

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

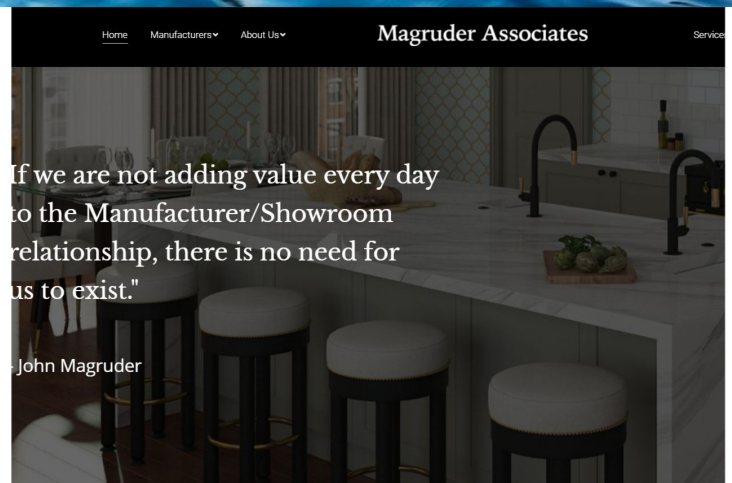
Company: Magruder Associates

URL: <http://magruderassociates.com>

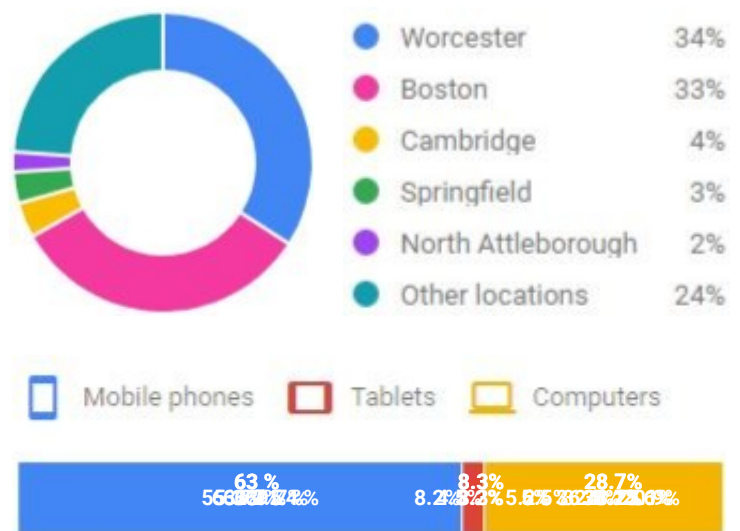
Prepared by: Elsie

Location: Massachusetts

Reach: 12M



Distribution Of Searchers:



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

22,000

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

\$620

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

\$0.65

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

950



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

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Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Design	7,400.64
<input type="checkbox"/> Architecture	6,892.56
<input type="checkbox"/> Training	3,858.20
<input type="checkbox"/> Customer Service	2,325.82
<input type="checkbox"/> Merchandising	94.56
<input type="checkbox"/> Business Review	64.35
<input type="checkbox"/> CEUs	28.52
<input type="checkbox"/> Field Services	8.63

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	2,226.26
<input type="checkbox"/> Bath Showroom	1,037.85
<input type="checkbox"/> Flooring Store	900.58
<input type="checkbox"/> Kitchen Cabinet Store	871.63
<input type="checkbox"/> Kitchen Showroom	834.02
<input type="checkbox"/> Flooring Store near Me	358.42
<input type="checkbox"/> Bathroom Store	320.69
<input type="checkbox"/> Flooring Showroom	172.30
<input type="checkbox"/> Bathroom Showroom near Me	78.69

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"/> Inc.	3,391.44
<input type="checkbox"/> Amerock	1,596.50
<input type="checkbox"/> Riobel	643.07
<input type="checkbox"/> ARC	277.64
<input type="checkbox"/> Stone Forest	244.34
<input type="checkbox"/> Thermasol	176.94
<input type="checkbox"/> Electric Mirror	142.30
<input type="checkbox"/> Perrin & Rowe	119.69
<input type="checkbox"/> Fairmont Designs	89.57
<input type="checkbox"/> Mountain Plumbing Products	35.65
<input type="checkbox"/> Axent	35.47
<input type="checkbox"/> Kartners Bathroom Accessories	35.01

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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Build with Ferguson (build.com/)

Estimated \$2,270,000 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
bosch dishwasher	570k	\$1.96	72	54.2%
insinkerator	311k	\$1.32	84	46.2%
refrigerator	287k	\$1.98	92	63.1%
big ass fans	273k	\$2.11	91	49.1%
electric fireplace	244k	\$1.10	94	70.8%

Monique's Bath Showroom (moniquesbathshowroom.com/)

Estimated \$66.51 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
stone farmhouse sink	840	\$2.20	64	45.6%
gold kitchen faucet	510	-	66	22.5%
bathroom recessed medicine cabinets	80	\$3.95	87	-
Bathroom Renovation showroom	12	\$4.40	79	-
contemporary faucets bathrooms	-	-	84	-

Designer Bath & Salem Plumbing Supply (designerbath.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
plumbing supply https://designerbath.com/	58.9k	62 4↑	98	\$2.60
plumbers supply https://designerbath.com/	13.1k	89 NEW	98	\$2.45
plumbing store https://designerbath.com/	3.3k	44 3↓	98	\$4.22
madeli https://designerbath.com/showroom-specials/m...	2.1k	64 15↓	59	-
plumbing supply austin https://designerbath.com/dane-austins-showro...	1.7k	67 3↓	91	\$1.70

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Prestige Kitchen & Bath ([prestigekb.com/](https://www.prestigekb.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
bath showroom massachusetts https://www.prestigekb.com/	720	54 	71	-
kitchen and bath massachusetts https://www.prestigekb.com/	600	14 	79	-
mouser cabinets https://www.prestigekb.com/kitchen-cabinets-b...	540	63 	72	\$2.79
best under cabinet range hood 2017 https://www.prestigekb.com/the-right-hood-for-...	500	40 	53	-
siteline cabinets https://www.prestigekb.com/about-kitchen-bath...	480	53 	24	\$2.89

L. Thibeault & Assoc. LLC ([lthibeaultassoc.com/](https://www.lthibeaultassoc.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
white heron sherwin williams https://www.lthibeaultassoc.com/the-decision-t...	690	28 	20	-
sunco cabinets https://www.lthibeaultassoc.com/wp-content/up...	510	52 	70	\$0.87
katelyn james blog https://www.lthibeaultassoc.com/another-new-c...	480	53 	21	-
rev a shelf catalog https://www.lthibeaultassoc.com/rev-a-shelf/	440	50 	43	\$1.35
heron plume https://www.lthibeaultassoc.com/the-decision-t...	420	52 	75	-

Allstate Glass Co ([allstateglassshowers.com/](https://www.allstateglassshowers.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
glass backsplash https://www.allstateglassshowers.com/glass-bac...	3.4k	60 	79	\$0.93
glass companies https://www.allstateglassshowers.com/	1.5k	79 	98	\$2.56
solid glass backsplash https://www.allstateglassshowers.com/glass-bac...	1k	87 	66	\$0.98
allstate glass claims phone number https://www.allstateglassshowers.com/	900	38 	90	-
allstate glass https://www.allstateglassshowers.com/	900	3 	96	\$1.97