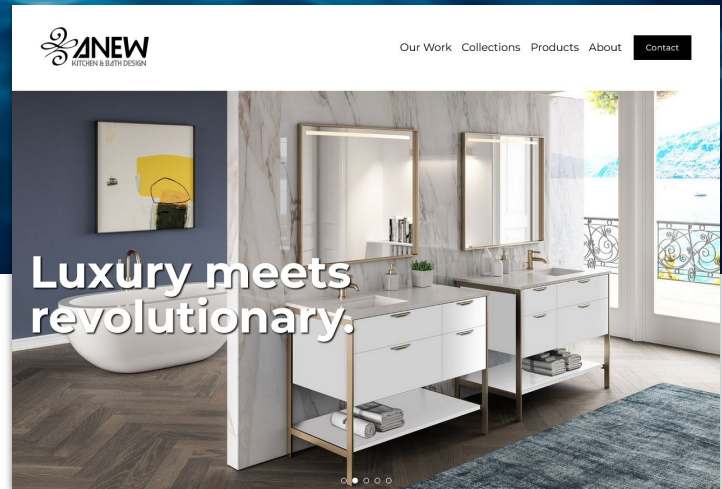


# Custom Market Analysis Report

- "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:** Anew Kitchen and Bath  
**URL:** <http://www.anewkb.com/>  
**Prepared by:** Raine

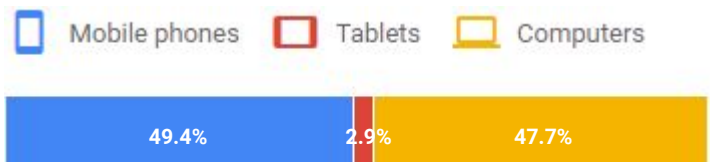
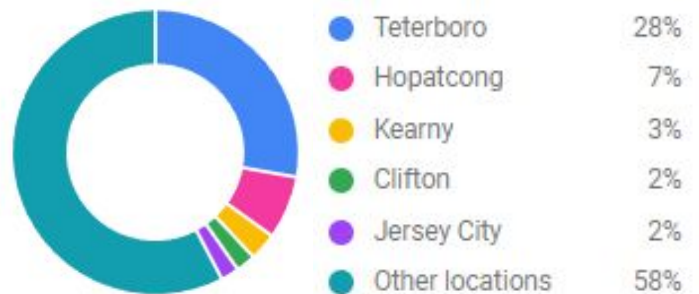
Prepared For:



**Location:** New Jersey

**Reach:** 18.3M

**Distribution Of Searchers:**



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

**854,000**

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

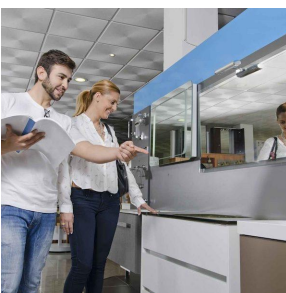
**\$480,000**

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

**\$5.80**

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

**83,000**



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

## Product Category Keyword Searches:

Keyword	↓ Impressions
Kitchen Cabinets	95,763.79
Refrigerator	81,482.23
Cabinets	68,073.75
Lighting	67,327.80
Tile	36,031.43
Chandelier	34,701.58
Lamps	28,974.21
Toilets	26,943.27
Mirrors	14,646.98
Sinks	10,175.81
Bathroom Cabinets	8,832.75
Medicine Cabinets	6,132.18

## General Keyword Searches:

Keyword	↓ Impressions
Flooring Store	6,781.57
Bathroom Showroom	2,200.37
Kitchen Showroom	1,841.95
Flooring Store near Me	1,393.83
Kitchen Cabinet Store	1,039.03
Bathroom Showroom near Me	618.15
Bathroom Store	503.02
Bath Showroom	421.08

  
**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	248,905.48
Kohler	120,128.05
American Standard	27,410.98
Omega	21,333.07
Gerber	12,194.36
Grohe	8,956.01
Capital Lighting	5,792.05
Brizo	5,281.14
Oceania	4,592.40
WAC Lighting	3,998.48
Insinkerator	3,639.13
Elkay	3,510.51

