



# The Trends That Matter: Home & Garden.





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# Introduction to Report.

In an unprecedented year for retail, the shift to an 'online first' focus has been forced to accelerate. Following an initial lull at the start of the pandemic in March 2020 when consumers understandably halted any discretionary purchases, shoppers were soon using lockdown to spruce up the areas they had been confined to: their homes and gardens.

Whilst the demand has largely been welcomed by home and garden brands, it has led to some supply chain disruption which will have affected margins. However, moving deeper into 2021 – this demand is expected to continue, following the rapid expansion of online shopping by a much broad audience base than before.

[IBISWorld reports](#) that government policies designed to boost the demand for and supply of houses is also expected to support this demand, as well as a return of consumer confidence and more certainty is the UK's economy later this year.

Whilst the pandemic has led shoppers to stick to those well-known brands they recognise as safe and supportive; the shift many stores have made to online means that there's more competition than ever before, with retailers competing on price, delivery options and quality of products.

So, whilst the bigger, more well-known online home and garden brands have years more online investment under their belts and have a stronger digital presence, how can those brands now relying on online income compete and begin building their online visibility?

And how can the more well-known brands maintain their organic market share amidst the growing competition?

With so much volatility in consumer behaviour in the past year, it's more important than ever to have the flexibility in your strategy to be reactive and stay on top of the trends your audience are searching for. This enables you to differentiate your strategy and take advantage of opportunities your competitors may not have grasped yet.

We've analysed keywords across home and garden sector to discover seasonal and up-and-coming trends that this sector could be capitalising on this year. We've also looked at the top organic performers leading the way for keywords within this sector, and delved into top performers for specific home and garden niches, exploring what it takes to beat the competition.



# The Top Organic Performers in Home & Garden.

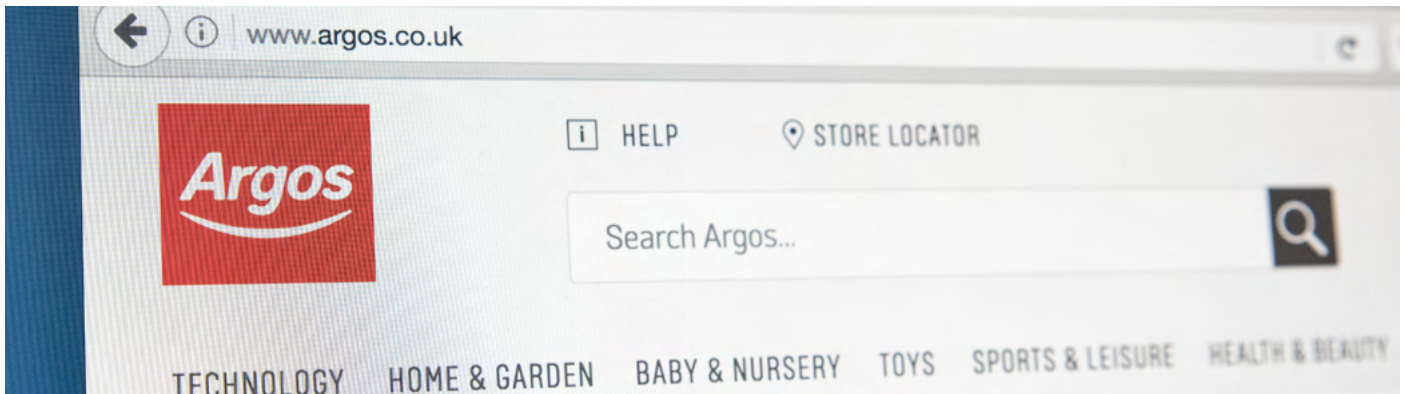
We analysed 135 keywords across the home and garden sector. Below, we've ranked the top organic performers.

Brand	Page 1 Rankings	Branded Search Vol	Load Speed	Domain Rating	Backlinks	Referring Domains	Search Visibility
Argos	98	16,600,000	0.59	81	5,500,000	27,600	678,700
Wayfair	71	1,830,000	1.36	73	449,000	5,160	148,100
The Range	64	3,350,000	1.00	70	72,500	6,140	106,300
Ikea	62	4,090,000	1.56	90	18,400,000	231,000	162,700
Dunelm	58	3,350,000	1.57	72	217,000	6,130	145,500
Homebase	50	2,240,000	1.65	73	465,000	10,100	88,939
B&Q	48	6,120,000	2.79	78	1,020,000	14,000	148,900
John Lewis	39	6,120,000	1.42	83	3,390,000	39,100	323,600
Next	37	7,480,000	1.96	78	44,400,000	27,500	454,800
Made	32	165,000	1.15	77	359,000	8,120	31,007
Dreams	11	246,000	4.26	70	1,420,000	4,140	42,669
DFS	8	673,000	2.25	57	32,500	1,980	31,417
Oak Furniture Land	7	368,000	2.76	54	96,000	2,260	15,307

To give us the best idea of visibility within this sector, rather than as a whole across all products, we've sorted the brands by page 1 rankings for the relevant sector keywords analysed.

Clearly, Argos is getting the lions share of top rankings in this sector, followed by Wayfair and The Range. Dreams, DFS and Oak Furniture Land all have just a few page 1 rankings each, with the majority of their rankings on page 2 and beyond. However, even just looking at home and garden keywords, it's important to remember that those with the most page 1 rankings have a much broader range of products, so in turn have a bigger chance to rank for more keywords. For example, Argos covers the entire home and garden sector – there's not much within this sector that you can't buy from this brand. Whereas Dreams mainly sells beds and mattresses, and so will only rank for terms relating to these products.

Page speed is an important factor to consider when reviewing how the site's user experience could



be impacting organic visibility. Argos tops the list for this too, having clearly invested in it, with The Range closely behind. Most sites in this list load between 1 and 2 seconds, showing they've had a clear focus on this. The only outlier being Dreams, which loads in 4.26 seconds. Ahead of Google's Core Web Vitals update this Spring, in which page speed will be a determining factor, Dreams should invest in this soon as they could begin to see a decline in visibility.

