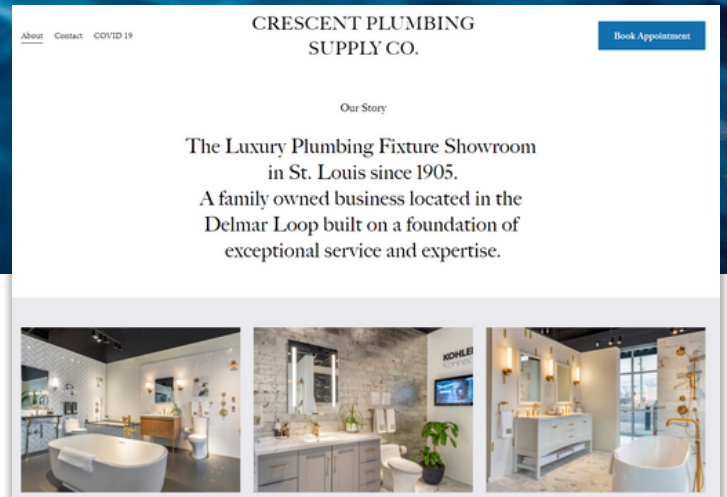


Custom Market Analysis Report

- "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: Crescent Plumbing Supply Co.

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

Date: Nov 27, 2020

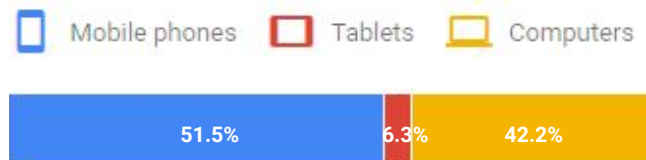
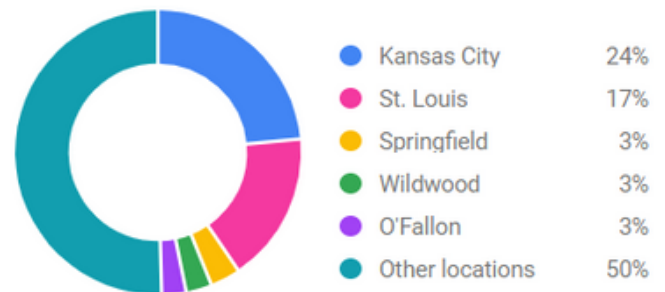
Prepared by: Mady

Location: Missouri

Reach: 10.5M



Distribution Of Searchers:



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

58,000

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

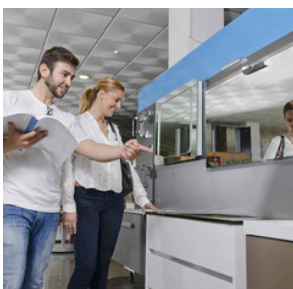
\$14,000

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

\$7.02

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

2,000



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: CRESCENT PLUMBING
SUPPLY CO.

Product Category Keyword Searches:

☐ Keyword	↓ Impressions
☐ Toilet	14,230.44
☐ Tubs	7,092.12
☐ Bathroom Faucets	5,384.78
☐ Bathroom	5,363.66
☐ Medicine Cabinets	2,806.34
☐ Bathroom Accessories	1,672.42
☐ Bathroom Sinks	1,648.38
☐ Cabinet Knobs	1,568.25
☐ Fittings	984.61
☐ Bathroom Shower	323.49
☐ Plumbing Fixtures	265.47
☐ Pulls	170.22

Showroom Keyword Searches:

☐ Keyword	↓ Impressions
☐ Bathroom Store	334.14
☐ Plumbing Showroom	191.77
☐ Bathroom Showroom	113.92
☐ Kitchen Showroom	97.93
☐ Bath Showroom	64.85
☐ Bathroom Showroom near Me	32.31
☐ Bathtub Store	8.31
☐ Bath Showroom near Me	3.92


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:

☐ Keyword	↓ Impressions
☐ Kohler	17,688.39

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: CRESCENT PLUMBING
SUPPLY CO.

Builders, General Contractors and Plumbers (600+ Companies)



Fehlig Brothers Box & Lumber
★★★★★ 3
Building Supplies

"Fehlig Brothers beats out Lowe's & Home Dep certainly tops when it comes to customer servi outdoor projects (horse holding pens, equestri and they have been very helpful & nice. Their f I work..." [more](#)



MJM Renovation & Exteriors
★★★★★ 8
Contractors, Roofing, Siding

"MJM has put roofs on two of my houses, and I'd never use They are affordable, professional, and honest. Give these g call!" [more](#)

Request a Consultation

Responds in
40 locals rese



Able Rooter
★★★★★ 27
Plumbing, Hydro-jetting

"Tom of Able Rooter responded quickly to my request evening, setting up an appointment the following mor ETA and was on time. Tom and crew used appropriat measures (masks, distance, no contact). They solved r and gave me advice on..." [more](#)