## 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

## Anna Gratia Studio ([annagratia.com/](https://annagratia.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
gratia <a href="https://annagratia.com/">https://annagratia.com/</a>	630	66 5↑	60	\$0.38
gratia <a href="https://www.annagratia.com/">https://www.annagratia.com/</a>	540	103 NEW	97	\$0.38
gratia design co <a href="https://annagratia.com/home-design/">https://annagratia.com/home-design/</a>	180	28 7↓	22	-
gratias homes <a href="https://annagratia.com/">https://annagratia.com/</a>	180	60 1↓	45	-
big closet classic <a href="https://annagratia.com/walk-in-closets/">https://annagratia.com/walk-in-closets/</a>	80	75 16↓	34	-

## American Standard Brands([americanstandard-us.com/](https://americanstandard-us.com/))

Estimated \$1,985.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
american standard toilet	2.1k	\$1.16	32	51.6%
american standard bathtubs	1k	\$3.15	25	35.3%
american standard 1.25 waste disposer	900	\$0.96	30	49.1%
american standard cadet 3 problems	900	-	30	44.1%
american standard toilets self cleaning	810	-	21	77.3%

## General Plumbing Supply ([generalplumbingsupply.net/](https://generalplumbingsupply.net/))

Estimated \$415.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
gps supply	1.4k	-	35	-
general plumbing supply bayonne	690	-	50	-
gps lakewood	600	-	11	-
gps union nj	400	-	10	-
gps bayonne nj	290	-	42	-



# Competitive Analysis

## GSI Bath Showplace ([gsibathshowplace.com/](https://www.gsibathshowplace.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.gsibathshowplace.com/Toto-Toilets...">toto toilets</a> <a href="https://www.gsibathshowplace.com/Toto-Toilets...">https://www.gsibathshowplace.com/Toto-Toilets...</a>	27.2k	81 39↓	86	\$1.97
<a href="https://www.gsibathshowplace.com/Toto-Toilets...">toto toilet</a> <a href="https://www.gsibathshowplace.com/Toto-Toilets...">https://www.gsibathshowplace.com/Toto-Toilets...</a>	8.5k	52 16↑	33	\$1.85
<a href="https://www.gsibathshowplace.com/California-f...">california faucets</a> <a href="https://www.gsibathshowplace.com/California-f...">https://www.gsibathshowplace.com/California-f...</a>	4.5k	40 4↓	25	\$1.59
<a href="https://www.gsibathshowplace.com/Faucets-Kitc...">kitchen faucets near me</a> <a href="https://www.gsibathshowplace.com/Faucets-Kitc...">https://www.gsibathshowplace.com/Faucets-Kitc...</a>	4.4k	56 14↓	58	\$1.22
<a href="https://www.gsibathshowplace.com/">bathroom fixtures near me</a> <a href="https://www.gsibathshowplace.com/">https://www.gsibathshowplace.com/</a>	3.1k	82 25↓	69	\$1.79

## AF Supply: Hardware Bath & Spa ([afsupply.com/](https://www.afsupply.com/))

Estimated \$853.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">toto tcu454cre#01</a>	2.3k	-	14	7%
<a href="#">af supply</a>	1.1k	-	56	23.9%
<a href="#">ao smith vertex gphe-50</a>	950	\$2.67	17	30.4%
<a href="#">htp uft boiler reviews</a>	900	-	8	16.6%
<a href="#">rheem rtgh-95dvlp</a>	840	-	21	9.6%

## Mr. Steam ([mrsteam.com/](https://www.mrsteam.com/))

Estimated \$3,000.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">steam shower kit</a>	2.3k	-	83	60.2%
<a href="#">mr steam</a>	1.4k	\$3.81	25	16.5%
<a href="#">steam bath near me</a>	1.3k	-	20	51.6%
<a href="#">mr steam customer service</a>	950	-	23	-
<a href="#">steam shower installation near me</a>	900	-	19	-

# Get More Trades Accounts

Prepared For: **ANew**  
KITCHEN & BATH DESIGN

## Builders, General Contractors and Plumbers (600+ Companies)



**Bold Electric**  
★★★★★ 8  
Lighting Fixtures & Equipment, Electricians, Home Installation  
"Had Bold Electric install a whole house generator so they swing by twice a year to do maintenance. I



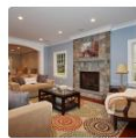
**Alfred Plus Construction Home Improvement**  
★★★★★ 2  
Contractors, Wallpapering, Painters  
"Alfred came to my apartment to do wallpaper. He Highly recommend." [more](#)



**Bullock's Plumbing & Heating**  
★★★★★ 6  
Plumbing  
"We needed a plumber to help find the exact source through our living room ceiling. James returned on  
[Request a Quote](#)



**Beautiful Interiors Design Group**  
★★★★★ 9  
Interior Design, Home Staging  
"We all should support small local businesses, they exceeded my expectations. I highly recommend Sandy" [more](#)



