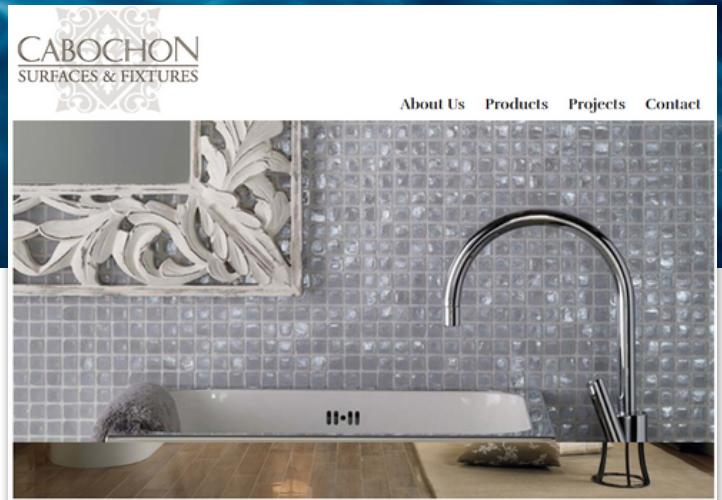


Custom Market Analysis Report

- "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://cabochontile.com/>

Date: Nov 5, 2020

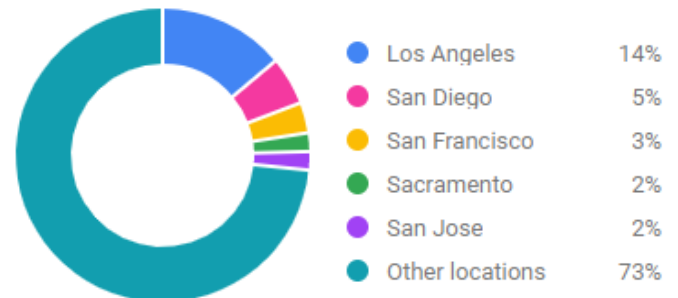
Prepared by: Mady

Location: California

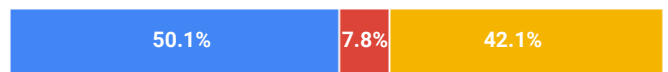
Reach: 51.2M



Distribution Of Searchers:



Mobile phones Tablets Computers



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

170,000

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

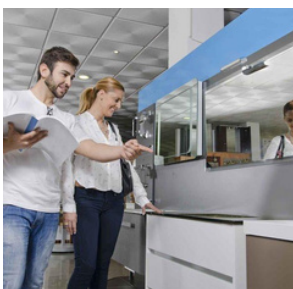
\$23,000

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

\$4.97

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

4,700




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

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Lighting	92,110.70
<input type="checkbox"/> Hardwood	21,738.07
<input type="checkbox"/> Glass	13,308.70
<input type="checkbox"/> Cement Tile	12,895.93
<input type="checkbox"/> Ceramic	9,296.70
<input type="checkbox"/> Natural Stone	7,455.66
<input type="checkbox"/> Furnishings	6,674.74
<input type="checkbox"/> Porcelain	2,804.81
<input type="checkbox"/> Fixtures	857.44
<input type="checkbox"/> Decorative Plumbing	357.37
<input type="checkbox"/> Waterworks Fittings	29.76



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	2,899.54
<input type="checkbox"/> Bathroom Store	2,182.42
<input type="checkbox"/> Kitchen Showroom	1,818.17
<input type="checkbox"/> Bath Showroom	846.60
<input type="checkbox"/> Plumbing Showroom	530.90
<input type="checkbox"/> Cabinet Showroom	259.14
<input type="checkbox"/> Bathroom Showroom near Me	225.80
<input type="checkbox"/> Kitchen Showroom near Me	193.98

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%

Get More Trades Accounts

Prepared For:

