

// Salience.

# Charities

Salience Index 2025



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.

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

**Brett Janes**  
**Managing Director**  
01244 564 501  
[brett@sallience.co.uk](mailto:brett@sallience.co.uk)



# 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 Services



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

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# 0.63%

**Of Google  
Searchers Click  
On Results From  
The Second  
Page..**

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yes%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  National Trust

02  RSPCA.

03    
THE VET CHARITY FOR PETS IN NEED

04  MACMILLAN  
CANCER SUPPORT

05  CATS  
PROTECTION



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  British Heart Foundation
- 02  CANCER RESEARCH UK
- 03  DiABETES UK  
KNOW DIABETES. FIGHT DIABETES.
- 04  age UK  
Let's change how we age
- 05  WOODLAND TRUST



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.



Q3 2023 Non-Profit Traffic Score Report						
Rank	Site	Overall Rank	YoY Change	Visibility Sep 2025		Compared to Market
				Visits	Pages	
1	nationaltrust.org.uk	1	-	2,122,186	1,955,625	+9%
2	bhf.org.uk	2	-	1,363,528	1,411,016	-3%
3	cancerresearchuk.org	3	+1	1,203,807	1,241,752	-3%
4	rspb.org.uk	4	+1	788,425	742,837	+6%
5	diabetes.org.uk	5	-2	649,710	1,265,056	-49%
6	rspca.org.uk	6	+3	622,742	537,959	+16%
7	mind.org.uk	7	-	571,266	562,340	+2%
8	ageuk.org.uk	8	-2	555,428	583,799	-5%
9	pdsa.org.uk	9	+2	480,221	362,701	+32%
10	macmillan.org.uk	10	-	470,271	401,772	+17%
11	cats.org.uk	11	+2	388,798	305,710	+27%
12	woodlandtrust.org.uk	12	-4	382,979	547,345	-30%
13	dogstrust.org.uk	13	-1	372,528	349,595	+7%
14	bluecross.org.uk	14	-	365,991	300,581	+22%
15	alzheimers.org.uk	15	-	289,298	279,120	+4%
16	redcross.org.uk	16	-	220,175	196,976	+12%
17	autism.org.uk	17	+2	193,278	169,615	+14%
18	nts.org.uk	18	-1	184,506	189,833	-3%
19	oxfam.org.uk	19	+6	178,373	128,902	+38%
20	shelter.org.uk	20	-	177,284	163,610	+8%
21	canalrivertrust.org.uk	21	+3	174,125	130,414	+34%
22	scouts.org.uk	22	-1	166,906	159,008	+5%
23	gosh.nhs.uk	23	+3	162,913	126,425	+29%
24	versusarthritis.org	24	-6	160,725	171,492	-6%
25	sja.org.uk	25	+2	159,662	116,718	+37%
26	nspcc.org.uk	26	-3	151,896	130,469	+16%
27	wwf.org.uk	27	-5	143,400	140,103	+2%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Sep 2025	Visibility Sep 2024	YoY Change	Compared to Market
samaritans.org	28	+6	104,880	83,284	+26%	+24%
drinkaware.co.uk	29	+2	103,037	99,363	+4%	+2%
salvationarmy.org.uk	30	+2	102,222	96,825	+6%	+4%
scope.org.uk	31	-3	100,645	105,215	-4%	-6%
girlguiding.org.uk	32	+11	97,372	64,549	+51%	+49%
mariecurie.org.uk	33	-	97,308	85,543	+14%	+12%
prostatecanceruk.org	34	+8	92,308	65,522	+41%	+39%
battersea.org.uk	35	-5	89,384	104,664	-15%	-17%
barnardos.org.uk	36	-	88,523	75,061	+18%	16%
mentalhealth.org.uk	37	-8	81,729	104,823	-22%	-24%
rnli.org	38	+7	79,789	53,228	+50%	+48%
breastcancernow.org	39	+2	78,697	68,071	+16%	+14%
dofe.org	40	-5	78,169	79,654	-2%	-4%
mencap.org.uk	41	-3	77,915	71,399	+9%	+7%
britishlegion.org.uk	42	-2	76,753	68,286	+12%	+10%
comicrelief.com	43	+7	69,441	45,075	+54%	+52%
bbcchildreninneed.co.uk	44	+8	65,179	39,897	+63%	+61%
woodgreen.org.uk	45	+9	64,418	37,991	+70%	+68%
bowelcanceruk.org.uk	46	-7	64,344	68,888	-7%	-9%
stroke.org.uk	47	-3	60,552	53,738	+13%	+11%
savethechildren.org.uk	48	-11	58,877	74,279	-21%	-23%
mssociety.org.uk	49	-1	55,724	49,434	+13%	+11%
kidneyresearchuk.org	50	+16	53,336	17,663	+202%	+200%
cafonline.org	51	+8	50,977	33,398	+53%	+51%
rnib.org.uk	52	-3	48,913	45,410	+8%	+6%
unicef.org.uk	53	+4	44,962	33,825	+33%	+31%
thedonkeysanctuary.org.uk	54	-3	39,710	43,565	-9%	-11%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Sep 2025	Visibility Sep 2024	YoY Change	Compared to Market
tht.org.uk	55	-	35,438	34,244	+3%	+1%
parkinsons.org.uk	56	-3	34,216	39,499	-13%	-15%
alzheimersresearchuk.org	57	+1	32,326	33,758	-4%	-6%
guidedogs.org.uk	58	-2	30,833	34,050	-9%	-11%
greenpeace.org.uk	59	+3	29,499	25,129	+17%	+15%
booktrust.org.uk	60	-14	28,376	51,934	-45%	-47%
peta.org	61	-14	23,472	51,104	-54%	-56%
friendsoftheearth.uk	62	+2	23,464	22,604	+4%	+2%
stonewall.org.uk	63	-	22,729	23,410	-3%	-5%
amnesty.org.uk	64	-4	21,563	32,559	-34%	-36%
ash.org.uk	65	+7	18,813	11,041	+70%	+68%
dignityindying.org.uk	66	+8	18,493	9,332	+98%	+96%
arts council.org.uk	67	-	17,545	15,781	+11%	+9%
childrenssociety.org.uk	68	+2	14,373	13,274	+8%	+6%
helpforheroes.org.uk	69	-	14,258	14,517	-2%	-4%
rapecrisis.org.uk	70	+3	14,223	9,772	+46%	+44%
msf.org.uk	71	+17	11,084	3,302	+236%	+234%
unwomen.org	72	+4	10,888	9,195	+18%	+16%
anthony nolan.org	73	+6	10,660	8,216	+30%	+28%
christianaid.org.uk	74	+7	9,690	7,634	+27%	+25%
teenagecancertrust.org	75	+3	9,109	8,771	+4%	+2%
pennyappeal.org	76	-5	9,084	11,283	-19%	-21%
uk.movember.com	77	-12	8,884	22,263	-60%	-62%
lgbt.foundation	78	+7	8,414	5,700	+48%	+46%
fairtrade.org.uk	79	-11	8,374	15,283	-45%	-47%
centrepoint.org.uk	80	-	8,279	8,169	+1%	-1%
wateraid.org	81	+1	8,199	6,709	+22%	+20%

