

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: Hodges Supply

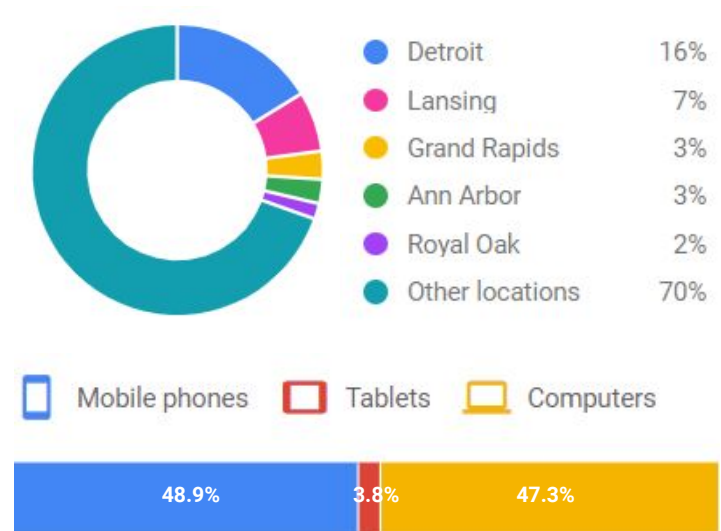
URL: <https://www.hodgessupply.com/>

Prepared by: Raine

Location: Michigan

Reach: 15.6M

Distribution Of Searchers:



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

365,000

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

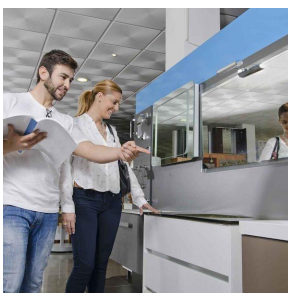
\$110,000

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

\$4.43

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

25,000



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

Prepared For:




Product Category Keyword Searches:

Keyword	↓ Impressions
Vanities	24,516.50
Water Heaters	13,103.05
Water Filters	11,225.30
Tools	10,631.05
Pumps	8,802.81
Shower Valves	6,812.06
Boilers	5,997.06
Valves	5,736.22
Pipe Fittings	5,030.86
Thermostats	3,855.69
Tub	3,455.41

General Keyword Searches:

Keyword	↓ Impressions
Flooring Store	2,446.79
Plumbing Showroom	1,424.01
Flooring Store near Me	655.55
Kitchen Showroom	222.95
Bathroom Store	220.59
Bathroom Showroom	162.73
Plumbing Supply Store	121.25



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:

Keyword	↓ Impressions
Delta	170,574.06
Church	22,230.63
American Standard	9,862.07
Honeywell	7,595.14
Lochinvar	4,961.67
Gerber	4,860.52
Blanco	4,011.55
insinkerator	3,930.67
Charlotte	2,900.07
Elkay	2,366.82
Grohe	2,281.50

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:



Hard Rock Stone Works ([hardrockstoneworks.com/](https://www.hardrockstoneworks.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
granite countertops near me	47.6k	36 7↓	87	\$7.56
quartzite	32k	91 7↓	71	\$0.45
countertops near me	31.1k	13 14↑	87	\$2.31
hard rock	18.8k	30 6↑	98	\$0.66
granite near me	15.6k	51 9↓	98	\$3.29

Kitchen Palette ([imagioglassdesign.com/](https://www.imagioglassdesign.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
glass backsplash	1.3k	8 15↑	80	\$0.93
glass tile backsplash	1.3k	90 5↑	82	\$1.03
kitchen backsplash panels	1k	88 13↓	79	\$0.84
kitchen backsplash panels	1k	99 2↓	83	\$0.84
image glass	930	100	96	-

GreyDock ([greydock.com/](https://www.greydock.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
toilet flapper	7.7k	69 11↓	85	\$0.48
shower curtain rod	7.6k	94 5↓	89	\$0.89
downspout	7.4k	19 9↑	91	\$1.03
microfiber sheets	6.4k	103 11↓	92	\$0.90
catch basin	6.2k	13 2↓	87	\$0.92

Competitive Analysis

Prepared For:



Absolutely Smooth Bathtub ([absolutelysmoothbathtubs.com/](https://www.absolutelysmoothbathtubs.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
bathtub reglazing livonia mi	100	24 NEW	19	-
absolute magic refinishing	55	73 NEW	75	\$9.97
plastic bathtub peeling	40	73 NEW	91	\$0.59
tub reglazing michigan	28	45 NEW	66	-
bathtub reglazing ann arbor	28	7 -	37	-

Advance Plumbing ([advanceplumbing.com/](https://www.advanceplumbing.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
hansgrohe	9.4k	47 9↑	67	\$3.78
kohler toilets	8.9k	37 4↓	79	\$1.64
american standard toilets	8.8k	21 3↓	56	\$1.20
toto toilet	8.5k	51 2↑	89	\$1.85
drop alt	7.9k	50 31↓	81	\$0.09

