

# Custom Market Analysis Report

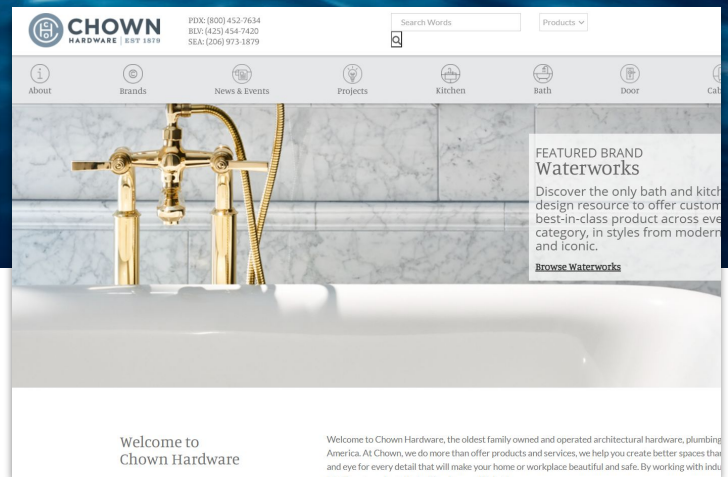
Prepared For:

- "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: Chown Hardware

URL: [chown.com/](http://chown.com/)

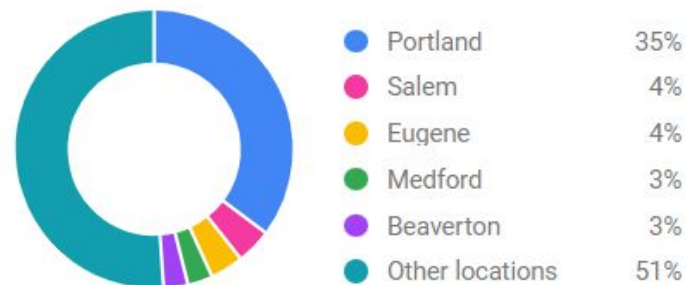
Prepared by: Elsie



Location: Oregon

Reach: 6.67M

Distribution Of Searchers:



Mobile phones Tablets Computers



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

41,000

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

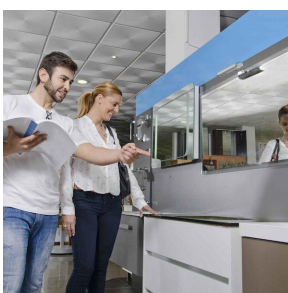
\$730

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

\$0.34

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

2,100



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	14,639.73
<input type="checkbox"/> Steam	2,113.87
<input type="checkbox"/> Lamps	1,729.26
<input type="checkbox"/> Mirrors	1,534.13
<input type="checkbox"/> Toilets	1,425.19
<input type="checkbox"/> Valves	1,398.44
<input type="checkbox"/> Shelves	1,108.79
<input type="checkbox"/> Exterior Door	1,088.52
<input type="checkbox"/> Glass	927.79
<input type="checkbox"/> Bathroom Vanities	905.12
<input type="checkbox"/> House Numbers	822.13
<input type="checkbox"/> Kitchen Sinks	676.27

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	883.46
<input type="checkbox"/> Flooring Store near Me	610.41
<input type="checkbox"/> Bathroom Showroom	205.78
<input type="checkbox"/> Flooring Showroom	81.43
<input type="checkbox"/> Bathroom Store near Me	52.97
<input type="checkbox"/> Bathroom Store	52.73
<input type="checkbox"/> Bathroom Showroom near Me	43.39
<input type="checkbox"/> Kitchen Showroom	28.61
<input type="checkbox"/> Bath Showroom	19.18

**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"/> Ginger	1,543.63
<input type="checkbox"/> Emtek	1,051.98
<input type="checkbox"/> Top Knobs	470.29
<input type="checkbox"/> Hinkley Lighting	414.26
<input type="checkbox"/> WAC Lighting	376.81
<input type="checkbox"/> Visual Comfort	369.63
<input type="checkbox"/> Atlas	258.52
<input type="checkbox"/> Hubbardton Forge	251.22
<input type="checkbox"/> Inox	234.04
<input type="checkbox"/> Hudson Valley Lighting	210.83
<input type="checkbox"/> Geberit	185.39
<input type="checkbox"/> Newport Brass	166.45

## 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%

# Competitive Analysis

Prepared For:



## Chown Hardware ([chown.com/](https://chown.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://products.chown.com/Visual-comfort-Ligh...">visual comfort</a> <a href="https://products.chown.com/Visual-comfort-Ligh...">https://products.chown.com/Visual-comfort-Ligh...</a>	31.7k	61 12↑	87	\$4.14
<a href="https://www.chown.com/vendor/dornbracht/">dornbracht</a> <a href="https://www.chown.com/vendor/dornbracht/">https://www.chown.com/vendor/dornbracht/</a>	29k	68 23↓	72	\$1.04
<a href="https://products.chown.com/Hafele-v1.htm">hafele</a> <a href="https://products.chown.com/Hafele-v1.htm">https://products.chown.com/Hafele-v1.htm</a>	19.5k	41 1↑	85	\$1.46
<a href="https://products.chown.com/Emtek-v1.htm">emtek</a> <a href="https://products.chown.com/Emtek-v1.htm">https://products.chown.com/Emtek-v1.htm</a>	16.6k	33 2↓	0	\$3.29
<a href="https://products.chown.com/Accessories-Bathro...">hair dryer holder</a> <a href="https://products.chown.com/Accessories-Bathro...">https://products.chown.com/Accessories-Bathro...</a>	8.5k	45 5↓	76	\$1.71

