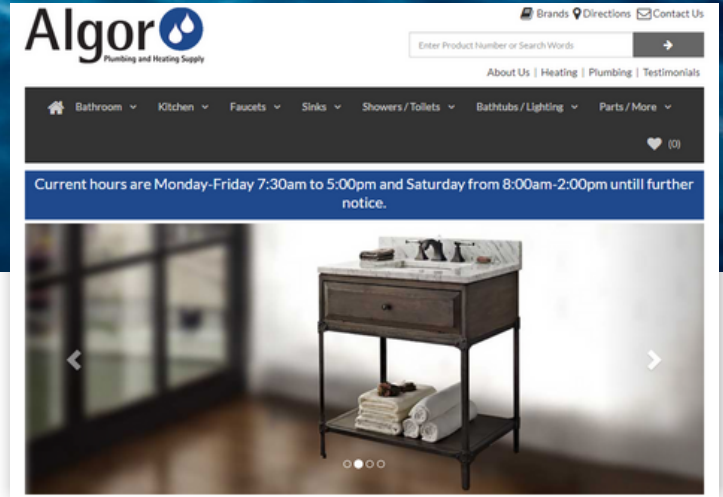


# Custom Market Analysis Report

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

Prepared For:



**Company:** Algor Plumbing & Heating

**URL:** <https://algorphs.com/>

**Date:** Nov 6, 2020

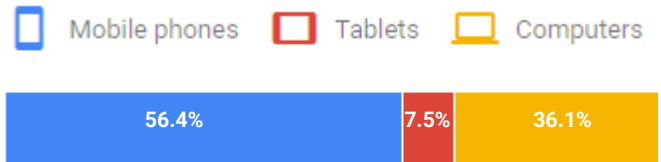
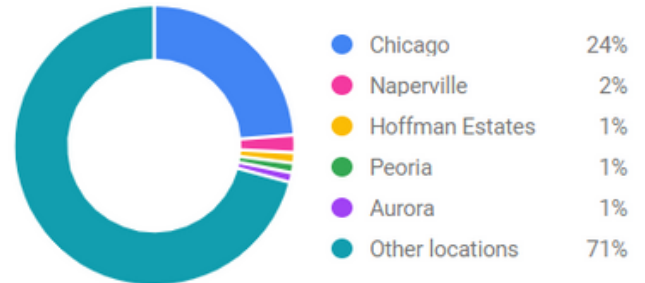
**Prepared by:** Elsie

**Location:** Cicero, IL

**Reach:** 26.5M



## Distribution Of Searchers:



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

**690,000**

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

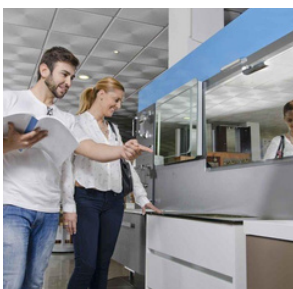
**\$130,000**

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

**\$5.21**

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

**25,000**



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 Cicero, IL

## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Plumbing	74,317.02
<input type="checkbox"/> Bathroom Vanities	57,148.58
<input type="checkbox"/> Furnaces	39,480.96
<input type="checkbox"/> Water Heaters	33,802.57
<input type="checkbox"/> Heating	24,786.57
<input type="checkbox"/> Home Decor	24,623.23
<input type="checkbox"/> Toilets	21,576.27
<input type="checkbox"/> Shower Doors	19,555.88
<input type="checkbox"/> Shower Heads	14,324.44
<input type="checkbox"/> Bathroom Faucets	12,683.89
<input type="checkbox"/> Medicine Cabinets	10,531.43

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	1,668.61
<input type="checkbox"/> Bathroom Store	904.65
<input type="checkbox"/> Kitchen Showroom	376.85
<input type="checkbox"/> Cabinet Showroom	361.52
<input type="checkbox"/> Bath Showroom	199.47
<input type="checkbox"/> Bath Showroom near Me	65.24
<input type="checkbox"/> Plumbing Showroom	59.17

**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:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Kohler	92,042.01
<input type="checkbox"/> Honeywell	30,237.83
<input type="checkbox"/> Church	24,551.51
<input type="checkbox"/> American Standard	19,277.48
<input type="checkbox"/> Moen	14,136.08
<input type="checkbox"/> Chicago Faucets	10,167.52
<input type="checkbox"/> Grohe	6,672.10
<input type="checkbox"/> Elkay	6,114.05
<input type="checkbox"/> Bradley	4,645.12
<input type="checkbox"/> Insinkerator	4,590.72

## 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%
labathroomvanities.com	< 10%	5.24%