

Custom Market Analysis Report

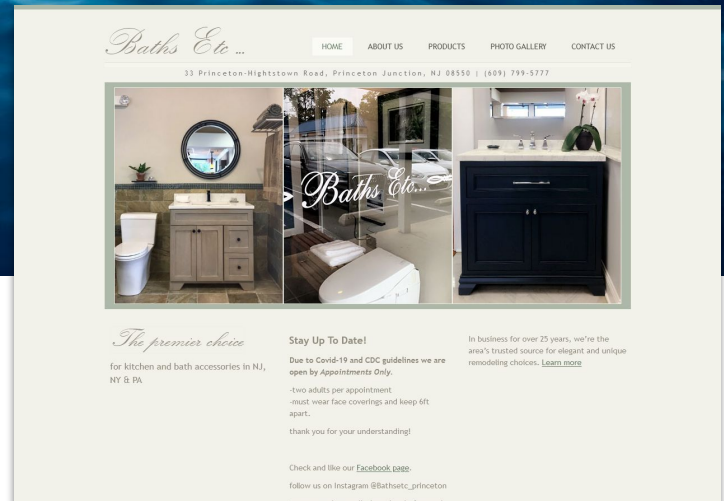
- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google & Beyond
- Track Every Phone Call, Form Fill-Out, Wishlist, Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

Company: Baths Etc

URL: <http://www.bathsetc.com/>

Prepared by: Raine

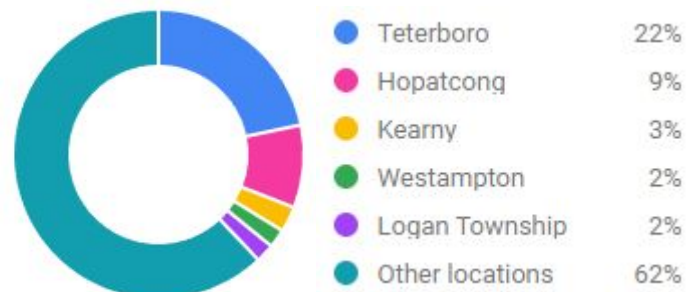
Prepared For:



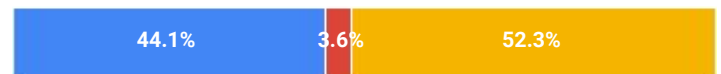
Location: New Jersey

Reach: 18.3M

Distribution Of Searchers:



Mobile phones Tablets Computers



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

363,000

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

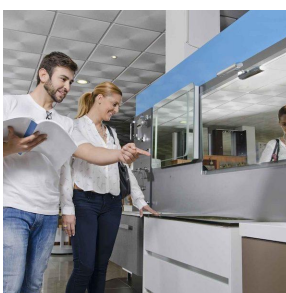
\$210,000

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

\$6.77

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

32,000



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:


Baths Etc ...

Product Category Keyword Searches:

Keyword	↓ Impressions
Cabinets	69,355.13
Vanities	65,838.59
Interior Design	42,232.27
Bathtubs	27,587.20
Toilets	27,433.75
Shower Doors	24,095.49
Mirrors	14,186.94
Sinks	10,994.25
Lights	9,199.15
Faucets	6,561.93
Bathroom Accessories	5,478.76
Showers	4,842.22

General Keyword Searches:

Keyword	↓ Impressions
Flooring Store	6,650.59
Bathroom Showroom	2,387.80
Kitchen Showroom	1,809.13
Flooring Store near Me	1,269.80
Kitchen Cabinet Store	1,042.37
Bathroom Showroom near Me	519.70
Bathroom Store	484.02



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
American Standard	26,111.38
Grohe	8,871.04
Toto	7,551.68
DXV	587.24
California faucets	428.13
Electric Mirror	256.57
Omega Cabinetry	21.99

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:

Baths Etc ...

Anna Gratia Studia (annagratia.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
gratia	630	66 5↑	60	\$0.38
gratia	540	103 NEW	97	\$0.38
gratia design co	180	28 7↓	22	-
gratias homes	180	60 1↓	45	-
big closet classic	80	75 16↓	34	-

American Standard Brands(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/)

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

Prepared For:

Baths Etc ...

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

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
toto toilets https://www.gsibathshowplace.com/Toto-Toilets...	27.2k	81 39↓	86	\$1.97
toto toilet https://www.gsibathshowplace.com/Toto-Toilets...	8.5k	52 16↑	33	\$1.85
california faucets https://www.gsibathshowplace.com/California-f...	4.5k	40 4↓	25	\$1.59
kitchen faucets near me https://www.gsibathshowplace.com/Faucets-Kitc...	4.4k	56 14↓	58	\$1.22
bathroom fixtures near me https://www.gsibathshowplace.com/	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
toto tcu454cre#01	2.3k	-	14	7%
af supply	1.1k	-	56	23.9%
ao smith vertex gphe-50	950	\$2.67	17	30.4%
htp uft boiler reviews	900	-	8	16.6%
rheem rtgh-95dvlp	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
steam shower kit	2.3k	-	83	60.2%
mr steam	1.4k	\$3.81	25	16.5%
steam bath near me	1.3k	-	20	51.6%
mr steam customer service	950	-	23	-
steam shower installation near me	900	-	19	-

Get More Trades Accounts



Prepared For:


Baths Etc ...

