

# Custom Market Analysis Report

Prepared For:

- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google & Beyond
- Track Every Phone Call, Form Fill-Out, Wishlist, Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

Company: Adel Wholesalers

URL: <http://adelwholesalers.com/>

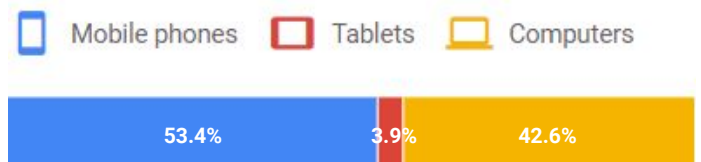
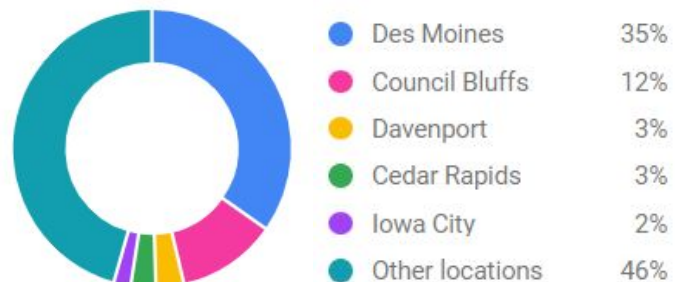
Prepared by: Raine



Location: Iowa

Reach: 4.63M

Distribution Of Searchers:



This many searches happen each month for your keywords on the next page:

87,000

This is the total cost to show up in front of every single one of them:

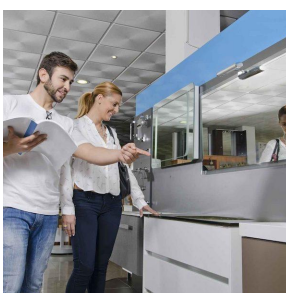
\$33,000

The average bid price per click to show up above your competition is:

\$5.23

This is how many ideal people are available to visit your website from ads:

6,300



The Showroom Marketing team studies & analyzes hundreds of thousands of monthly targeted web search that begin with "bath or kitchen showroom near me," product categories such as "bathroom vanities", "farmhouse sinks" or "soaking tubs", & specific brands such as **Toto**, **California Faucets**, **Waterstone**, & more, across hundreds of showroom URLs spanning North America, which REALLY means that we know EXACTLY what motivates web browsers to turn into buyers & sales opportunities in any market in both the B2C or B2B channels of commerce.

# Search Statistics

Prepared For:




## Product Category Keyword Searches:

Keyword	↓ Impressions
Kitchen Cabinets	10,238.52
Cabinets	9,701.94
Heat Pump	9,032.92
Air Conditioner	7,322.35
Shower Doors	3,939.53
Water Heaters	3,110.08
Tools	2,412.11
Boilers	1,786.96
Pumps	1,508.56
AC Units	1,428.26
Faucets	1,315.38

## General Keyword Searches:

Keyword	↓ Impressions
Flooring Store	1,267.21
Plumbing Showroom	456.83
Flooring Store near Me	376.95
Kitchen Cabinet Store	140.10
Kitchen Showroom	107.49
Bath Showroom	75.62
Bathroom Showroom	64.07



**The Competitive Analysis** below is just a sample report. Once you have live ads, Google will share exactly how many % of the time your competitors are taking your spot. We can combine this with companies you already know to show your ads when someone types in your competitors.

## Brand Keyword Searches:

Keyword	↓ Impressions
Delta	21,245.66
Gerber	2,253.83
Bradley	1,832.91
Blanco	1,602.65
Moen	1,513.68
Furnaces	1,449.92
Hangers	1,188.35
Ridgid	878.32
Elkay	773.33
Wade	755.44
Grohe	703.34

## Competitive Analysis:

Display URL domain	↓ Impression share	Overlap rate
You	56.45%	—
modernbathroom.com	35.48%	41.90%
kohlerexperiencecenterlax.com	33.06%	36.19%
builderssurplus.net	29.30%	33.81%
polarishomedesign.com	27.15%	32.86%
flooranddecor.com	17.20%	20.00%
homedepot.com	12.63%	15.71%
homeadvisor.com	< 10%	7.14%
thekitchenstore.net	< 10%	6.67%
rebacksplumbing.com	< 10%	7.14%

# Competitive Analysis

Prepared For:



