

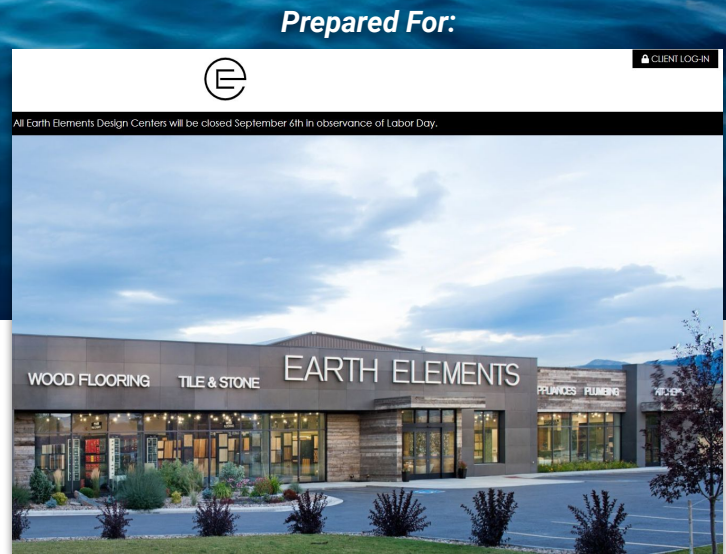
# Custom Market Analysis Report

- "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

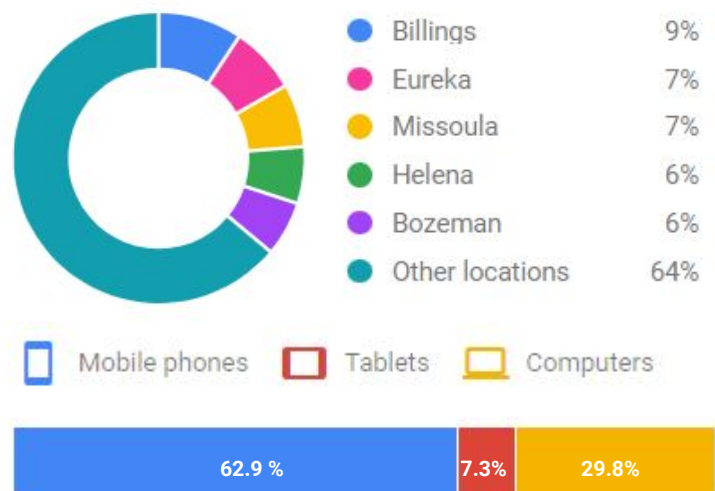
**Company:** Earth Elements Design Center  
**URL:** <http://earthelements.com>  
**Prepared by:** Elsie

**Location:** Montana

**Reach:** 917K



**Distribution Of Searchers:**



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

**22,000**

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

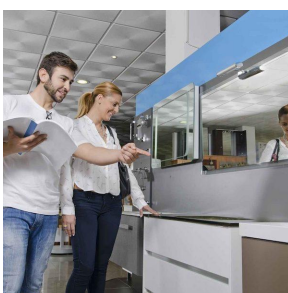
**\$680**

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

**\$0.59**

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

**1,200**



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

## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Appliances	9,086.22
<input type="checkbox"/> Plumbing	2,473.14
<input type="checkbox"/> Lighting	2,120.11
<input type="checkbox"/> Tile	1,985.85
<input type="checkbox"/> Wood Flooring	922.23
<input type="checkbox"/> Hardware	812.14
<input type="checkbox"/> Cabinetry	473.60
<input type="checkbox"/> Wall Coverings	89.65
<input type="checkbox"/> Slab	54.17

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	329.41
<input type="checkbox"/> Flooring Store near Me	77.43
<input type="checkbox"/> Bathroom Showroom	33.99
<input type="checkbox"/> Bathroom Store	18.98
<input type="checkbox"/> Flooring Showroom	9.74
<input type="checkbox"/> Kitchen Cabinet Store	9.55
<input type="checkbox"/> Kitchen Showroom	4.87

