

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

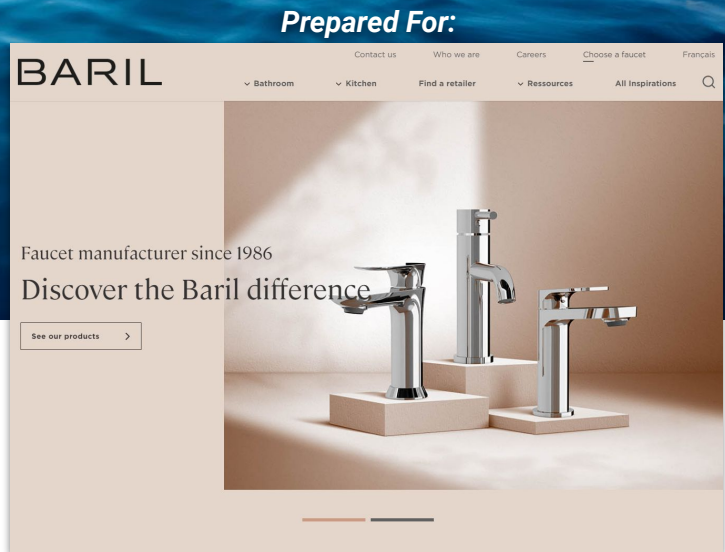
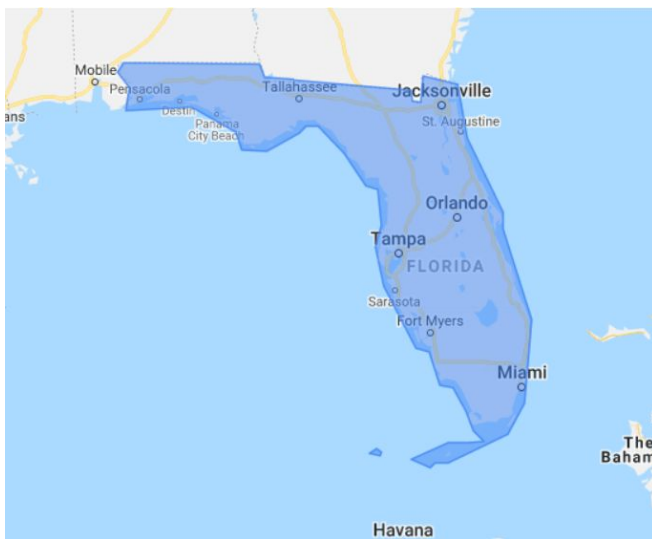
Company: Baril

URL: <https://barildesign.com/>

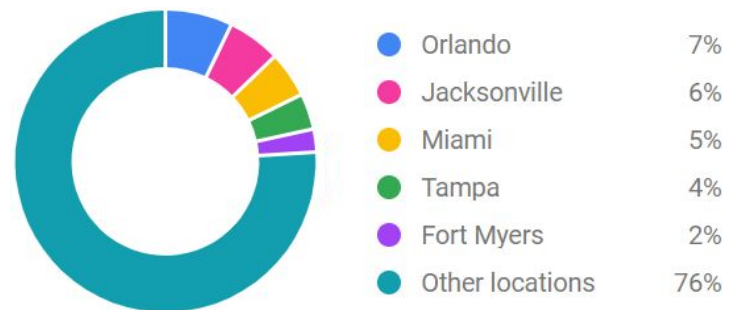
Prepared by: Elsie

Location: Florida

Reach: 36.6M



Distribution Of Searchers:



Mobile phones Tablets Computers



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

14,000

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

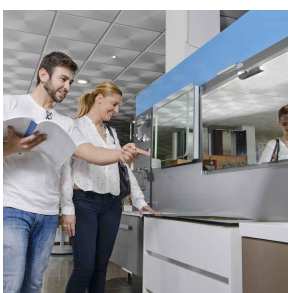
\$620

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

\$0.85

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

730



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:


BARIL

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Shower	4,185.96
<input type="checkbox"/> Bathroom accessories	3,350.43
<input type="checkbox"/> Towel Bar	3,333.20
<input type="checkbox"/> Kitchen faucet	2,596.13
<input type="checkbox"/> Bathroom faucet	500.29
<input type="checkbox"/> Towel Ring	173.69
<input type="checkbox"/> Shower Hose	164.44
<input type="checkbox"/> Cover Plate	82.77
<input type="checkbox"/> Tub Spout	35.06
<input type="checkbox"/> Filling Valve	30.62
<input type="checkbox"/> Bath Spout	26.62
<input type="checkbox"/> Hand Shower	22.23

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	2,462.68
<input type="checkbox"/> Bathroom Showroom	2,206.70
<input type="checkbox"/> Bath Showroom	709.47
<input type="checkbox"/> Flooring Store near Me	504.19
<input type="checkbox"/> Kitchen Showroom	393.97
<input type="checkbox"/> Bathroom Store	285.58
<input type="checkbox"/> Bathtub Store	232.92
<input type="checkbox"/> Bathroom Showroom near Me	187.83
<input type="checkbox"/> Bathtub Store near Me	166.06


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"/> Baril	50.32

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%

Competitive Analysis

Prepared For:

BARIL

Tubs and More Decorative Plumbing Showroom (dougstubs.com/)

Estimated \$498 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
bathtubs for sale	1.9k	\$1.15	87	60.3%
round bathtub	1.3k	\$3.45	83	65%
corner jetted tub	720	\$1.11	73	73.6%
granite shower walls	720	\$0.28	55	30.2%
fiberglass clawfoot tub	570	\$2.37	69	82%

Ferguson Showroom (fergusonshowrooms.com/)

Estimated \$87,140 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
ferguson plumbing	63.4k	\$1.16	69	54.5%
track lighting	27.6k	\$1.83	85	48.4%
kitchen light fixtures	24.1k	\$1.41	92	66.5%
outdoor lighting	19.4k	\$2.22	95	42.6%
kitchen lighting	18.4k	\$1.46	92	50.8%

Bath Trends (bathtrendsusa.com/)

Estimated \$260 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
modern bathroom vanity	1.5k	\$2.41	85	25.9%
modern bathroom sink cabinets	125	\$5.17	90	-
modern bath accessory sets	80	-	87	-
modern bathroom cabinetry	70	\$2.58	87	-
modern vanity sink	40	\$1.82	85	-

Competitive Analysis

Prepared For:

BARIL

ESO Decorative Plumbing (esodecorativeplumbing.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
dornbracht kitchen faucet	5.7k	96 21↓	32	\$1.18
eso market	3.3k	92 5↑	74	-
european outlet	3.2k	32 2↓	93	\$0.38
dornbracht kitchen faucets	1.5k	78 6↓	19	\$1.06
decorative plumbing supply	950	12 4↓	96	-

Decorator's Plumbing ([decoratorsplumbing.com/](https://www.decoratorsplumbing.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
decorator	2.2k	54 10↑	88	\$1.17
miami hearld	1.6k	25 3↓	49	-
bathroom showroom	1.2k	67 36↓	98	\$2.38
decorators	750	63 14↓	91	\$1.17
plumbing supply miami	660	33 8↑	98	\$2.97

Wool Kitchen & Bath Store (woolkb.com/)

Estimated \$1,043 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
bathroom fixtures	4.9k	\$1.91	95	44.5%
countryside cabinets	1.2k	\$0.69	68	54.6%
bath cabinet	1.1k	\$0.93	91	68.9%
bathroom toilet	1k	\$1.10	97	43.8%
kitchen showroom	1k	\$3.04	98	52%