple Google Campaign types, Budget insights which will make recommendations on your current budgets based on campaigns performance against current budget pacing and First-Party Audience Insights which allows users to take advantage of first-party data to see which audience segments are performing best in your campaigns.
8. Video ads will now be displayed in Google Discover, this is great news as organic result for Discover can display videos in the feed. Being able to integrate into this service is a big bonus and as an extra incentive, these Discover Ads look great!

Google Opens New Channel For US Car Sellers

Vehicle ads – have been launched in the US and in beta in other countries such as Canada and Australia this month. We believe it won't be long until we can use it in the UK.

In a very similar set up to Google Shopping, vehicle ads will serve on Google's SERP. With the image of the vehicle, make, model, price, and miles shown to the user. New and used vehicles can make use of this new campaign type.

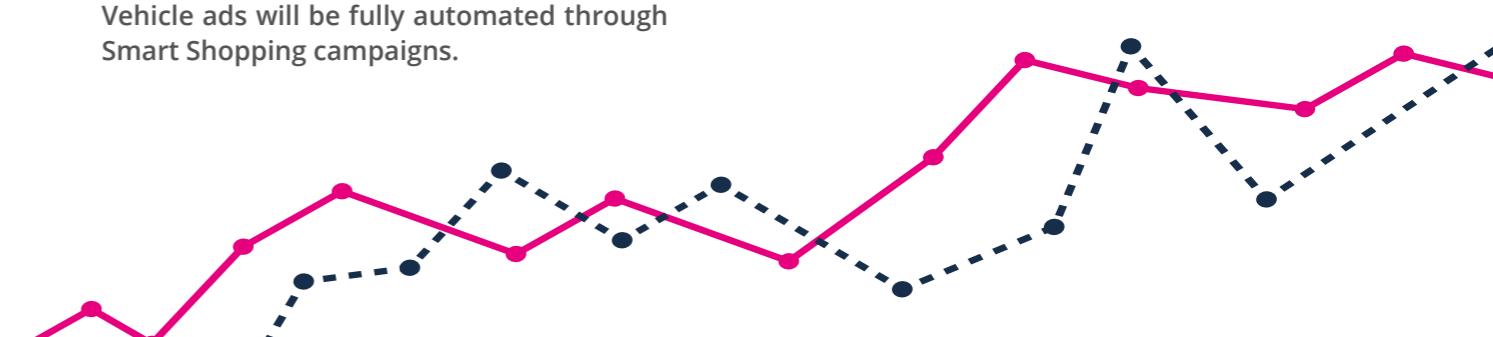
The data for the vehicles will come from a vehicle data feed which is uploaded to the Google Merchant Center.

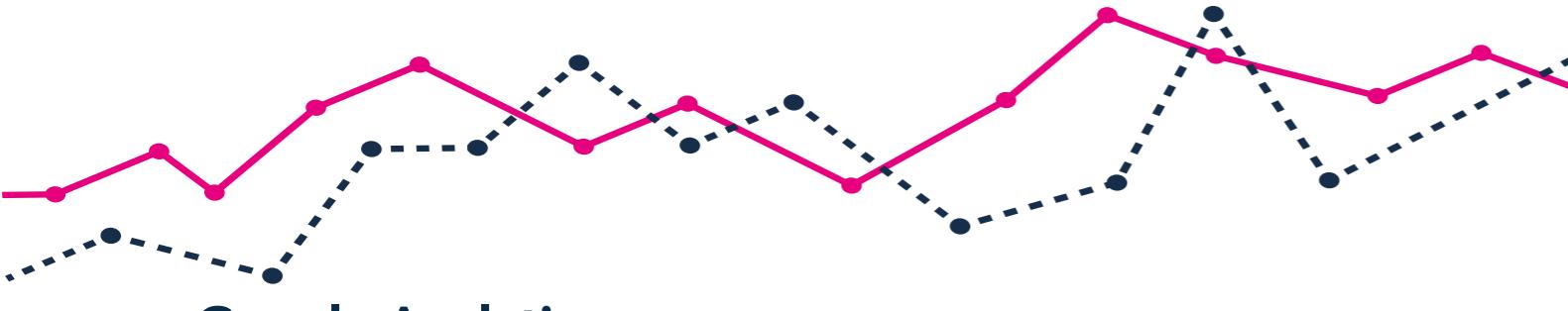
Vehicle ads will be fully automated through Smart Shopping campaigns.

Why is this important to us? In a post-covid world where anything can be bought online, including vehicles, vehicle ads are the next logical step for Google Ads.

Car buying behaviour has moved online, with search interest increasing substantially and no signs of let up.

27% of UK car buyers would be happy to buy a car online without a test drive. Vehicle ads will help advertisers expand their exposure to market their vehicles inventories opening up a completely new channel for their business.





Google Analytics.

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

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

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

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

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

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

Microsoft's Automotive Ads are getting more placements

In a similar theme, Microsoft's Automotive Ads are getting more placements as well as being rolled out globally in beta.

According to Microsoft, automotive search interest is up 48% compared to 2019. Initially, Automotive Ads have been able to serve on Bing's Search, Image, and Video results, but will be expanded to serve on Display, Microsoft's Audience Network, Microsoft's Autos Marketplace, and the Windows search bar.

Microsoft plan to roll out further expansions this year, including new vehicle types, support for monthly pricing and leasing options, and further visuals.



**"Struggling with the migration to GA4?
Speak with an expert."**

Get in Touch.

This report shows industry data at a top level; We simply don't have space to add all the resulting insight as well. Give us 30 minutes of your time and we'll be able to give you actionable steps to improve your position in the rankings, or further dig down into your competitors' movements.



Email us.



Live chat.



Arrange a call.