# Traffic Scores.

Site	Overall Rank	YoY Change	Visibility Sep 2025	Visibility Sep 2024	YoY Change	Compared to Market
midlandsairambulance.com	82	-7	7,936	9,293	-15%	-17%
actionaid.org.uk	83	+1	7,373	6,123	+20%	+18%
sightsavers.org	84	+2	6,883	5,003	+38%	+36%
firefighterscharity.org.uk	85	-8	6,178	8,985	-31%	-33%
londonsairambulance.org.uk	86	-3	6,074	6,369	-5%	-7%
keepbritaintidy.org	87	-	3,533	3,496	+1%	-1%
leonardcheshire.org	88	+1	3,382	2,704	+25%	+23%
cnduk.org	89	+3	3,160	1,964	+61%	+59%
theredcard.org	90	+1	2,684	2,381	+13%	+11%
amh.org.uk	91	+2	1,982	741	+167%	+165%
countryside-alliance.org	92	-2	1,690	2,585	-35%	-37%
abortionrights.org.uk	93	+1	456	162	+181%	+179%
breastcancersupport.org.uk	94	+1	101	47	+115%	+113%
princes-trust.org.uk	95	-34	62	25,571	-100%	-102%
bacaworld.org	96	-	38	37	+3%	+1%
begambleaware.org	97	-	-	-	+100%	+98%
clicsargent.org.uk	98	-	-	-	+100%	+98%
wellcome.ac.uk	99	-	-	-	+100%	+98%

# Industry Variance +2%



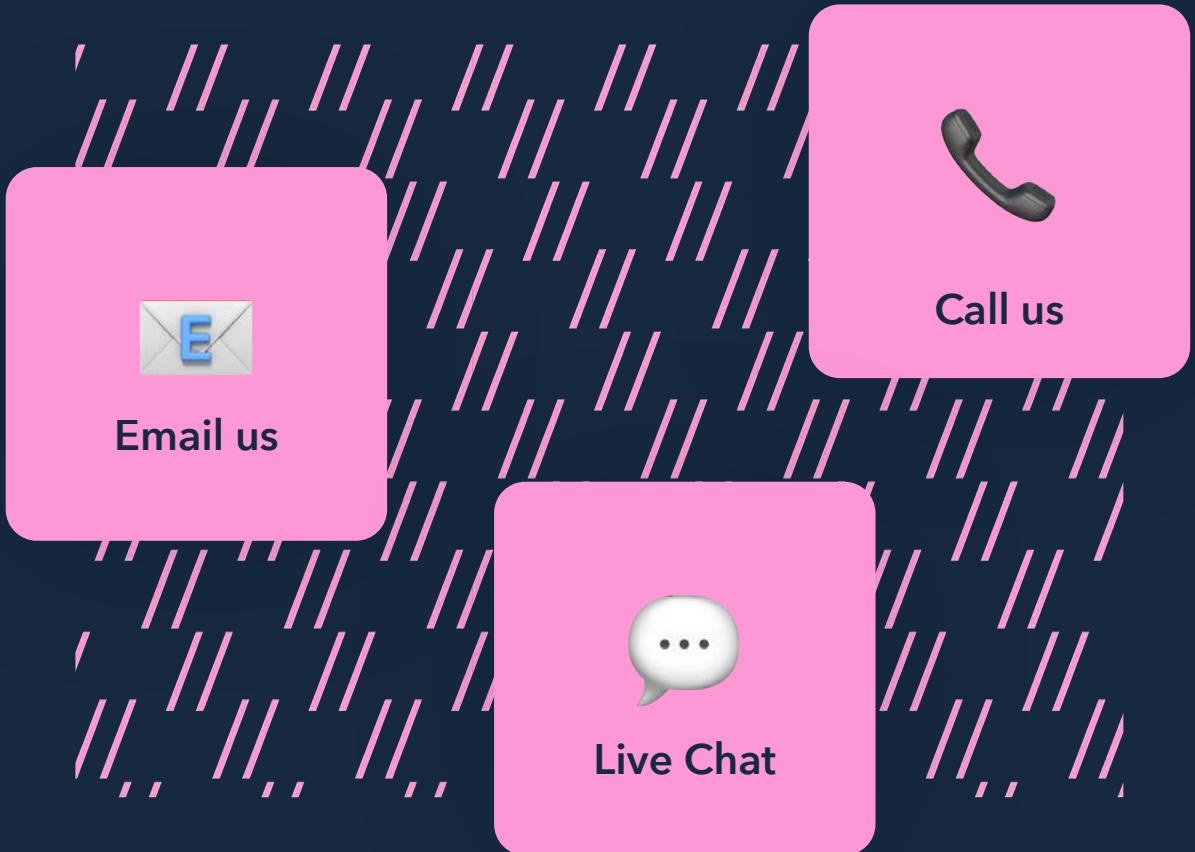
Industry variance is the average of how much visibility change there has been in the market. So here, this indicates an 2% increase in overall traffic scores within this industry.

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

# Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



# Question?

# Visibility Vs Authority

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



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



Authority is best achieved through high-quality links gained through topical and brand-relevant digital pr. Not spammy link building.



By matching visibility scores to authority, we identify which sites are performing beyond their means. These are the ones to learn from.



