

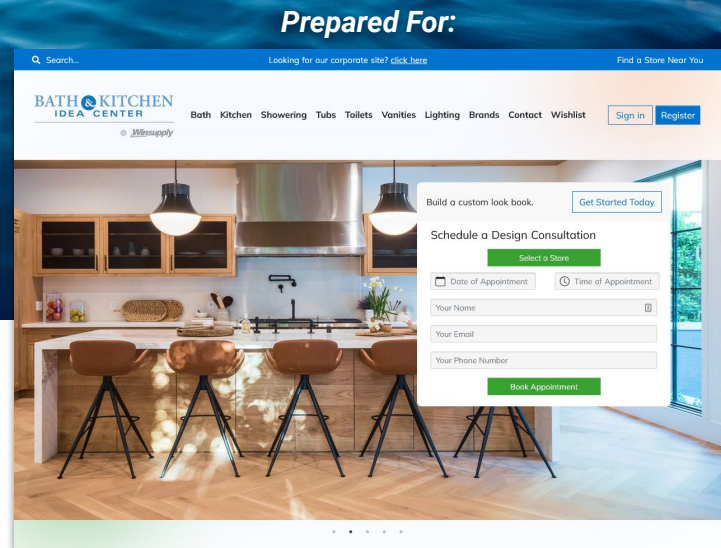
Custom Market Analysis Report

- "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

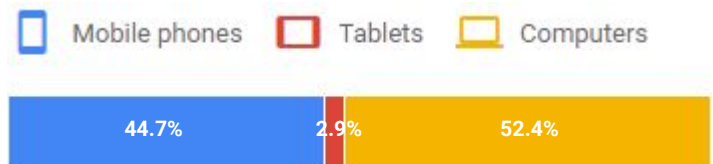
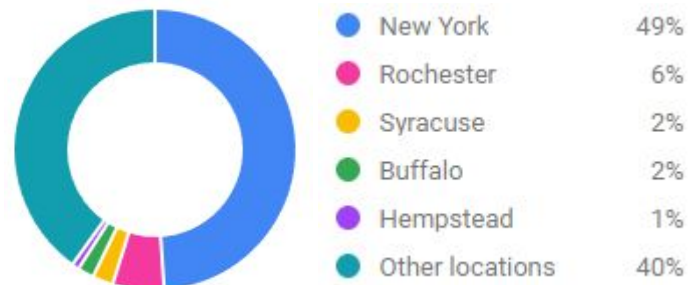
Company: Bath and Kitchen Idea Center
URL: www.bathandkitchenideacenter.com
Prepared by: Raine

Location: New York

Reach: 42.8M



Distribution Of Searchers:



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

1,300,000

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

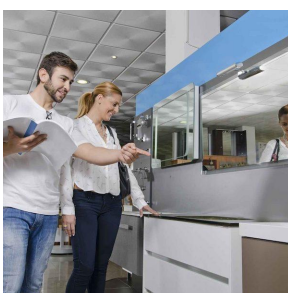
\$630,000

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

\$5.62

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

112,000



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


Prepared For: **BATH & KITCHEN
IDEA CENTER**

Product Category Keyword Searches:

Keyword	↓ Impressions
Lighting	78,027.13
Vanities	71,783.53
Kitchen Faucets	47,652.17
Bathroom Vanity	40,996.60
Toilets	34,914.02
Ceiling Fans	24,377.71
Kitchen Sinks	20,522.36
Mirrors	18,673.99
Console tables	18,583.52
Outdoor Lighting	18,518.56
Water Filtration	14,106.56
Chandeliers	13,717.54

General Keyword Searches:

Keyword	↓ Impressions
Flooring Store	6,275.11
Bathroom Showroom	2,959.49
Kitchen Showroom	2,593.43
Flooring Store near Me	1,661.04
Kitchen Cabinet Store	1,512.27
Bathroom Showroom near Me	883.33
Bathroom Store	685.36


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	270,122.91
Kohler	118,120.86
American Standard	24,983.01
Jetta	21,456.56
Hunter	17,348.57
Gerber	12,922.41
Hudson Valley	10,905.27
Moen	9,861.20
Grohe	9,259.28
U Line	8,328.46
Toto	7,397.68
Blanco	7,348.67