**A. Valle Construction**  
★★★★★ 5  
Contractors, Decks & Railing  
"We used A. Valle Construction for two projects in precision craftsmanship sets him apart from other



**Quality Pro Services**  
★★★★★ 13  
Plumbing, Water Heater Installation/Repair  
"I received great attentive service throughout the project. The team kept us informed of the status of the work.  
[Request a Quote](#)



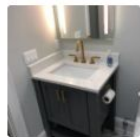
**Always Comfy**  
★★★★★ 25  
Heating & Air Conditioning/HVAC  
\$39 for \$69 Deal  
"We all should support small local businesses, they home owner. Always Comfy (Tom McNally), the na



**K and F General Contractors**  
★★★★★ 1  
Verified License • Contractors, Roofing, Siding  
"K & F General Contractors are the brother and brother can truly do it all: plumbing, carpentry, flooring, tile  
[Request a Consultation](#)



**In-Line Plumbing & Heating**  
★★★★★ 15  
Plumbing, Heating & Air Conditioning/HVAC  
\$25 for \$50 Deal  
"We were very happy with the service Stan provided last week a drip from the shutoff valve showed its  
[Request a Quote](#)



**Anew Kitchen and Bath**  
★★★★★ 1  
Kitchen & Bath  
"Elegant and beautiful pieces with professional attention. More than 5 stars. My husband and I decided to renovat

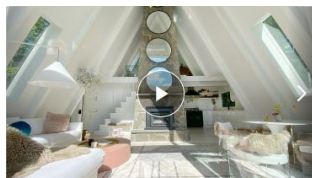


**Fixing Brothers LLC**  
★★★★★ 3  
Contractors, Handyman  
"Fixing Brothers made it easy. Paul was straightforward, his partner, went on top of my roof to reattach my



**Estevez Plumbing & Heating**  
★★★★★ 4  
Plumbing  
"Fixed my clogged drain. Very professional and frie

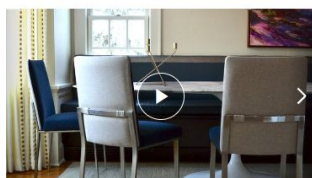
## Designers and Architects (2,662 Companies)



**AHG Interiors**  
5.0 ★★★★★ 150 Reviews  
37 Verified Hires • 20 years in business  
"Stefania does it all with me in mind. Elegant, functional, beautiful window treatments throughout the house.  
— Eunice Knights



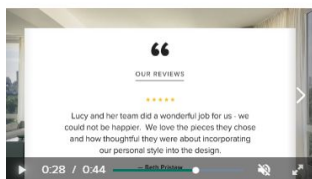
**CADKAY LLC.**  
4.9 ★★★★★ 14 Reviews • Verified License  
28 Hires on Houzz • Evening consultations  
"I have to say my experience with CADKAY LLC was excellent. New plans. He was fast, and...  
— HU-664444006



**Uma Stewart Interiors & Lifestyle**  
4.9 ★★★★★ 10 Reviews  
Woman owned  
Union County Interior Designer Best of Houzz Award Winner  
"Uma and her team were a delight to work with...they were personal attention throughout the project.  
— Plunge Monkey LLC



**Clawson Architects, LLC**  
5.0 ★★★★★ 70 Reviews  
Best of Houzz winner  
Recognized by the AIA for Design Excellence | Gold Medal Winner  
"I can't say enough nice things about Marvin, Rene, and the team, they did a fantastic job.  
— Gary McDaniel



**Lucy Harris Studio**  
5.0 ★★★★★ 70 Reviews  
Best of Houzz winner  
"We hired Lucy and her team for interior design of our brown highly recommend them to anyone.  
— Mandy Lam



**Courtney Lowry Architect**  
5.0 ★★★★★ 23 Reviews • Verified License  
References available  
"Throughout the process Courtney provided her insight and helped us better utilize spaces, etc.  
— Lawrence De Bello



**Swati Goorha Designs**  
5.0 ★★★★★ 19 Reviews  
Woman owned  
New Jersey's Award-Winning and Experienced Interior Design  
"Swati is extremely professional, has great vision, and was product information...  
— Lisa Kudo



**Forefront Designs**  
4.9 ★★★★★ 32 Reviews  
New Jersey's Award Winning Architect | Best of Houzz  
"David and Robin are absolutely amazing! They helped my condo in Jersey City which was...  
— amibajania