Benchmark Custom Home Builders
Contractors

Request a Consultation

You can



Reliable Remodeling
★★★★★ 4
Contractors, Painters, Decks & Railing

\$200 for \$500 Deal

"We asked for an estimate. We asked for completion date. quality workmanship. They were absolutely the best. Tom i second to none when it comes to remodeling. They are reli everything they said they would do in a first class manner, bathroom may..." [more](#)



Olney Sewer and Drain
★★★★★ 22
Plumbing

"Had a back up or clogged lateral line. Making a appoi and easy through messaging on Yelp. They were one i that actually responded back promptly. Cliff showed i line and gave some good advice on how to keep it dis straight..." [more](#)



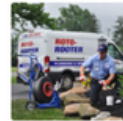
Fruth Construction
★★★★★ 1
Contractors

"I would recommend Fruth Construction to any beautiful custom home. Their knowledge of th expertise really helped us feel comfortable wit also extremely helpful when it came to answer guiding us through the..." [more](#)



Tough Enough Construction
★★★★★ 2
Roofing, Contractors

"These guys were all around great to deal with. Super profi friendly, very reasonably priced. Also excellent problem sol up with a cheaper solution to a tricky problem that saved t money. All around excellent experience, would gladly use t for all future..." [more](#)



Roto-Rooter Plumbing & Water Cleanup
★★★★★ 60
Plumbing

"Great service with very short notice. I called early on (and a holiday weekend) needing a broken sump putt rental house. Michael Harris (tech #4584) immediate took care of the issue. He not only installed a new sur proactively suggested..." [more](#)



The Joinery
Contractors, Cabinetry, Carpenters

Request a Consultation



Las Aguilas Contracting
★★★★★ 2
Contractors, Painters, Decks & Railing

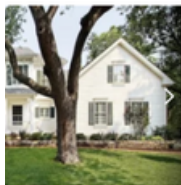
"Las Aguilas Contracting has remodeled our kitchen. They i installed porcelain tile flooring, installed cabinetry and app as tile backsplash. They moved a stairwell and installed ne repaired plaster on our 70 year old walls and ceiling. They i entire area..." [more](#)



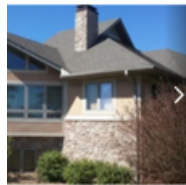
Maplewood Plumbing & Sewer
★★★★★ 44
Plumbing, Water Heater Installation/Repair

"While Maplewood was booked up and couldn't take t timeframe I needed, they were kind enough to immet numbers to try, and when they were booked up too 3 had next day availability. I appreciated jen's concern a even when they wouldn't..." [more](#)

Designers and Architects (627 Companies)



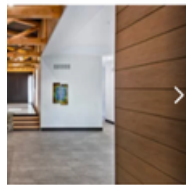
Donna F. Boxx, Architect, P.C.
5.0 ★★★★★ 12 Reviews
St Louis Architect & Designer Best of Houzz 2017, 2016, i
"My husband and I interview many different people for to our 100 year old ho...
— Shannon Guinn



Eiler Architecture
5.0 ★★★★★ 3 Reviews
Family owned
St Louis Architecture Group Building on a 50 Year Trad
"Brad is great to work with! The house he designed f connecting us direct...
— Dolores Phin DC



Killeen Studio Architects
5.0 ★★★★★ 6 Reviews
"The Killeen Studio architects worked with us (and not, vacant theater b...
— David Godbout



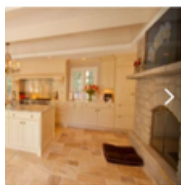
Tim Hollerbach Designs, LLC
4.9 ★★★★★ 19 Reviews
Best of Houzz winner
"Tim did an excellent job of taking our vision and idei design that not only fit...
— Kent Scandrett



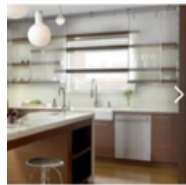
Jim Bulejski Architects
5.0 ★★★★★ 5 Reviews
References available
St. Louis Preferred Full-Service Architecture Firm Best of
"We worked with Jim and his associate Katy to design i Kirkwood. From the first meetin...
— koviele



Tim Hollerbach Designs, LLC
4.9 ★★★★★ 19 Reviews
Best of Houzz winner
St Louis' Trusted Architect Specializing in Custom Hom
"Tim did an excellent job of taking our vision and idei design that not only fit...
— Kent Scandrett



FORNEY + architecture, LLC
5.0 ★★★★★ 22 Reviews
"Jane Ann and her team were wonderful to work with the vision for our new...
— Mileu



Studio Durham Architects
4.6 ★★★★★ 10 Reviews
"Phil is a true professional that has excellent vision ar The project desi...
— Charlie Vantine

Earn More & Do Less...

Prepared For: CRESCENT PLUMBING
SUPPLY CO.

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...

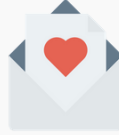
Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?

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?