

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: Economy Plumbing Supply

URL: <https://www.economyplumbingsupply.com/>

Prepared by: Elsie

Location: Indiana

Reach: 9.25M



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

310,000

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

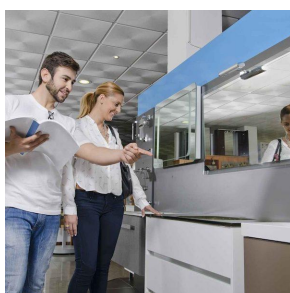
\$140,000

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

\$5.39

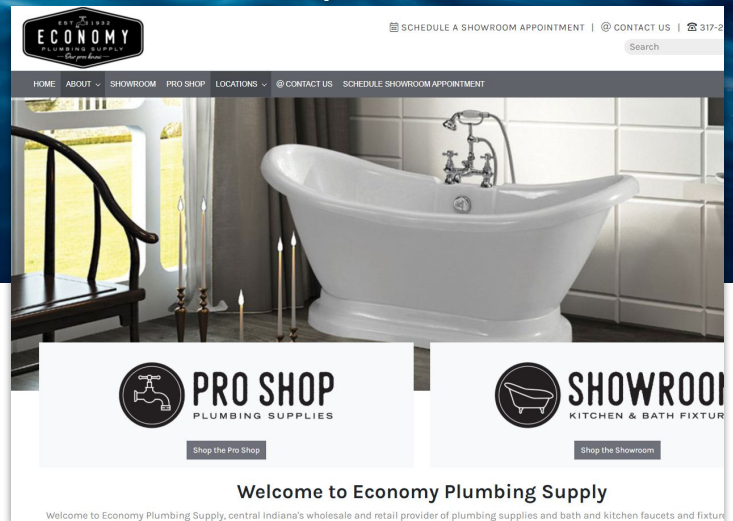
This is how many ideal people are available to visit your website from ads:

26,000

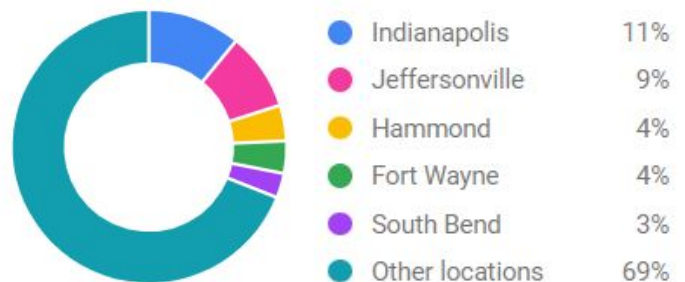


The Showroom Marketing team studies & analyzes hundreds of thousands of monthly targeted web search that begin with "bath or kitchen showroom near me," product categories such as "bathroom vanities", "farmhouse sinks" or "soaking tubs", & specific brands such as **Toto**, **California Faucets**, **Waterstone**, & 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.

Prepared For:



Distribution Of Searchers:



Mobile phones Tablets Computers



Search Statistics

Prepared For:




Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Toilets	35,657.31
<input type="checkbox"/> Vanities	34,035.23
<input type="checkbox"/> Cabinetry	27,602.54
<input type="checkbox"/> Lighting	21,324.20
<input type="checkbox"/> Showers	21,315.75
<input type="checkbox"/> Home Decor	13,470.88
<input type="checkbox"/> Boxes	12,876.50
<input type="checkbox"/> Shelves	10,114.78
<input type="checkbox"/> Kitchen Faucets	5,851.60
<input type="checkbox"/> Water Filtration	4,208.56
<input type="checkbox"/> Tubs	3,127.20
<input type="checkbox"/> Faucets	3,111.98

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Plumbing Showroom	1,085.35
<input type="checkbox"/> Bathroom Showroom	399.30
<input type="checkbox"/> Kitchen Showroom	278.77
<input type="checkbox"/> Bath Showroom	157.44
<input type="checkbox"/> Cabinet Showroom	142.03
<input type="checkbox"/> Bathroom Store	137.74
<input type="checkbox"/> Bathroom Showroom near Me	116.57


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"/> Delta Faucet	6,316.60
<input type="checkbox"/> American Standard	4,086.74
<input type="checkbox"/> Brizo	1,100.87
<input type="checkbox"/> Elkay	1,093.59
<input type="checkbox"/> Toto	1,064.85
<input type="checkbox"/> Barclay	908.18
<input type="checkbox"/> Blanco	905.01
<input type="checkbox"/> Sloan	798.03
<input type="checkbox"/> Insinkerator	644.02
<input type="checkbox"/> Peerless	563.20
<input type="checkbox"/> Elk Lighting	461.33

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:



Dr. Shower Door & Mirrors, LLC (<https://drshowerdoor.com/>)

Estimated \$164 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
shower doors of dallas	460	-	91	29%
bathtub glass doors	400	\$1.41	68	45.8%
opaque shower doors	320	\$1.85	76	25.9%
frameless shower sliding doors	250	\$2.19	86	-
bath glass doors	200	\$1.65	89	-

Indiana Kitchen Company (indianakitchencompany.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
deleware https://indianakitchencompany.com/portfolio-it...	6.6k	64 1↑	95	\$0.14
kitchen and company https://indianakitchencompany.com/	2.3k	35 11↓	96	\$0.32
king cabinets https://indianakitchencompany.com/	2.1k	88 1↑	90	\$0.70
company kitchen https://indianakitchencompany.com/	1.9k	50 26↓	95	-
kitchen king cabinets https://indianakitchencompany.com/	1k	73 12↑	94	\$3.66

Lee Supply Corp. (gotolee.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
gerber toilets https://www.gotolee.com/catalog/shop/Plumbin...	13.3k	35 19↑	75	\$0.46
in sink erator https://www.gotolee.com/catalog/shop/Plumbin...	10.3k	49 9↑	71	\$1.04
navien tankless water heater https://www.gotolee.com/catalog/shop/Water-H...	8.2k	95 44↓	64	\$1.43
plumbing supply store near me https://www.gotolee.com/	7.9k	58 6↓	98	\$2.99
elkay water fountain https://www.gotolee.com/	7.1k	96 NEW	31	\$3.46