## AFC Inc. ([afcpacificllc.com/](http://afcpacificllc.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="http://www.afcpacificllc.com/testimonials">afc flooring</a> <a href="http://www.afcpacificllc.com/testimonials">http://www.afcpacificllc.com/testimonials</a>	270	75 45↓	78	\$1.88
<a href="http://www.afcpacificllc.com/">cabinet refacing portland oregon</a> <a href="http://www.afcpacificllc.com/">http://www.afcpacificllc.com/</a>	260	78 NEW	69	\$16.03
<a href="http://www.afcpacificllc.com/">cabinets vancouver wa</a> <a href="http://www.afcpacificllc.com/">http://www.afcpacificllc.com/</a>	190	89 NEW	90	\$1.72
<a href="http://www.afcpacificllc.com/">cabinet makers portland oregon</a> <a href="http://www.afcpacificllc.com/">http://www.afcpacificllc.com/</a>	150	75 NEW	71	\$4.84
<a href="http://www.afcpacificllc.com/">afc portland oregon</a> <a href="http://www.afcpacificllc.com/">http://www.afcpacificllc.com/</a>	110	21 24↑	96	-

## ESP Supply Inc. ([espsupplyonline.com/](https://espsupplyonline.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://espsupplyonline.com/">esp</a> <a href="https://espsupplyonline.com/">https://espsupplyonline.com/</a>	73.8k	85 28↓	98	\$0.51
<a href="https://espsupplyonline.com/">esp.</a> <a href="https://espsupplyonline.com/">https://espsupplyonline.com/</a>	6.3k	62 44↓	98	-
<a href="https://espsupplyonline.com/">mirror glass</a> <a href="https://espsupplyonline.com/">https://espsupplyonline.com/</a>	1.8k	92 NEW	92	\$1.05
<a href="https://espsupplyonline.com/shower-doors/fra...">custom frameless shower doors</a> <a href="https://espsupplyonline.com/shower-doors/fra...">https://espsupplyonline.com/shower-doors/fra...</a>	1.3k	73 3↑	75	\$3.83
<a href="https://espsupplyonline.com/">shower door companies near me</a> <a href="https://espsupplyonline.com/">https://espsupplyonline.com/</a>	1.3k	76 15↓	98	-



# Competitive Analysis

Prepared For:



**Parr Cabinet Design Center** ([parrcabinet.com/](http://parrcabinet.com/))

Estimated \$697 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">cabinets kitchen</a>	2.6k	\$5.00	98	70.1%
<a href="#">cabinets portland</a>	570	-	95	44.9%
<a href="#">Divine Stoneworks</a>	440	-	72	7%
<a href="#">cabinet and countertop</a>	270	\$4.93	85	-
<a href="#">rta cabinets portland oregon</a>	230	\$5.27	87	-

**Standard Supply Co.** ([standardsupplyco.com/](http://standardsupplyco.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">plumbing supply</a> <a href="http://www.standardsupplyco.com/">http://www.standardsupplyco.com/</a>	58.9k	86 —	98	\$2.60
<a href="#">standard plumbing</a> <a href="http://www.standardsupplyco.com/">http://www.standardsupplyco.com/</a>	7.4k	13 —	98	\$9.67
<a href="#">standard plumbing supply</a> <a href="http://www.standardsupplyco.com/">http://www.standardsupplyco.com/</a>	4.9k	6 2↓	86	\$2.14
<a href="#">stephens plumbing</a> <a href="http://www.standardsupplyco.com/manufacture...">http://www.standardsupplyco.com/manufacture...</a>	3.8k	77 3↓	86	-
<a href="#">standard supply</a> <a href="http://www.standardsupplyco.com/">http://www.standardsupplyco.com/</a>	2.3k	2 —	98	\$0.38

**Huggy Bear's Cupboards** ([huggybear.com/](http://huggybear.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">huggy bear</a> <a href="https://huggybear.com/">https://huggybear.com/</a>	6.9k	13 5↑	98	\$0.81
<a href="#">cupboards</a> <a href="https://huggybear.com/">https://huggybear.com/</a>	2.4k	34 7↑	94	\$0.85
<a href="#">huggy</a> <a href="https://huggybear.com/">https://huggybear.com/</a>	1.5k	35 7↑	96	\$0.27
<a href="#">lyptus</a> <a href="https://huggybear.com/wood-species/lyptus/">https://huggybear.com/wood-species/lyptus/</a>	930	32 5↓	81	\$1.54
<a href="#">cabinets portland</a> <a href="https://huggybear.com/">https://huggybear.com/</a>	570	58 20↓	95	-