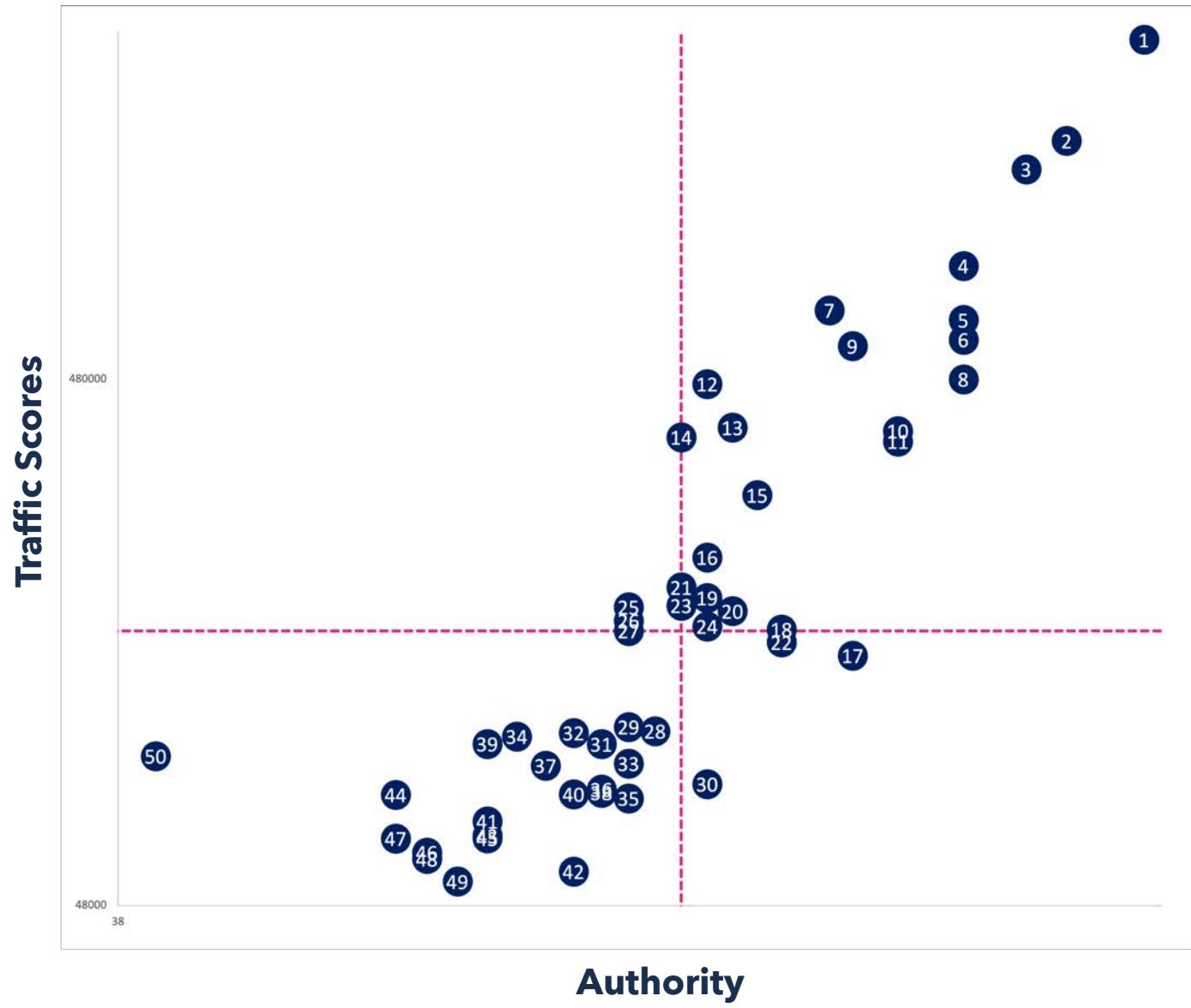
Low authority brands who are ranking for high volume terms are the ones to watch. Target the keywords they perform well on for quick growth.

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



**// Salience.**

# Traffic Scores Vs Authority Scores



nationaltrust.org.uk	1	bluecross.org.uk	11	autism.org.uk	21	mariecurie.org.uk	31	comicrelief.com	41
bhf.org.uk	2	macmillan.org.uk	12	nspcc.org.uk	22	salvationarmy.org.uk	32	mssociety.org.uk	42
cancerresearchuk.org	3	cats.org.uk	13	oxfam.org.uk	23	battersea.org.uk	33	bbcchildreninneed.co.uk	43
rspb.org.uk	4	dogstrust.org.uk	14	gosh.nhs.uk	24	scope.org.uk	34	mencap.org.uk	44
rspca.org.uk	5	alzheimers.org.uk	15	shelter.org.uk	25	britishlegion.org.uk	35	woodgreen.org.uk	45
mind.org.uk	6	redcross.org.uk	16	scouts.org.uk	26	rnli.org	36	stroke.org.uk	46
diabetes.org.uk	7	wwf.org.uk	17	sja.org.uk	27	barnardos.org.uk	37	bowelcanceruk.org.uk	47
pdsa.org.uk	8	versusarthritis.org	18	drinkaware.co.uk	28	breastcancernow.org	38	savethechildren.org.uk	48
ageuk.org.uk	9	nts.org.uk	19	samaritans.org	29	girlguiding.org.uk	39	kidneyresearchuk.org	49
woodlandtrust.org.uk	10	canalrivertrust.org.uk	20	mentalhealth.org.uk	30	dofe.org	40	prostatecanceruk.org	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 **VERSUS ARTHRITIS**
- 02 **NSPCC**
- 03 **WWF**
- 04 **drinkaware**
- 05 **MENTAL HEALTH FOUNDATION**

# 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.

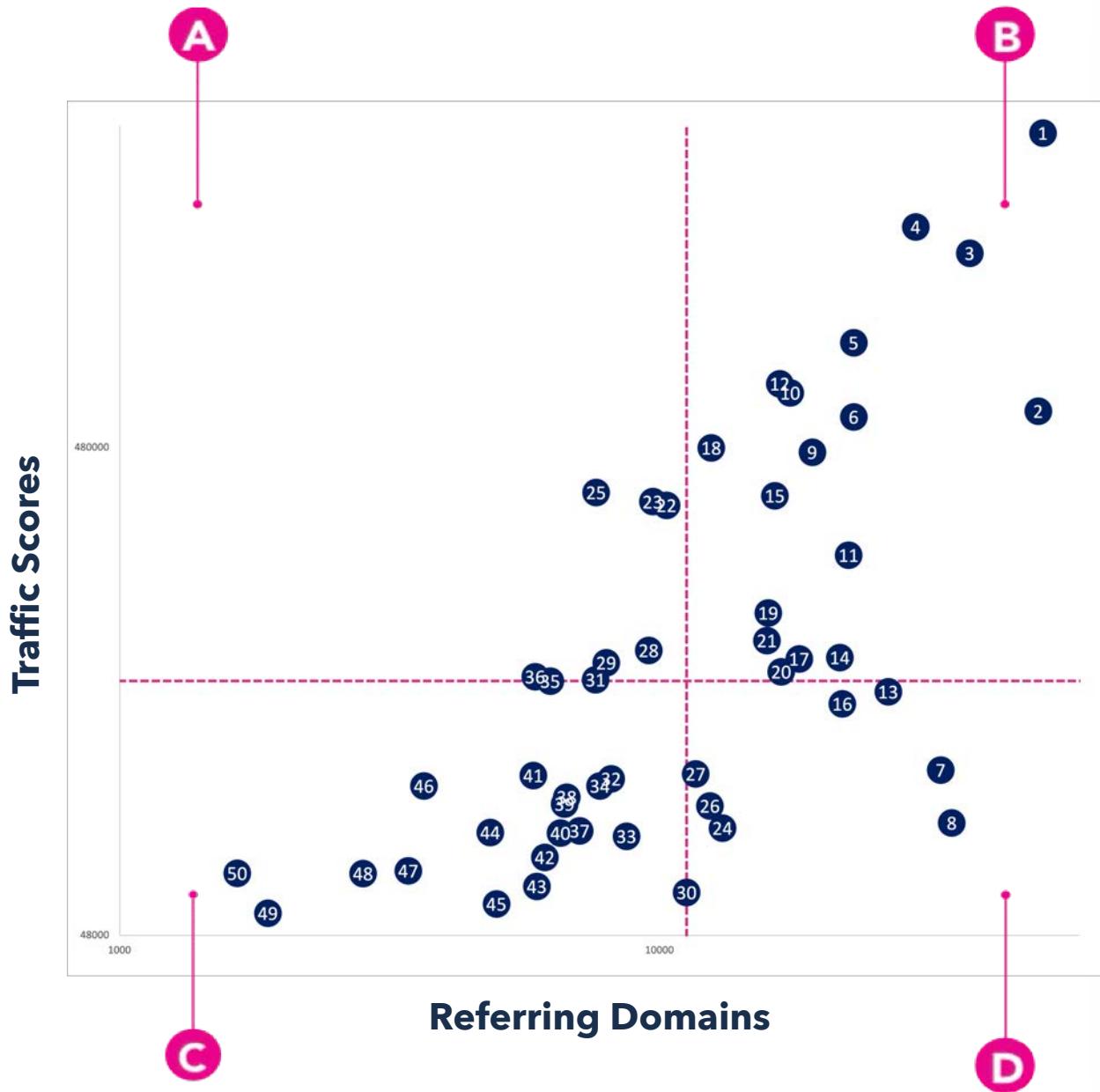
## Key:

nationaltrust.org.uk	1	nspcc.org.uk	13
mind.org.uk	2	oxfam.org.uk	14
cancerresearchuk.org	3	woodlandtrust.org.uk	15
bhf.org.uk	4	wwf.org.uk	16
rspb.org.uk	5	shelter.org.uk	17
ageuk.org.uk	6	pdsa.org.uk	18
samaritans.org	7	redcross.org.uk	19
mentalhealth.org.uk	8	scouts.org.uk	20
macmillan.org.uk	9	autism.org.uk	21
rspca.org.uk	10	bluecross.org.uk	22
alzheimers.org.uk	11	dogstrust.org.uk	23
diabetes.org.uk	12	rnli.org	24

# Traffic Scores Vs Referring Domains

## Key:

cats.org.uk	25	prostatecanceruk.org	38
barnardos.org.uk	26	battersea.org.uk	39
drinkaware.co.uk	27	mencap.org.uk	40
nts.org.uk	28	salvationarmy.org.uk	41
canalrivertrust.org.uk	29	comicrelief.com	42
savethechildren.org.uk	30	stroke.org.uk	43
versusarthritis.org	31	dofe.org	44
scope.org.uk	32	mssociety.org.uk	45
britishlegion.org.uk	33	girlguiding.org.uk	46
mariecurie.org.uk	34	bbcchildreninneed.co.uk	47
sja.org.uk	35	bowelcanceruk.org.uk	48
gosh.nhs.uk	36	kidneyresearchuk.org	49
breastcancernow.org	37	woodgreen.org.uk	50



**A**

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

**B**

High traffic scores with high referring domains are dominating the organic market. If you're in this quadrant, keep doin' you. If not, it may be easier to compete with their traffic scores through technical SEO and content.

**C**

Low traffic scores with low referring domains could mean infinite things. However, generally ramping up your search marketing is required to compete in your space. Whether that's through tech, content or links, we can't say from this graph, but speak to us if you need a few pointers.

**D**

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

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six month's notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**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

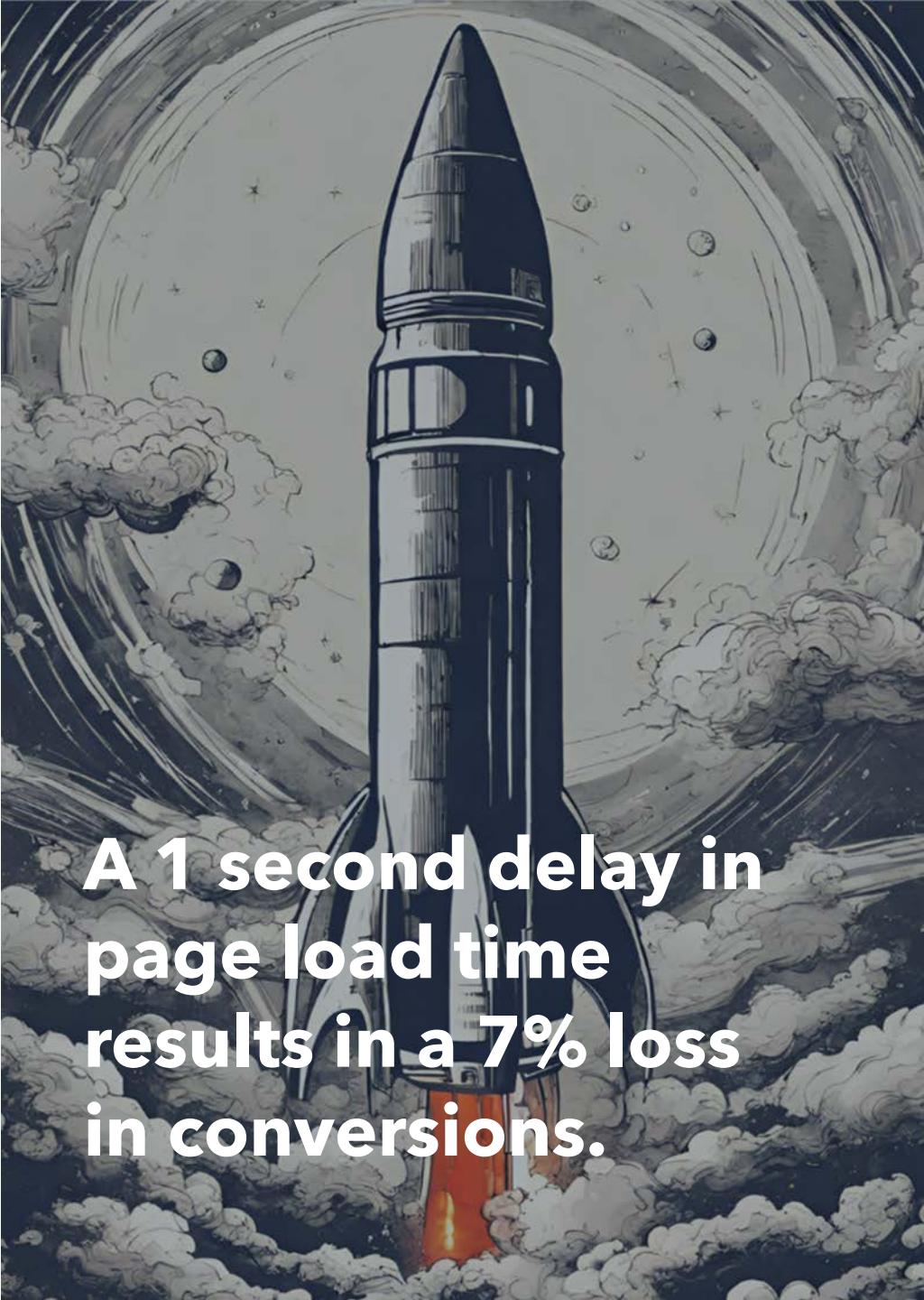


[Read this Case Study](#)