Onsite, we can also see that our top sites – Argos, Wayfair, The Range and Ikea – have all invested in category content that is visible on page load, whilst those further down the list either don't have this or have it hidden on page load. The top sites also have clear signposts to deeper category pages depending on what users have arrived onsite for. Although this clearly isn't the only factor determining visibility, it does show the importance of ensuring your primary category landing pages are more than a list of products and guide your users to the next most logical point on their conversion journey.

Wayfair and Dunelm slip down the list when we look at the amount of referring domains and backlinks, and delving further into offsite performance, we can see that almost half of Wayfair's backlinks are 'no follow', along with a third of Dunelm's – meaning many of the links they're gaining won't be having the desired effect on rankings. Ikea had a big spike in backlinks in July 2020, owing to campaigns around socially-distanced summer parties and lockdown garden essentials.

“The top sites have clear signposts to deeper category pages depending on what users have arrived onsite for.”

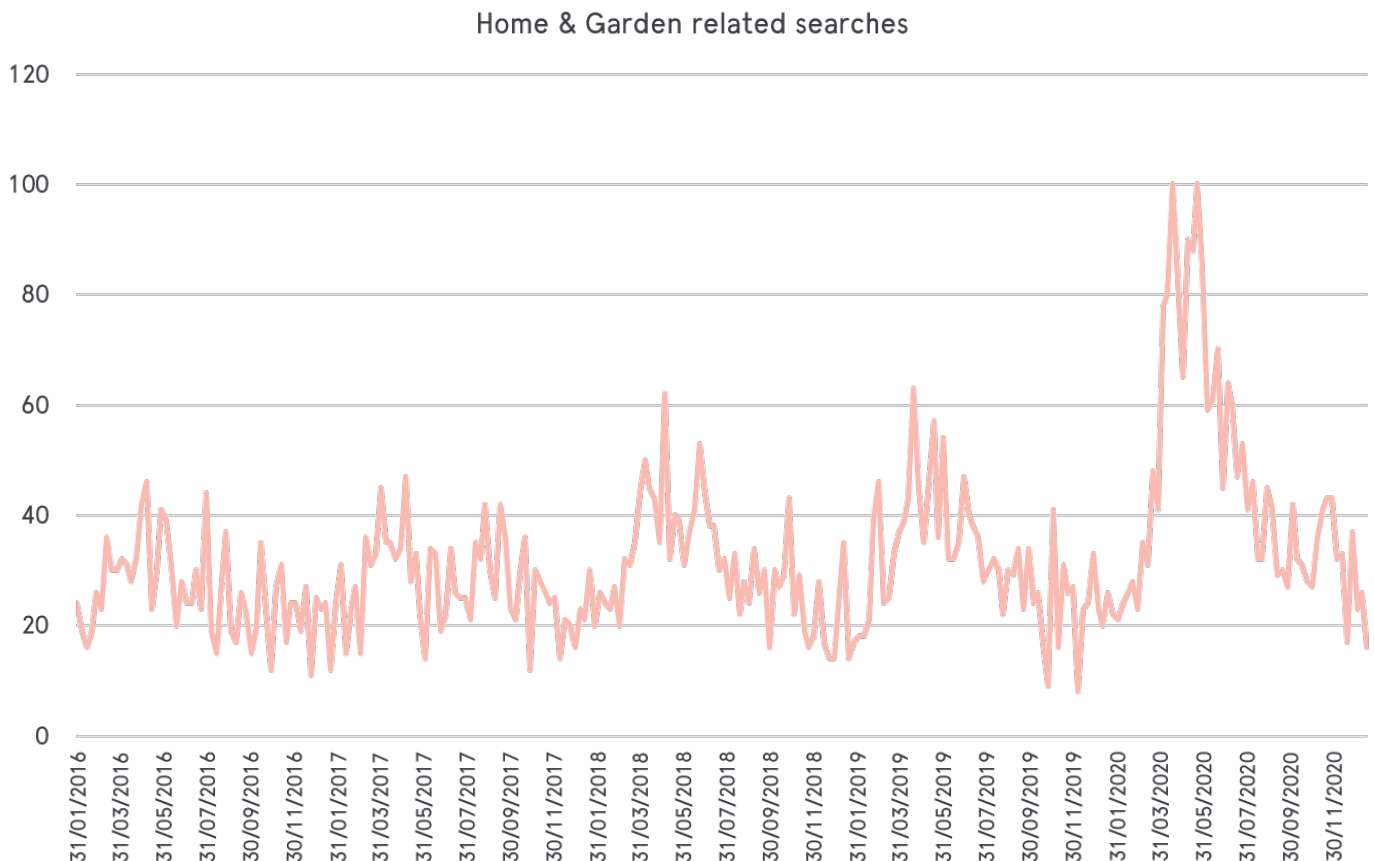
Similarly, Argos focused on these high-demand themes and gained coverage across many of the nationals, as well as focusing on tips around furnishing student bedrooms ahead of universities opening in September.

More recently, The Range has seen a spike in backlinks with a focus on their Spring / Summer garden collection, getting ahead of the curve before the demand really sets in ahead of a Spring socialising outdoors only. Dunelm however, still has some work to do on offsite performance, with over a quarter of backlinks being redirects, therefore not maximising the SEO value they could be driving.



# Seasonality in Home & Garden.

Looking at the home and garden sector as a whole, it saw a significant increase in demand throughout most of 2020.



When we analyse the seasonality of searches around specific terms within this sector, it's a clear story of how the pandemic played out. We need to be mindful that looking at 2020 alone can give us quite a distorted view of what's to come in the future, some products saw peaks earlier than they usually would (i.e. gardening products, owing to lockdown and an early heatwave) and some products garnered interest in levels they'd never had before (i.e. desks). However, it's still important to take 2020 trends into consideration for this year, especially given the first half of the year is shaping up to be fairly similar in terms of lockdown.