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: **BATH & KITCHEN
IDEA CENTER**

Granite & Marble Works, Inc. (graniteandmarbleworks.com/)

Estimated \$330.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
granite countertops near me	47.6k	\$7.56	49	57.4%
granite countertops cost	2.3k	\$1.84	82	61.6%
counter tops near me	1.3k	-	34	55.2%
granite countertop cost	1.1k	\$1.97	27	47.5%
quartz countertops that look like marble	930	-	15	40.8%

faucetec Bath&Lighting fixtures (faucetec.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
antique faucet https://faucetec.com/products/two-handles-basi...	1.5k	57 1↓	35	\$1.43
vintage bathroom faucet https://faucetec.com/products/single-handle-bat...	1.3k	51 5↓	30	\$2.19
waterfall faucet https://faucetec.com/products/waterfall-sink-fau...	1.3k	67 5↑	60	\$1.21
antique brass bathroom faucet https://faucetec.com/products/two-handles-basi...	630	48 23↓	28	\$1.97
bathroom towel bars and toilet paper hold... https://faucetec.com/products/bathroom-hardw...	600	55 1↓	32	\$2.08

Schrader and Company, Inc. (schraderandco.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
transom windows https://schraderandco.com/learn-lingo-transom-...	10.1k	83 11↑	25	\$1.17
gambrel roof https://schraderandco.com/learn-lingo-gambrel-...	7.9k	74 14↑	25	\$2.62
mullions https://schraderandco.com/learn-lingo-muntins-...	3.6k	8 4↑	27	\$1.52
muntin https://schraderandco.com/learn-lingo-muntins-...	2.8k	8 1↑	22	\$1.75
right left https://schraderandco.com/learn-lingo-drain-ha...	2.3k	64 23↑	57	\$0.25

Competitive Analysis

Prepared For: **BATH & KITCHEN**
IDEA CENTER

Lowe's of Halfmoon, NY ([lowes.com/](https://www.lowes.com/))

Estimated \$4,930,000 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
lowes	5.38M	\$0.19	64	53.2%
lowes near me	2.51M	-	15	77.4%
sherwin williams	317k	\$0.32	63	61.2%
appliance stores near me	286k	\$5.50	98	66.4%
refrigerator	209k	\$1.98	95	63.1%

S&A Showplace ([sashowplace.com/](https://www.sashowplace.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
symmons temptrol value https://www.sashowplace.com/Great-Barrington...	6.5k	21 1↓	19	-
moen bathroom faucets https://www.sashowplace.com/Moen-Bathroom-...	6.4k	34 —	16	\$1.64
rohl https://www.sashowplace.com/Rohl-Faucets-Kitc...	3.9k	67 19↓	45	\$2.17
toto tcu454cre#01 https://www.sashowplace.com/Great-Barrington...	2.3k	52 1↑	14	-
3600/12 https://www.sashowplace.com/Great-Barrington...	1.9k	78 8↑	18	-

Security Plumbing and Heating Supply ([secsupply.com/saratoga/](https://www.secsupply.com/saratoga/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
winnelson near me https://www.secsupply.com/saratoga	900	41 7↑	44	-
milford winnelson https://www.secsupply.com/saratoga	460	75 5↓	45	-
saratoga, ny https://www.secsupply.com/saratoga	440	51 38↓	75	\$1.33
winn plumbing supply https://www.secsupply.com/saratoga	420	6 3↓	98	\$7.73
saratoga plumbing https://www.secsupply.com/saratoga	400	15 7↑	47	\$13.89

Get More Trades Accounts

Prepared For:



Builders, General Contractors and Plumbers (600+ Companies)



Bonacio Construction

★★★★★ 1

Contractors

"James was nice enough to do a formal walk thru on my home when show" [more](#)



Mcdonald Construction And Design

★★★★★ 7

Contractors, Flooring, Drywall Installation & Repair

"We were extremely happy with this company. We had two bathroo with the results. Due to the Covid demand spike and labor capacity

[Request a Consultation](#)



Revenge Plumbing

★★★★★ 3

Plumbing

"Both pipes from double sink became detached and water leaked a whomever installed the plumbing under the sink really did a job