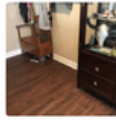


Builders, General Contractors and Plumbers (700+ Companies)



Heflin Construction
 1 Contractor

"My husband and I were very pleased with our bathroom was performed by Heflin Construction. Van had great id Van has been in the business for a long time and does i work. Our bathroom turned out great! Van even creater sliding doors that..." more



Deep Blue Construction
 3 Contractors

"Extremely impressed with Thomas and Deep Blue Constr very start! We had been dealing with flooding issues for so at least a half dozen other companies out prior to finding i Construction. Each person had a different theory to the pr seemed like they were..." more



City Plumber
 22 Contractors

"You don't want to ever have to call a plumber, but when you do, I HIK recommend City Plumber. Booked our appointment through email ar cannot recommend City Plumber enough. Fairly priced, smart, clear, t and made recommendations on other issues we were having too. The emailed us in..." more



Grunow Construction
 3 Contractors

"Grunow Construction installed new windows and door front side of our house as the original builder had instu improperly and were neither water proof nor functiona with the original" more



Gary Faith Construction
 29 Contractors

"It's not everyday that you find a contractor that takes prid work but his outstanding customer service at its finest. I fu of working with a lot of general contractors but Gary Faith Construction is by far the best man for your job. His communication..." more



Dr Piper
 83 Contractors

"Radi the owner is a hard working business man-Especially for the Big He came to my home for a complete re-pipe estimate all prepared wit booties on since we don't wear shoes inside. He also wore a mask whi was around me since i am one of the high risk groups with the Coron virus scare. I..." more



GDC Construction
 17 Contractors, Structural Engineers, Landscape Architects

"I have always been more than helpful and shown an art doing everything it takes to get the project done and do definitely would recommend them to anyone looking fo area." more



Grunow Construction
 3 Contractors

"We used Grunow Construction for a major home renovati completed this year. We met with 4-5 different constructio before deciding on Grunow. The reason why we chose Gru Tom, the owner, took the effort to come back with more a than once and explained why..." more



TL Premier Plumbing
 85 Contractors

"Used them again when I wanted all the toilets in the house replaced. were able to give me an awesome quote to pick up the 3 toilets (Hom Depot doesn't deliver toilets), install the toilets, and also remove the c toilets. Don completed the work perfectly! I Used them a third time a L..." more



Stanley Construction
 5 Contractors, Windows Installation, Roofing

"I have just finished another job with Stanley Constructi a small painting project inside the house. His crews did painting my livingroom, diningroom, kitchen and hallw and out in 2 days and again i am very happy with Stantc My..." more



Steve-O Designs
 63 Contractors, Tiling

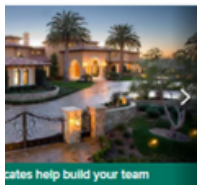
"This review is overdue! I called Steve earlier this year to fi job in my bathroom done by someone else. Everything he exceed my expectations: they were extremely professional and reliable, and they finished the job in the time-frame as promised..." more



Express Plumbing
 68 Contractors

"This is seriously the best plumbing company you can hire. We've had Daniel come out to help us 4 times by now. It's always been super eas fast, job is fantastic and prices are by far (and i mean by far) the best. always goes above and beyond. My boyfriend and i are super happy v Daniel and..." more

Designers and Architects (2,238 Companies)



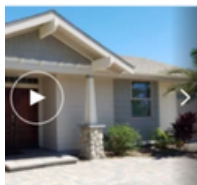
Priority 1 Project Management
 5.0 ★★★★★ 32 Reviews

High-end
 Homeowner Advocates help build your team, stay or
 "Ed was hired to manage a high end remodel in La with the contractors a..."
 — Jim McInerney



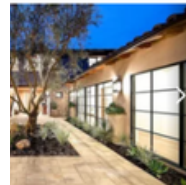
Jeanne Liem Architecture + Design
 5.0 ★★★★★ 42 Reviews