The focus on improving sleep and the quality of a good night's rest throughout 2020 is a trend we saw covered plenty in the press, and we can see it reflected here in the searches too. You'll see in the below how searches around "blackout curtain" spike as the days start to get sunnier and longer in April and May, and as we move into Autumn and Winter, searches for "mattress toppers" increase as people look to make nighttime more comfortable.

Let's have a look at what searches spiked in each quarter of the year to determine whether we could see the same trends this year.





# January – March.



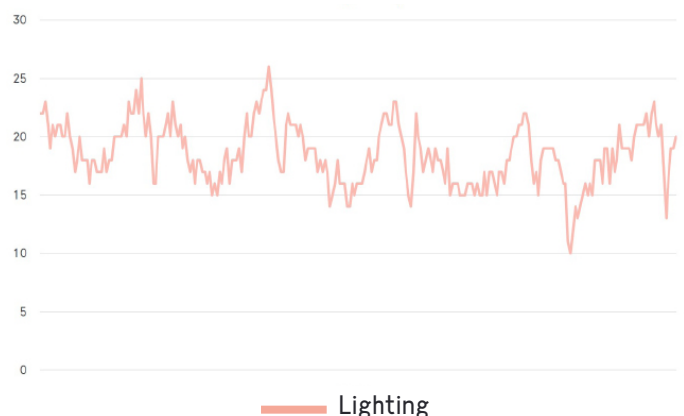
**Searches peaked for:** Furniture, Floor Lamp, Office Chair, Curtains.

The majority of this quarter in 2020 was pre-lockdown, so we saw the usual spike in searches around furniture in general, usually owing to Boxing Day and January sales.

However, some other terms increased even more so than their usual seasonal spikes. For example, “floor lamp” searches always spike around December and January with 2020 being no different, however the spike was much, much higher than previous years. This could simply be increased interest around floor lamps as an interiors trend.

Inevitably, as we were plunged into lockdown in March, the search for office chairs spiked, coming down slightly over the summer as it seemed office life might return to some kind of normality, before the second lockdown came into play. As we move into 2021, it’s important to still keep an eye on lockdown trends especially as it’s likely many will still be working from home.

I need more light in my home



I need to create an office at home





# April – June.

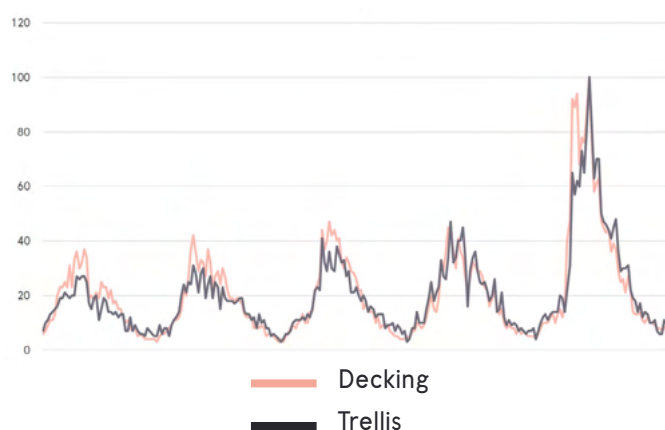


**Searches peaked for:** Garden furniture, Decking, Trellis, Garden Centres, Gardening, Grow Vegetables, Tomato Plants

Interestingly, we can clearly see the impact of the first UK lockdown in April / May as people looked to grow their own vegetables and become more self-sufficient with their time at home.

We can also see a clear focus on improving the garden, likely encouraged more so by a wave of sunny and warm weather in April. The increase for garden furniture spikes as we were confined to socialising in our gardens rather than homes.

I should make my garden nicer



I need to host in my garden





# July – September.



**Searches peaked for:** BBQ, Mattress Topper, Baths, Double Bed

Whilst the Spring months are all about preparing the garden, the Summer then becomes about enjoying it. June and July are when searches around BBQ items really intensify. Again, this has seen an uplift from the previous year as many could only socialise outside.

Interestingly, outside of its usual seasonal peak, searches around “baths” spiked in the summer in 2020 as well, potentially as those planned bathroom makeovers over the Winter and Spring had been put on hold over lockdown.

I can only socialise outside



I need a new bath to relax in







# October – December.

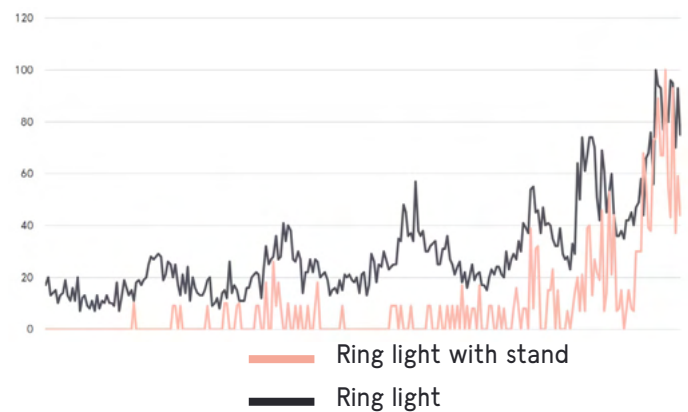


**Searches peaked for:** DIY, Paint, SAD lamp, Stand mixer, Ring light

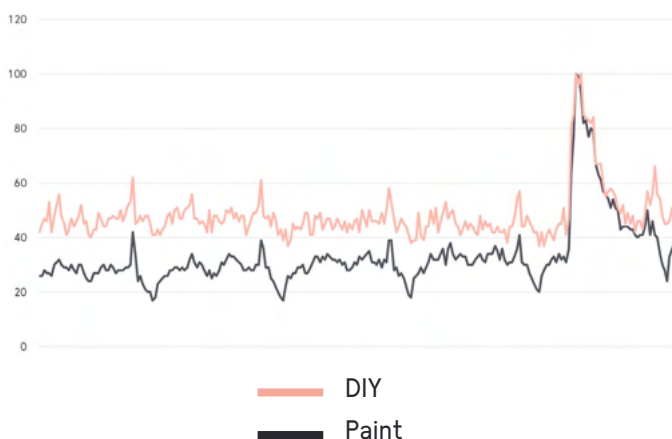
As we move further into Autumn, October seems to be the season for home DIY and sprucing up interiors, as searches around Paint and DIY peak. Moving into Winter, searches around lighting increase as the days become darker – and given many of us were working from home, searches for lighting to improve video calls were up.

