

Custom Market Analysis Report

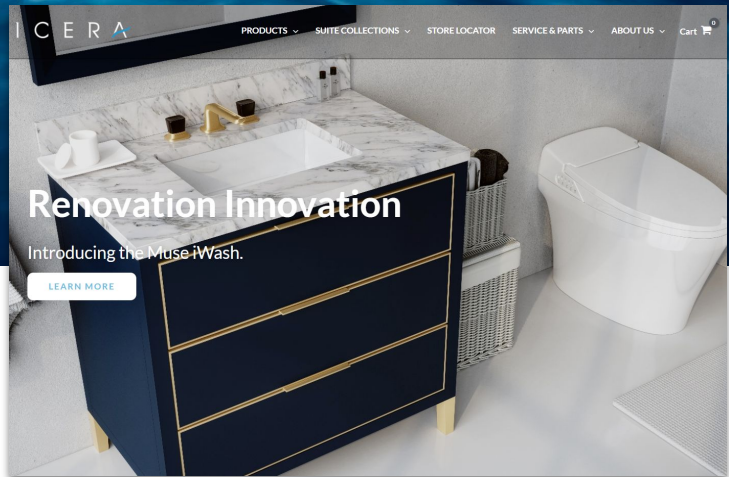
- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google & Beyond
- Track Every Phone Call, Form Fill-Out, Wishlist, Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

Company: Icera

URL: icerausa.com/

Prepared by: Elsie

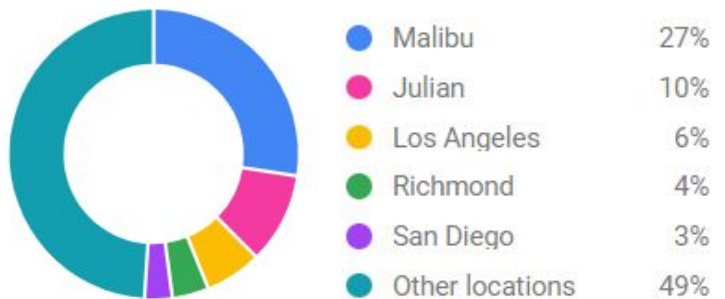
Prepared For:



Location: California

Reach: 59.6M

Distribution Of Searchers:



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

46,000

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

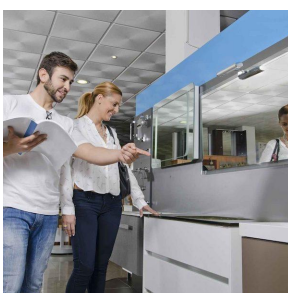
\$730

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

\$0.25

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

2,900



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: I C E R A

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Vanities	23,933.04
<input type="checkbox"/> Toilet Seats	8,983.01
<input type="checkbox"/> Bidets	1,429.16
<input type="checkbox"/> Drop-In Sinks	898.40
<input type="checkbox"/> Pedestal Sinks	629.11
<input type="checkbox"/> Undermount Sinks	607.62
<input type="checkbox"/> Toilet Tank Parts	368.25
<input type="checkbox"/> Vessel Sinks	314.67
<input type="checkbox"/> Levers	237.18
<input type="checkbox"/> One Piece Toilets	225.44
<input type="checkbox"/> Two Piece Toilets	89.99
<input type="checkbox"/> Console Sinks	19.33

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	4,333.30
<input type="checkbox"/> Flooring Store	1,933.12
<input type="checkbox"/> Kitchen Showroom	1,900.04
<input type="checkbox"/> Bath Showroom	1,595.42
<input type="checkbox"/> Bathroom Store	1,130.38
<input type="checkbox"/> Flooring Store near Me	586.21
<input type="checkbox"/> Kitchen Cabinet Store	511.07
<input type="checkbox"/> Bathroom Showroom near Me	319.87
<input type="checkbox"/> Kitchen Showroom near Me	205.58

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"/> Malibu	15,886.06
<input type="checkbox"/> Julian	9,349.69
<input type="checkbox"/> Richmond	4,074.70
<input type="checkbox"/> Vista	2,408.77
<input type="checkbox"/> Muse	638.40
<input type="checkbox"/> Palermo	619.57
<input type="checkbox"/> Presley	217.47
<input type="checkbox"/> Canto	137.75
<input type="checkbox"/> Icera	114.77
<input type="checkbox"/> Karo	90.51
<input type="checkbox"/> Vanier	16.23

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: I C E R A

Ferguson Showrooms (fergusonshowrooms.com/)

Estimated \$87,140 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
ferguson plumbing	63.4k	\$1.16	69	54.5%
track lighting	27.6k	\$1.83	85	48.4%
kitchen light fixtures	24.1k	\$1.41	92	66.5%
outdoor lighting	19.4k	\$2.22	95	42.6%
kitchen lighting	18.4k	\$1.46	92	50.8%

Windborne Studios (windbornestudios.net/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
classico https://windbornestudios.net/collections/classic...	7k	52 1↓	92	\$0.50
windstone editions https://windbornestudios.net/	3k	66 11↓	39	\$0.37
shopify knobs https://windbornestudios.net/collections/studio-...	1.2k	42 NEW	11	-
concavo https://windbornestudios.net/collections/concav...	1.2k	28 —	90	-
attivo https://windbornestudios.net/collections/attivo-...	950	22 10↑	88	-

Meridian Design Build Inc. (meridiandesignbuildinc.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
dekton countertops https://meridiandesignbuildinc.com/counter-top...	4.8k	93 1↑	38	-
omnia hardware https://meridiandesignbuildinc.com/hardware/o...	2.7k	75 14↓	68	\$2.67
huntington brass https://meridiandesignbuildinc.com/plumbing/h...	2.7k	53 26↓	53	\$1.38
porcelanosa vanity https://meridiandesignbuildinc.com/vanities/por...	2.4k	44 3↓	25	\$2.58
madeli https://meridiandesignbuildinc.com/vanities/ma...	2.1k	60 NEW	59	-

Competitive Analysis

Prepared For: I C E R A

CabinetDIY ([cabinetdiy.com/](https://www.cabinetdiy.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
rta cabinets https://www.cabinetdiy.com/	216k	21 2↓	95	\$3.57
kitchen cabinets https://www.cabinetdiy.com/	175k	62 20↑	96	\$2.25
kitchen cabinets for sale https://www.cabinetdiy.com/bamboo-kitchen-ca...	55.1k	40 13↓	95	\$2.74
rta cabinet store https://www.cabinetdiy.com/essential-factors-to...	36.4k	52 13↑	98	\$3.10
shaker cabinets https://www.cabinetdiy.com/shaker-kitchen-cabi...	33.7k	27 6↑	72	\$1.16

HomeCo Kitchen & Bath ([homecoonline.com/](https://www.homecoonline.com/))

Estimated \$57.18 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
giallo fiorito granite	1.2k	\$3.35	16	46.6%
mobile home cabinets	420	\$0.84	48	82.4%
granite kitchen cabinets	100	\$2.20	96	-
homeco alhambra	28	\$2.40	47	-
blue pearl royale granite	28	-	39	-

Snyder Diamond ([snyderdiamond.com/](https://www.snyderdiamond.com/))

Estimated \$746 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
jenn air range	6k	\$4.07	64	57.2%
miele refrigerator	1.8k	\$1.09	62	33.8%
rohl kitchen faucets	1.4k	\$2.30	39	19.4%
professional cooktops	420	\$2.06	86	-
avante cabinet hardware	55	\$2.36	12	-