[Request a Quote](#)

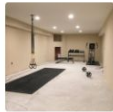


Peltier M J Construction

★★★★★ 1

Contractors

"Michael Peltier came out to give an estimate on remodeling our kitchen and was quite professional. I'd like to see photos on his Yelp



Superior Finish

★★★★★ 4

Painters, Contractors, Drywall Installation & Repair

"Great service, great team, Kevin is the best! Would recommend any basement redone with him and his team and they loved the exper

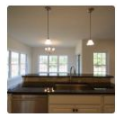


Vadney's Underground Plumbing

★★★★★ 9

Plumbing, Septic Services, Excavation Services

"My old main water line cracked and 60' had to be replaced. I called noticed a small geyser in my front lawn. The Town came and shut t



Swift Group Inc

★★★★★ 1

Contractors

"Swift Builders are amazing. Had other homes built and builders a Bill" [more](#)



Bonacio Construction

★★★★★ 1

Contractors

"I am in the real estate industry in Maryland working for a company hours. We are in a number one real estate status in the world for o



JH Miller Plumbing Heating & Air

★★★★★ 5

Plumbing, Heating & Air Conditioning/HVAC, Water Heater Installation/Repair

"We had unseasonably cold weather for a stretch of two weeks this my upstairs the Dec 30th and every plumber in town didn't consid

[Request a Quote](#)



JRM

★★★★★ 4

Drywall Installation & Repair, Carpenters, Contractors

[Family-owned & operated](#)

[Offers commercial services](#)

"Great construction and fast response. Finished work quick. Totally recommend hiring this guy. He's amazing at his job and gets the job

[Request a Virtual Consultation](#)



Details & Improvements

★★★★★ 1

Contractors, Refinishing Services

"Imagine super handy dudes that can tackle any job on your house, the place looking a million bucks. That would be Craig and Scott. Th



Drain-O-Matic Plumbing & Drain Cleaning

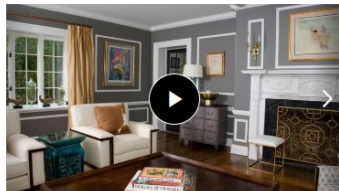
★★★★★ 3

Plumbing, Water Heater Installation/Repair

[\\$75 for \\$100 Deal](#)

"I have a sewer pipe for just one apartment that is broken, but it is thick, so getting to that pipe is going to be nearly impossible. It wou

Designers and Architects (130 Companies)



K. D. Ellis Interiors

4.9 ★★★★★ 12 Reviews

[Best of Houzz winner](#)

Albany County's Premier Interior Designer

" she did a great job to my home, i really like her ideas

— martin lu



Verdant Architecture

5.0 ★★★★★ 12 Reviews

[4 Hires on Houzz](#)

" Tim has gone the extra mile in everything he has d attention to detail hav...

— Nicole Lazor



Bespoke Decor

4.9 ★★★★★ 27 Reviews

[32 Hires on Houzz](#) [Best of Houzz winner](#)

" From paint colors, to tiles to floors to lighting and a translating my ta...

— Carol Friedman



SD Atelier Architecture

4.9 ★★★★★ 12 Reviews

[1 Hire on Houzz](#) [38 years in business](#)

" My project was probably a bit unusual; I needed to i 1830's Greek Revival fa...

— Peter Brooks



Hudson Valley Design

5.0 ★★★★★ 22 Reviews

[Best of Houzz winner](#)

Albany County's Full Service Interior Designer | Best o

" We felt such a huge sense of relief when we met P on the phone that she...

— Elise Hiller



JAMES DIXON ARCHITECT PC

5.0 ★★★★★ 31 Reviews

[Award winning](#)

" The design process we went through with the team also such a very enjoyab...

— sherrymeeks



Amy Krane Color Consulting

5.0 ★★★★★ 59 Reviews

" Working with Amy was the best and easiest invest and super prompt and...

— Ann Crane



BHJR Designs

4.9 ★★★★★ 12 Reviews

[Best of Houzz winner](#)

" We hired Bob to design a 2 1/2 story garage with lot waterfront house. Bob...

— Matthew Palitsch