# 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



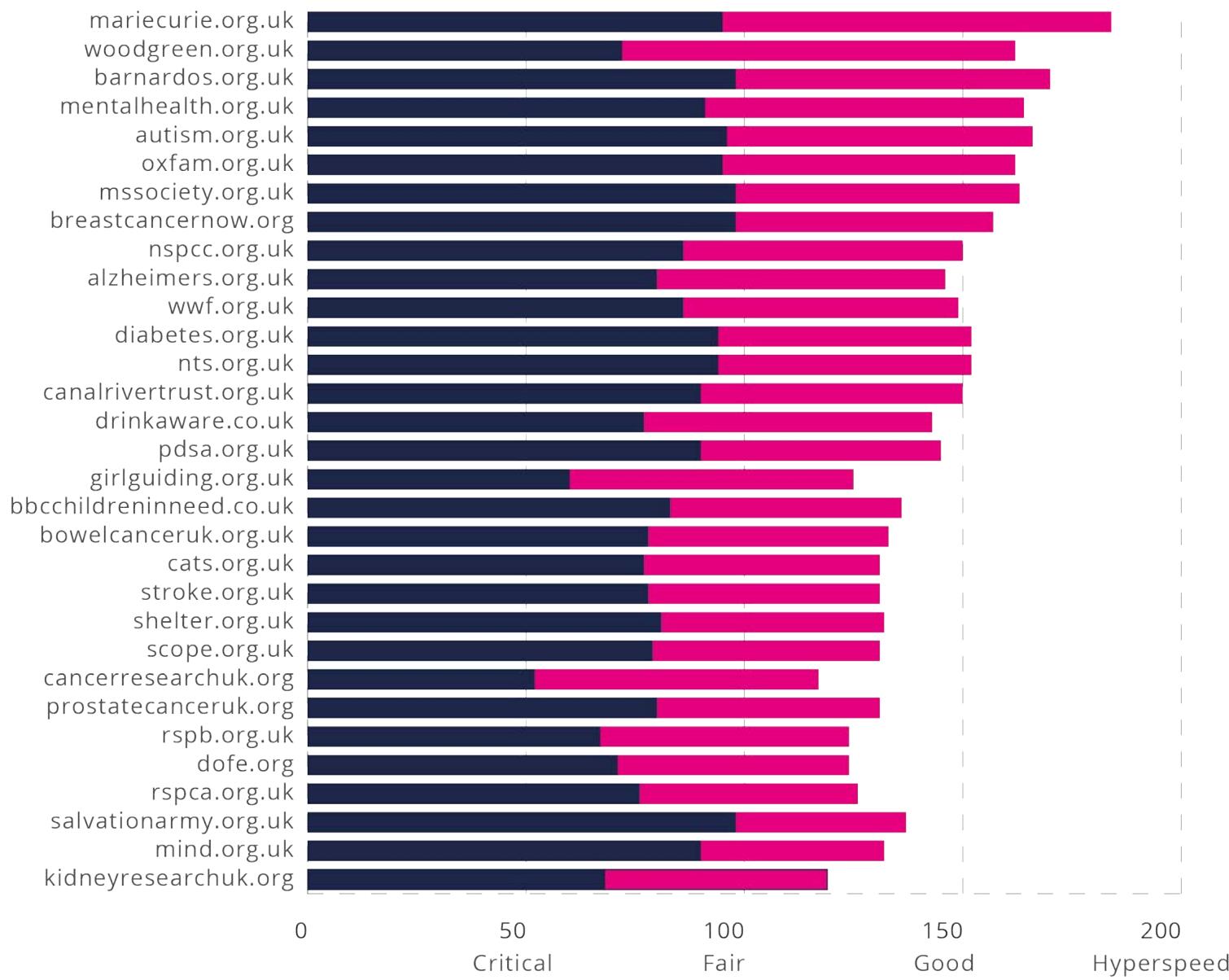
**Key:**



Desktop



Mobile





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 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



# Profitability

## Our New Model

### Paid Media Profitability

**The agency PPC model is broken!** Agencies boast about ROAS while ignoring true costs. They don't factor in shipping costs, payment fees, packaging, or discounts.

Most agencies are still obsessed with ROAS. It looks good in reports. But it tells you nothing about what matters - profit.

Salience is championing POAS (Profit On Ad Spend). Even in tough times, it's the only metric that fuels real growth.

Invite us to pitch and see how our **POAS-focused approach** can transform your paid media results into actual business growth.



**Talk to us about  
paid media**

No hard pitch. No charge.

[Book a Chat](#)

# 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.

//Salience.



**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
---------	---------------	----------------

charitable donations	3600	16%
running for charity	1900	16%
charity events	1900	20%
charity fundraising	1600	20%
christian charity	1600	5%
christmas charities	1000	167%
veteran charities	880	10%
charity website	880	6%
raise money for charity	880	7%
charities to donate to	720	32%
charities that pick up	720	21%
best charities to donate to	720	23%
heart charity	720	6%
charity box near me	590	22%
donation website	480	42%
ramadan charity	480	129%
global charities	480	17%
famous charities	390	59%
christmas donations	390	37%
charity donation pick up	320	97%
fundraising websites	320	39%
online fundraising	260	110%

## Emerging Trends

# Emerging Products

Keyword	Search Volume	Interest Trend
charity donation websites	260	53%
ocean charities	260	43%
charity collection pick up	210	691%
womens shelter donation	210	44%
animal donations	140	48%
donate electronics near me	110	52%
hospice donations	90	43%
donate money to food bank	50	267%



Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
---------	---------------	----------------

dog trust	246000	7%
oxfam	90500	31%
samaritans	90500	7%
barnardos	60500	29%
mind	60500	14%
marie curie	60500	7%
salvation army	60500	6%
blue cross	40500	33%
dofe	40500	16%
scouts	33100	31%
wwf	33100	7%
scope	27100	14%
save the children	18100	13%
comic relief	18100	15%

Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
donate furniture to charity	2400	-23%
find a charity	1900	-15%
palestine charity	1600	-27%
environmental charities	1300	-12%
women's charities	1300	-8%
registered charity	1300	-4%
qurbani donation	1000	-21%
local charity shops	880	-6%
tree planting charity	720	-34%
bra donation	720	-18%
education charities	720	-18%
charities that take furniture	480	-42%
charity auctions	480	-19%
donations near me	480	-12%
fundraising page	480	-12%
charity organisations near me	320	-42%
charities that collect items	320	-33%
prom dress donation	260	-34%
charity shops that take electrical goods	260	-50%
small charities	260	-14%
charitable organizations near me	210	-30%
charity shops accepting donations	170	-53%

Receding Trends

# Receding Products

Keyword	Search Volume	Interest Trend
donate toiletries	170	-35%
donate furniture to charity pick up	170	-24%
corporate donations	90	-26%
animal shelter donations near me	70	-52%
donate money palestine	70	-22%
charity shop donation collection	70	-24%
donate curtains	70	-24%
good charities to raise money for	30	-71%