## Ankeny Glass ([ankenyglass.com/](http://www.ankenyglass.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="http://www.ankenyglass.com/window-glass-repa...">window glass repair near me</a> <a href="http://www.ankenyglass.com/window-glass-repa...">http://www.ankenyglass.com/window-glass-repa...</a>	10.7k	80 9↓	87	\$3.95
<a href="http://www.ankenyglass.com/about-us.html">linkenin</a> <a href="http://www.ankenyglass.com/about-us.html">http://www.ankenyglass.com/about-us.html</a>	6.7k	48 2↑	88	-
<a href="http://www.ankenyglass.com/glass-shelves-anke...">glass shelves</a> <a href="http://www.ankenyglass.com/glass-shelves-anke...">http://www.ankenyglass.com/glass-shelves-anke...</a>	3.1k	86 5↓	82	\$0.52
<a href="http://www.ankenyglass.com/">mirror cutting near me</a> <a href="http://www.ankenyglass.com/">http://www.ankenyglass.com/</a>	1.8k	105 NEW	80	-
<a href="http://www.ankenyglass.com/window-glass-repa...">window glass repair</a> <a href="http://www.ankenyglass.com/window-glass-repa...">http://www.ankenyglass.com/window-glass-repa...</a>	1.4k	42 29↑	85	\$4.11

## Woodstyles LLC ([woodstylesllc.com/](https://www.woodstylesllc.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.woodstylesllc.com/">businesses in newton iowa</a> <a href="https://www.woodstylesllc.com/">https://www.woodstylesllc.com/</a>	100	85 NEW	94	-
<a href="https://www.woodstylesllc.com/">wood styles</a> <a href="https://www.woodstylesllc.com/">https://www.woodstylesllc.com/</a>	70	12 4↓	83	\$0.18
<a href="https://www.woodstylesllc.com/">woodstyle llc</a> <a href="https://www.woodstylesllc.com/">https://www.woodstylesllc.com/</a>	12	2 -	56	-
<a href="https://www.woodstylesllc.com/">woodstyles</a> <a href="https://www.woodstylesllc.com/">https://www.woodstylesllc.com/</a>	11	1 -	82	\$0.59
<a href="https://www.woodstylesllc.com/">woodstyle kitchens ballymena</a> <a href="https://www.woodstylesllc.com/">https://www.woodstylesllc.com/</a>	-	65 NEW	47	-

## Orning Glass Company Inc ([orningglass.com/](https://www.orningglass.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.orningglass.com/">house window glass repair near me</a> <a href="https://www.orningglass.com/">https://www.orningglass.com/</a>	1.3k	54 4↓	92	\$7.04
<a href="https://www.orningglass.com/storefront-glass/">wallabys ames</a> <a href="https://www.orningglass.com/storefront-glass/">https://www.orningglass.com/storefront-glass/</a>	840	55 12↑	83	\$1.18
<a href="https://www.orningglass.com/">glass repair des moines</a> <a href="https://www.orningglass.com/">https://www.orningglass.com/</a>	480	57 NEW	72	\$2.39
<a href="https://www.orningglass.com/commercial-mirro...">dance studio mirrors</a> <a href="https://www.orningglass.com/commercial-mirro...">https://www.orningglass.com/commercial-mirro...</a>	400	86 47↓	66	\$0.77
<a href="https://www.orningglass.com/">glass nms</a> <a href="https://www.orningglass.com/">https://www.orningglass.com/</a>	300	41 22↑	68	-



# Competitive Analysis

Prepared For:



Johnson Control Co ([johnsoncontrolco.com/](https://johnsoncontrolco.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
disposal switch on island <a href="https://johnsoncontrolco.com/">https://johnsoncontrolco.com/</a>	100	54 10↑	90	\$1.25
garbage disposal switch on island <a href="https://johnsoncontrolco.com/">https://johnsoncontrolco.com/</a>	44	47 2↓	90	\$1.14
johnson control system <a href="https://johnsoncontrolco.com/">https://johnsoncontrolco.com/</a>	40	98 <b>NEW</b>	82	\$2.61
kitchen island garbage disposal switch <a href="https://johnsoncontrolco.com/">https://johnsoncontrolco.com/</a>	12	46 15↑	87	-
garbage disposal switch in island <a href="https://johnsoncontrolco.com/">https://johnsoncontrolco.com/</a>	12	50 18↓	89	\$1.14

Winsupply of Ames ([winsupplyinc.com/](https://winsupplyinc.com/))

Estimated \$58.87 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
plumbing wholesale near me	900	-	98	87.3%
electrical supply company	270	\$1.37	98	43.8%
electric supply cincinnati	180	-	98	-
brondell.com	180	\$5.50	63	-
wilder winnison	135	-	79	-

