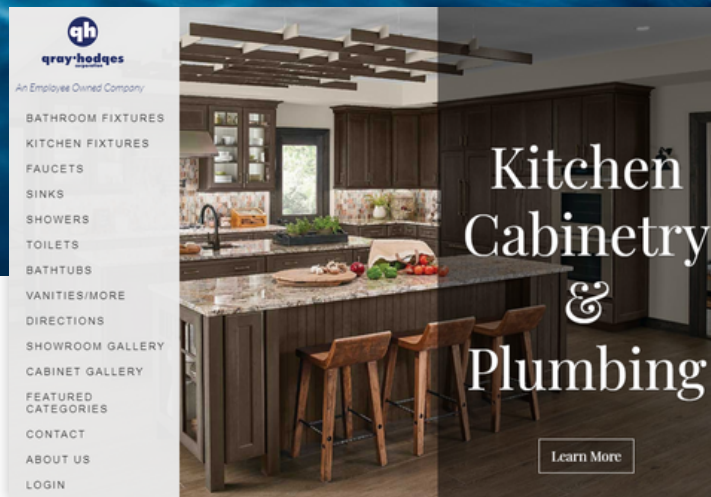


Custom Market Analysis Report

- "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: Gray Hodges Corporation

URL: <https://grayhodges.net/>

Date: Nov 6, 2020

Prepared by: Elsie

Location: Knoxville, TN

Reach: 12.3M



Distribution Of Searchers:



● Nashville	14%
● Memphis	13%
● Knoxville	7%
● Chattanooga	6%
● Franklin	3%
● Other locations	57%

 Mobile phones
 Tablets
 Computers



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

170,000

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

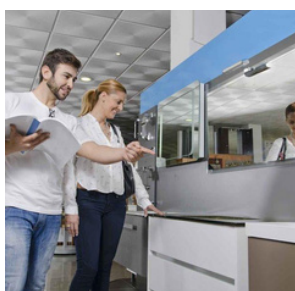
\$33,000

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

\$4.52

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

7,200



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 Knoxville, TN

Prepared For:



Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Vanities	49,770.81
<input type="checkbox"/> Bathroom Vanities	18,155.74
<input type="checkbox"/> Toilets	13,755.63
<input type="checkbox"/> Shower Doors	6,254.30
<input type="checkbox"/> Bathroom Faucets	6,108.30
<input type="checkbox"/> Shower Heads	6,063.61
<input type="checkbox"/> Kitchen Faucets	6,048.94
<input type="checkbox"/> Showers	5,443.73
<input type="checkbox"/> Door Hardware	5,307.40
<input type="checkbox"/> Kitchen Lighting	3,297.60
<input type="checkbox"/> Bathtubs	3,230.37

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bath Showroom	216.03
<input type="checkbox"/> Bathroom Showroom	103.19
<input type="checkbox"/> Bathroom Store	83.23
<input type="checkbox"/> Kitchen Showroom	52.39
<input type="checkbox"/> Bath Showroom near Me	21.86
<input type="checkbox"/> Bathroom Showroom near Me	21.26
<input type="checkbox"/> Bath Store	17.37

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	15,693.40
<input type="checkbox"/> Whirlpool	11,475.96
<input type="checkbox"/> American Standard	7,569.19
<input type="checkbox"/> Moen	3,444.88
<input type="checkbox"/> Delta Faucet	3,038.87
<input type="checkbox"/> Fiat	2,898.45
<input type="checkbox"/> Top Knobs	2,142.16
<input type="checkbox"/> Rheem	1,709.22
<input type="checkbox"/> Elkay	1,571.06
<input type="checkbox"/> Insinkerator	1,300.22

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%