Receding Brands

# Receding Brands

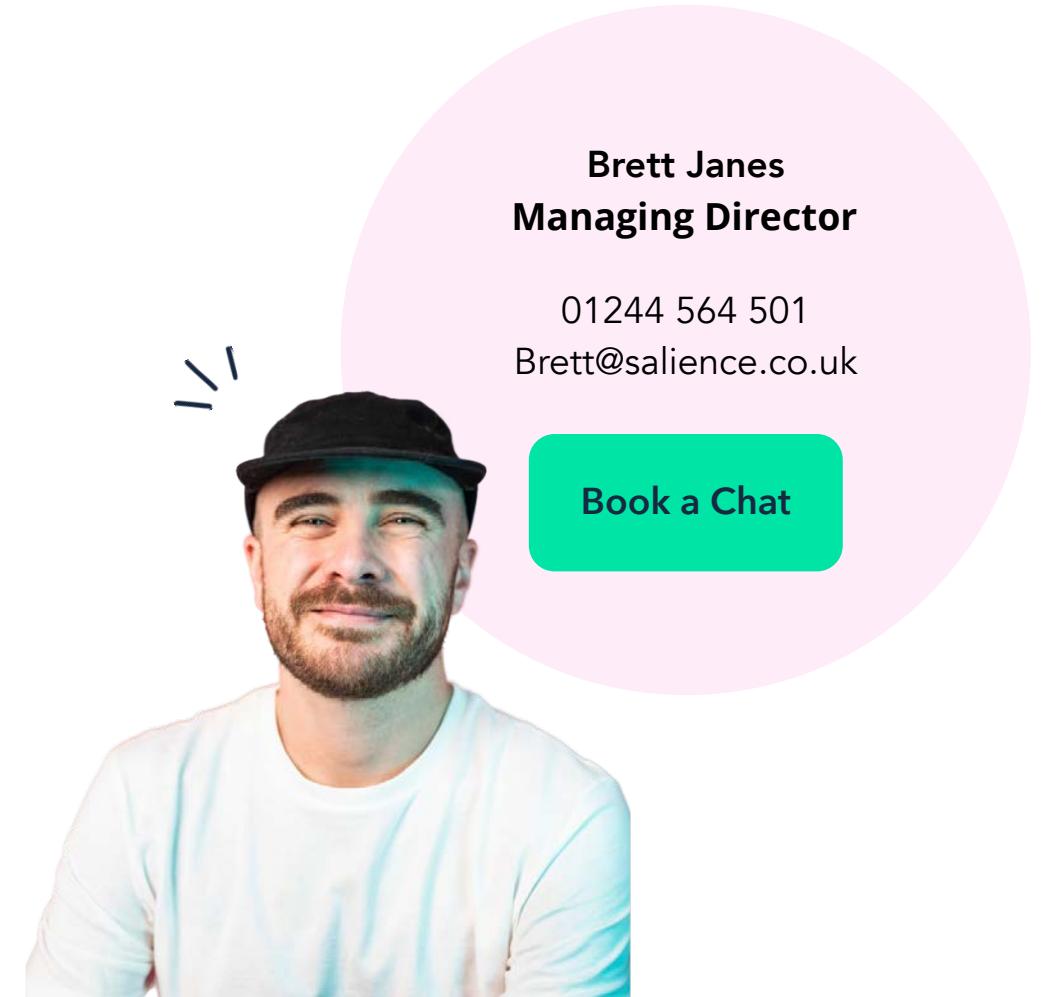
Keyword	Search Volume	Interest Trend
---------	---------------	----------------

cats	673000	-23%
national trust	550000	-12%
woodgreen	110000	-18%
pdsa	90500	-18%
diabetes	90500	-6%
battersea	74000	-6%
rspb	74000	-6%
mac millan	60500	-55%
shelter	49500	-7%
nspcc	40500	-6%
bhf	18100	-7%
prostate cancer uk	14800	-6%
british legion	14800	-6%
gosh	12100	-13%
ms society	6600	-12%
drinkaware	2400	-15%



# Dog Trust is dominating the brand search game.

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



Brett Janes  
Managing Director

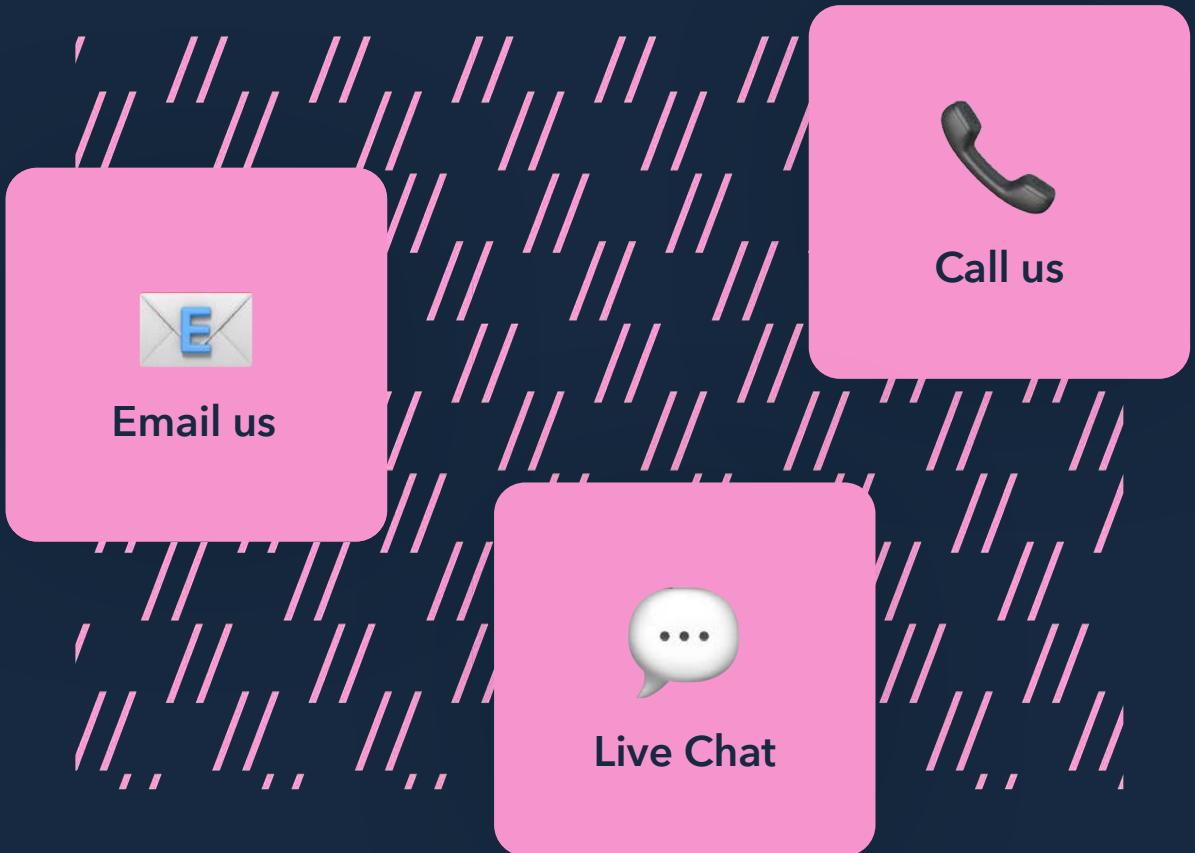
01244 564 501  
Brett@salience.co.uk

[Book a Chat](#)

# Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



# 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.

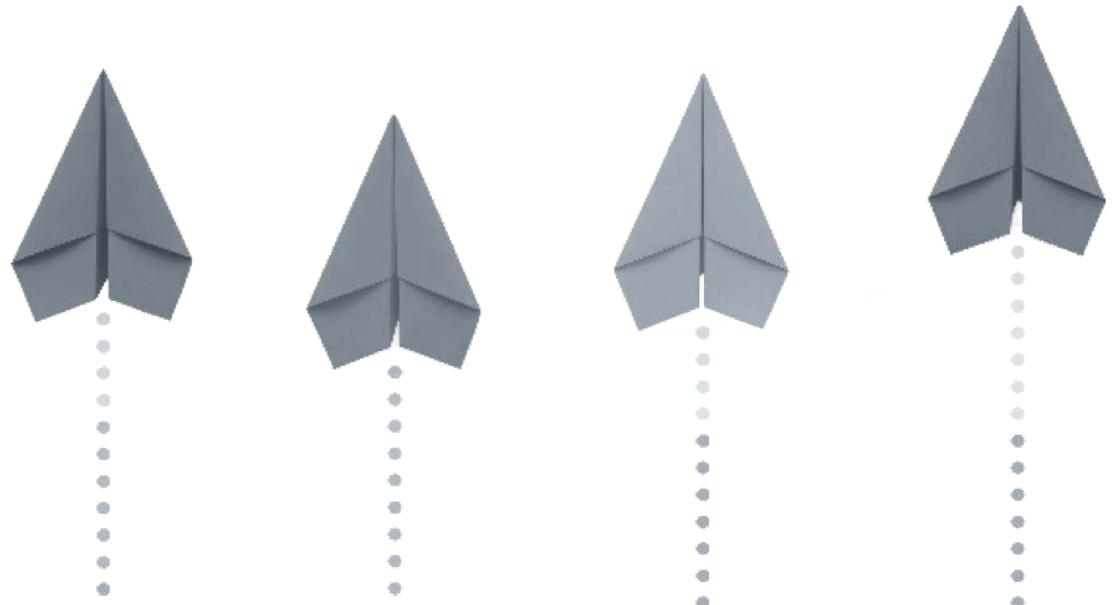
For challenger brands looking to weigh in, you best bring your A-game.



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

charitable donations

1,600 52

2

find a charity

1,300 76

3

palestine charity

1,100 72

4

charity fundraising

700 83

5

christian charity

600 87

6

environmental charities

600 85

7

charities to donate to

600 69

8

charity website

450 96

9

heart charity

450 77

10

fundraising websites

400 89

## 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@salience.co.uk

[Book a Chat](#)

# Keywords

## Opportunity Keywords.



### Key:

- Local monthly searches (UK)
- Competitiveness Score

# Ooo Nice Clients...

Dreams

carpetright.

Lindt

HARVEY MARIA®  
FABULOUS FLOORS



PÂTISSERIE  
VALERIE



PAPIER

BRITA

JUSTMYLOOK



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:



**User reviews**  
(TrustPilot, Feefo)



**Testimonials**



**Guarantees**  
(free returns, warranties)



**Credential badges**  
(Industry recognised certifications, think Informed Sport for a supplements brand)

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

// Salience.



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



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



Review profile embedded in the  
home page & key PLPs  
[uk.huel.com](https://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**[sja.org.uk](http://sja.org.uk)

46,594

4.9

**6**[battersea.org.uk](http://battersea.org.uk)

204

4.1

**2**[dogstrust.org.uk](http://dogstrust.org.uk)

2,979

4.6

**7**[redcross.org.uk](http://redcross.org.uk)

187

4

**3**[pdsa.org.uk](http://pdsa.org.uk)

2,184

4.2

**8**[cats.org.uk](http://cats.org.uk)

404

3.6

**4**[bhf.org.uk](http://bhf.org.uk)

5,576

3.7

**9**[oxfam.org.uk](http://oxfam.org.uk)

191

3.7

**5**[bluecross.org.uk](http://bluecross.org.uk)

287

4.5

**10**[stroke.org.uk](http://stroke.org.uk)

6

4

## 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		673,000
02		550,000
03		246,000
04		201,000
05		110,000

# 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



4,772

02



3,915

03



3,396

04



3,331

05



2,501

# Brand

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

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

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

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

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

**Alana Mustill**  
**Head of Digital PR**

01244 564 501  
Alana@salience.co.uk

**Book a Chat**

# Awareness

# Brand Awareness

## Market Leaders

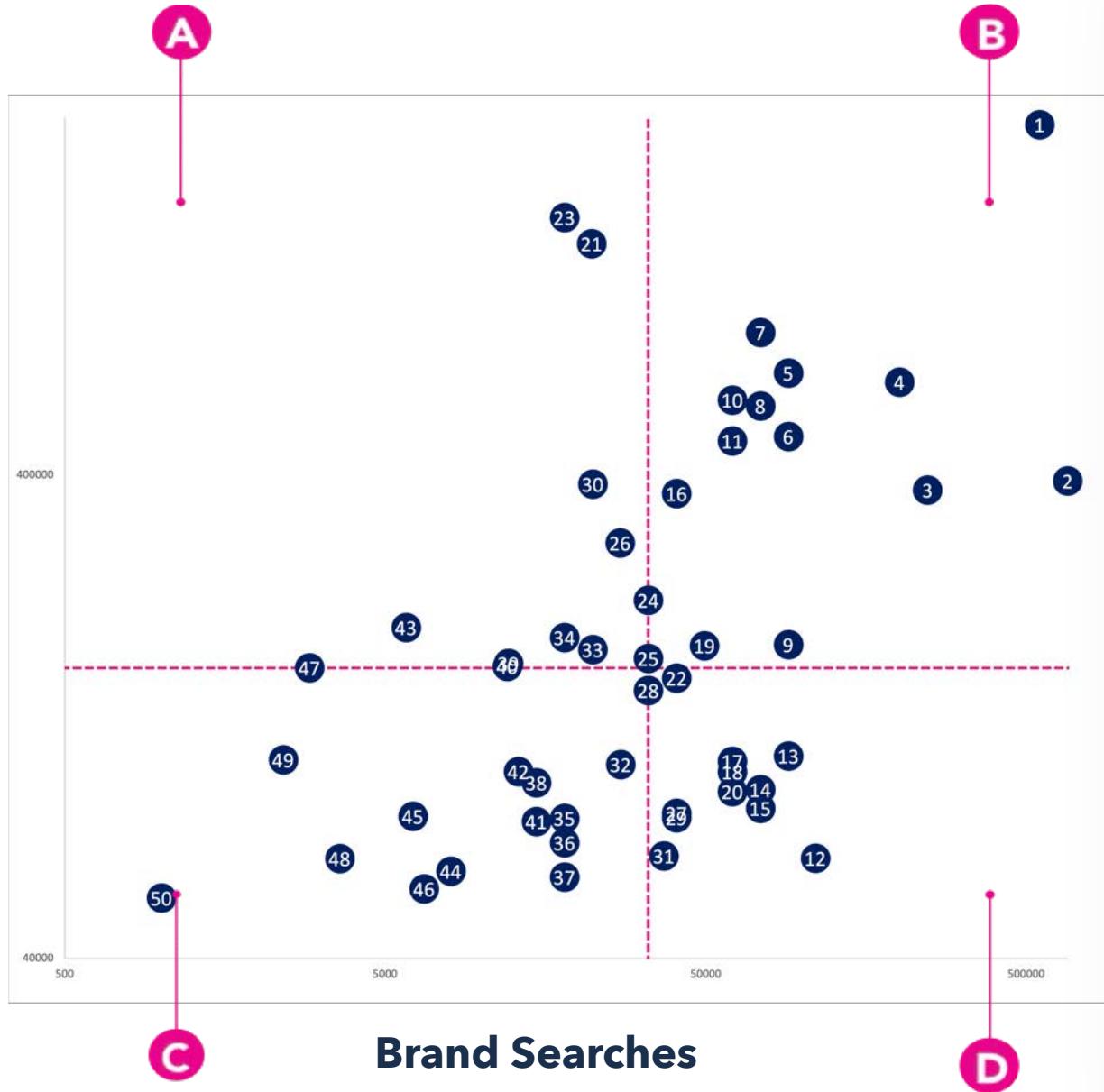
Site	Brand Searches (Per month)	Owned Social Score	Rank
nationaltrust.org.uk	550000	4772	1
cats.org.uk	673000	1690	2
dogstrust.org.uk	246000	3396	3
rspca.org.uk	201000	2009	4
macmillan.org.uk	60500	3331	5
battersea.org.uk	74000	2235	6
mind.org.uk	60500	2488	7
oxfam.org.uk	90500	1261	8
rspb.org.uk	74000	1433	9
mentalhealth.org.uk	74000	1297	10
bbcchildreninneed.co.uk	37000	2450	11
cancerresearchuk.org	22000	3915	12
diabetes.org.uk	90500	942	13
mariecurie.org.uk	60500	1366	14

