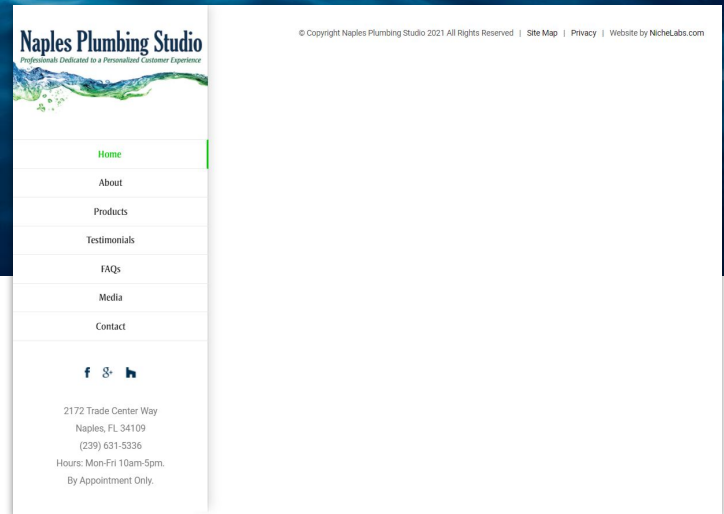


# Custom Market Analysis Report

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: Naples Plumbing Studio

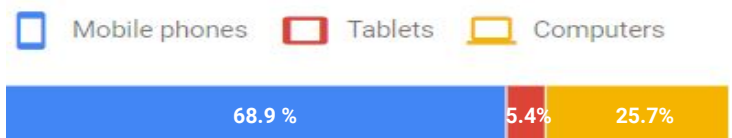
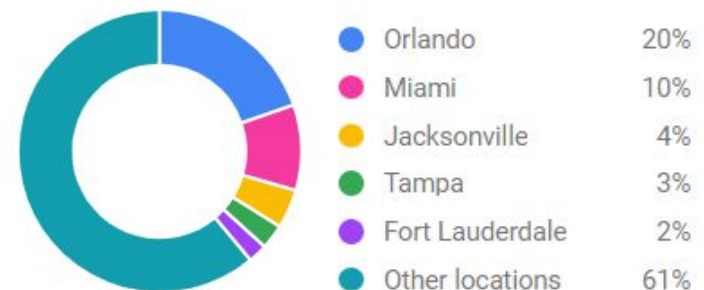
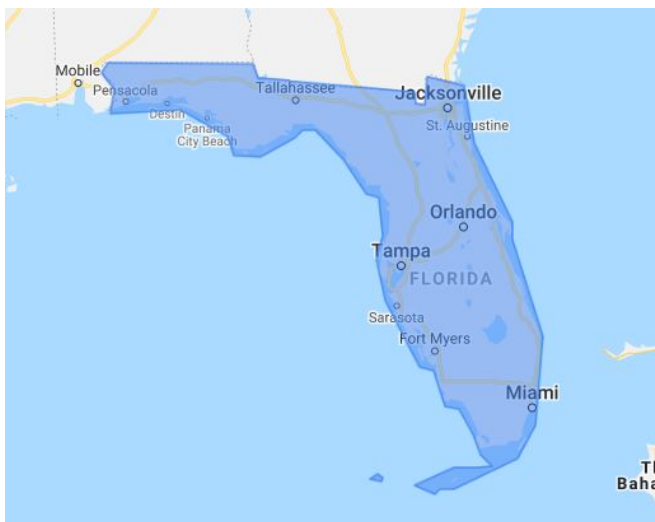
URL: <http://naplesplumbingstudio.com>

Prepared by: Elsie

Location: Florida

Reach: 36.6M

Distribution Of Searchers:



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

39,000

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

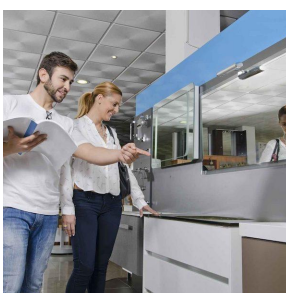
\$680

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

\$0.20

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

3,400



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"/> Bathroom Vanities	12,648.80
<input type="checkbox"/> Kitchen Sinks	5,627.86
<input type="checkbox"/> Kitchen Faucets	4,588.50
<input type="checkbox"/> Bathroom Faucets	3,485.77
<input type="checkbox"/> Bathroom Sinks	3,295.47
<input type="checkbox"/> Bathroom Toilets	2,550.57
<input type="checkbox"/> Bathroom Tubs	502.04

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	3,840.31
<input type="checkbox"/> Bathroom Showroom	3,097.17
<input type="checkbox"/> Flooring Store near Me	973.32
<input type="checkbox"/> Bath Showroom	785.70
<input type="checkbox"/> Kitchen Showroom	639.05
<input type="checkbox"/> Bathroom Store	459.16
<input type="checkbox"/> Bathroom Showroom near Me	359.27

**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"/> Delta	18,550.00
<input type="checkbox"/> Kohler	4,328.52
<input type="checkbox"/> Julian	1,990.31
<input type="checkbox"/> Moen	1,827.26
<input type="checkbox"/> Blanco	1,344.54
<input type="checkbox"/> Nantucket	1,150.63
<input type="checkbox"/> Sigma	736.97
<input type="checkbox"/> Toto	702.71
<input type="checkbox"/> Franke	494.93
<input type="checkbox"/> Hansgrohe	432.16
<input type="checkbox"/> Hastings	424.99
<input type="checkbox"/> Brizo	303.45