There was a big focus on sleep quality in lockdown – reflected in searches for blackout curtains.

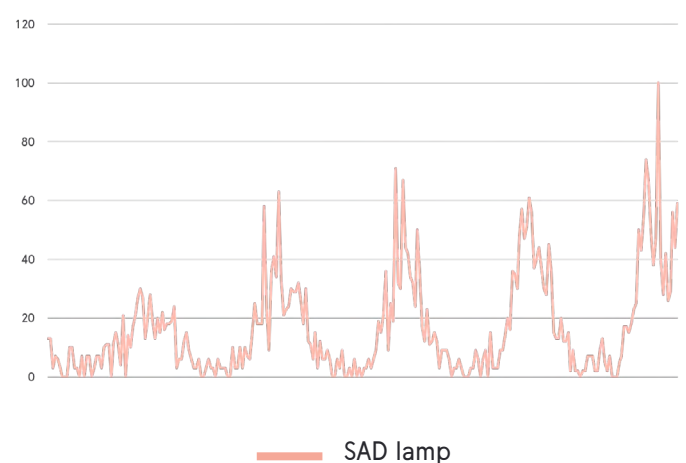
I need good lighting for my video calls



I might as well spruce up my home



And lighting to look after my mental health





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# Top Growing Niches in Home & Garden.



From the home and garden keywords we analysed, we could then pick out some of the top growing niches within the home and garden sector according to an increase in searches, as well as the accompanying top performing websites within these niches.

We've taken four of these top growing niches; wallpaper, garden furniture, hot tubs, and beds; and analysed the top organic performers to understand what it takes to succeed in each marketplace. For each table of top organic performers, we've ranked them by number of page 1 rankings for those relevant niche sector keywords analysed.



# Niche: Wallpaper.



Keywords sampled: 83

Monthly search volume: 206,950

Monthly traffic value: £69,848

## Top Wallpaper Keywords

Keyword	Search Volume	CPC	Est. Value
wallpaper	673,000	£0.19	£24,743
grey wallpaper	90,500	£0.17	£2,977
brick wallpaper	40,500	£0.16	£1,254
blue wallpaper	40,500	£0.15	£1,176
pink wallpaper	40,500	£0.12	£940
bedroom wallpaper	40,500	£0.11	£862
white wallpaper	33,100	£0.15	£961
kitchen wallpaper	33,100	£0.09	£576
marble wallpaper	33,100	£0.20	£1,281
wallpaper steamer	27,100	£0.21	£1,101





## Top Organic Performers in Wallpaper

Brand	Branded Search Vol	Page 1 Rankings	Search Visibility	DR	Backlinks	Referring Domains
World of Wallpaper	18,100	53	7,280	31	9,390	909
I Want Wallpaper	6,600	53	4,885	37	38,100	2,310
I Love Wallpaper	65,000	50	4,266	41	184,000	2,260
Graham and Brown	18,100	42	6,205	69	12,000	1,210
Wallpaper Direct	49,500	38	11,437	58	455,000	2,440
Homebase	2,240,000	37	88,939	73	465,000	10,100
B&Q	6,120,000	34	148,900	78	1,020,000	14,000
Wayfair	1,830,000	33	148,100	73	449,000	5,160
The Range	3,350,000	20	106,300	70	72,500	6,140

Nearly all of the top organic performers here are wallpaper only, with the more well-known brands such as Homebase and B&Q lagging behind. Despite not having the domain rating and referring domains to match I Want Wallpaper and I Love Wallpaper; World of Wallpaper's visibility and branded search volume far outweighs them.

"Nearly all of the top performers here are wallpaper only."

Digging into the sites in more detail, it's clear that World of Wallpaper has a much cleaner URL structure than both I Want Wallpaper and I Love Wallpaper, which both have quite similar, confusing URL structures. Whilst this alone is unlikely to be the only determining factor to World of Wallpaper's visibility lead, it could be indicative of further technical constraints.





# Niche: Garden Furniture.



Keywords sampled: 81

Monthly search volume: 4,311,500

Monthly traffic value: £216,741

## Top Garden Furniture Keywords

Keyword	Search Volume	CPC	Est. Value
garden furniture	550,000	£0.29	£30,863
sun loungers	301,000	£0.25	£14,561
trampoline	301,000	£0.29	£16,891
gazebo	301,000	£0.21	£12,231
paddling pool	201,000	£0.15	£5,834
garden chairs	110,000	£0.16	£3,406
garden bench	110,000	£0.34	£7,237
rattan furniture	110,000	£0.29	£6,173
garden table and chairs	90,500	£0.20	£3,502
pop up gazebo	90,500	£0.23	£4,028



