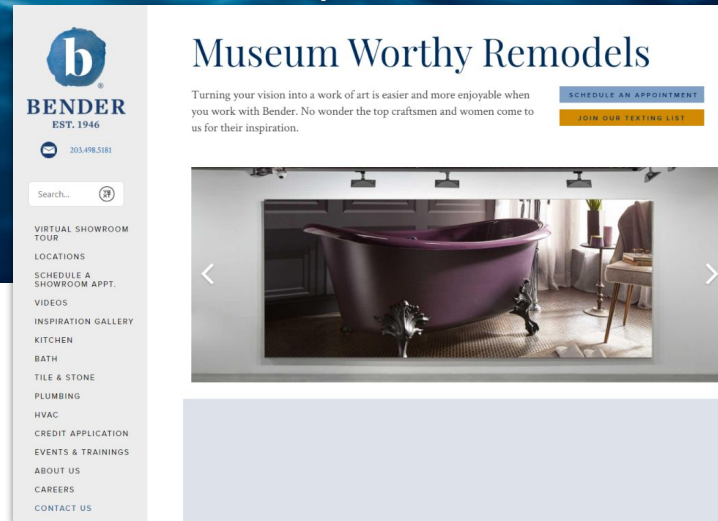


# Custom Market Analysis Report

- "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

Prepared For:



Company: Bender Plumbing

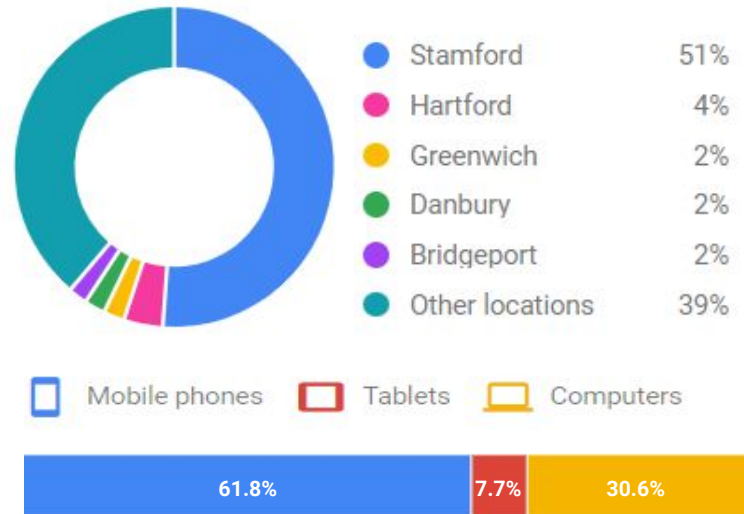
URL: <http://benderplumbing.com>

Prepared by: Elsie

Location: Connecticut

Reach: 4.6M

Distribution Of Searchers:



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

42,000

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

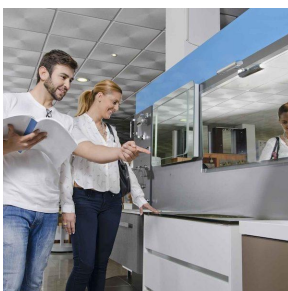
\$680

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

\$0.36

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

1,900



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:



## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Vanities	11,382.16
<input type="checkbox"/> Toilets	5,451.38
<input type="checkbox"/> Plumbing	3,842.44
<input type="checkbox"/> Showers	2,950.92
<input type="checkbox"/> Faucets	2,398.00
<input type="checkbox"/> Bathtubs	2,291.59
<input type="checkbox"/> Medicine Cabinets	2,286.12
<input type="checkbox"/> HVAC	2,101.39
<input type="checkbox"/> Sinks	1,777.30
<input type="checkbox"/> Bathroom Tile	1,447.50
<input type="checkbox"/> Cabinetry	1,300.66
<input type="checkbox"/> Towel Warmers	452.83

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	1,526.76
<input type="checkbox"/> Kitchen Cabinet Store	1,206.81
<input type="checkbox"/> Flooring Store	1,121.76
<input type="checkbox"/> Kitchen Showroom	825.07
<input type="checkbox"/> Flooring Store near Me	751.77
<input type="checkbox"/> Bathroom Store	415.71
<input type="checkbox"/> Bath Showroom	373.26

**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	9,431.06
<input type="checkbox"/> Milwaukee	7,240.26
<input type="checkbox"/> Charlotte	2,572.40
<input type="checkbox"/> Sterling	1,122.47
<input type="checkbox"/> Rheem	733.23
<input type="checkbox"/> Josam	31.86

## 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%



Prepared For:

**BENDER**

EST. 1946

No Ads found, SEO keywords below

# Competitive Analysis

**Anna Gratia Studia** ([annagratia.com/](https://www.annagratia.com/))

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>sorelli</b> <a href="https://www.annagratia.com/product/gli-sorelli/">https://www.annagratia.com/product/gli-sorelli/</a>	1.5k	27 <span>NEW</span>	92	\$0.23
<b>gratia</b> <a href="https://www.annagratia.com/">https://www.annagratia.com/</a>	540	103 <span>NEW</span>	97	\$0.38
<b>185 van dyke st brooklyn ny</b> <a href="https://www.annagratia.com/contact/">https://www.annagratia.com/contact/</a>	55	48 <span>3↑</span>	85	-
<b>bathroom vanities in brooklyn ny</b> <a href="https://www.annagratia.com/">https://www.annagratia.com/</a>	28	78 <span>NEW</span>	76	\$2.29
<b>bathroom vanities brooklyn new york</b> <a href="https://www.annagratia.com/">https://www.annagratia.com/</a>	12	87 <span>NEW</span>	84	-

