

# 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:** Lawrence Kantor, Inc.

**URL:** <https://kantorsupply.us/>

**Date:** Feb 20, 2021

**Prepared by:** Mady

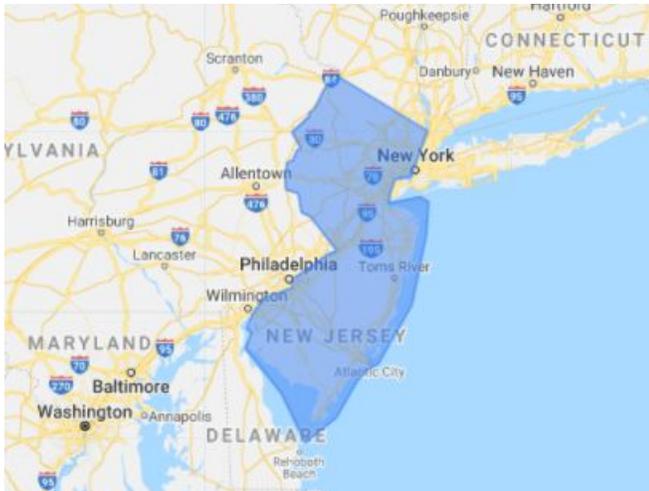
**Location:** New Jersey

**Reach:** 18.2M

**Prepared For:**



**Distribution Of Searchers:**



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

**850,000**

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

**\$190,000**

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

**\$3.68**

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

**51,000**



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: **Lawrence Kantor, Inc.**

## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Vanities	179,667.91
<input type="checkbox"/> Lighting	81,911.79
<input type="checkbox"/> Mirrors	66,097.08
<input type="checkbox"/> Toilets	36,076.14
<input type="checkbox"/> Shower Doors	35,512.38
<input type="checkbox"/> Countertops	28,741.06
<input type="checkbox"/> Bathroom Faucets	20,882.02
<input type="checkbox"/> Kitchen Faucets	13,871.20
<input type="checkbox"/> Bathtubs	13,253.68
<input type="checkbox"/> Kitchen Sinks	12,866.89
<input type="checkbox"/> Medicine Cabinets	11,931.14
<input type="checkbox"/> Bathroom Accessories	10,835.06
<input type="checkbox"/> Shower Bases	8,646.70

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	2,216.14
<input type="checkbox"/> Bathroom Store	1,682.49
<input type="checkbox"/> Kitchen Showroom	1,558.86
<input type="checkbox"/> Bath Showroom	1,213.31
<input type="checkbox"/> Plumbing Showroom	1,037.27
<input type="checkbox"/> Cabinet Showroom	225.85
<input type="checkbox"/> Bath Showroom near Me	179.53
<input type="checkbox"/> Kitchen Showroom near Me	140.57



**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"/> Kohler	97,955.16
<input type="checkbox"/> Delta	80,188.88
<input type="checkbox"/> Jacuzzi	14,090.79
<input type="checkbox"/> Moen	11,172.07
<input type="checkbox"/> Ginger	7,613.29
<input type="checkbox"/> Panasonic	6,549.82
<input type="checkbox"/> Gerber	6,187.61
<input type="checkbox"/> A.O. Smith	5,237.39
<input type="checkbox"/> Top Knobs	5,146.85
<input type="checkbox"/> Elkay	4,055.85
<input type="checkbox"/> Blanco	3,222.61
<input type="checkbox"/> Insinkerator	2,947.01
<input type="checkbox"/> Grohe	2,663.41

## 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

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## Ferguson ([fergusonshowrooms.com/](https://fergusonshowrooms.com/))

Estimated \$79,700 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">ferguson</a>	127k	\$0.23	98	49.8%
<a href="#">bathroom vanities</a>	111k	\$1.70	96	52.3%
<a href="#">jacuzzi</a>	97k	\$1.53	98	55.1%
<a href="#">ceiling fans</a>	88.4k	\$1.91	98	61.7%
<a href="#">ferguson plumbing</a>	63.4k	\$1.16	58	54.5%

