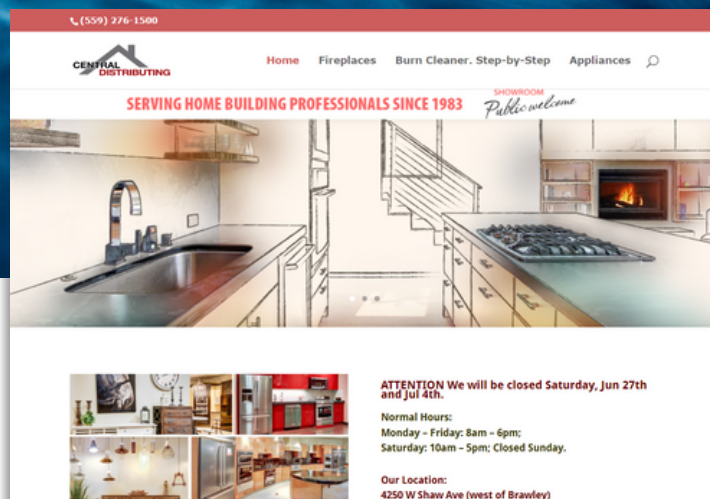


# Custom Market Analysis Report

- "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:** Central Distributing

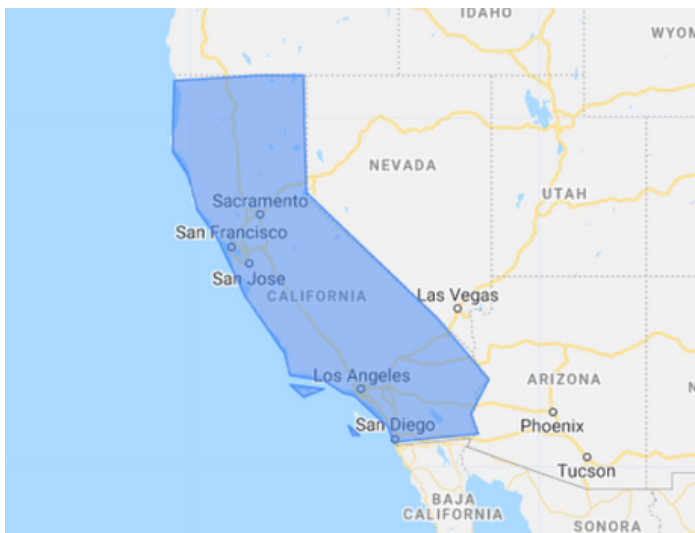
**URL:** <https://cdfresno.com/>

**Date:** Oct 30, 2020

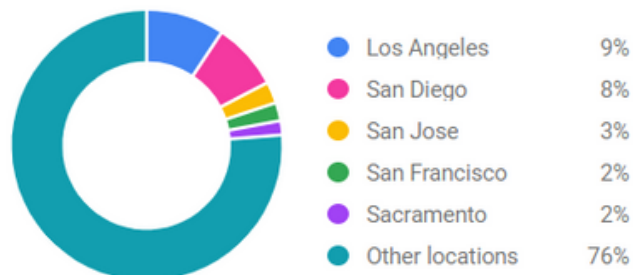
**Prepared by:** Bhey

**Location:** Fresno, CA

**Reach:** 51.2M



## Distribution Of Searchers:



Mobile phones Tablets Computers



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

690,000

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

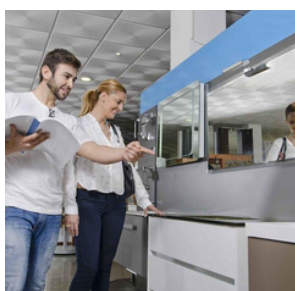
\$110,000

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

\$4.86

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

23,000



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 Fresno, CA

Prepared For:



## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Appliances	151,927.53
<input type="checkbox"/> Electric Fireplaces	13,758.53
<input type="checkbox"/> Fireplace Inserts	12,335.32
<input type="checkbox"/> Outdoor Fireplaces	6,435.06
<input type="checkbox"/> Fireplaces	6,085.16
<input type="checkbox"/> Fireplace Installation	1,504.16
<input type="checkbox"/> Wood Inserts	154.34
<input type="checkbox"/> Multi-Sided Fireplaces	10.53
<input type="checkbox"/> Pellet Inserts	10.17

## 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	406.35
<input type="checkbox"/> Bathroom Showroom near Me	280.93
<input type="checkbox"/> Cabinet Showroom	244.26
<input type="checkbox"/> Plumbing Showroom near Me	158.43