  
**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"/> LLC	3,695.51
<input type="checkbox"/> Heartland	865.13
<input type="checkbox"/> Viking	470.59
<input type="checkbox"/> Miele	434.18
<input type="checkbox"/> Daltile	347.42
<input type="checkbox"/> GE Appliances	323.12
<input type="checkbox"/> U-Line	251.53
<input type="checkbox"/> Bedrosians	231.96
<input type="checkbox"/> MSI	219.30
<input type="checkbox"/> Atlas	205.18
<input type="checkbox"/> Lynx	166.59
<input type="checkbox"/> Oceania	149.42

## 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:  EARTH ELEMENTS  
DESIGN CENTER

## Mountain Supply ([mountainsupply.com/](https://www.mountainsupply.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.mountainsupply.com/">missoula water</a>	3.5k	11 —	89	-
<a href="https://www.mountainsupply.com/categories/10...">irrigation supply</a>	2.7k	45 15↓	97	\$0.85
<a href="https://www.mountainsupply.com/categories/15...">ddropbox</a>	2.6k	16 10↑	60	-
<a href="https://www.mountainsupply.com/items/C1200">cistern tank</a>	1.4k	89 10↑	84	\$0.78
<a href="https://www.mountainsupply.com/items/20-410">glug drain opener</a>	1.3k	81 4↓	54	\$0.66

## Ferguson ([build.com/ferguson](https://www.ferguson.com/))

Estimated \$2.28M Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">bosch dishwasher</a>	570k	\$1.96	72	54.2%
<a href="#">insinkerator</a>	311k	\$1.32	84	46.2%
<a href="#">mini fridge</a>	305k	\$0.67	94	61.4%
<a href="#">refrigerator</a>	287k	\$1.98	92	63.1%
<a href="#">big ass fans</a>	273k	\$2.11	91	49.1%

## All City Glass & Windows ([allcityglassandwindows.com/](https://www.allcityglassandwindows.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.allcityglassandwindows.com/about-us/">all city glass</a>	1.1k	15 12↓	95	\$2.04
<a href="https://www.allcityglassandwindows.com/">glass repair bozeman</a>	510	79 3↑	89	\$4.19
<a href="https://www.allcityglassandwindows.com/">bozeman glass</a>	440	11 1↓	94	\$3.81
<a href="https://www.allcityglassandwindows.com/">all glass and windows</a>	380	27 49↑	98	\$15.94
<a href="https://www.allcityglassandwindows.com/">auto glass bozeman</a>	360	53 NEW	69	-



# Competitive Analysis

Prepared For:  EARTH ELEMENTS  
DESIGN CENTER

## Igneous Bath ([igneousbath.com/](http://igneousbath.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="http://igneousbath.com/">concrete bathtub</a>	1.2k	38 5↓	72	\$3.17
<a href="http://igneousbath.com/">concrete tub</a>	840	24 6↓	84	\$0.57
<a href="http://igneousbath.com/about/">staj</a>	630	54 11↑	86	-
<a href="http://igneousbath.com/">heated bathtub</a>	400	36 19↓	87	-
<a href="http://igneousbath.com/">cement tub</a>	320	78 14↓	86	-

## Keller Supply ([kellersupply.com/](https://kellersupply.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://kellersupply.com/home.php">plumbing supply</a>	58.9k	47 6↑	98	\$2.60
<a href="https://kellersupply.com/home.php">plumbing supply near me</a>	48.7k	26 4↓	97	\$3.02
<a href="https://kellersupply.com/home.php">plumbers supply</a>	13.1k	100 NEW	98	\$2.45
<a href="https://kellersupply.com/home.php">plumbing store near me</a>	12k	21 37↑	97	-
<a href="https://kellersupply.com/home.php">kraus kitchen faucet</a>	11.7k	93 NEW	28	-

## DSG Supply ([dsgsupply.com/](https://dsgsupply.com/))

Estimated \$613 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
200 amp breaker	1.4k	\$0.82	74	78.5%
smart circuit breaker	1.3k	-	76	51.8%
circuit breaker repair	1.2k	\$3.59	65	-
square d breaker	1.1k	\$0.87	55	73.9%
circuit breaker tripped	1k	\$1.72	57	65%