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

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">plumbing supply</a> <a href="https://generalplumbingsupply.net/bergenfield">https://generalplumbingsupply.net/bergenfield</a>	58.9k	45 3↓	98	\$2.60
<a href="#">moen</a> <a href="https://generalplumbingsupply.net/moen">https://generalplumbingsupply.net/moen</a>	57.7k	38 7↓	97	\$0.51
<a href="#">plumbing supply near me</a> <a href="https://generalplumbingsupply.net/showroom-l...">https://generalplumbingsupply.net/showroom-l...</a>	48.7k	24 12↓	97	\$3.02
<a href="#">kohler toilets</a> <a href="https://generalplumbingsupply.net/search?text=...">https://generalplumbingsupply.net/search?text=...</a>	32.9k	26 1↓	80	\$1.64
<a href="#">kohler toilet</a> <a href="https://generalplumbingsupply.net/catalog/shop...">https://generalplumbingsupply.net/catalog/shop...</a>	26.4k	27 7↑	73	\$1.79

## Anna Gratia Studia ([annagratia.com/](https://annagratia.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">anna furniture</a> <a href="https://www.annagratia.com/">https://www.annagratia.com/</a>	250	73 <b>NEW</b>	88	\$0.95
<a href="#">kidsline arcadia</a> <a href="https://www.annagratia.com/furniture/">https://www.annagratia.com/furniture/</a>	-	80 12↑	57	-
<a href="#">anna's furniture</a> <a href="https://www.annagratia.com/">https://www.annagratia.com/</a>	-	56 <b>NEW</b>	91	-

# Competitive Analysis

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## Marble Works Design Team Inc. ([mymarbleworks.com/](https://www.mymarbleworks.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.mymarbleworks.com/">marble works</a>	950	12 <span>38↑</span>	97	\$0.36
<a href="https://www.mymarbleworks.com/">marbleworks</a>	930	41 <span>20↓</span>	96	\$0.24
<a href="https://www.mymarbleworks.com/">design team</a>	510	39 <span>NEW</span>	98	\$0.60
<a href="https://www.mymarbleworks.com/">marble design</a>	500	35 <span>17↑</span>	96	\$1.54
<a href="https://www.mymarbleworks.com/">marble and granite works</a>	420	59 <span>1↑</span>	77	\$2.48

## European Woodcraft ([europeanwoodcraftllc.com/](http://europeanwoodcraftllc.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="http://europeanwoodcraftllc.com/">woodcraft cabinets</a>	540	97 <span>NEW</span>	85	\$1.96
<a href="http://europeanwoodcraftllc.com/">custom woodcrafters</a>	125	77 <span>3↓</span>	71	\$0.25
<a href="http://europeanwoodcraftllc.com/">European custom cabinets</a>	40	30 <span>5↓</span>	75	-
<a href="http://europeanwoodcraftllc.com/">woodcraft cabinetry in new york</a>	12	23 <span>NEW</span>	94	-
<a href="http://europeanwoodcraftllc.com/">woodcraft business</a>	12	83 <span>NEW</span>	87	-

## American Standard Brands ([americanstandard-us.com/](http://americanstandard-us.com/))

Estimated \$3,620 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">kitchen faucets</a>	54.8k	\$1.88	94	53.5%
<a href="#">bidet toilet</a>	37.6k	\$0.89	98	67.6%
<a href="#">bidet toilet seat</a>	32.1k	\$1.19	92	64.9%
<a href="#">american standard walk in tub</a>	12.6k	\$4.66	78	73.6%
<a href="#">water filter faucet</a>	11.1k	\$1.29	91	56.3%

# Earn More & Do Less...

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## We've Worked With Hundreds Of Gold Standard Showrooms™ Since 2013

H2O Supply has experienced world-class results from their internet marketing initiatives in ways they have never seen before working with our company. H2O averages one call per day from Google Ads, uses FB and email marketing advertising to grow their footprint in the design community, and leverages email marketing to acquire accounts from top builders in the Dallas Fort Worth area that they have never been able to reach in the past.

