

# 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:** Millers Elegant Hardware LLC

**URL:** <http://eleganthardware.com>

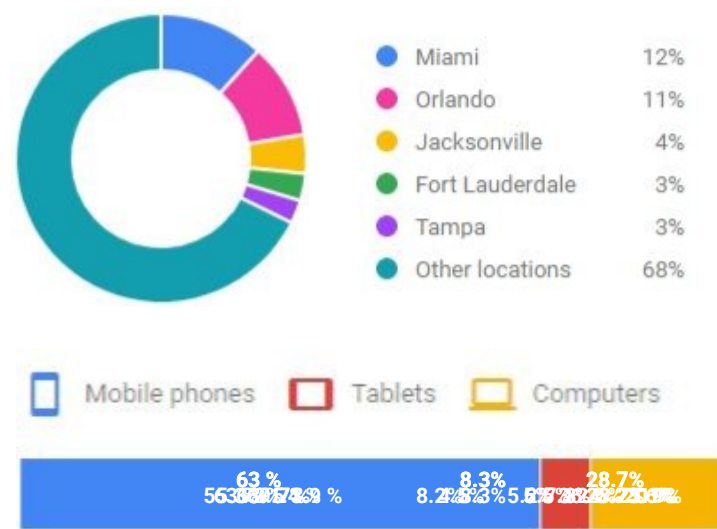
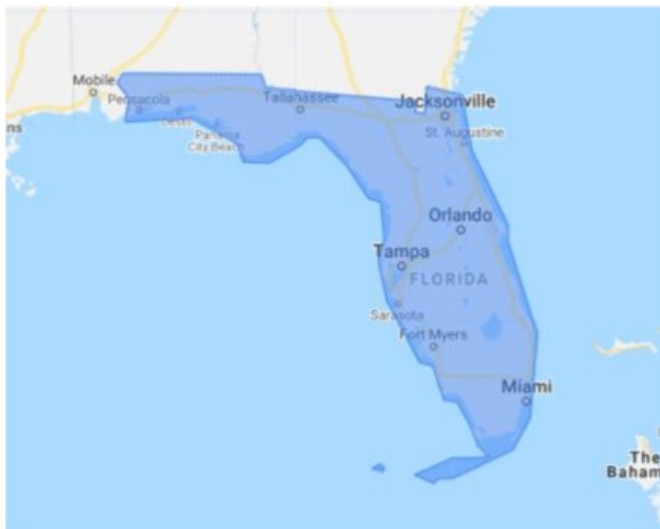
**Prepared by:** Elsie



**Location:** Florida

**Reach:** 36.6M

**Distribution Of Searchers:**



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

**49,000**

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:

**\$0.32**

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

**1,900**



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:



## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Furniture	18,552.29
<input type="checkbox"/> Steam	3,711.65
<input type="checkbox"/> Mirrors	3,101.47
<input type="checkbox"/> Toilets	1,979.33
<input type="checkbox"/> Valves	1,838.09
<input type="checkbox"/> Toilet Seats	1,011.22
<input type="checkbox"/> House numbers	835.23
<input type="checkbox"/> Kitchen Sinks	833.73
<input type="checkbox"/> Bathroom Vanities	823.11
<input type="checkbox"/> Showers	798.19
<input type="checkbox"/> Bathroom Accessories	586.10
<input type="checkbox"/> Gate	582.05
<input type="checkbox"/> Bathtubs	566.02

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	2,471.89
<input type="checkbox"/> Bathroom Showroom	2,217.37
<input type="checkbox"/> Bath Showroom	719.28
<input type="checkbox"/> Flooring Store near Me	503.33
<input type="checkbox"/> Kitchen Showroom	429.74
<input type="checkbox"/> Bathroom Store	276.62
<input type="checkbox"/> Bathroom Showroom near Me	191.63
<input type="checkbox"/> Bathtub Store	180.30
<input type="checkbox"/> Bathtub Store near Me	179.68