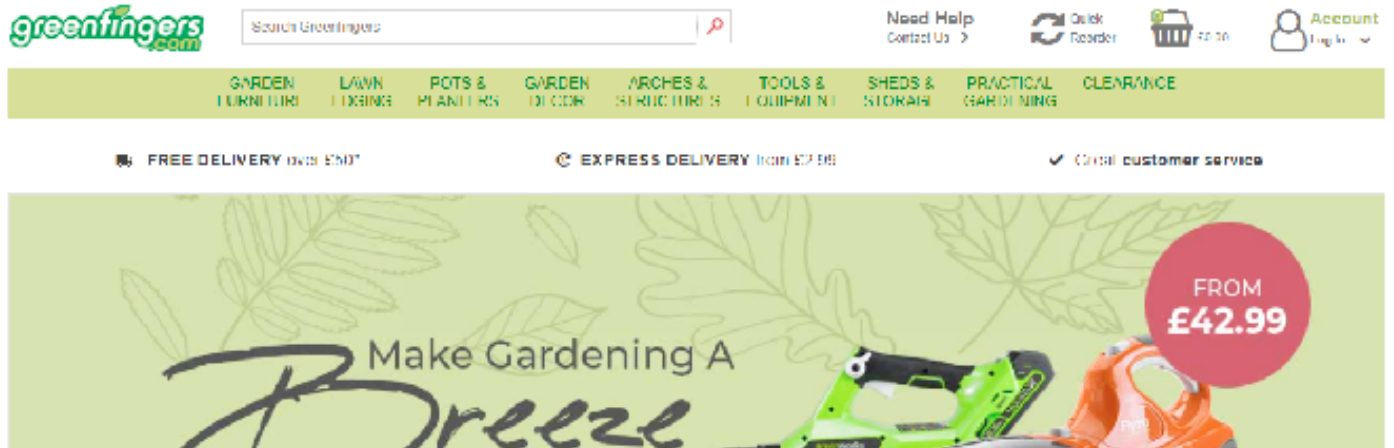
## Top Organic Performers in Garden Furniture

Brand	Search Visibility	Branded Search Vol	DR	Backlinks	Referring Domains
Argos	678,700	16,600,000	81	5,500,000	27,600
Ikea	162,700	4,090,000	90	18,400,000	231,000
Wayfair	148,100	1,830,000	73	449,000	5,160
The Range	106,300	3,350,000	70	72,500	6,140
Homebase	88,939	2,240,000	73	465,000	10,100

The top performers from a rankings perspective in garden furniture are the well-known multiline retailer brands – Argos, Homebase and Wayfair. The niche brands – Rattan Direct, White Stores etc. – are lagging quite far behind and missing out on some of those key revenue driving rankings.

When we look at purely just garden furniture brands, we can see the following:

Brand	Page 1 rankings	Branded search vol	Search visibility	DR	Backlinks	RD
primrose.co.uk	20	74,000	17,397	51	213,000	2,610
rattandirect.co.uk	13	12,100	2,700	29	7,630	860
whitestores.co.uk	11	14,800	2,604	38	12,200	619
gardenfurniturecentre.co.uk	10	12,100	3,521	40	26,500	1,220
greenfingers.com	4	14,800	825	40	29,500	1,590
beliani.co.uk	3	6,600	3,315	26	2,780	244
notcutts.co.uk	1	60,500	2,653	49	19,700	1,050
aosom.co.uk	1	9,900	758	40	6,030	445



Interestingly, whilst Greenfingers has the second highest number of backlinks and referring domains, it has almost the lowest visibility out of the niche garden furniture brands.

Looking further into the Greenfingers website, we can see that there are some clear technical issues, including messy, flat URLs with mixed capitalization, and no extra nav to prioritise deeper category pages. There's also bad product selection on those that they do prioritise, e.g. [https://greenfingers.com/d46/garden\\_decor](https://greenfingers.com/d46/garden_decor).

Notcutts has the second highest brand search volume, likely owing to the fact that they have many physical garden centres which would encourage a lot of local searches around opening times and location etc.

To secure a more stable online presence, Notcutts would benefit from securing relevant, authoritative links to some of their key category pages, e.g. Gardening, as they're predominantly pointing towards the homepage currently, and improving onpage content as some key category pages are missing this too.

"To secure a more stable online presence, Notcutts would benefit from securing relevant, authoritative links to some of their key category pages."





# Niche: Hot Tubs.



Keywords sampled: 87

Monthly search volume: 1,228,300

Monthly traffic value: £132,104

## Top Hot Tub Keywords

Keyword	Search Volume	CPC	Est. Value
hot tub	550,000	£0.67	£71,305
inflatable hot tub	135,000	£0.17	£4,441
hot tubs for sale	110,000	£0.64	£13,622
hot tubs uk	27,100	£0.70	£3,671
cheap hot tubs	22,200	£0.40	£1,718
hot tub gazebo	22,200	£0.21	£902
hottubs	14,800	£0.59	£1,690
chlorine tablets	14,800	£0.31	£888
swim spa	12,100	£1.35	£3,161
jacuzzi hot tubs	9,900	£0.72	£1,379





## Top Organic Performers in Hot Tubs

Brand	Page 1 Rankings	Branded Search Vol	Search Visibility	DR	Backlinks	Referring Domains
B&Q	42	6,120,000	148,900	78	1,020,000	14,000
The Range	38	3,350,000	106,300	70	72,500	6,140
Lay Z Spa	38	201,000	690	48	3,520	378
The Hot Tub Superstore	35	3,600	694	22	953	201
Argos	26	16,600,000	678,700	81	5,500,000	27,600

There are two prominent hot tub brands in the top performers here, however they're competing in a sector with large home and garden brands including B&Q and The Range.

Lay Z Spa benefits from a large brand search volume as the brand name is the product name, and these products are sold by other home and garden retailers, generating widespread brand awareness.

The brand has seen a surge in backlinks and referring domains since last Summer, and given a huge spike in search demand last March and April, would benefit from ramping up its digital PR activity across home and lifestyle publications in the next few months.

Similarly, whilst The Hot Tub Superstore has plenty of page 1 rankings, there is a clear opportunity for this brand to boost its visibility further by increasing authority and brand awareness through digital PR, generating brand awareness amongst its target audience and giving some of the quick win page 2 rankings a boost.

“Lay Z Spa would benefit from ramping up its digital PR activity across home and lifestyle publications in the next few months.”