**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"/> Bosch	89,438.14
<input type="checkbox"/> KitchenAid	61,210.61
<input type="checkbox"/> Whirlpool	60,955.61
<input type="checkbox"/> Thermador	60,784.24
<input type="checkbox"/> Maytag	22,536.17
<input type="checkbox"/> Dacor	20,337.77
<input type="checkbox"/> Viking	20,050.09
<input type="checkbox"/> Jenn-Air	5,825.67
<input type="checkbox"/> Amana	3,880.17


## 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 (500+ Companies)




**Dodson Builders Construction**  
5  
Contractors  
[Request a Consultation](#)




**RF CON**  
8  
Contractors



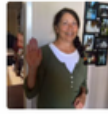
**PDS Plumbing & Air**  
64  
Verified License • Heating & Air Conditioning/HVAC, Water Installation/Repair, Plumbing  
Veteran-owned & operated  
Locally owned & operated  
"These guys came out in a rush for me while I was at work and 1 other companies I called and they could do the same day too. D  
[Request a Quote](#)




**RFMC Construction**  
39  
Contractors  
[Request a Consultation](#)




**Delerio Construction**  
10  
Verified License • Contractors, V  
Installation, Insulation Installation



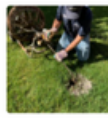
**Allbritten**  
156  
Plumbing, Heating & Air Conditioning/HVAC  
"I didn't have a huge job, but a leaking toilet supply line had floor fixed. I called Allbritten a little after 7:30 AM and they got me set  
[Request a Quote](#)




**Bonadelle Neighborhoods**  
60  
Home Developers




**RFMC Construction**  
39  
Contractors  
[Request a Consultation](#)



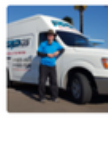
**Francos Plumbing Heating and A/C**  
27  
Heating & Air Conditioning/HVAC, Plumbing, Water Heater Installation/Repair  
"Our tank water heater went out on Friday night. We called around the weekend without an emergency service charge and still had  
[Request a Quote](#)



**Custom Drywall Service**  
12  
Verified License • Drywall Installation &  
44 years in business  
Virtual estimates during COVID-19  
\$400 for \$500 Deal  
[Request a Quote](#)

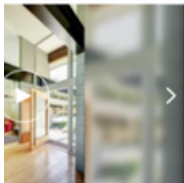


**J & J Quality Construction**  
10  
Contractors, Cabinetry, Carpenters




**Parker & Parker Plumbing**  
15  
Water Heater Installation/Repair, Plumbing  
"We had a kitchen sink clog issue. It was Saturday morning and I morning. I assume they were closed. Someone immediately text  
[Request a Quote](#)

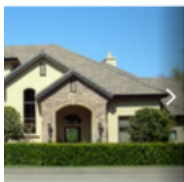
## Designers and Architects (1,598 Companies)



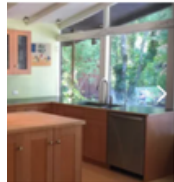
**Arthur Dyson Architects**  
5.0 ★★★★★ 29 Reviews  
Best of Houzz winner  
"Perhaps no other living architect is capable of having along with in combinat...  
— Aminul Khan



**3D Designs by David**  
5.0 ★★★★★ 11 Reviews  
"We cannot be any happier with the professional and fri 3DDesigns. They made...  
— tomonoritomoko



**Ron Pope & Associates**  
Locally owned  
Fresno County's Trusted & Recognized Building Design  
When it comes to drafting, building design, and engineer drafting company that wil...



**LaDyne Design**  
5.0 ★★★★★ 7 Reviews  
"We hired Stephen to help redesign and re-envision our happier with his work...  
— J.R. Ross




**Absolute Design**  
5.0 ★★★★★ 23 Reviews  
"My experience working with Absolute Design was st knowledgeable, accessible a...  
— Jennifer Watson



**Aardvark Architecture**  
5.0 ★★★★★ 4 Reviews  
"I would highly recommend him if you want to create so expertly designed with thou...  
— Andrew Christian



**David Ludwig - Architect**  
5.0 ★★★★★ 7 Reviews  
"David was the architect of an extensive remodel of o kitchen and the main living...  
— E Weber



**Michael Karby Architecture and Plannin**  
5.0 ★★★★★ 5 Reviews  
"I have had the pleasure of working with Michael on a fi Mountain project he h...  
— Custom Design Construction & Interiors Inc.



# 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**