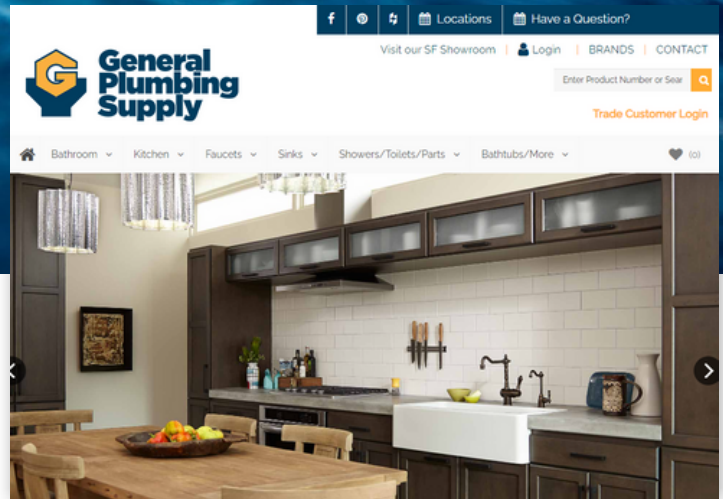


Custom Market Analysis Report

- "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: General Plumbing Supply Company

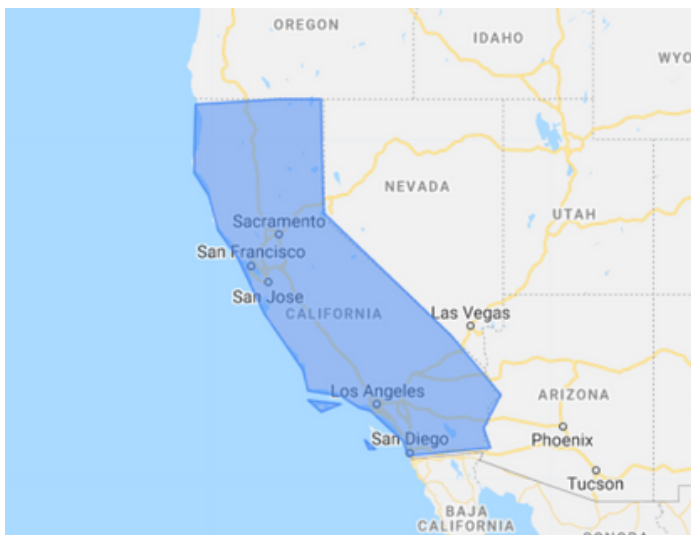
URL: <https://generalplumbingsupply.com/>

Date: Nov 6, 2020

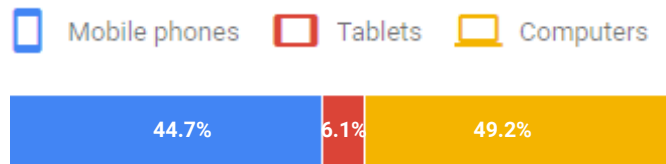
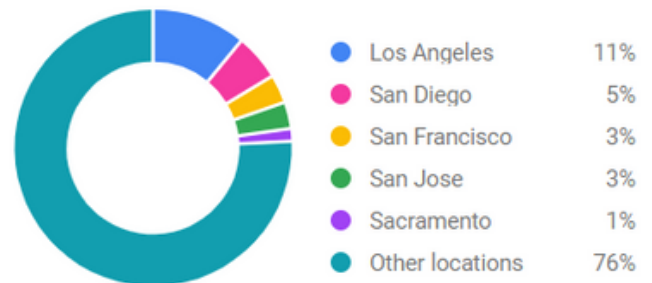
Prepared by: Elsie

Location: Walnut Creek, CA

Reach: 51.2M



Distribution Of Searchers:



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

690,000

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

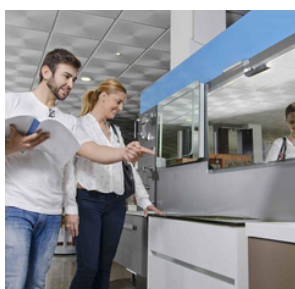
\$110,000

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

\$4.53

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

24,000



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.

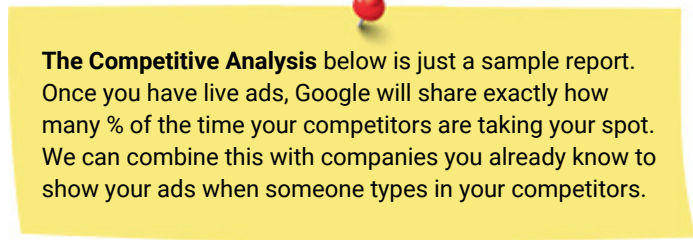
Search Statistics Walnut Creek, CA

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Toilets	49,837.88
<input type="checkbox"/> Bathroom Faucets	29,645.30
<input type="checkbox"/> Kitchen Faucets	24,291.73
<input type="checkbox"/> Shower Heads	22,664.60
<input type="checkbox"/> Showers	20,218.11
<input type="checkbox"/> Door Hardware	18,065.59
<input type="checkbox"/> Cabinet Hardware	17,743.25
<input type="checkbox"/> Bathtubs	13,614.21
<input type="checkbox"/> Kitchen Sinks	11,973.14
<input type="checkbox"/> Bathroom Sinks	10,495.07

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Store	2,680.73
<input type="checkbox"/> Bathroom Showroom	2,612.06
<input type="checkbox"/> Kitchen Showroom	2,011.40
<input type="checkbox"/> Bath Showroom	1,025.49
<input type="checkbox"/> Plumbing Showroom	494.95
<input type="checkbox"/> Cabinet Showroom	264.64
<input type="checkbox"/> Bathroom Showroom near Me	248.14
<input type="checkbox"/> Kitchen Showroom near Me	194.66



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"/> Church	37,794.78
<input type="checkbox"/> American Standard	29,264.23
<input type="checkbox"/> Ginger	20,389.78
<input type="checkbox"/> Emtek	18,468.48
<input type="checkbox"/> Panasonic	17,471.71
<input type="checkbox"/> Moen	16,742.89
<input type="checkbox"/> Hansgrohe	13,526.19
<input type="checkbox"/> Insinkerator	13,305.93
<input type="checkbox"/> Brizo	11,047.33
<input type="checkbox"/> Top Knobs	10,664.84

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%