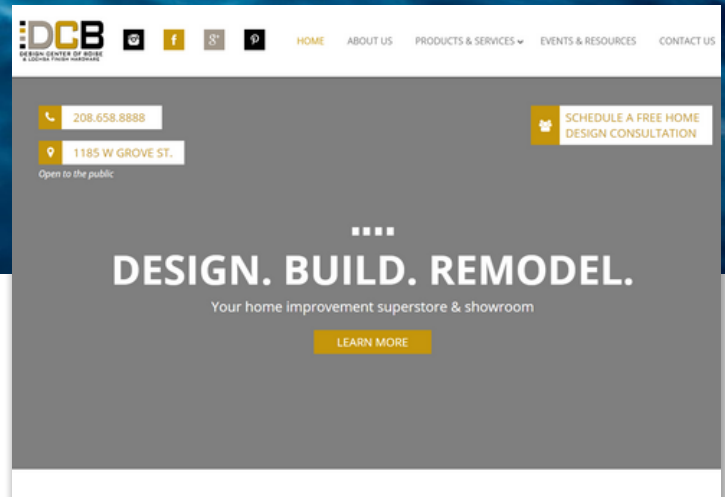


# Custom Market Analysis Report

- "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:** Design Center of Boise

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

**Date:** Oct 30, 2020

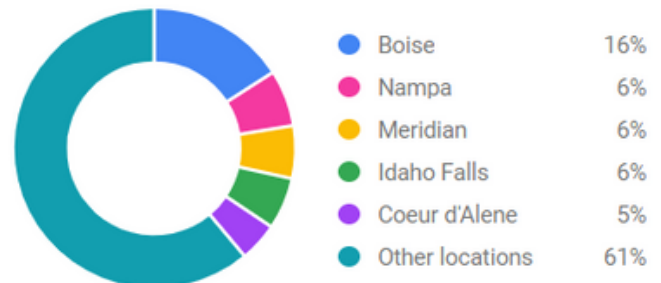
**Prepared by:** Bhey

**Location:** Boise, ID

**Reach:** 3.8M



## Distribution Of Searchers:



Mobile phones Tablets Computers



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

1,300,000

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

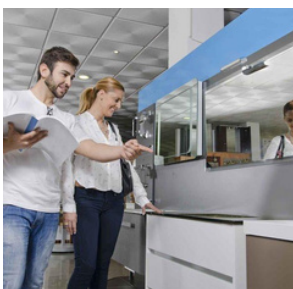
\$110,000

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

\$0.33

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

340,000



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 Boise, ID

Prepared For:



## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Plumbing	12,571.50
<input type="checkbox"/> Tile	7,048.19
<input type="checkbox"/> Cabinet	6,270.49
<input type="checkbox"/> Countertops	4,742.53
<input type="checkbox"/> Lighting	3,718.83
<input type="checkbox"/> Bathroom Remodeling	2,850.11
<input type="checkbox"/> Appliance	2,550.53
<input type="checkbox"/> Kitchen Remodeling	1,779.73
<input type="checkbox"/> Hardwood	1,682.02

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Store	147.99
<input type="checkbox"/> Bath Showroom	36.74
<input type="checkbox"/> Bathroom Showroom	23.12
<input type="checkbox"/> Cabinet Showroom	9.19
<input type="checkbox"/> Plumbing Showroom	8.87
<input type="checkbox"/> Kitchen Showroom	4.75



**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"/> Amazon	1,304,109.50
<input type="checkbox"/> Whirlpool	3,097.17
<input type="checkbox"/> Kitchenaid	1,937.72
<input type="checkbox"/> Elk	1,146.65
<input type="checkbox"/> Emtek	1,066.02
<input type="checkbox"/> Granite	982.70
<input type="checkbox"/> Daltile	955.16
<input type="checkbox"/> Elkay	831.40
<input type="checkbox"/> Emser	807.91
<input type="checkbox"/> Amerock	572.65
<input type="checkbox"/> Top Knobs	495.72
<input type="checkbox"/> Baldwin	492.83
<input type="checkbox"/> Blanco	479.23

