

Custom Market Analysis Report

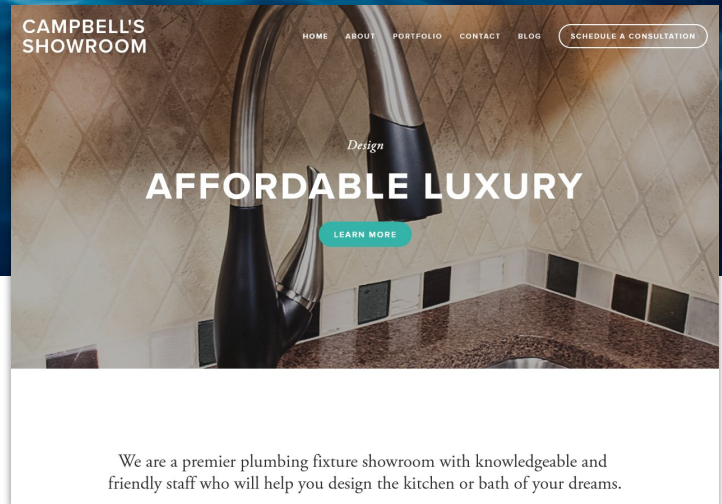
- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google & Beyond
- Track Every Phone Call, Form Fill-Out, Wishlist, Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

Company: Campbells Showroom

URL: www.campbellsshowroom.com/

Prepared by: Raine

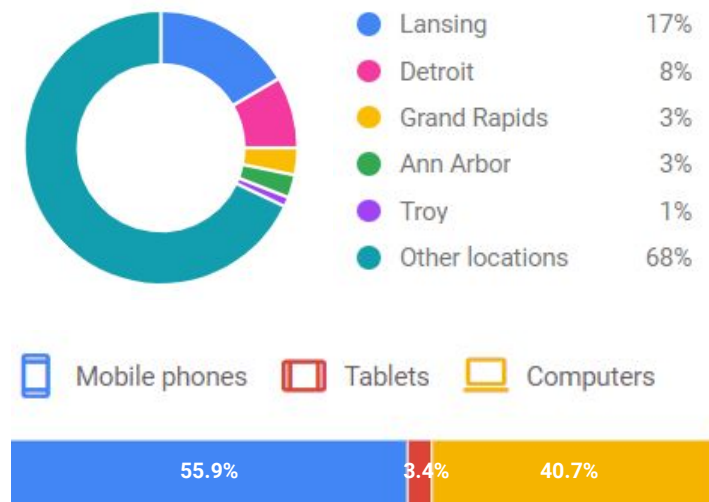
Prepared For:



Location: Michigan

Reach: 15.7M

Distribution Of Searchers:



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

145,000

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

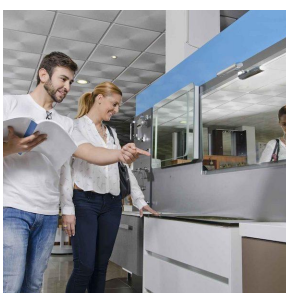
\$74,000

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

\$7.13

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

10,000



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:



Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Furniture	562,771.50
<input type="checkbox"/> Home Decor	56,149.77
<input type="checkbox"/> Wall Decor	27,410.23
<input type="checkbox"/> Chandelier	24,638.93
<input type="checkbox"/> Lamps	17,602.27
<input type="checkbox"/> Utility	16,576.20
<input type="checkbox"/> Mailbox	8,704.39
<input type="checkbox"/> Pendant	6,483.76
<input type="checkbox"/> Outdoor Fans	4,054.85
<input type="checkbox"/> Lantern	3,734.21
<input type="checkbox"/> Door Chime	665.52
<input type="checkbox"/> Home Accents	623.12

General Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	6,386.97
<input type="checkbox"/> Flooring Store near Me	1,640.80
<input type="checkbox"/> Bathroom Store	382.86
<input type="checkbox"/> Bathroom Showroom	310.53
<input type="checkbox"/> Kitchen Cabinet Store	229.82
<input type="checkbox"/> Kitchen Showroom	187.89
<input type="checkbox"/> Flooring Showroom	183.24

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"/> Ralph Lauren	74,539.40
<input type="checkbox"/> Visual Comfort	6,744.12
<input type="checkbox"/> Uttermost	5,374.83
<input type="checkbox"/> Kichler	4,188.10
<input type="checkbox"/> Arteriors	3,095.62
<input type="checkbox"/> Fine Art	3,003.95
<input type="checkbox"/> Generation Lighting	3,001.16
<input type="checkbox"/> Meridian	2,570.51
<input type="checkbox"/> Hinkley	1,749.98
<input type="checkbox"/> Quorum	1,661.41
<input type="checkbox"/> Craftmade	1,590.24
<input type="checkbox"/> Savoy House	1,485.77

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: 

Keeler (keelerproducts.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
cabinet hardware	20.9k	97 12↓	94	\$1.75
furniture hardware	1.6k	49 10↓	41	\$2.84
keeler	1.6k	3 —	63	\$0.34
luxe interiors + design	1.4k	63 4↑	62	\$6.62
keeler brass company	780	1 —	47	\$0.99

Hickory Hardware (hickoryhardware.com/)

Estimated \$52.85 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
hickory hardware	1.4k	\$1.88	22	36%
craftsman cabinet hardware	570	\$1.37	22	53.5%
25% off sale	480	\$1.16	93	28.4%
3 1/2 inch drawer pulls	360	\$1.51	45	48.6%
hickory hardware knobs	220	-	17	10.2%

