

# Custom Market Analysis Report

- "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

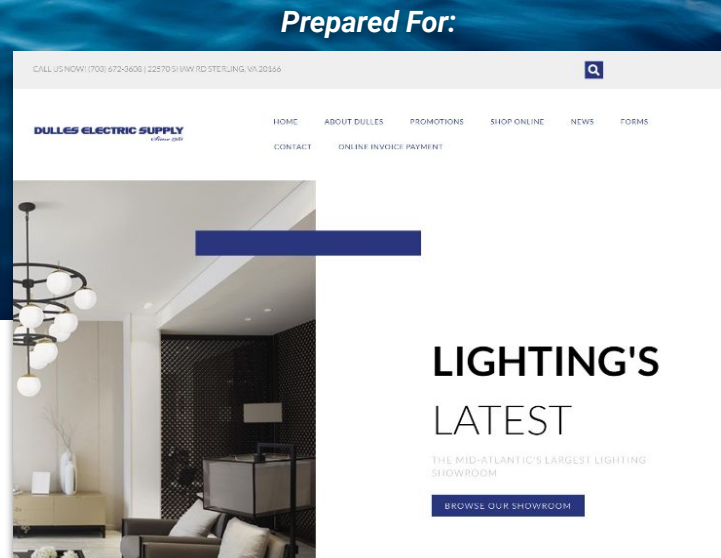
**Company:** Dulles Electric Supply

**URL:** <https://www.dulleselectric.com/>

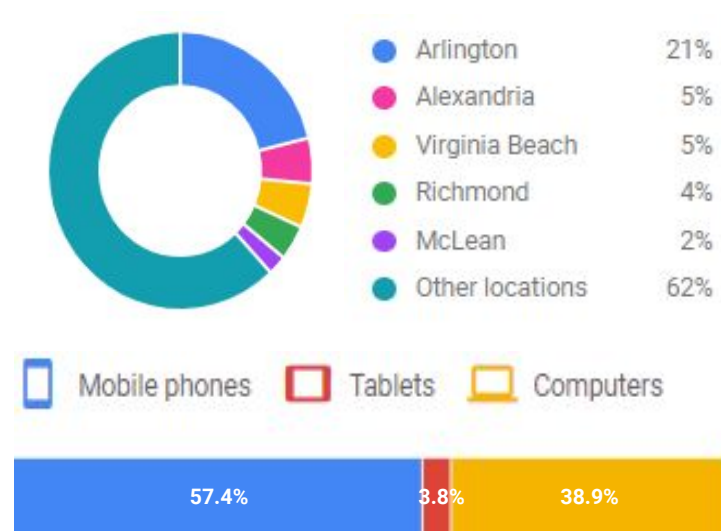
**Prepared by:** Vanessa

**Location:** Virginia

**Reach:** 18.4M



**Distribution Of Searchers:**



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

**334,000**

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

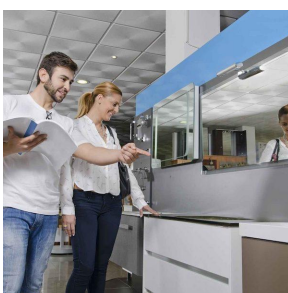
**\$220,000**

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

**\$6.61**

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

**33,000**



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: **DULLES ELECTRIC SUPPLY**  
Since 1985

## Product Category Keyword Searches:

Keyword	↓ Impressions
Furniture	229,322.25
Ceiling Fans	13,204.43
Lamps	10,229.60
Chandeliers	4,930.10
Pool Table	4,146.21
Decor	3,714.21
Pendants	3,433.49
Landscape	2,899.03
Wind Chimes	2,517.89
Vanity Lights	2,343.09
Fans	1,714.60
Bathroom Fixtures	1,706.35

## General Keyword Searches:

Keyword	↓ Impressions
Flooring Store	4,263.39
Plumbing Showroom	3,113.39
Flooring Store near Me	1,759.07
Bathroom Showroom	1,211.00
Kitchen Showroom	794.81
Kitchen Cabinet Store	534.00
Bathroom Showroom near Me	375.10