## 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:



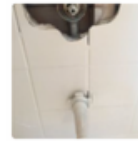
Builders, General Contractors and Plumbers (600+ Companies)



**Larson Builders**  
★★★★★ 2  
Contractors, Kitchen & Bath, Architects



**Stronghold Remodeling**  
★★★★★ 1  
Contractors, Interior Design



**Veterans Plumbing**  
★★★★★ 19  
Plumbing, Water Heater Installation/Repair  
9 years in business  
Veteran-owned & operated

[Request a Quote](#)



**Tresidio Homes**  
★★★★★ 4  
Contractors

[Request a Consultation](#)



**Ck Rogers**  
★★★★★ 2  
Contractors

[Request a Consultation](#)



**A1 Handyman**  
★★★★★ 34  
Plumbing, Handyman, Electricians

[Request a Quote](#)



**Riteway Builders**  
★★★★★ 1  
Contractors



**Riteway Builders**  
★★★★★ 1  
Contractors



**McDaniel Plumbing**  
★★★★★ 17  
Verified License • Plumbing, Water H Installation/Repair



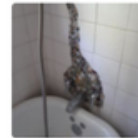
**Derek Sammons Construction**  
★★★★★ 1  
Contractors  
15 years in business  
Offers customized solutions

[Request a Consultation](#)



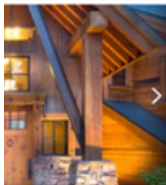
**Asin General Contractors**  
Contractors

[Request a Consultation](#)

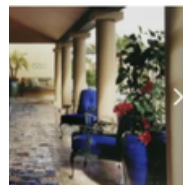


**Dave's Drain Service**  
★★★★★ 11  
Plumbing, Water Heater Installation/Repair

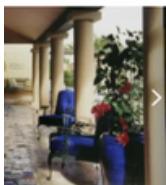
Designers and Architects (231 Companies)



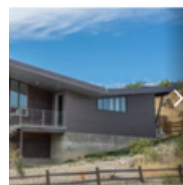
**MWA, Inc.**  
4.9 ★★★★★ 16 Reviews  
Truckee/Tahoe Unique, Custom Architecture Firm Best of!  
"I found MWA through Houzz.com and they were great. I with, saw my dream from the..."  
— Karen Sagarra



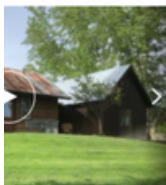
**Network Architects**  
4.6 ★★★★★ 5 Reviews  
Boise's Reputable Full Service Architectural Firm  
"I found Network Architects to be extremely sensitive compromising their..."  
— HJ-5777120



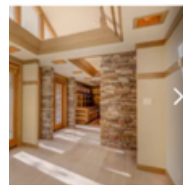
**Network Architects**  
4.6 ★★★★★ 5 Reviews  
"I found Network Architects to be extremely sensitive to compromising their..."  
— HJ-5777120



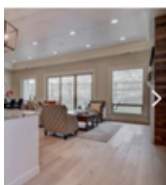
**Gravitas**  
5.0 ★★★★★ 33 Reviews  
"Derek was such a professional to work with. Very rer He really helped us take..."  
— Ryan Latter



**Migration Studios**  
5.0 ★★★★★ 2 Reviews  
Ada County's Custom Architectural Design Studio  
"He listened and incorporated our ideas with design and then we could of imagined..."  
— Jill Minor



**Stevens Signature Homes**  
5.0 ★★★★★ 2 Reviews  
Client-Centric Architectural Design in Ada County  
"Sean Stevens, principal and founder of Stevens Sign home 11 years ago - it h..."  
— David Ralston



**Mike Carroll Design**  
5.0 ★★★★★ 5 Reviews  
"Mike Carroll design is a proven designer with along trak designs. We continue..."  
— Solitude Homes



**J Truex Architecture**  
5.0 ★★★★★ 33 Reviews  
"The best experience i have ever had working with Ji layout, engineering, e..."  
— John Julian



# 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**