## 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:

Hill's Showcase of Fine Plumbing ([hillshowcase.com/](https://hillshowcase.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>plumbers naples fl</b> <a href="https://hillshowcase.com/uncategorized/bob-hill...">https://hillshowcase.com/uncategorized/bob-hill...</a>	1.3k	64 <span>2↑</span>	98	\$18.85
<b>modern tub</b> <a href="https://hillshowcase.com/portfolio-view/oval-mo...">https://hillshowcase.com/portfolio-view/oval-mo...</a>	690	65 <span>1↑</span>	88	\$0.95
<b>ultra modern bathroom</b> <a href="https://hillshowcase.com/portfolio-view/ultra-m...">https://hillshowcase.com/portfolio-view/ultra-m...</a>	540	35 <span>6↑</span>	81	\$1.18
<b>mti bathtubs</b> <a href="https://hillshowcase.com/">https://hillshowcase.com/</a>	540	94 <span>NEW</span>	35	\$0.50
<b>naples plumbing</b> <a href="https://hillshowcase.com/">https://hillshowcase.com/</a>	510	59 <span>6↓</span>	98	\$14.17

Naples Kitchen & Design ([napleskitchenanddesign.com/](https://napleskitchenanddesign.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>plumbers naples fl</b> <a href="https://hillshowcase.com/uncategorized/bob-hill...">https://hillshowcase.com/uncategorized/bob-hill...</a>	1.3k	64 <span>2↑</span>	98	\$18.85
<b>modern tub</b> <a href="https://hillshowcase.com/portfolio-view/oval-mo...">https://hillshowcase.com/portfolio-view/oval-mo...</a>	690	65 <span>1↑</span>	88	\$0.95
<b>ultra modern bathroom</b> <a href="https://hillshowcase.com/portfolio-view/ultra-m...">https://hillshowcase.com/portfolio-view/ultra-m...</a>	540	35 <span>6↑</span>	81	\$1.18
<b>mti bathtubs</b> <a href="https://hillshowcase.com/">https://hillshowcase.com/</a>	540	94 <span>NEW</span>	35	\$0.50
<b>naples plumbing</b> <a href="https://hillshowcase.com/">https://hillshowcase.com/</a>	510	59 <span>6↓</span>	98	\$14.17

Eden Mosaic Tile ([edenmosaictile.com/](https://edenmosaictile.com/))

Estimated \$1,687 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<b>stainless steel backsplash</b>	5.9k	\$0.88	90	53.2%
<b>kitchen backsplash tile</b>	4.5k	\$1.06	87	62.2%
<b>metal backsplash</b>	3.5k	\$0.42	80	67.8%
<b>kitchen tile backsplash</b>	2.8k	\$0.95	89	60.7%
<b>discounted tile</b>	1.5k	\$1.50	89	-



# Competitive Analysis

Prepared For:

**Smart Buy Kitchen SWFL** ([smartbuykitchenswfl.com/](https://smartbuykitchenswfl.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>aristokraft cabinets</b> <a href="https://smartbuykitchenswfl.com/cabinets/cabin...">https://smartbuykitchenswfl.com/cabinets/cabin...</a>	4.5k	56 <span>6↑</span>	27	\$0.05
<b>us cabinet depot</b> <a href="https://smartbuykitchenswfl.com/cabinets/cabin...">https://smartbuykitchenswfl.com/cabinets/cabin...</a>	3.1k	61 <span>3↑</span>	45	-
<b>decora cabinets</b> <a href="https://smartbuykitchenswfl.com/cabinets/cabin...">https://smartbuykitchenswfl.com/cabinets/cabin...</a>	2.4k	76 <span>18↑</span>	27	\$1.30
<b>vetrazzo countertops</b> <a href="https://smartbuykitchenswfl.com/countertops/c...">https://smartbuykitchenswfl.com/countertops/c...</a>	2.3k	81 <span>27↓</span>	52	\$0.81
<b>aristokraft</b> <a href="https://smartbuykitchenswfl.com/cabinets/cabin...">https://smartbuykitchenswfl.com/cabinets/cabin...</a>	1.2k	96 <span>5↓</span>	28	\$2.40

**Herbeau** ([herbeau.com/](https://www.herbeau.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<b>pompadour</b> <a href="https://www.herbeau.com/Pompadour.html">https://www.herbeau.com/Pompadour.html</a>	51.7k	59 <span>13↓</span>	81	\$1.18
<b>line art</b> <a href="https://www.herbeau.com/Lineart.html">https://www.herbeau.com/Lineart.html</a>	45.5k	67 <span>8↓</span>	93	\$0.91
<b>valse</b> <a href="https://www.herbeau.com/PRCValse.html">https://www.herbeau.com/PRCValse.html</a>	2.3k	69 <span>1↓</span>	89	-
<b>copper tub</b> <a href="https://www.herbeau.com/0711.html">https://www.herbeau.com/0711.html</a>	1.6k	34 <span>3↓</span>	80	\$1.79
<b>viegat counter</b> <a href="https://www.herbeau.com/Maintenance and Tro...">https://www.herbeau.com/Maintenance and Tro...</a>	1.6k	19 <span>1↑</span>	59	-

**Naples Plumbing Studio** ([naplesplumbingstudio.com/](https://naplesplumbingstudio.com/))

Estimated \$8.84 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<b>bath showrooms</b>	320	\$2.36	96	57.2%
<b>bath design showroom</b>	28	\$2.53	75	-
<b>bath fixtures naples fl</b>	12	-	81	-
<b>kitchen and bath tile stores</b>	6	-	86	-
<b>naples plumber</b>	-	-	3	-