# Niche: Beds.



Keywords sampled: 61

Monthly search volume: 4,188,900

Monthly traffic value: £428,596

## Top Beds Keywords

Keyword	Search Volume	CPC	Est. Value
bed	301,000	£ 0.60	£34,946
sofa bed	301,000	£ 0.47	£27,374
sofa beds	246,000	£ 0.57	£27,133
double bed	201,000	£ 0.42	£16,335
mattress	165,000	£ 1.78	£56,831
king size bed	165,000	£ 0.43	£13,729
bunk beds	135,000	£ 0.26	£6,792
single bed	135,000	£ 0.33	£8,620
small double bed	110,000	£ 0.36	£7,663
ottoman beds	90,500	£ 0.49	£8,581



## Top Organic Performers in Beds

Brand	Page 1 Rankings	Branded Search Vol	Search Visibility	DR	Backlinks	Referring Domains
Argos	55	16,600,000	678,700	81	5,500,000	27,600
Dreams	54	246,000	42,669	70	1,420,000	4,140
Dunelm	44	3,350,000	145,500	72	217,000	6,130
Ikea	35	4,090,000	162,700	90	18,400,000	231,000
Bensons For Beds	32	246,000	19,923	64	57,600	1,850

Similar to hot tubs, there are two bed players here amongst general homeware / furniture retailers.

Whilst Bensons for Beds and Dreams have the same brand search volume, Dreams has secured almost double the amount of page 1 rankings. This indicates that Bensons for Beds has a greater authority than its search presence implies, and in particular a strengthening of the backlink profile and a review of which terms the site is targeting could pay dividends for moving them up the list.

In particular, the site hides copy at the top of category pages and features call-to-actions in its title tags, which, while attention grabbing, is much less useful than full optimisation when you don't dominate the SERP just yet.

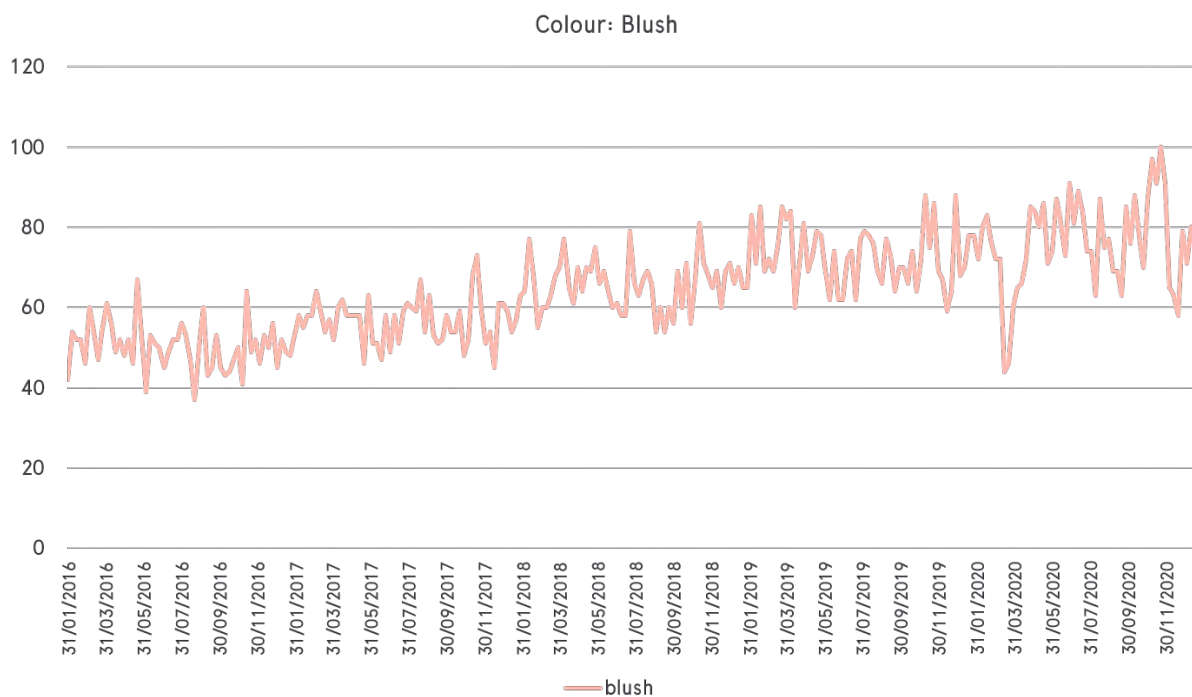
“Bensons for Beds has a greater authority than its search presence implies.”



# Emerging Trends in Home & Garden.

So, what trends in searches did we see for home and garden in 2020 that look set to rise in 2021?

