

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: Bay Plumbing Supply

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

Date: Nov 6, 2020

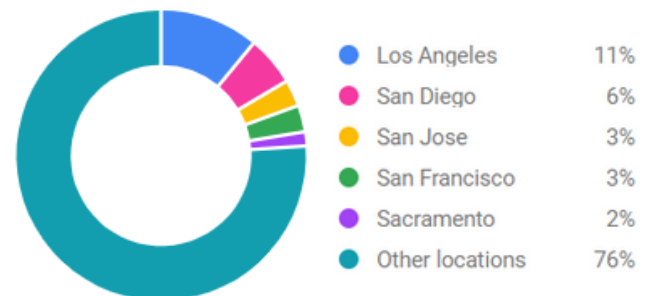
Prepared by: Elsie

Location: Santa Cruz, CA

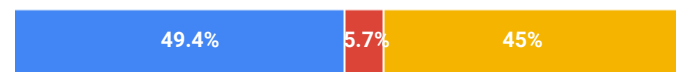
Reach: 51.2M



Distribution Of Searchers:



Mobile phones Tablets Computers



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:

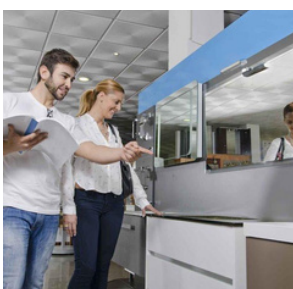
\$250,000

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

\$5.26

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

47,000



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

Santa Cruz, CA

Prepared For:



Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Water Heaters	141,736.34
<input type="checkbox"/> Bathroom Vanities	107,728.38
<input type="checkbox"/> Home Decor	83,336.63
<input type="checkbox"/> Toilets	66,047.27
<input type="checkbox"/> Shower Doors	52,623.27
<input type="checkbox"/> Bathroom Faucets	40,424.43
<input type="checkbox"/> Laundry	33,460.31
<input type="checkbox"/> Kitchen Faucets	31,469.78
<input type="checkbox"/> Shower Heads	30,112.41
<input type="checkbox"/> Door Hardware	23,622.09
<input type="checkbox"/> Medicine Cabinets	22,302.85

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	2,714.92
<input type="checkbox"/> Bathroom Store	2,028.20
<input type="checkbox"/> Kitchen Showroom	1,866.01
<input type="checkbox"/> Bath Showroom	845.54
<input type="checkbox"/> Plumbing Showroom	429.71
<input type="checkbox"/> Bathroom Showroom near Me	329.54
<input type="checkbox"/> Cabinet Showroom	282.58

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	152,598.14
<input type="checkbox"/> Jacuzzi	40,697.87
<input type="checkbox"/> American Standard	28,228.48
<input type="checkbox"/> Jason	23,769.75
<input type="checkbox"/> Ginger	19,964.10
<input type="checkbox"/> Gerber	18,050.68
<input type="checkbox"/> Hansgrohe	12,959.24
<input type="checkbox"/> Crane	11,358.66
<input type="checkbox"/> Brizo	10,626.53
<input type="checkbox"/> Top Knobs	10,195.31

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%