Best of Houzz winner
 San Diego's Boutique Residential Architect 6x Best of
 "Jeanne Liem, what an incredible architect and conc to understand your in..."
 — Ryan Simpson



BVM Design, Inc.
 5.0 ★★★★★ 36 Reviews

8 years in business
 "Brandon was very knowledgeable and helpful. He advice and recommendations wh..."
 — Matt E



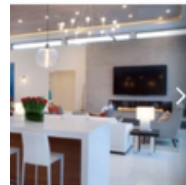
TRE Architecture
 5.0 ★★★★★ 28 Reviews

"He has taken our dream and turned it into a viable i creativity, amazing support..."
 — Lyn Heller-Altona



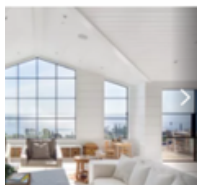
Christian Rice Architects, Inc.
 5.0 ★★★★★ 13 Reviews

Nationally Recognized Architectural Practice Serving
 "As owners of a build/design company, when it can we knew we wanted to wo..."
 — Susan and Mark Hunt SandCastle Homes



Marengo Morton Architects
 5.0 ★★★★★ 7 Reviews

San Diego Architects Winner of Best of Houzz 2015
 "Marengo Morton Architects provided architectural s Information Center. They st..."
 — ljvma



Anders Lasater Architects
 4.9 ★★★★★ 51 Reviews

Speaks French, German, Chinese
 "He has pushed our ideas to the highest level. His functionality and elegance of..."
 — Thom McElroy



sk7 design studios, inc.
 4.9 ★★★★★ 18 Reviews

Best of Houzz winner
 "We wholeheartedly recommend working with sk7 d
 — Chelsea Kahn



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 To Learn More
Or Call Us At (781) 780-2110**

Sales Optimization Scorecard

Make sure your business development “engine” is operating & reporting in a world-class way.



Do you know the top 3 brands that people are interested in on your website?



Do you know the top 3 product categories viewed on your website?



What do you believe is a “long time” for a visitor to be on your website?



Approx. how many phone calls per month do you believe you get from the internet?



Approx. what percentage of calls that come into your business do you believe are missed?



Have you ever tracked phone calls from your company’s Google My Business page(s)?



Do you know which page on your website gets the most form fill outs?



Do you get a heat map report each month that shows you what parts of your website people like vs. not like?



Do your website visitors get “retargeted” to after leaving your site?



Compared to your top 3 competitors, is your company’s performance on the web better, even or worse?



Do you know how many percent of the market you currently show up to versus your competitors?



Do you have a sales meeting at least once a week where your team shares their wins/challenges & are held accountable to filling in notes on a CRM software/sheet?

Most importantly...

Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?

Marketing Optimization Scorecard

Make sure your website has all the elements that are considered “gold standard” in 2020.



Does your website display optimally on all screens? (Smartphones, tablets, laptops & desktops)



Do you have an About Us page that shares your history or tells a story that people will emotionally connect with?



Do you have a Community Service page that showcases the charitable giving your company partakes in?



Do you show logos of industry associations that you are a part of to lend credibility to your company?



Do you show your phone number, hours and address(es) at the top of your site & make them sticky upon scrolling?



Do you have a homepage video to warm up your website experience & increase the chances of someone buying?



Do you have testimonials with faces to showcase your customer service & prove that what you're saying is true?



Do you have a live chat bot & a contact form that redirects to a thank you page after someone hits submit?



Do you have social media widgets that sync your latest posts & project photos from Houzz, Facebook, Instagram, etc?



Do you have heatmapping software installed to reveal what causes visitors to stay on or leave your website?



Do you have call/conversion tracking set up to know where every phone call, form fill-out, wishlist & order came from?



Do you have a product catalog, wishlist feature, eCommerce functionality and/or a quote/proposal maker that all integrate with each other to automate your sales process?

Most importantly...

Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?