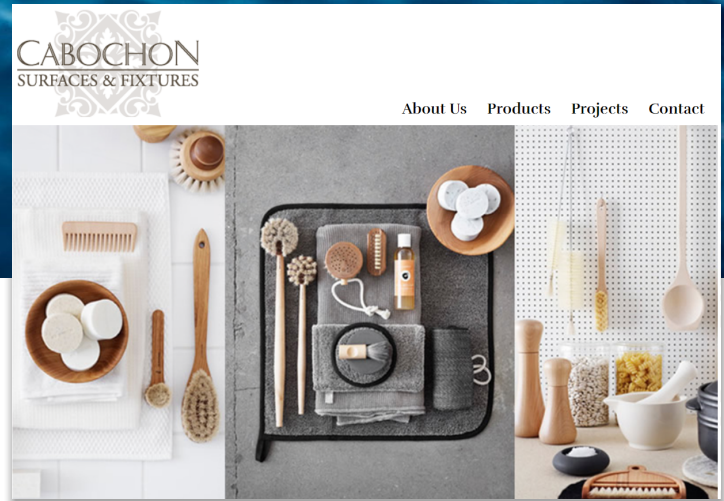


# Custom Market Analysis Report

- "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:** Cabochon Surfaces & Fixtures

**URL:** <https://www.cabochontile.com/>

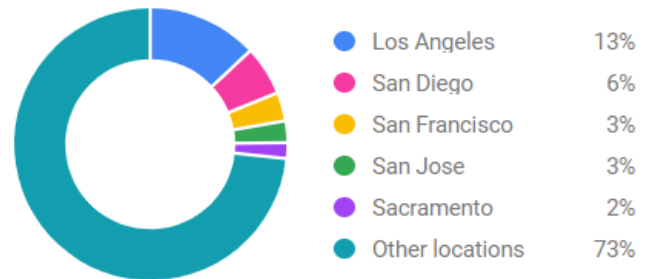
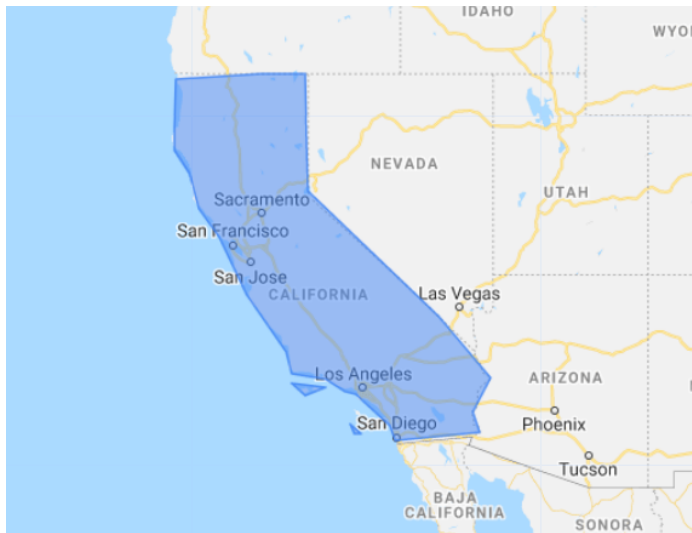
**Date:** Oct 30, 2020

**Prepared by:** Bhey

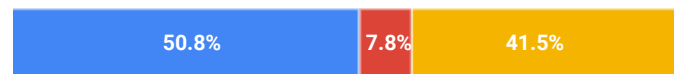
**Location:** La Jolla, CA

**Reach:** 51.2M

**Distribution Of Searchers:**



Mobile phones Tablets Computers



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

86,000

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

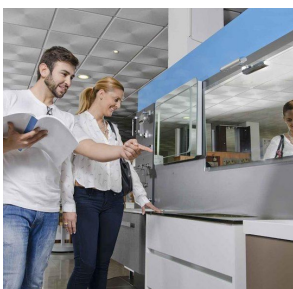
\$12,000

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

\$5.28

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

2,300



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 La Jolla, CA

Prepared For:



## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Hardwood	8,083.66
<input type="checkbox"/> Glass	8,030.94
<input type="checkbox"/> Cement Tile	4,145.70
<input type="checkbox"/> Ceramic	3,723.32
<input type="checkbox"/> Furnishings	2,846.37
<input type="checkbox"/> Natural Stone	2,492.17
<input type="checkbox"/> Porcelain	2,000.41
<input type="checkbox"/> Waterworks Fittings	15.66
<input type="checkbox"/> Waterworks Fixtures	5.10