## The Colour 'Blush'

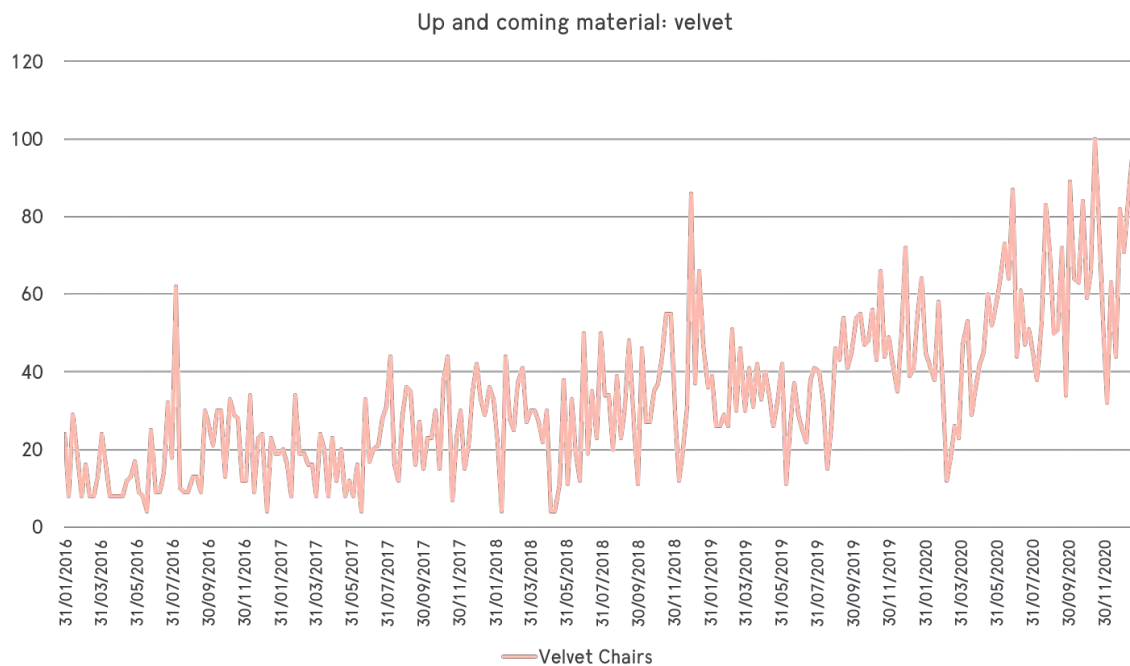


Searches related to the home and garden including the colour 'blush' peaked in November 2020, and they're set to rise again this year. Obviously, we're a big fan of this colour, too!



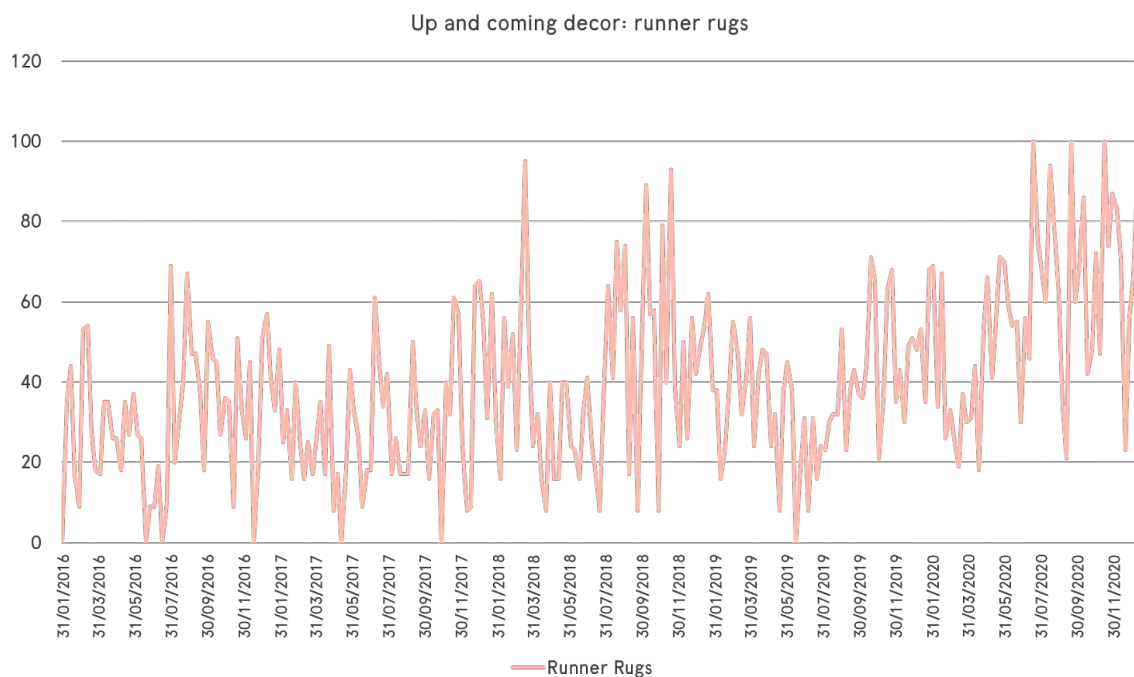


## Velvet Material



Adding a touch of luxury and opulence to the home, velvet chairs are in demand. Searches look set to increase beyond its peak in November 2020 this month.

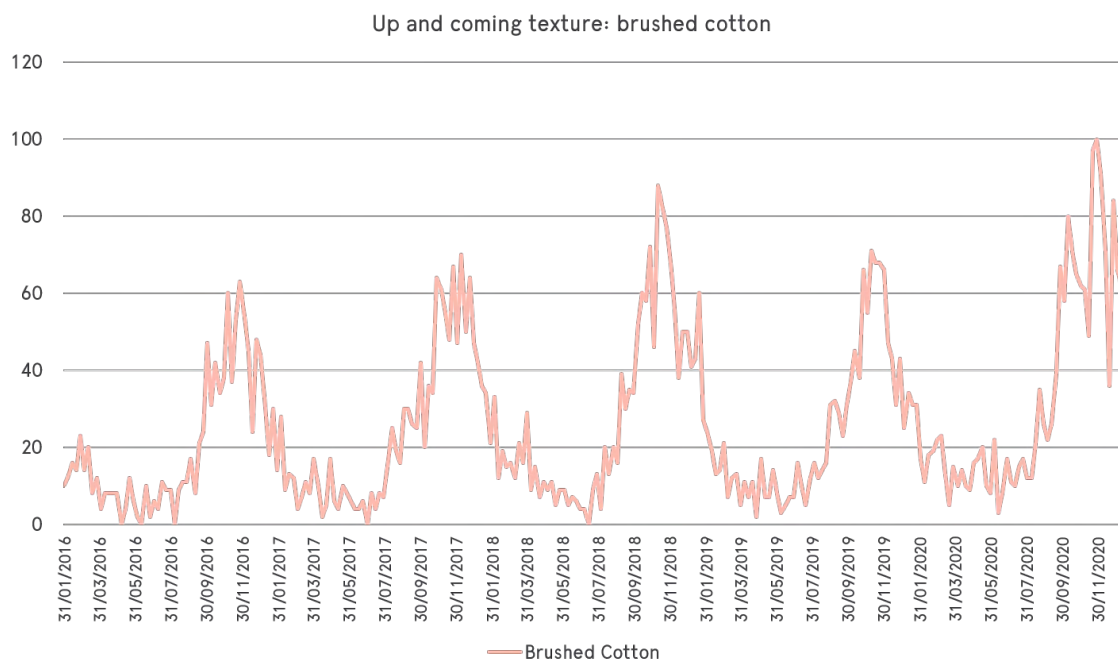
## Runner Rugs



Most likely related to the growing trend for hardwood floors, runner rugs add some colour and style to a hallway or landing and look set to be a trending home feature in 2021.

