

Custom Market Analysis Report

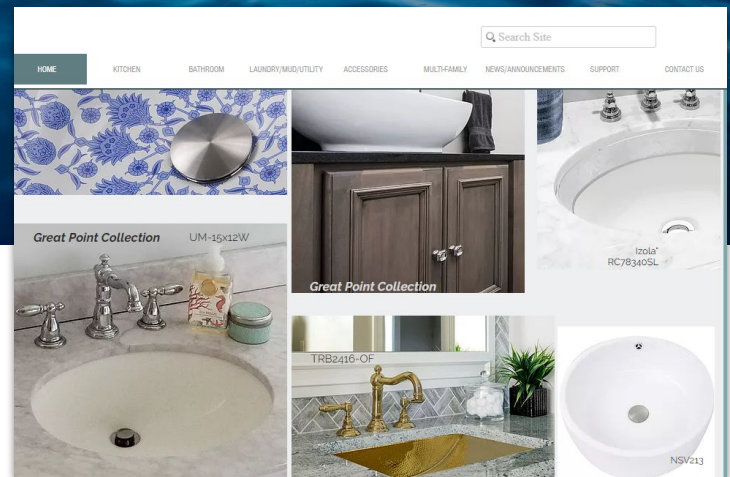
Prepared For:

- "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: Nantucket Sinks

URL: <http://nantucketsinksusa.com>

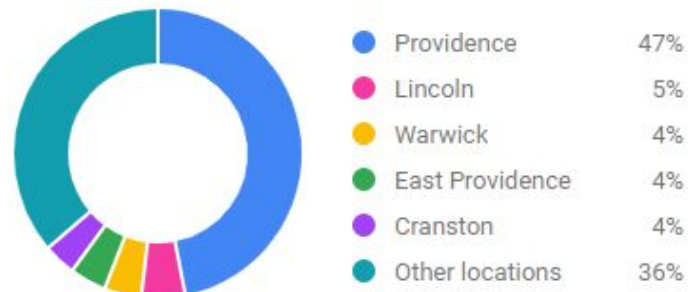
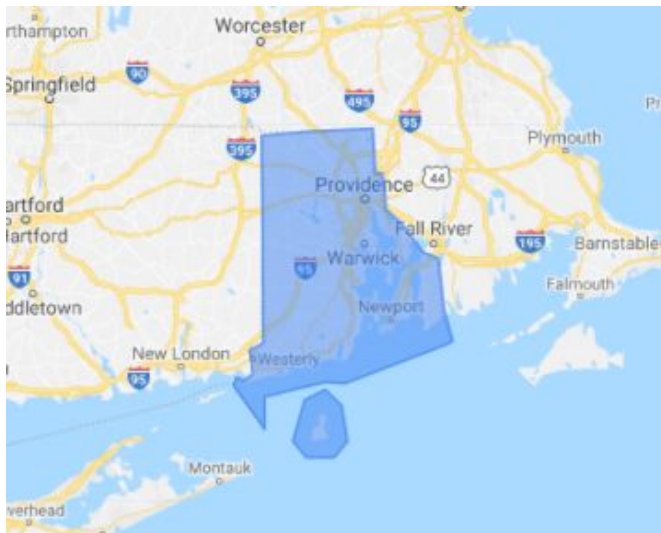
Prepared by: Elsie



Location: Rhode Island

Reach: 21.6M

Distribution Of Searchers:



Mobile phones Tablets Computers



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

7,100

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

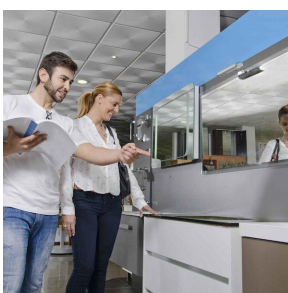
\$620

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

\$1.84

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

340



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"/> Bar	3,040.23
<input type="checkbox"/> Vintage	468.47
<input type="checkbox"/> Laundry Sinks	424.44
<input type="checkbox"/> Island	369.18
<input type="checkbox"/> Utility Sinks	341.95
<input type="checkbox"/> Flange	143.56
<input type="checkbox"/> Fireclay	126.55
<input type="checkbox"/> Wood Cutting Board	53.98
<input type="checkbox"/> Prep Station	8.92
<input type="checkbox"/> Granite Composite	4.55

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	798.11
<input type="checkbox"/> Bath Showroom	756.44
<input type="checkbox"/> Kitchen Showroom	750.49
<input type="checkbox"/> Flooring Store	452.28
<input type="checkbox"/> Flooring Store near Me	399.15
<input type="checkbox"/> Bathroom Store	149.19
<input type="checkbox"/> Kitchen Cabinet Store	61.55
<input type="checkbox"/> Kitchen Showroom near Me	39.59
<input type="checkbox"/> Bathroom Showroom near Me	35.25

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:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Nantucket Sinks	64.94

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:



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%

L. Thibeault & Assoc. LLC (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 9↓	20	-
sunco cabinets https://www.lthibeaultassoc.com/wp-content/up...	510	52 6↑	70	\$0.87
katelyn james blog https://www.lthibeaultassoc.com/another-new-c...	480	53 5↓	21	-
rev a shelf catalog https://www.lthibeaultassoc.com/rev-a-shelf/	440	50 10↓	43	\$1.35
heron plume https://www.lthibeaultassoc.com/the-decision-t...	420	52 1↑	75	-

Lowe's of Wareham, MA (lowes.com/)

Estimated \$6,770,000 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
lowes	11.4M	\$0.19	86	53.2%
weber grills	1.37M	\$1.11	77	53.8%
lowes near me	926k	\$0.53	49	77.4%
ring doorbell	699k	\$0.96	95	68.5%
bosch dishwasher	570k	\$1.96	72	54.2%

Competitive Analysis

Prepared For:

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 16 ↑	79	\$0.93
glass companies https://www.allstateglassshowers.com/	1.5k	79 NEW	98	\$2.56
solid glass backsplash https://www.allstateglassshowers.com/glass-bac...	1k	87 6 ↑	66	\$0.98
allstate glass claims phone number https://www.allstateglassshowers.com/	900	38 43 ↑	90	-
allstate glass https://www.allstateglassshowers.com/	900	3 10 ↑	96	\$1.97

The Inspired Bath (theinspiredbath.com/)

Estimated \$9.60 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
ferguson showroom near me	570	\$2.18	74	63.8%
splash bathroom	150	-	95	-
shower head made in usa	55	\$2.03	89	-
bath shower remodeling ideas	34	\$1.26	91	-
corner pedestal sinks for bathrooms	24	\$2.44	79	-

R Cantwell Woodworking (rcantwellwoodworking.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
woodworking massachusetts http://rcantwellwoodworking.com/	28	66 NEW	72	\$3.15
custom woodworking boston http://rcantwellwoodworking.com/about/	12	62 NEW	45	-
woodworking shop massachusetts http://rcantwellwoodworking.com/about/	1	64 NEW	92	-
boston wood furniture bedford, ma http://rcantwellwoodworking.com/about/	-	23 31 ↑	67	-
new bedford cabinet carpentry http://rcantwellwoodworking.com/about/	-	18 NEW	74	-