# Brand Awareness

## Market Leaders

Site	Brand Searches (Per month)	Owned Social Score	Rank
wwf.org.uk	33100	2322	15
pdsa.org.uk	90500	811	16
rnli.org	40500	1702	17
samaritans.org	90500	751	18
ageuk.org.uk	74000	783	19
canalrivertrust.org.uk	22200	2501	20
woodgreen.org.uk	110000	453	21
nspcc.org.uk	40500	1215	22
alzheimers.org.uk	27000	1610	23
comicrelief.com	18100	2378	24
shelter.org.uk	49500	829	25
redcross.org.uk	33100	1212	26
bluecross.org.uk	40500	949	27
woodlandtrust.org.uk	22200	1581	28
barnardos.org.uk	60500	547	29

## Traffic Scores



**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:

nationaltrust.org.uk	1	samaritans.org	13
cats.org.uk	2	battersea.org.uk	14
dogtrust.org.uk	3	mentalhealth.org.uk	15
rspca.org.uk	4	bluecross.org.uk	16
diabetes.org.uk	5	salvationarmy.org.uk	17
pdsa.org.uk	6	mariecurie.org.uk	18
rspb.org.uk	7	shelter.org.uk	19
ageuk.org.uk	8	barnardos.org.uk	20
oxfam.org.uk	9	cancerresearchuk.org	21
mind.org.uk	10	nspcc.org.uk	22
macmillan.org.uk	11	bhf.org.uk	23
woodgreen.org.uk	12	redcross.org.uk	24

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Branded search is, by definition, any search query that includes the name of a brand or a branded product (think 'Hoover').

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## Key:

scouts.org.uk	25	prostatecanceruk.org	38
alzheimers.org.uk	26	gosh.nhs.uk	39
rnli.org	27	versusarthritis.org	40
wwf.org.uk	28	britishlegion.org.uk	41
dofe.org	29	girlguiding.org.uk	42
woodlandtrust.org.uk	30	autism.org.uk	43
bbcchildreninneed.co.uk	31	stroke.org.uk	44
scope.org.uk	32	breastcancernow.org	45
canalrivertrust.org.uk	33	mssociety.org.uk	46
nts.org.uk	34	sja.org.uk	47
mencap.org.uk	35	bowelcanceruk.org.uk	48
comicrelief.com	36	drinkaware.co.uk	49
savethechildren.org.uk	37	kidneyresearchuk.org	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 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.**

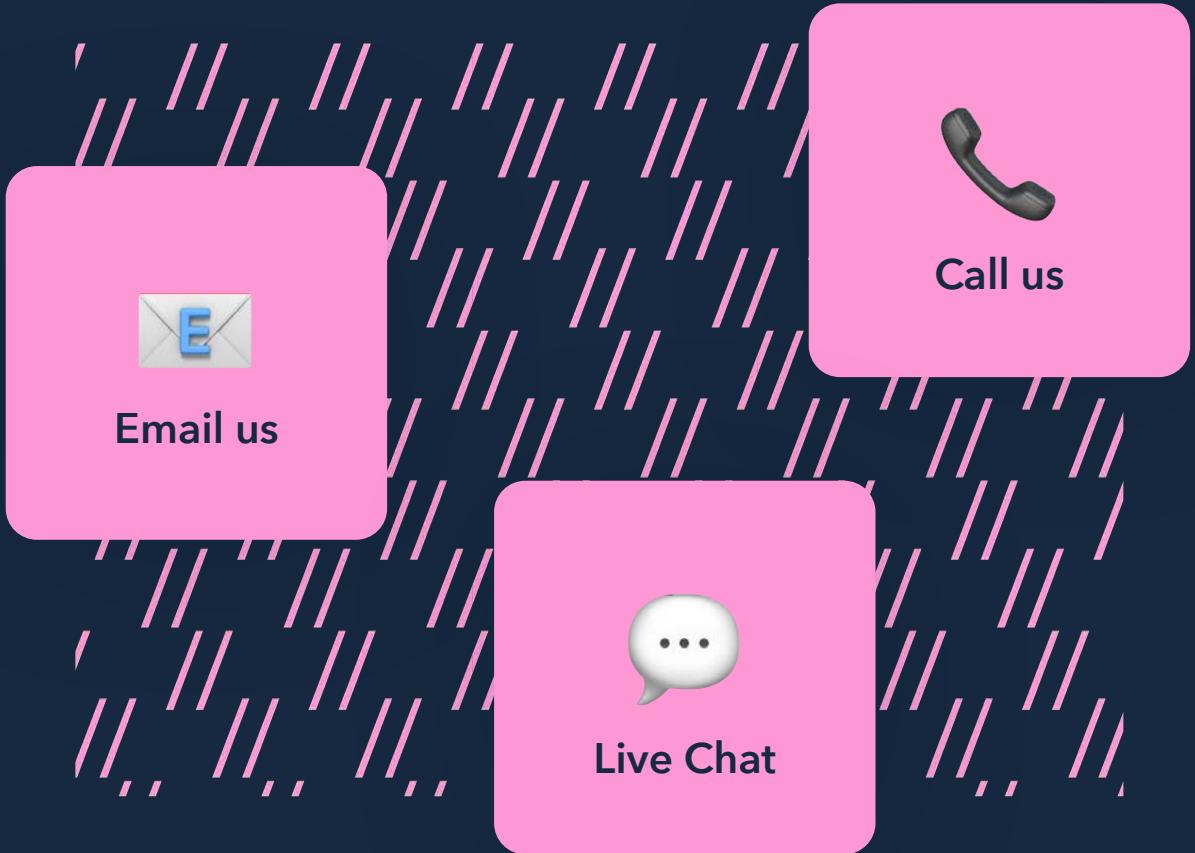
We see P1 rankings on keywords like "baby shower cake" & "anniversary cakes delivery" to have huge commercial and brand value.



# Got a

Come across any head-scratchers in this report so far?

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.