

# Custom Market Analysis Report

Prepared For:

- "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: General Plumbing Supply

URL: <http://genpl.com/>

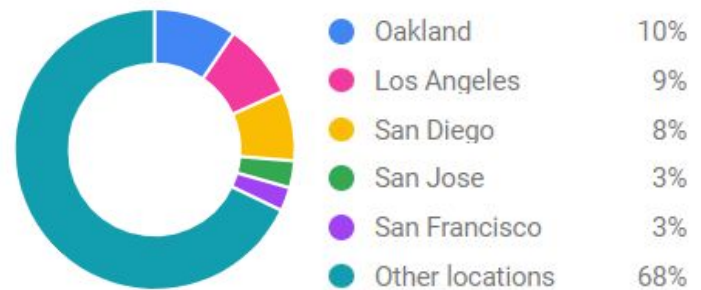
Prepared by: Raine



Location: California

Reach: 59.6M

Distribution Of Searchers:



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

89,000

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

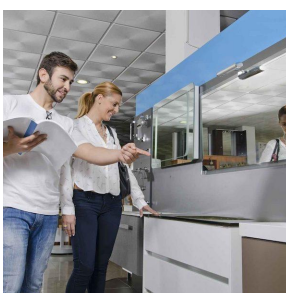
\$730

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

\$0.18

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

4,100



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"/> Hardware	7,767.12
<input type="checkbox"/> Toilets	7,121.24
<input type="checkbox"/> Bathroom Vanities	4,966.11
<input type="checkbox"/> Toilet Seats	3,898.79
<input type="checkbox"/> Kitchen Sinks	3,155.05
<input type="checkbox"/> Shower Heads	2,497.49
<input type="checkbox"/> Kitchen Faucets	2,212.29
<input type="checkbox"/> Shower Doors	2,173.67
<input type="checkbox"/> Kitchen Accessories	2,119.47
<input type="checkbox"/> Bathroom Accessories	2,105.47
<input type="checkbox"/> Showers	2,064.71
<input type="checkbox"/> Bathtubs	2,037.32

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	4,330.64
<input type="checkbox"/> Flooring Store	1,947.16
<input type="checkbox"/> Kitchen Showroom	1,918.50
<input type="checkbox"/> Bath Showroom	1,600.03
<input type="checkbox"/> Bathroom Store	1,134.90
<input type="checkbox"/> Flooring Store near Me	582.15
<input type="checkbox"/> Kitchen Cabinet Store	511.63
<input type="checkbox"/> Bathroom Showroom near Me	320.05
<input type="checkbox"/> Kitchen Showroom near Me	214.53

  
**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	27,501.65
<input type="checkbox"/> Ginger	4,388.84
<input type="checkbox"/> Panasonic	3,543.49
<input type="checkbox"/> American Standard	2,983.25
<input type="checkbox"/> Toto	2,297.41
<input type="checkbox"/> Moen	1,974.52
<input type="checkbox"/> SYDNEY	1,924.51
<input type="checkbox"/> Vogue	1,760.46
<input type="checkbox"/> Sigma	1,712.73
<input type="checkbox"/> Blanco	1,585.52
<input type="checkbox"/> Hansgrohe	1,445.50
<input type="checkbox"/> Grohe	1,297.72

## 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

**Badeloft USA, LLC** ([badeloftusa.com/](https://badeloftusa.com/))

Estimated \$14,705 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">soaking tub</a>	27.8k	\$1.42	86	62.3%
<a href="#">freestanding bathtub</a>	9.5k	\$3.51	82	42.7%
<a href="#">free standing tub</a>	9.3k	\$2.60	78	56.2%
<a href="#">freestanding tub</a>	8.1k	\$2.36	80	57.9%
<a href="#">soaker tub</a>	5k	\$1.38	84	73.3%

