

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

Company: Cayce Mill Supply

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

Date: Nov 27, 2020

Prepared by: Mady

Location: Kentucky

Reach: 6M



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

140,000

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

\$30,000

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

\$5.76

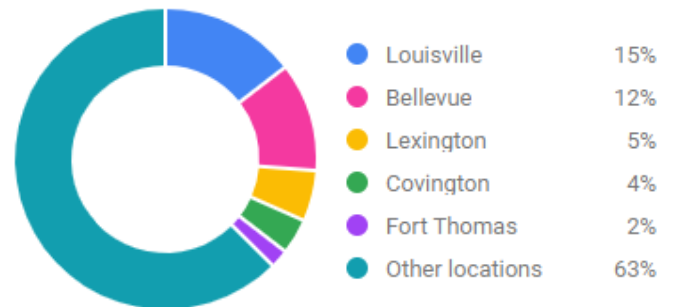
This is how many ideal people are available to visit your website from ads:

5,200

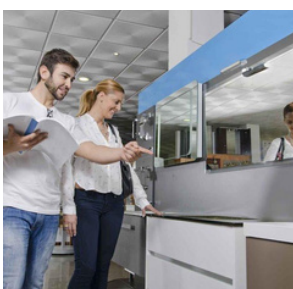
Prepared For:



Distribution Of Searchers:



Mobile phones Tablets Computers



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:  **CAYCE MILL SUPPLY**

Product Category Keyword Searches:


<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Tools	32,687.20
<input type="checkbox"/> Plumbing	31,304.01
<input type="checkbox"/> Heater	13,640.07
<input type="checkbox"/> Ceiling Fans	9,646.76
<input type="checkbox"/> Electrical	7,275.84
<input type="checkbox"/> HVAC	7,073.15
<input type="checkbox"/> Filters	5,517.21
<input type="checkbox"/> Light Bulbs	2,938.62
<input type="checkbox"/> Furnaces	2,750.92
<input type="checkbox"/> Air Conditioners	2,420.99
<input type="checkbox"/> Diffusers	1,822.73
<input type="checkbox"/> Heat Pumps	1,537.78

Brand Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Schneider Electric	1,918.56
<input type="checkbox"/> United	1,479.75
<input type="checkbox"/> Kichler	1,438.91
<input type="checkbox"/> Generac	1,294.07
<input type="checkbox"/> Klein Tools	1,145.74
<input type="checkbox"/> Ge Lighting	821.83
<input type="checkbox"/> Fluke	708.57
<input type="checkbox"/> Leviton	680.39
<input type="checkbox"/> Keystone	634.83
<input type="checkbox"/> Inc	596.93
<input type="checkbox"/> Lutron	544.20

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	124.10
<input type="checkbox"/> Bathroom Store	116.91
<input type="checkbox"/> Kitchen Showroom	103.48
<input type="checkbox"/> Bathtub Store	35.06
<input type="checkbox"/> Bath Showroom	33.84
<input type="checkbox"/> Plumbing Showroom	13.00
<input type="checkbox"/> Bath Store	13.00


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.

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 (200+ Companies)

Frontier Basement Systems
 23 Reviews
 Waterproofing, Insulation Installation, Foundation Repair
 "My house is 17 years old and is starting to show its age. didn't insulate this place well at all. So I Googled compar insulation and waterproofing services and Dr. Energy Sa
 Request a Quote

Eagle Construction
 Contractors

Anderson Brad Plumbing
 Plumbing

Renaissance at Peachers Mill
 8 Reviews
 Apartments, Property Management
 "I honestly cannot rave any more about living here. Aside being so convenient and close to everything, all of the ss Renaissance at Peachers Mill are so amazing and helpfu with staff who care and are literally always available and even..." more

Scott Murphy & Daniel
 Contractors

Kranz Plumbing & Heating
 Plumbing, Heating & Air Conditioning/HV

Cavanaugh Pool, Spa & Patio
 2 Reviews
 Hot Tub & Pool, Pool Cleaners, Pool & Hot Tub Service
 "Excellent service, always friendly and helpful. Free water appreciated. Easy to follow water care instructions near all summer!" more

North Main Siding
 Contractors, Windows Installation, Siding

Lee Company
 1 Review
 Heating & Air Conditioning/HVAC, Plumbi Electricians
 Request a Quote

All Klean Services
 1 Review
 Carpet Cleaning, Damage Restoration, Grout Services
 "I used All Klean on the advice of a friend. From the time lovely office and was greeted warmly until they left my h completing the job, their service was flawless. My carpet cleaned, dried quickly, and left spotless. I received a very the..." more

Creative Remodeling & Home Improvement Contractors
 1 Review
 Contractors, Siding, Decks & Railing
 "I reached out to Lee looking for a contractor on a specific job. Although unable to do the jo already had many projects, he was able to tell was and recommend next steps. Extremely hi definitely..." more

Pennyrile Plumbing
 Plumbing, Septic Services, Party Equipme Rentals

Designers and Architects (319 Companies)

PRP Architects
 5.0 ★★★★★ 16 Reviews
 \$\$. \$\$\$, \$\$\$\$
 Kentucky's Leading Architecture and Design Service
 "Pohl Rosa Pohl is a highly talented, forward looking organized, professional..."
 — Taft McKinstry

CCI Design, Inc.
 5.0 ★★★★★ 4 Reviews
 14 years in business \$\$. \$\$\$, \$\$\$\$
 Lexington's Residential Design Firm
 "Their attention to detail was extraordinary, and Dai function, and beaut..."
 — Mary Liz Finn

Fentress Architecture Workshop
 5.0 ★★★★★ 7 Reviews
 \$\$. \$\$\$, \$\$\$\$
 "James Fentress is very talented, accessible and ex working on our second cons..."
 — Tony Frisina

Chad Williams, CDT
 5.0 ★★★★★ 22 Reviews
 "Can't say enough about Chad's work and attention complicated lot to build..."
 — HU-209646774

j martinolich architect
 5.0 ★★★★★ 3 Reviews
 \$\$\$, \$\$\$\$
 Fayette County's Client-Oriented Architect
 "We could not be happier with the end result, all thi ear and immense p..."
 — Mary Foran

Bonsai Architectural Designs LLC
 5.0 ★★★★★ 10 Reviews
 "Steven helped me with my design for our renovati through every step of th..."
 — Andrew Johnson

Organicus Design
 5.0 ★★★★★ 4 Reviews
 "Leo and Brian did an amazing job at listening to o planning/construction..."
 — lacey benford

ArchiNerd PLLC
 5.0 ★★★★★ 6 Reviews
 "We really enjoyed working with Brent on our proje in Nashville, and Br..."
 — Warner Jones

Earn More & Do Less...

Prepared For:  CAYCE MILL SUPPLY

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?