**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.

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	3,029.04
<input type="checkbox"/> Bathroom Store	2,375.07
<input type="checkbox"/> Kitchen Showroom	2,242.42
<input type="checkbox"/> Bath Showroom	991.06
<input type="checkbox"/> Plumbing Showroom	486.35
<input type="checkbox"/> Bathroom Showroom near Me	289.93
<input type="checkbox"/> Cabinet Showroom	244.26
<input type="checkbox"/> Plumbing Showroom near Me	158.43
<input type="checkbox"/> Bath Store	154.53

## Competitive Analysis:

Display URL domain	↓ Impression share	Overlap rate
You	56.45%	—
modernbathroom.com	35.48%	41.90%
kohlerexperiencecenterfax.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%

# Get More Trades Accounts

Prepared For:



## Builders, General Contractors and Plumbers (700+ Companies)



**Precision Home Design & Remodeling**  
★★★★★ 13  
Verified License • Contractors  
"Any kind of relationship is based on trust, transparency and go clients will gladly testify, that throughout their home renovation



**Edison Home Improvement**  
★★★★★ 81  
Verified License • Contractors  
Virtual estimates during COVID-19  
Free estimates  
"Efficient" - according to 5 users  
"I just can't say enough good things about Edison home improvement. Eyal was m project manager and from the very beginning I was impressed with his professionalism, knowledge and..." more



Request a Virtual Consultation

Responds in about 10 min  
409 locals recently requested a consult



**Carini Heating, Air and Plumbing**  
★★★★★ 126  
Water Heater Installation/Repair, Plumbing  
"Carini Heating, Air and Plumbing is San Diego's award-winning business h you with all of your HVAC and plumbing needs. Our knowledgeable and fri passionate..." more



**Genesis Plumbing**  
★★★★★ 7  
Plumbing  
"Alex does a great job. I've hired him for 4 different jobs now. He's always i professional, explains exactly what the problem is and options to fix it, and up job..." more



**Courtesy Plumbing**  
★★★★★ 778  
Verified License • Water Heater  
Installation/Repair, Plumbing, Damage Restoration  
Family-owned & operated  
Veteran-owned & operated  
"Hands down the BEST plumbing and drainage company I have ever work never use another company again. 5 stars across the board. Let me start f appointment..." more



**PowerHouse Green Construction**  
★★★★★ 10  
Verified License • Contractors, Roofing, Decks & Railing  
"Awesome! I should have written this review a few months ago are highly professional and have OUTSTANDING customer serv

Request a Virtual Consultation



**STS Construction**  
★★★★★ 23  
Contractors  
"We have had STS do a couple remodels for us. The first job wa bathroom needed to be gutted and the roof and ceiling needed

Request a Consultation



**Aviara Pavers**  
★★★★★ 20  
Masonry/Concrete, Contractors, Artificial Turf  
"Professional" - according to 7 users  
"LOVE this company! Jason is the owner and he is really creative and so nice to w with. He charges no more than the big companies and you get so much more. I h remodelled 6 homes and by far he was the best..." more

Request a Consultation

Responds in about 1 d  
89 locals recently requested a consult



**Baraca Design & Remodeling**  
★★★★★ 1  
Landscaping, Painters, Contractors  
"Specializing in outdoor remodel and new builds: landscaping, hardscaping, decks driveways, synthetic turf, custom kitchen, and bathroom designs. Our design pro is driven by your..." more



**Remcon Design Build**  
★★★★★ 62  
Verified License • Contractors  
Virtual estimates during COVID-19  
Free estimates  
"Professional" - according to 21 users  
"My wife and I completed a top-to-bottom remodel of our 2,000 sq. foot home. I'n someone who focuses on research and details. After reviewing contractors from Houzz, BuildZoom, Yelp..." more

Request a Consultation

Responds in about 1 d  
7154 Con Kearny

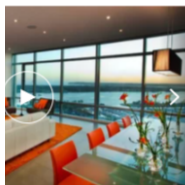


**All American Plumbing**  
★★★★★ 363  
Verified License • Plumbing  
Free estimates  
24/7 Availability  
\$30 for \$75 Deal  
"Just wanted to write a glowing review for these guys. My sink was leaking water damage. I called at least 15+ different plumbers around the SD area one had..." more