**European Woodcraft** ([europeanwoodcraftllc.com/](http://europeanwoodcraftllc.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>woodcraft florida</b> <a href="http://europeanwoodcraftllc.com/">http://europeanwoodcraftllc.com/</a>	840	58 <span>43↓</span>	75	\$0.67
<b>woodcraft norwalk</b> <a href="http://europeanwoodcraftllc.com/">http://europeanwoodcraftllc.com/</a>	600	15 <span>8↓</span>	76	\$1.94
<b>woodcraft ct</b> <a href="http://europeanwoodcraftllc.com/">http://europeanwoodcraftllc.com/</a>	360	20 <span>6↓</span>	94	\$0.70
<b>woodcraft llc</b> <a href="http://europeanwoodcraftllc.com/">http://europeanwoodcraftllc.com/</a>	220	13 <span>27↑</span>	94	-
<b>woodcraft connecticut</b> <a href="http://europeanwoodcraftllc.com/">http://europeanwoodcraftllc.com/</a>	200	27 <span>10↓</span>	81	\$0.48

**Marble Works Design Team Inc.** ([mymarbleworks.com/](https://www.mymarbleworks.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>bar tops</b> <a href="https://www.mymarbleworks.com/bar-tops">https://www.mymarbleworks.com/bar-tops</a>	1.2k	66 <span>2↓</span>	45	\$0.65
<b>marble works</b> <a href="https://www.mymarbleworks.com/gallery">https://www.mymarbleworks.com/gallery</a>	950	9 <span>5↓</span>	87	\$0.36
<b>marbleworks</b> <a href="https://www.mymarbleworks.com/">https://www.mymarbleworks.com/</a>	930	19 <span>3↓</span>	95	\$0.24
<b>stone slabs nyc</b> <a href="https://www.mymarbleworks.com/">https://www.mymarbleworks.com/</a>	780	89 <span>NEW</span>	83	-
<b>team inc</b> <a href="https://www.mymarbleworks.com/">https://www.mymarbleworks.com/</a>	750	35 <span>1↑</span>	90	\$0.37





Prepared For: **BENDER**  
EST. 1946

# Competitive Analysis

Warmup US ([warmup.com/](https://www.warmup.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>thermostat</b> <a href="https://www.warmup.com/blog/5-mistakes-peo...">https://www.warmup.com/blog/5-mistakes-peo...</a>	145k	75 <span>6↑</span>	92	\$0.84
<b>towel warmer</b> <a href="https://www.warmup.com/bathroom-collection/...">https://www.warmup.com/bathroom-collection/...</a>	45.2k	32 <span>2↑</span>	88	\$0.54
<b>programmable thermostat</b> <a href="https://www.warmup.com/blog/5-mistakes-peo...">https://www.warmup.com/blog/5-mistakes-peo...</a>	31.9k	64 <span>2↓</span>	94	\$0.81
<b>bathroom mirrors</b> <a href="https://www.warmup.com/bathroom-collection/...">https://www.warmup.com/bathroom-collection/...</a>	31.7k	75 <span>1↑</span>	93	\$1.46
<b>save a lot near me</b> <a href="https://www.warmup.com/blog/pros-cons-of-ra...">https://www.warmup.com/blog/pros-cons-of-ra...</a>	27.6k	50 <span>36↓</span>	96	-

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

Estimated \$5,803 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<b>steam shower</b>	51.2k	\$1.13	88	54.6%
<b>mr steam</b>	27.7k	\$3.81	65	16.5%
<b>mr steam shower</b>	6.2k	\$4.14	58	54.8%
<b>steam shower reviews</b>	4.5k	\$1.38	57	21.6%
<b>mr. steam</b>	4.4k	\$11.67	81	20.6%

K&B Creations ([kandbcreations.net/](https://www.kandbcreations.net/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>schrock entra</b> <a href="https://www.kandbcreations.net/">https://www.kandbcreations.net/</a>	460	63 <span>4↓</span>	16	\$1.78
<b>kitchen and bath creations</b> <a href="https://www.kandbcreations.net/">https://www.kandbcreations.net/</a>	420	26 <span>7↓</span>	77	\$26.49
<b>cabinetry creations</b> <a href="https://www.kandbcreations.net/">https://www.kandbcreations.net/</a>	420	62 <span>NEW</span>	86	\$6.01
<b>k and b construction</b> <a href="https://www.kandbcreations.net/df-rosemount">https://www.kandbcreations.net/df-rosemount</a>	270	50 <span>18↓</span>	85	-
<b>bertch cabinets cost</b> <a href="https://www.kandbcreations.net/">https://www.kandbcreations.net/</a>	230	80 <span>NEW</span>	58	-