**Palazzo Kitchens and Baths** ([palazzokb.com/](https://palazzokb.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">vanities</a> <a href="https://www.palazzokb.com/our-showroom/vani...">https://www.palazzokb.com/our-showroom/vani...</a>	31.9k	47 <span>2↑</span>	91	\$0.97
<a href="#">palazzo</a> <a href="https://www.palazzokb.com/">https://www.palazzokb.com/</a>	21.7k	65 <span>10↓</span>	95	\$9.53
<a href="#">vanity showroom</a> <a href="https://www.palazzokb.com/our-showroom/vani...">https://www.palazzokb.com/our-showroom/vani...</a>	630	70 <span>37↓</span>	84	\$3.56
<a href="#">demolition estimate template</a> <a href="https://www.palazzokb.com/stone-tile/process/">https://www.palazzokb.com/stone-tile/process/</a>	600	87 <span>15↓</span>	95	-
<a href="#">kitchen and bath remodeling</a> <a href="https://www.palazzokb.com/">https://www.palazzokb.com/</a>	600	94 <span>37↓</span>	94	\$6.40

**Luxe Home by Douglass Designs** ([luxehomebydouglass.com/](https://luxehomebydouglass.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">shower valve</a> <a href="https://luxehomebydouglass.com/blog/shower-s...">https://luxehomebydouglass.com/blog/shower-s...</a>	8.4k	86 <span>5↓</span>	84	\$4.00
<a href="#">brushed nickel</a> <a href="https://luxehomebydouglass.com/blog/metal-fini...">https://luxehomebydouglass.com/blog/metal-fini...</a>	7k	54 <span>8↑</span>	80	\$2.61
<a href="#">shower diverter valve</a> <a href="https://luxehomebydouglass.com/blog/shower-s...">https://luxehomebydouglass.com/blog/shower-s...</a>	6.2k	72 <span>2↓</span>	79	\$0.31
<a href="#">artistic tile and stone</a> <a href="https://products.luxehomebydouglass.com/Artist...">https://products.luxehomebydouglass.com/Artist...</a>	5.8k	72 <span>6↓</span>	76	\$0.94
<a href="#">dww.at</a> <a href="https://products.luxehomebydouglass.com/Lafay...">https://products.luxehomebydouglass.com/Lafay...</a>	5.5k	25 <span>NEW</span>	38	-



# Competitive Analysis

## General Plumbing Supply ([generalplumbingsupply.com/](https://www.generalplumbingsupply.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.generalplumbingsupply.com/Kitchen-plumbing-supply">plumbing supply</a> <a href="https://www.generalplumbingsupply.com/Kitchen-plumbing-supply">https://www.generalplumbingsupply.com/Kitchen-plumbing-supply</a>	58.9k	67 <span>57↓</span>	98	\$2.60
<a href="https://www.generalplumbingsupply.com/Kitchen-plumbing-supply">plumbing supply near me</a> <a href="https://www.generalplumbingsupply.com/Kitchen-plumbing-supply">https://www.generalplumbingsupply.com/Kitchen-plumbing-supply</a>	48.7k	20 <span>18↓</span>	98	\$3.02
<a href="https://www.generalplumbingsupply.com/">plumbing</a> <a href="https://www.generalplumbingsupply.com/">https://www.generalplumbingsupply.com/</a>	46.9k	40 <span>12↓</span>	98	\$12.20
<a href="https://www.generalplumbingsupply.com/">general plumbing supply</a> <a href="https://www.generalplumbingsupply.com/">https://www.generalplumbingsupply.com/</a>	39.3k	1 <span>—</span>	89	\$1.47
<a href="https://www.generalplumbingsupply.com/Toto-toilets">toto toilets</a> <a href="https://www.generalplumbingsupply.com/Toto-toilets">https://www.generalplumbingsupply.com/Toto-toilets</a>	36.9k	16 <span>—</span>	85	\$1.97

## Lutz Bath & Kitchen ([lbksf.com/](https://lbksf.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://lbksf.com/">bathroom showrooms</a> <a href="https://lbksf.com/">https://lbksf.com/</a>	1.6k	57 <span>30↓</span>	90	\$2.11
<a href="https://lbksf.com/">bathroom stores</a> <a href="https://lbksf.com/">https://lbksf.com/</a>	1.2k	10 <span>20↑</span>	98	\$1.60
<a href="https://lbksf.com/">bath stores near me</a> <a href="https://lbksf.com/">https://lbksf.com/</a>	950	52 <span>22↑</span>	98	-
<a href="https://lbksf.com/">lutz plumbing</a> <a href="https://lbksf.com/">https://lbksf.com/</a>	510	33 <span>1↑</span>	96	\$8.42
<a href="https://lbksf.com/">kitchen and bath design near me</a> <a href="https://lbksf.com/">https://lbksf.com/</a>	320	8 <span>1↑</span>	95	-