Over the last six years, Monique's has been awarded three national Showroom of the Year awards, increased revenue 26% year over year, and has line-item ledger detailing exactly where each inquiry came from, which inquiries lead to quotes, and how many inquiries become customers.

"Blanketing the first page of Google and tracking the most important metrics is the top priority you have as a showroom today...this team knows exactly the best way to accomplish that, and beyond!"

After two years of back and forth, the ProSource Supply team finally made the best investment for their business. With the new homepage design to enhance the results of the primarily product-focused website (which is powered by SpecBooks™), and after our team course-corrected their Google Ads and added form and call tracking to their website, their five locations in the Carolinas are benefitting tremendously. Up and away, the ProSource Supply team is headed.



**Jay Katz**  
Owner  
H2O Supply



**Michael Battista**  
President  
Monique's Bath Showroom



**Jennifer Lopez**  
Director of Showroom Sales  
ProSource Supply

## The ShowroomMarketing.Com Method™ Works Flawlessly With These Websites & Software Platforms



## Take The Gold Standard Showroom™ Test To Start Turning Online Insights Into More Income



- Learn to see opportunities for your showroom that are there for the taking but hidden in the shadows
  - Identify possibilities and opportunities you never realized
  - Make being a Gold Standard Showroom™ your new normal
- Ready To Expand Your Business Development, Results & Return On Investment?

Visit [ShowroomMarketing.com](http://ShowroomMarketing.com) To Learn More

Or Call Us At (781) 780-2110

# Sales Optimization Scorecard

Make sure your business development “engine” is operating & reporting in a world-class way.



Do you know the top 3 brands that people are interested in on your website?



Do you know the top 3 product categories viewed on your website?



What do you believe is a “long time” for a visitor to be on your website?



Approx. how many phone calls per month do you believe you get from the internet?



Approx. what percentage of calls that come into your business do you believe are missed?



Have you ever tracked phone calls from your company’s Google My Business page(s)?



Do you know which page on your website gets the most form fill outs?



Do you get a heat map report each month that shows you what parts of your website people like vs. not like?



Do your website visitors get “retargeted” to after leaving your site?



Compared to your top 3 competitors, is your company’s performance on the web better, even or worse?



Do you know how many percent of the market you currently show up to versus your competitors?



Do you have a sales meeting at least once a week where your team shares their wins/challenges & are held accountable to filling in notes on a CRM software/sheet?

Most importantly...

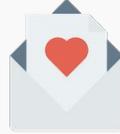
Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?

# Marketing Optimization Scorecard

Make sure your website has all the elements that are considered "gold standard" in 2021.



Does your website display optimally on all screens? (Smartphones, tablets, laptops & desktops)



Do you have an About Us page that shares your history or tells a story that people will emotionally connect with?



Do you have a Community Service page that showcases the charitable giving your company partakes in?



Do you show logos of industry associations that you are a part of to lend credibility to your company?



Do you show your phone number, hours and address(es) at the top of your site & make them sticky upon scrolling?



Do you have a homepage video to warm up your website experience & increase the chances of someone buying?



Do you have testimonials with faces to showcase your customer service & prove that what you're saying is true?



Do you have a live chat bot & a contact form that redirects to a thank you page after someone hits submit?



Do you have social media widgets that sync your latest posts & project photos from Houzz, Facebook, Instagram, etc?



Do you have heatmapping software installed to reveal what causes visitors to stay on or leave your website?



Do you have call/conversion tracking set up to know where every phone call, form fill-out, wishlist & order came from?



Do you have a product catalog, wishlist feature, eCommerce functionality and/or a quote/proposal maker that all integrate with each other to automate your sales process?

Most importantly...

Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?