  
**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
Visual Comfort	5,425.30
Hunter	4,458.60
Quorum	3,351.55
Uttermost	2,559.32
Kichler	2,052.50
Troy	1,511.58
Generation Lighting	1,108.36
Progress	976.24
Tech Lighting	876.29
Acclaim Lighting	757.35
Hubbardton Forge	730.76
Quoizel	709.58

## 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: **DULLES ELECTRIC SUPPLY**  
*Since 1985*

## Enclosures Unlimited Inc. ([enclosuresglass.com/](https://www.enclosuresglass.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
glass cabinet doors <a href="https://www.enclosuresglass.com/cabinet-glass....">https://www.enclosuresglass.com/cabinet-glass....</a>	1k	98 51↓	25	\$1.19
glass cabinets <a href="https://www.enclosuresglass.com/cabinet-glass....">https://www.enclosuresglass.com/cabinet-glass....</a>	630	76 12↓	39	\$0.92
floating glass shelves <a href="https://www.enclosuresglass.com/glass.html">https://www.enclosuresglass.com/glass.html</a>	540	27 14↑	27	\$1.03
knee wall shower <a href="http://www.enclosuresglass.com/faqs.html">http://www.enclosuresglass.com/faqs.html</a>	510	55 26↑	66	\$0.53
custom glass cabinet doors <a href="https://www.enclosuresglass.com/cabinet-glass....">https://www.enclosuresglass.com/cabinet-glass....</a>	480	62 4↓	15	\$2.38

## FAIRFAX MARBLE ([fairfaxmarble.com/](https://www.fairfaxmarble.com/))

Estimated \$737.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
diy outdoor countertops	600	-	23	90%
stone yards in maryland	320	-	27	37.3%
fairfax granite and marble	165	-	50	-
what does quartz countertops look like	80	-	23	-
fairfax marble	80	-	57	-

## HOLLSPA ([hollspa.com/](https://www.hollspa.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
shower drawing <a href="https://www.hollspa.com/products/custom-benc...">https://www.hollspa.com/products/custom-benc...</a>	1.2k	58 8↓	33	\$0.71
shower with bench <a href="https://www.hollspa.com/">https://www.hollspa.com/</a>	570	74 6↓	31	\$0.48
floating shower bench <a href="https://www.hollspa.com/">https://www.hollspa.com/</a>	540	13 1↑	26	\$0.73
floating bench <a href="https://www.hollspa.com/">https://www.hollspa.com/</a>	480	16 1↑	20	\$0.82
bracket system <a href="https://www.hollspa.com/products/classic-stainl...">https://www.hollspa.com/products/classic-stainl...</a>	360	84 18↓	14	\$0.26



# Competitive Analysis

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## Sundance Contracting LLC ([sundancecontracting.com/](https://www.sundancecontracting.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.sundancecontracting.com/about">dan benjamin</a> <a href="https://www.sundancecontracting.com/about">https://www.sundancecontracting.com/about</a>	220	65 14↑	58	\$1.29
<a href="https://www.sundancecontracting.com/">sundance construction</a> <a href="https://www.sundancecontracting.com/">https://www.sundancecontracting.com/</a>	135	9 5↑	63	\$1.39
<a href="https://www.sundancecontracting.com/">dc general contractor</a> <a href="https://www.sundancecontracting.com/">https://www.sundancecontracting.com/</a>	135	74 NEW	76	\$14.05
<a href="https://www.sundancecontracting.com/">top contractors in Washington DC</a> <a href="https://www.sundancecontracting.com/">https://www.sundancecontracting.com/</a>	100	35 25↑	94	-
<a href="https://www.sundancecontracting.com/">dc contracting llc</a> <a href="https://www.sundancecontracting.com/">https://www.sundancecontracting.com/</a>	90	44 12↓	58	-