## The Plumbery ([plumbery.com/](https://www.plumbery.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.plumbery.com/Kohler-Toilet-parts-264">kohler toilet parts</a> <a href="https://www.plumbery.com/Kohler-Toilet-parts-264">https://www.plumbery.com/Kohler-Toilet-parts-264</a>	26.4k	53 <span>5↑</span>	45	\$0.28
<a href="https://www.plumbery.com/Kohler-Faucets-Kitchen">kohler kitchen faucets</a> <a href="https://www.plumbery.com/Kohler-Faucets-Kitchen">https://www.plumbery.com/Kohler-Faucets-Kitchen</a>	23.3k	48 <span>4↓</span>	54	\$1.52
<a href="https://www.plumbery.com/Victoria-and-albert">albert io</a> <a href="https://www.plumbery.com/Victoria-and-albert">https://www.plumbery.com/Victoria-and-albert</a>	20.6k	101 <span>NEW</span>	81	-
<a href="https://www.plumbery.com/Gerber-plumbing-Berlin">gerber toilets</a> <a href="https://www.plumbery.com/Gerber-plumbing-Berlin">https://www.plumbery.com/Gerber-plumbing-Berlin</a>	13.3k	64 <span>2↓</span>	48	\$0.46
<a href="https://www.plumbery.com/Bemis-Toilet-seats-Rose">bemis toilet seat</a> <a href="https://www.plumbery.com/Bemis-Toilet-seats-Rose">https://www.plumbery.com/Bemis-Toilet-seats-Rose</a>	6.7k	52 <span>1↓</span>	44	\$0.90

# Get More Trades Accounts

Prepared For: 


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



**Good Guy Builders**  
★★★★★ 15  
Verified License • Contractors  
Locally owned & operated  
Certified professionals

"Good Guy Builders did a great job on a bathroom remodel in my home. They were professional, hard working, and easy to work with. I highly recommend them." more


Request a Virtual Consultation



**Napa Valley Builder**  
★★★★★ 1  
Contractors, Fences & Gates, Electricians

"I reached out to Joel to install a set of frameless shower doors for my master bathroom. He was very professional and does exceptional work. I highly recommend him." more


Request a Consultation



**Sundriver Construction**  
★★★★★ 5  
Contractors


"and painted a mural on one of the walls. He was easy to work with and did a great job. I highly recommend him." more

Request a Virtual Consultation



**Holy Waters Pool and Spa**  
★★★★★ 29  
Contractors, Hot Tub & Pool

"many properties to our project. Our builder had high praise for his work. He was professional, hard working, and easy to work with. I highly recommend him." more



**ACL General Construction**  
★★★★★ 2  
Verified License • Contractors

"Overall the company is very professional and very clear/coherent in their communication. They are easy to get along with and are very reliable to customers. 10 out of 10 would recommend." more

Request a Virtual Consultation



**Sundriver Construction**  
★★★★★ 5  
Contractors

"Jack is great! He helped me update the kitchen and bathrooms for my home. He is very professional, hard working, and cares about his work. I highly recommend him." more

Request a Virtual Consultation



**Roberson & Son Construction**  
★★★★★ 4  
Contractors, Masonry/Concrete, Painters

"Where do I start... My mother suddenly passed from breast cancer and I was left with a deck that was falling down. We interviewed about 10 different contractors and Roberson & Son was the best. They were professional, hard working, and easy to work with. I highly recommend them." more



**Arnoldos All Phase Construction Services**  
★★★★★ 1  
Contractors

"These guys are really awesome. We had them remove an old 16x16 shower and install a new one. They were done in two days and the workmanship was perfect. I highly recommend them." more