Infusion Kitchen & Bath (infusionshowrooms.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
kohler	87.2k	81 -	98	\$0.97
grohe	12.3k	62 2↑	86	\$1.71
elkay	9.1k	55 5↓	93	\$3.32
kolher	1.1k	78 21↑	98	\$0.81
etna supply	1k	19 10↓	95	\$2.35

Get More Trades Accounts

Prepared For:



Builders, General Contractors and Plumbers (700+ Companies)

Steeds Remodeling
★★★★★ 6
Contractors
"My husband and I had been on a relentless search for repu bathroom and boy did we find that virtue and then some in
[Request a Consultation](#)

Advanced Cabinetry
★★★★★ 7
Contractors, Cabinetry, Countertop Installation
"I am doing a complete kitchen remodel and after much res Advanced Cabinetry. One of the best decisions I've EVER ma
[Request a Virtual Consultation](#)

Auch Construction
★★★★★ 1
Contractors
"looks beautiful. I would let them build my soccer stadium if person," more
[Request a Quote](#)

ProGuys Painting & Remodeling
★★★★★ 4
Painters, Contractors
Free estimates
Certified professionals
"Professional, polite, respectful and reasonable is the best wa he performed for me recently. Tony from ProGuys did an out
[Request a Virtual Consultation](#)

Around the house Remodeling & Handyman Service
★★★★★ 1
Contractors, Painters, Flooring
"Bruce and his crew are absolutely amazing and I cannot rave project I moved forward with them on was a complete kitchen
[Request a Virtual Consultation](#)

Detroit Build
★★★★★ 39
Contractors
"Detroit Build performed a basement remodel at my home ar with, from the estimator to the office staff to all the workers c
[Request a Virtual Consultation](#)

Affordable Painting and Repairs
★★★★★ 49
Painters, Drywall Installation & Repair, Contractors
Certified professionals
Family-owned & operated
"We hired this company to paint our new house. We had grei very reasonable price and had start date soon. They did grea
[Request a Virtual Consultation](#)

Z Plumberz
★★★★★ 28
Plumbing, Water Heater Installation/Repair
Locally owned & operated
Budget friendly
"Trevor from Z plumbers did a great job! He showed up on t garbage disposal." more
[Request a Quote](#)

Hometown Plumbing
★★★★★ 19
Plumbing
37 years in business
Family-owned & operated
"This is our 2nd time calling John for help. He installed a new quickly and professionally just like the kitchen faucet he help
[Request a Quote](#)

Prime Time Plumbing
★★★★★ 2
Plumbing
"My sump pump had failed me and I was scrambling. Bruce had one installed a day before we had some downpours, sa
[Request a Quote](#)

East Plumbing
★★★★★ 2
Plumbing, Water Heater Installation/Repair
Family-owned & operated
Free estimates
[Request a Quote](#)

Designers and Architects (351 Companies)

Stalburg Design
5.0 ★★★★★ 37 Reviews
65 Verified Hires Best of Houzz winner
"When we interviewed Barbi (after meeting many other des was uniquely real, und...
— deenadb

Decorlift Design Co
5.0 ★★★★★ 8 Reviews
8 Hires on Houzz Award winning
Detroit's Boutique Residential Interior Design Studio
"I entered a kitchen, pantry and laundry room renovation w questions. I turned to Bri...
— David Scott

Concetti
5.0 ★★★★★ 16 Reviews
Online consultation
"The RL Concetti team was a treat to work with! They went spaces in my home that re...
— Dianne May

Art by Design Interiors
5.0 ★★★★★ 15 Reviews
17 Verified Hires
Pontiac's Award Winning Interior Design Firm! 3x Best of Ho
"She worked closely with the contractor and checked to ms finished correctly. I...
— Mary Staeger

Wright Street Design Group Inc.
5.0 ★★★★★ 24 Reviews Verified License
"We worked with Wright Street to design a renovation of our reframing and other m...
— Chris

Angelini and Associates Architects
5.0 ★★★★★ 7 Reviews
Oakland County Award-Winning Architect- 4X Best of Houzz V
"One of the biggest issues in our house was how dark it was that the work is done, L...
— terrance_gallagher

TR Design Group "The" Residential Design
5.0 ★★★★★ 17 Reviews
Award winning
"Designing the perfect Beach Home on a narrow Lake Huro Randy and the staff at TR Des...
— Carol K

Roger J. Berent Architects
5.0 ★★★★★ 8 Reviews
High-end
Oakland County's Award Winning Architect
"We hired Roger to capture our vision for our dream home ai results. Roger was a t...
— Tony Dimovski