**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"/> Ginger	5,220.61
<input type="checkbox"/> Kohler	3,689.30
<input type="checkbox"/> Taco	2,492.91
<input type="checkbox"/> Sonia	2,289.40
<input type="checkbox"/> Schwinn	2,158.42
<input type="checkbox"/> Panasonic	1,320.12
<input type="checkbox"/> Baldwin	1,214.78
<input type="checkbox"/> Moen	1,040.87
<input type="checkbox"/> Karcher	1,026.17
<input type="checkbox"/> Blanco	866.91
<input type="checkbox"/> Grohe	567.59
<input type="checkbox"/> Atlas	564.73

## 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

Tubs & More Plumbing Showroom ([dougstubs.com/](http://dougstubs.com/))

Prepared For:



Estimated \$498 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
shower drain cover	3.4k	\$0.76	83	56%
shower drains	1.7k	\$0.85	85	44.6%
metal drain grates	1.2k	-	65	54.8%
shower drain extension	1.1k	\$0.32	57	52.1%
shower drain covers	930	\$0.56	82	31.1%

Designer Drains ([designerdrains.com/](http://designerdrains.com/))

Estimated \$321 Google Ads budget

Keyword	Volume	Rank (Change)	KD	CPC (B)
white heron sherwin williams <a href="https://www.lthibeaultassoc.com/the-decision-t...">https://www.lthibeaultassoc.com/the-decision-t...</a>	690	28 9↓	20	-
sunco cabinets <a href="https://www.lthibeaultassoc.com/wp-content/up...">https://www.lthibeaultassoc.com/wp-content/up...</a>	510	52 6↑	70	\$0.87
katelyn james blog <a href="https://www.lthibeaultassoc.com/another-new-c...">https://www.lthibeaultassoc.com/another-new-c...</a>	480	53 5↓	21	-
rev a shelf catalog <a href="https://www.lthibeaultassoc.com/rev-a-shelf/">https://www.lthibeaultassoc.com/rev-a-shelf/</a>	440	50 10↓	43	\$1.35
heron plume <a href="https://www.lthibeaultassoc.com/the-decision-t...">https://www.lthibeaultassoc.com/the-decision-t...</a>	420	52 1↑	75	-

SpaWorld Corp ([swcorp.com/](http://swcorp.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
spa world <a href="https://www.swcorp.com/codeless_portfolio/spa...">https://www.swcorp.com/codeless_portfolio/spa...</a>	17.6k	16 —	92	\$1.00
worldcorp <a href="https://www.swcorp.com/">https://www.swcorp.com/</a>	3.6k	42 7↓	97	-
anzzi <a href="https://www.swcorp.com/codeless_portfolio/anz...">https://www.swcorp.com/codeless_portfolio/anz...</a>	1.8k	25 2↑	17	-
spaworld <a href="https://www.swcorp.com/">https://www.swcorp.com/</a>	1.4k	33 5↓	96	-
sw spa <a href="https://www.swcorp.com/">https://www.swcorp.com/</a>	1.3k	15 NEW	94	-



# Competitive Analysis

Millers Elegant Hardware ([eleganthardware.com/](https://eleganthardware.com/))

Prepared For:



No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
toilet seat <a href="https://eleganthardware.com/Toilets-Toilet-seat...">https://eleganthardware.com/Toilets-Toilet-seat...</a>	59.8k	90 25↓	93	\$0.68
faucet <a href="https://eleganthardware.com/Boca-Raton-Florid...">https://eleganthardware.com/Boca-Raton-Florid...</a>	43k	96 5↓	97	\$3.65
lenova <a href="https://eleganthardware.com/Lenova-v1.htm">https://eleganthardware.com/Lenova-v1.htm</a>	10.6k	26 2↓	65	\$0.17
shower valve <a href="https://eleganthardware.com/Boca-Raton-Florid...">https://eleganthardware.com/Boca-Raton-Florid...</a>	8.4k	96 2↓	84	\$4.00
tub spout <a href="https://eleganthardware.com/Boca-Raton-Florid...">https://eleganthardware.com/Boca-Raton-Florid...</a>	7.3k	82 5↑	54	\$1.06

Broedell Plumbing Supply, Inc. ([broedell.com/](https://broedell.com/))

Estimated \$3,220 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
online plumbing supply	1k	\$1.45	98	23.1%
antique plumbing supplies	60	\$0.84	85	-
plumbing supplies in lincoln	-	-	78	-
plumbing supply fort myers	-	-	95	-

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

Estimated \$87,100 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%