Metro Glass ([metroglassdm.com/](https://metroglassdm.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
custom cut glass near me <a href="https://www.metroglassdm.com/">https://www.metroglassdm.com/</a>	5.8k	84 45↓	66	\$2.22
cut glass near me <a href="https://www.metroglassdm.com/">https://www.metroglassdm.com/</a>	3.1k	71 19↑	78	\$1.81
glass cutters near me <a href="https://www.metroglassdm.com/">https://www.metroglassdm.com/</a>	3.1k	48 2↓	87	\$2.03
specialty glass near me <a href="https://www.metroglassdm.com/">https://www.metroglassdm.com/</a>	900	79 26↓	86	\$10.80
glass repair des moines <a href="https://www.metroglassdm.com/">https://www.metroglassdm.com/</a>	480	26 <b>NEW</b>	72	\$2.39

# Get More Trades Accounts

Prepared For:



## Builders, General Contractors and Plumbers (800+ Companies)

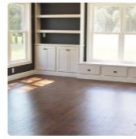


### Surroundings

★★★★★ 1

\$\$\$ • Interior Design, Home Decor

"Surroundings changed our lives--for the better! Took a up" more



### Village Home Stores

★★★★★ 6

Contractors, Appliances & Repair, Flooring



### Ewert Plumbing & Heating

★★★★★ 6

Plumbing, Water Heater Installation/Repair, Purification Services

"Love them. They are always friendly on time always nice when you call and so friendly. Use



### Mullanack Builders

★★★★★ 2

Contractors

"Horrible. They put a roof on in November and left the light on my garage. Did siding in January, left my driveway



### Picture Perfect Properties & Service

★★★★★ 2

Handyman, Contractors

"They were very responsive to phone calls. They were needed/wanted within my price range, so that every



### B & B Drain Tech

★★★★★ 5

Plumbing, Septic Services, Hydro-jetting

"These guys are great! This is our first time having guys from Geneseo when we purchased our house



### Boyer's Ornamental Iron

Metal Fabricators, Fences & Gates



### C & C Quality Seamless Gutters

★★★★★ 2

Gutter Services, Siding, Contractors

"They did a great job with 6 inch gutters they were not at the best places before. We also did



### Right On Time Plumbing Sewer Cleaning - Plumbing Repairs

★★★★★ 5

Plumbing, Gutter Services, Water Heater Installation/Repair

"Rob was at our house within two hours of my call. He was very reasonable and he said if we had any



### D&K Home Products

★★★★★ 3

Patio Coverings, Decks & Railing, Awnings

"About a month ago we had D&K upgrade our screen porch windows. That was a great decision. They did a really nice

[Request a Quote](#)



### Lenny D's Plumbing & Drain Clean

★★★★★ 4

Plumbing, Contractors, Water Heater Installation/Repair

"Came back to resolve issue with clog and stuck snake and willingness to go the extra mile! Even identified



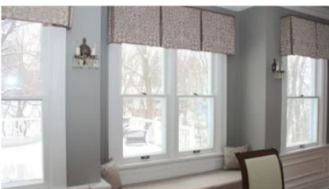
### TMI Total Maintenance

★★★★★ 13

Appliances & Repair, Plumbing, Heating & Air Conditioning/HVAC

"TMI is truly an amazing company. I have had them come annually. I've had their plan for most of my

## Designers and Architects (181 Companies)



### Interiors by the Sewing Room

4.9 ★★★★★ 9 Reviews

"I've lived in my home for over 20 years and had Interior draperies and bedding w..."

— bettyseamstress



### Ian Schroeder

5.0 ★★★★★ 9 Reviews

"Ian was very accommodating and a pleasure to work with. He helped us along the way..."

— wegner\_b2



### Sally Dailey Designs

5.0 ★★★★★ 6 Reviews

"We talked about remodeling our basement for years, implementing our ideas. We found..."

— Mike P



### Birdseye Design, LLC

5.0 ★★★★★ 7 Reviews

"We used Dave of Birdseye Design to draw up the plans needed for daycare and home..."

— HU-638849125



### HomeFront Interior Design

5.0 ★★★★★ 6 Reviews

"Davia is always responsive and helpful with ideas and space planning and re..."

— Vicki Wallace



### Drafting Solutions, Inc.

5.0 ★★★★★ 4 Reviews

"Doug Anderson drew up a set of house plans for us. He helped us come..."

— wilderfive



### Calla

4.5 ★★★★★ 2 Reviews

"I don't give 'perfection' - but Kim is darn close to it! She understands preferences really..."

— Laura Adams



### Mike Welsh

5.0 ★★★★★ 2 Reviews

"Do architectural work via the computer. Love to introduce them to have a better understanding..."