Request a Consultation



**BeastBay Plumbing**  
★★★★★ 244  
Verified License • Plumbing, Water Heater Installation/Repair, Hydro-jetting

Family-owned & operated  
Consultations available

"This rating is based on their excellent communication. To be clear, I called them and they were very helpful. I sent out a message in Yelp in need for a consultation regard to my water heater. They were very helpful and easy to work with. I highly recommend them." more




**Bill Johnson Plumbing**  
★★★★★ 38  
Plumbing, Water Heater Installation/Repair

"Wow, what a great guy. Had an urgent plumbing issue in Novato and he was able to come out the same day. He was very professional, hard working, and easy to work with. I highly recommend him." more



**Live Action Plumbing Inc.**  
★★★★★ 52  
Plumbing, Water Heater Installation/Repair

"I had a plug problem in my main sewer line. I got on the phone and they were able to come out the same day. They were very professional, hard working, and easy to work with. I highly recommend them." more

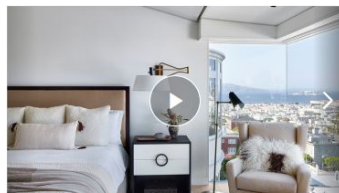


**Don Nichols Plumbing**  
★★★★★ 82  
Plumbing

"I can't recommend this company more!!!! A couple of years ago, we had a problem with our shower. I checked out Yelp and they were the best. They were very professional, hard working, and easy to work with. I highly recommend them." more

Request a Quote

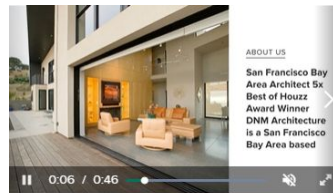
## Designers and Architects (1,529 Companies)



**Ann Lowengart Interiors**  
5.0 ★★★★★ 72 Reviews

"We hired Annie to help us with a gut / remodel + add on. She was a big project... more

— sassy1212



**DNM Architecture**  
5.0 ★★★★★ 48 Reviews | Verified License

1 Hire on Houzz | Best of Houzz winner

"We highly recommend DNM! David came to our home and we were able to see his work. We were very happy. We knew we wanted... more

— Bryan Suggitt



**Miyuki Yamaguchi Design Studio**  
5.0 ★★★★★ 18 Reviews

2 Verified Hires | Best of Houzz winner

Napa Valley's Luxury Interior Design Firm | Best of Houzz

"I had been putting off doing a kitchen remodel for a long time. Miyuki was very professional, hard working, and easy to work with. I highly recommend her." more

— HU-267600034

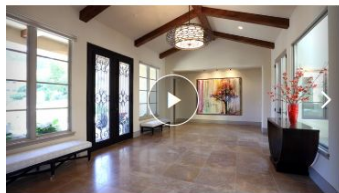


**Joseph Farrell Architecture**  
5.0 ★★★★★ 14 Reviews

Napa's Eco-Minded Architectural Design Firm | 4x Best of Houzz

"Joseph Farrell is a talented architect and has a great eye for design. He was very professional, hard working, and easy to work with. I highly recommend him." more

— Joseph Nordlinger



**Culbertson Interiors**  
5.0 ★★★★★ 61 Reviews

Best of Houzz winner

"Our journey with Jeff was amazing, this saved us a lot of money and design. He was very professional, hard working, and easy to work with. I highly recommend him." more

— Garth Diplock



**Tyreus Design Studio**  
5.0 ★★★★★ 17 Reviews | Verified License

3 Verified Hires | Best of Houzz winner

"We recently completed construction and moved in. Tyreus was very professional, hard working, and easy to work with. I highly recommend him." more

— Ben Dollard



**LMK Interiors**  
5.0 ★★★★★ 53 Reviews

Locally owned

Napa's Full-Service Interior Designer | Best of Houzz

"They were true professionals and a joy to work with. They were very professional, hard working, and easy to work with. I highly recommend them." more

— Lynn S



**Holder Parlette Architecture + Landscape**  
5.0 ★★★★★ 9 Reviews

Best of Houzz winner

Napa and Marin County's Preferred Architectural Design Firm

"The Holder Parlette team is a pleasure to work with. They were very professional, hard working, and easy to work with. I highly recommend them." more

— Zoe Pinksa