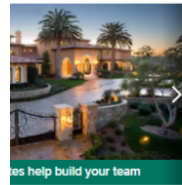
Request a Quote

Responds in about 1 d  
460 locals recently requested a consult

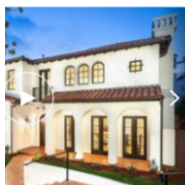
## Designers and Architects (897 Companies)



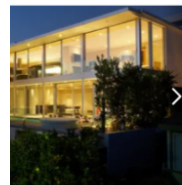
**Bill Bocken Architecture & Interior Design**  
5.0 ★★★★★ 11 Reviews  
San Diego Architecture Interior Design AIA Best of Houz  
"Bill has the natural gift of being able to transform an us. With Bill..."  
— HU-747729



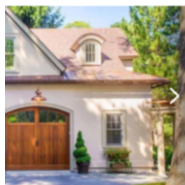
**Priority 1 Project Management**  
5.0 ★★★★★ 31 Reviews  
High-end  
Homeowner Advocates help build your team, stay on b  
"Ed was hired to manage a high end remodel in La Jo with the contractors a..."  
— Jim McInerney



**sk7 design studios, inc.**  
4.9 ★★★★★ 18 Reviews  
Best of Houz winner  
"We wholeheartedly recommend working with sk7 de..."  
— Chelsea Kahn



**Trace Wilson, Architect and Material Designer**  
5.0 ★★★★★ 3 Reviews  
High-end  
"Hiring Trace was the best decision we made on our t the house spectacular..."  
— Brooke Nojima



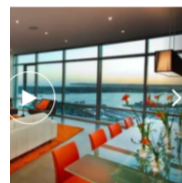
**SKSI Plans & Permits**  
Designing Beautiful, Sustainable Homes in San Diego  
Founded in 1990, and headquartered in Glendale, CA, SKSI fast, affordable and extr..."



**sk7 design studios, inc.**  
4.9 ★★★★★ 18 Reviews  
Best of Houz winner  
San Diego Award-Winning Expert Home Designer - 6x E  
"We wholeheartedly recommend working with sk7 de..."  
— Chelsea Kahn



**Jeanne Liem Architecture + Design**  
5.0 ★★★★★ 42 Reviews  
Best of Houz winner  
"Jeanne Liem, what an incredible architect and conce to understand your in..."  
— Ryan Simpson



**Bill Bocken Architecture & Interior Design**  
5.0 ★★★★★ 11 Reviews  
"Bill has the natural gift of being able to transform an us. With Bill..."  
— HU-747729



# Earn More & Do Less...

Prepared For:



## We've Worked With Hundreds Of Gold Standard Showrooms™ Since 2013

H2O Supply has experienced world-class results from their internet marketing initiatives in ways they have never seen before working with our company. H2O averages one call per day from Google Ads, uses FB and email marketing advertising to grow their footprint in the design community, and leverages email marketing to acquire accounts from top builders in the Dallas Fort Worth area that they have never been able to reach in the past.

Over the last six years, Monique's has been awarded three national Showroom of the Year awards, increased revenue 26% year over year, and has line-item ledger detailing exactly where each inquiry came from, which inquiries lead to quotes, and how many inquiries become customers.

*'Blanketing the first page of Google and tracking the most important metrics is the top priority you have as a showroom today...this team knows exactly the best way to accomplish that, and beyond!'*

After two years of back and forth, the ProSource Supply team finally made the best investment for their business. With the new home page design to enhance the results of the primarily product-focused website (which is powered by SpecBooks™), and after our team course-corrected their Google Ads and added form and call tracking to their website, their five locations in the Carolinas are benefitting tremendously. Up and away, the ProSource Supply team is headed.



**Jay Katz**  
Owner  
H2O Supply



**Michael Battista**  
President  
Monique's Bath Showroom



**Jennifer Lopez**  
Director of Showroom Sales  
ProSource Supply

## The ShowroomMarketing.Com Method™ Works Flawlessly With These Websites & Software Platforms



## Take The Gold Standard Showroom™ Test To Start Turning Online Insights Into More Income



- Learn to see opportunities for your showroom that are there for the taking but hidden in the shadows
- Identify possibilities and opportunities you never realized
- Make being a Gold Standard Showroom™ your new normal

*Ready To Expand Your Business Development,  
Results & Return On Investment?*

**Visit [ShowroomMarketing.com](http://ShowroomMarketing.com) To Learn More  
Or Call Us At (781) 780-2110**