Vos Glass, Inc. (vosglass.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
northview high school	6.4k	80 5↑	38	\$1.58
vos	5k	82 43↓	72	\$0.36
countryside greenhouse	4k	46 10↑	40	\$0.36
van andel institute	2.6k	87 5↓	44	\$0.37
devos children's hospital	2.4k	67 1↓	35	\$2.86

Competitive Analysis

Windborne Studios (windbornestudios.net/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
windstone editions https://windbornestudios.net/	3k	74 8↓	52	\$0.37
millennial pink https://windbornestudios.net/collections/millen...	2.1k	43 1↑	24	\$0.34
polished brass https://windbornestudios.net/products/knott-35...	1.6k	69 10↓	18	\$0.64
brushed brass https://windbornestudios.net/products/knott-35...	1.2k	57 4↑	20	\$2.05
iridescent https://windbornestudios.net/collections/iridesc...	1.2k	61 5↑	14	-

Stoneway Marble, Granite & Tile (stonewaymarble.com/)

Estimated \$39.65 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
granite transformations grand rapids	44	-	55	-
granite pro grandville mi	44	-	63	-
emerald green marble suppliers	-	-	8	-
quartz slab salt lake	-	-	21	-
bidasar green marble suppliers	-	-	7	-

Lakeshore Carpet One (carpetone.com/)

Estimated \$24,590 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
shaw floors	4.4k	\$0.87	34	23.3%
carpet one	4.2k	\$1.88	32	52.2%
carpet replacement near me	3.1k	-	30	-
empire today.com	1.9k	\$1.28	54	62.2%
flooring services near me	1.8k	-	31	-

Get More Trades Accounts

Prepared For:



Builders, General Contractors and Plumbers (600+ Companies)



Lake Michigan Construction & Roofing

5

Roofing, Windows Installation, Siding

"They were great. Got a quote quickly and it was very competitive. off and replacement in a day and half. Also the owner, Al, came out



Midwest Steel Carports

5

Contractors

"After a lot of research, driving to look at different local "carport" ai comparisons on u-build-it, and asking folks how they got their built

Request a Consultation

You can request



Rivertown Home Repair

4

Handyman, Electricians, Plumbing

"Would highly recommend this outfit! Just 1 guy who does odd job installed a new garbage disposal for me in 30 minutes! I trust him

Request a Quote



All Service & Remodel

4

Roofing, Siding, Contractors

"Sooo happy with their service! Fast, professional, and courteous! Y Service! They do a great job from start to finish! Steve and Mitch ar



All Service & Remodel

4

Roofing, Siding, Contractors

"Sooo happy with their service! Fast, professional, and courteous! Y Service! They do a great job from start to finish! Steve and Mitch ar



Service Professor

64

Electricians, Plumbing, Heating & Air Conditioning/HVAC

"Jim came to our home on a Friday afternoon, accessed the proble then went back to the shop retrieved a new toilet and installed it a

Request a Quote



Veldt Builders & Remodelers

2

Windows Installation, Carpenters, Contractors

"We contracted with Pete Veldt after The local hardware recommen contractors they would recommend. Now we understand why. He



Brixstone Masonry

2

Contractors

"Craig replaced the faulty crown on our chimney on our home in Hi pleased with any contractor as I am with work by Craig. Our chimne



Butler's Rooter

8

Plumbing

"Great service, reasonable price. He also took the time to teach me were made." more

Request a Quote

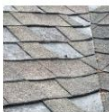


Mr Handyman of Greater Grand Rapids

18

Handyman, Drywall Installation & Repair, Carpenters

"Aaron always does excellent work! He replaced all my fluorescent q and efficiently. He began by assessing the lighting that I would need



Veenkamp Roofing & Siding

2

Contractors, Roofing, Siding

"They just replaced our roof. They were very conscientious, commu themselves nicely. In addition to the roof, we wanted some carpent



All Area Plumbing

5

Plumbing

"I would recommend Matt from all area plumbing any time. He ans called and came out 4 hours later. Very fair prices, and professiona

Designers and Architects (153 Companies)



Cannarsa Structure and Design

5.0 105 Reviews

Best of Houzz winner

" Hiring John as a designer helped us avoid costly de home to have a cohesive f...

— Melissa Aaberg



ADIDA

5.0 42 Reviews

Published locally

" She listened very well to what type of home we war architectural drawings. He...

— Bill/Nichole Cover



True Vine Creations

5.0 49 Reviews

" Julie was recommended to me by a work colleague decorating the main floor of our...

— Natalie P



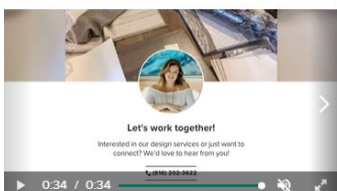
AB2 Architecture

5.0 11 Reviews

Online consultation

" I have worked with Arnie on many projects over the million dollar remodel of...

— Patrick Alkins



Diane Hasso Studios

5.0 24 Reviews

10 Hires on Houzz Woman owned

" My husband and I moved into a 6000 square foot h need help decorating beca...

— Stephanie Randall



Image Design LLC

4.8 40 Reviews

" Image Design did an amazing job designing our ho thinking and he created...

— Micah



Bridget Schopp, Interior Transformati

5.0 62 Reviews

" We hired Bridget to remodel my home office. She di is by far the best in...

— Scott Steenwyk



Schultz Architecture

4.8 32 Reviews

" Jon is the one and only architect you need. There's surrounding areas, however th...

— Byron Swift