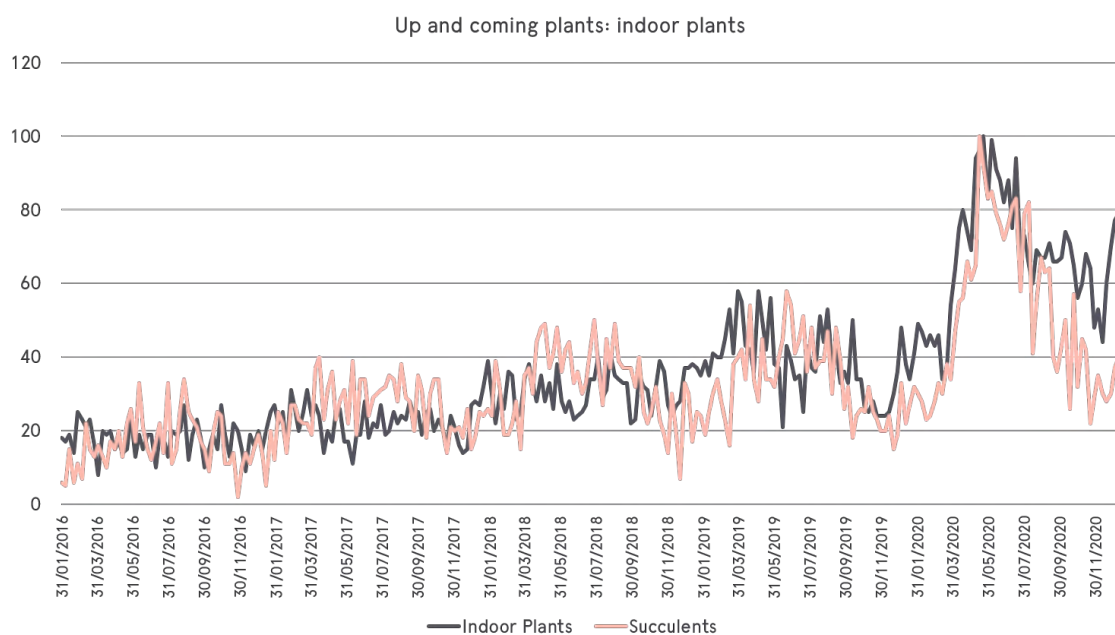


## Brushed Cotton



Brushed cotton always sees a peak around November, in 2020 this peak was higher than ever. As we've already mentioned, there's been a bigger focus on improving sleep in the past year and so most likely, searches for this premium fabric in bedding is what's led to the boost.

## Indoor Plants



As the first lockdown was well and truly underway, searches for indoor plants and succulents began to rise, peaking in May. Likely as the nation were confined to their homes with only one outing allowed, bringing a touch of nature inside helped boost spirits.



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# Key Takeaways.



## 1. Forward-plan digital PR & outreach with room to be reactive.

Using 2020's seasonal data, your own sales data and the upcoming trends – upweight your digital PR & outreach activity this year to take advantage of the increased demand and increased online communities. Not only will this help to boost rankings for core category pages at the time demand for that product is at its highest, but by building consistent and repeat coverage in target home and lifestyle publications, you're building your authority amongst your target audience.

Plus, with an increased social audience until we come out of lockdown, PR campaigns can be utilised across your social channels too to reach wider audiences and increase the conversation. Importantly, leave room in your resource plan to be reactive – none of us know for sure what the year will bring and where we'll see trends peak etc.

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“Upweight your digital PR activity to take advantage of the increased demand.”



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# Key Takeaways.



## 2. Audit your site for Core Web Vitals.

Google has confirmed that in May 2021, Core Web Vitals will become a part of its algorithms, and we know the exact metrics that it'll be measuring website on. Essentially, Google will be using these to assess the experience visitors have on your desktop or mobile site – how fast does it load? How well do the interactivity elements load? You can measure how you're doing by looking in Google Search Console for a new report called Core Web Vitals, here you'll see an assessment of all of the indexed URLs.

Some of the issues you identify might be quite technical, in which case you'll need an experienced technical SEO or developer to help you fix them. But the important thing here is that you get a measurement of how you're doing and start making steps to fix any pages that are assessed as 'poor' or needing improvement.

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“Get a measurement of how you're doing and start making steps to fix any pages that are assessed as 'poor',”





# Key Takeaways.



## 3. Have a process to review trends more frequently.

In times like these, it's important to work with agility and have the capability with your resource and activity plan to flex when needed. Don't wait for a competitor campaign to hit you in the face before you decide to also take advantage of that search trend.

If you run paid search too, keep a close eye on your search query reports, as these can give you a great real time indication of trends; you can also review search queries for customers searching on your own website and use this information to assess your audience's changing requirements. On at least a monthly basis, review your search terms in a tool like Ahrefs or SEMrush; check your keyword list and ensure you aren't missing out on any new or emerging trends or changes in search volume.

“Don't wait for a competitor campaign to hit you in the face before you decide to also take advantage of that search trend.”

# W Wolfenden

If you'd like any help with the above tips or you'd like us to review your niche sector in more detail to assess how you can gain more organic market share, drop us a note at the email address below and we'll give you a call to chat.

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