## W.T. WEAVER AND SONS ([weaverhardware.com/](https://www.weaverhardware.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.weaverhardware.com/">weaver</a> <a href="https://www.weaverhardware.com/">https://www.weaverhardware.com/</a>	16.1k	79 2↑	54	\$0.50
<a href="https://www.weaverhardware.com/Toto-Toilet-c...">toto toilets near me</a> <a href="https://www.weaverhardware.com/Toto-Toilet-c...">https://www.weaverhardware.com/Toto-Toilet-c...</a>	2.2k	37 2↑	29	\$1.75
<a href="https://www.weaverhardware.com/Toilets-Wall-...">wall mounted toilet</a> <a href="https://www.weaverhardware.com/Toilets-Wall-...">https://www.weaverhardware.com/Toilets-Wall-...</a>	2k	80 8↑	26	\$0.88
<a href="https://www.weaverhardware.com/Robern-Medi...">robern</a> <a href="https://www.weaverhardware.com/Robern-Medi...">https://www.weaverhardware.com/Robern-Medi...</a>	1.8k	46 12↑	21	\$0.52
<a href="https://www.weaverhardware.com/Grohe-Bathr...">grohe bathroom faucets</a> <a href="https://www.weaverhardware.com/Grohe-Bathr...">https://www.weaverhardware.com/Grohe-Bathr...</a>	1.7k	37 8↑	26	\$2.32


## The Somerville Bath & Kitchen ([thesomervillebathandkitchenstore.com/](https://www.thesomervillebathandkitchenstore.com/))

No Ads found, SEO keywords below


Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.thesomervillebathandkitchenstore....">kohler toilet</a> <a href="https://www.thesomervillebathandkitchenstore....">https://www.thesomervillebathandkitchenstore....</a>	12.8k	44 2↓	38	\$1.79
<a href="https://www.thesomervillebathandkitchenstore....">utility sink</a> <a href="https://www.thesomervillebathandkitchenstore....">https://www.thesomervillebathandkitchenstore....</a>	9.6k	73 7↓	36	\$0.97
<a href="https://www.thesomervillebathandkitchenstore....">bathroom showroom near me</a> <a href="https://www.thesomervillebathandkitchenstore....">https://www.thesomervillebathandkitchenstore....</a>	6.7k	44 32↑	89	\$3.96
<a href="https://www.thesomervillebathandkitchenstore....">bathroom showroom near me</a> <a href="https://www.thesomervillebathandkitchenstore....">https://www.thesomervillebathandkitchenstore....</a>	6.7k	44 1↑	27	-
<a href="https://www.thesomervillebathandkitchenstore....">moen bathroom faucets</a> <a href="https://www.thesomervillebathandkitchenstore....">https://www.thesomervillebathandkitchenstore....</a>	6.4k	28 6↓	25	\$1.64

# Get More Trades Accounts Prepared For: **DULLES ELECTRIC SUPPLY** Since 1985


## Builders, General Contractors and Plumbers (700+ Companies)




**Winfield Builders**  
★★★★★ 24  
 Roofing Windows Installation Siding  
 "stands behind their work and delivers an exceptional product I recommended." [more](#)




**Floors and Designs**  
★★★★★ 44  
 Flooring Contractors  
 Verified License • 15 years in business • Certified pro  
 \$50 for \$100 Deal  
 "Sam is hands down the best floor contractor in northern VA. His process was seamless from start to finish and pricing was very




**Plumb Professionals**  
★★★★★ 143  
 Plumbing Water Heater Installation/Repair  
 Verified License • Certified professionals • Family-owned  
 "We had an issue with a leaky shower. We called on Monday morning. He replaced the cylinder and the problem is fixed. While cleaned..." [more](#)




**HomeKey Inspections**  
★★★★★ 161  
 Home Inspections Environmental Testing Roof Inspections  
 Certified professionals • Satisfaction guaranteed  
 "I'm purchasing a new build condo and I had read many reviews always" [more](#)



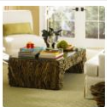
**DJ Fence**  
★★★★★ 183  
 Fences & Gates Decks & Railing  
 Certified professionals • Family-owned & operated  
 "builders charge an arm and a leg and the total cost would be 1 years" [more](#)