Builders, General Contractors and Plumbers (600+ Companies)




Q Builders
★★★★★ 7
Contractors
Certified professionals
Free estimates
"I needed a contractor and came to Yelp, and am so glad I found Q"



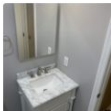


AlleX Floors
★★★★★ 22
Flooring, Refinishing Services, Contractors
\$100 for \$150 Deal
"Rarely one takes a chance on a company found online without ref family. I went against my typical decision making process and picke"




NJ Four Seasons Gutter Cleaning
★★★★★ 97
Contractors, Gutter Services, Pressure Washers
\$170 for \$200 Deal
"This gutter service company has the most professional service staff early and work immediately to clean up our gutter and flash out ou"

Request a Consultation




Pipe Masters
★★★★★ 18
Verified License • Plumbing, Water Heater Installation/Repair
Locally owned & operated
Certified professionals
"Friendly, professional, responsive and a fair price. If (ok, probably) future, I'll call Pipe Masters." more


Request a Quote



Trimble Plumbing & Heating
★★★★★ 4
Verified License • Plumbing, Water Heater Installation/Repair
Established in 1985
Family-owned & operated
"This guy us the best. The owner Mark trimble is a hands on owner. right He is our plumber for our home in yardley pa and rental in Ha"




Beautiful Interiors Design Group
★★★★★ 9
Interior Design, Home Staging
"and everything was delivered on time, exceeded mine and the bu recommend Sandy" more




Manhattan Pressurized Walls
★★★★★ 44
Contractors
"I've worked with MP Walls twice and had two great experiences. Fil and the company was really quick and did a great job. Second proje"

Request a Consultation




Quality Construx
★★★★★ 3
Contractors, Handyman, Painters
"I needed a new door fit into a troublesome frame and old worn oi within a day of us speaking, picked a better door then the one I ha"




P&M Mold Pro
★★★★★ 7
Damage Restoration, Contractors
\$400 for \$500 Deal
"Great experience w P&M mold, from start to finish. Very responsive remediation. Highly recommend." more


Request a Virtual Consultation



Fortunato Architecture
★★★★★ 3
Architects
"work were exceeded. A builder we met has worked with Dan on s Dan's" more

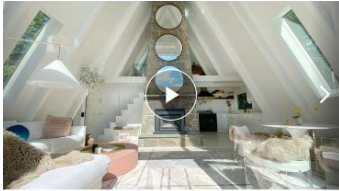


Plumbing Solutions
★★★★★ 4
Plumbing, Water Heater Installation/Repair, Hydro-jetting
"These guys are rock stars! i would trust these guys 1000%. I had a diagnose but called and Don Meir himself came out to my home at"




M J Grove
★★★★★ 4
Plumbing
"we have used mj grove several times in the past year for some plu always acted in a professional efficient manner. always prompt ser"


Designers and Architects (2,488 Companies)



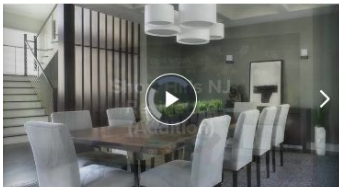
AHG Interiors
5.0 ★★★★★ 150 Reviews
37 Verified Hires 20 years in business
"Stefania does it all with me in mind. Elegant, functio window treatments thr...
— Eunice Knights




Lighting and Design by Adrienne LLC
5.0 ★★★★★ 11 Reviews
Woman owned
Making lighting and interior design accessible to ever
"Adrienne has been such a dream to work with! She consider options I wouldn't...
— mbphgirl




Benavides Design House
5.0 ★★★★★ 27 Reviews
Best of Houzz winner
"Kristen and her husband are a top notch design du work is exceptional. Wo...
— Sharon




YZDA | Yoshida + Zanon Design Atrio
5.0 ★★★★★ 25 Reviews
Best of Houzz winner
Mercer's Classic Elegance, Modern Inspiration, Timele
"I scoured the internet looking for a portfolio that re YZDA embodied the mode...
— Leah Diltchek




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



Primiano Architecture
5.0 ★★★★★ 9 Reviews
Custom work
East Windsor's Dedicated Building Designer
"Joe Primiano and staff did a wonderful job for a our questions was exceptio...
— HU-895476646



Audrey Matlock Architect
5.0 ★★★★★ 12 Reviews | Verified License
Eco-friendly
"Audrey is a brilliant force who designs smart and th timeless. She uses he...
— lilroof



BINYAN architecture studio
4.9 ★★★★★ 16 Reviews
2 Hires on Houzz Woman owned
New Jersey-Based, Fully Integrated Architecture Desig
"Naama designed a home for us on the hillside site c which was destroyed...
— HU-707420292