**007 Handyman Construction and Remodeling**  
★★★★★ 29  
 Contractors Painters Plumbing  
 "What can I say? James was awesome! From the moment I first prompt, clear and to the point. I appreciate his 10 out of 10 customer..." [more](#)




**Reddick & Sons**  
★★★★★ 220  
 Plumbing Heating & Air Conditioning/HVAC Electricians  
 Verified License • Locally owned & operated • Offers  
 "Reddick & Sons are hands down, the best. Our 10-year-old HVAC purchased home during one of the hottest weeks of the summer first..." [more](#)




**Carpet City & Home Decorating Center**  
★★★★★ 19  
 Flooring Carpeting Contractors  
 "Cyndy's Bottom Line: Excellent service from Mr. Ali. We were in decided to use Carpet City because they could deliver faster than




**MJW Plumbing Company**  
★★★★★ 71  
 Plumbing Water Heater Installation/Repair  
 Verified License  
 "I had a leaky pipe to my toilet late in the evening. I searched for request for help. MJW was the first to respond and provided Mi



**Roofer 911**  
★★★★★ 182  
 Roofing  
 "siding guys, big box store reps and even the original builder, is source" [more](#)




**As It Should Be Cabinetry and Builders**  
★★★★★ 14  
 Contractors Cabinetry  
 "I hired these guys to build shelving in my finished basement. T1 in every way. It was about 10-12 weeks after I hired them before




**John Nugent & Sons**  
★★★★★ 124  
 Electricians Plumbing Heating & Air Conditioning/HVAC  
 "I had an issue where my furnace was intermittently shutting off issue where it would work sometimes and heat would emanate


## Designers and Architects (368 Companies)



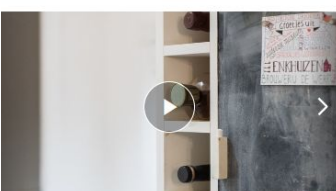
**Technical Graphics**  
5.0 ★★★★★ 5 Reviews  
 13 Hires on Houzz • 22 years in business  
 "I've worked with many architects and project Mgrs for Restaurant Kitchen Design and..."  
 — HU-795145484




**AXIS ARCHITECTS**  
5.0 ★★★★★ 25 Reviews • Verified License  
 Best of Houzz winner  
 "Shahnur and Elena at Axis Architecture are a wonderful vision wall and turn it..."  
 — Evelyn B




**Robertson Kitchens**  
5.0 ★★★★★ 5 Reviews  
 "We were looking to replace our kitchen counter and companies to discuss our..."  
 — Bill Wingerter



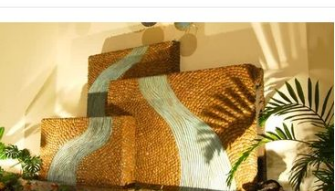
**Longhouse Architects**  
5.0 ★★★★★ 4 Reviews  
 Loudoun County's Prominent Architecture Firm Creating  
 "We had what I thought was an easy kitchen facelift lot I didn't consider..."  
 — Julie Zadecky




**Christopher J. Cooke Architecture**  
5.0 ★★★★★ 2 Reviews  
 "Chris recently helped me convert a house lost in the the back of the house..."  
 — Deborah Swauger



**Purple Cherry Architects**  
5.0 ★★★★★ 92 Reviews  
 Best of Houzz winner  
 "Wonderful attention to detail and to client's vision. Creative ideas. Extremely professional..."  
 — Nancy Roes



**JEM4 design**  
5.0 ★★★★★ 2 Reviews  
 "JEM4 Design, graduate of Rhode Island School of Design and has worked with so..."  
 — sibling4



**Cawood Architecture, PLLC**  
5.0 ★★★★★ 7 Reviews  
 Best of Houzz winner  
 Designing Beautiful, Sustainable Homes in Loudoun County  
 "William Cawood made our hopes come true by reimagining Colonial white also significant..."  
 — Matthew Miller