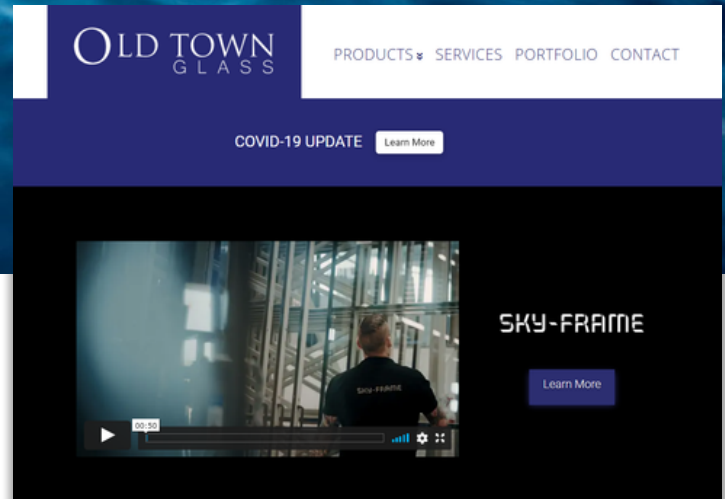


# Custom Market Analysis Report

- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google, And Beyond
- Track Every Phone Call, Form Fill-Out, Wishlist, Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

Prepared For:



**Company:** Old Town Glass

**URL:** <https://otglass.com/>

**Date:** Oct 30, 2020

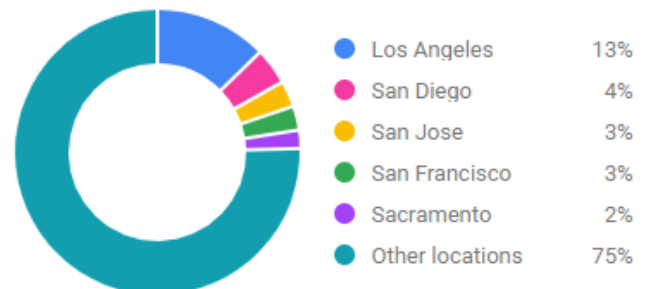
**Prepared by:** Bhey

**Location:** Novato, CA

**Reach:** 51.2M



**Distribution Of Searchers:**



Mobile phones Tablets Computers



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

**240,000**

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

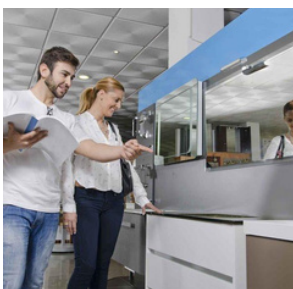
**\$44,000**

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

**\$6.86**

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

**6,400**



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 Novato, CA

Prepared For:

OLD TOWN  
GLASS

## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Windows	153,355.72
<input type="checkbox"/> Skylights	35,195.93
<input type="checkbox"/> Doors	21,880.71
<input type="checkbox"/> Shower Glass	19,066.79
<input type="checkbox"/> Glass Railings	7,434.68
<input type="checkbox"/> Custom Glass	5,721.89

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	4,121.78
<input type="checkbox"/> Bathroom Store	3,602.70
<input type="checkbox"/> Kitchen Showroom	3,017.26
<input type="checkbox"/> Bath Showroom	1,770.29
<input type="checkbox"/> Plumbing Showroom	812.12
<input type="checkbox"/> Bathroom Showroom near Me	443.11
<input type="checkbox"/> Cabinet Showroom	353.59
<input type="checkbox"/> Kitchen Showroom near Me	307.17



**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"/> Milgard	33,413.68
<input type="checkbox"/> Marvin	9,275.70
<input type="checkbox"/> SAFTI FIRST	172.85
<input type="checkbox"/> Sky-Frame	60.94
<input type="checkbox"/> All Weather	15.85

## 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%

# Get More Trades Accounts Prepared For:



## Builders, General Contractors and Plumbers (700+ Companies)



### Baswell Plumbing

★★★★★ 21

Plumbing

"We had a main sewer clog. I called Baswell and professional, on time, and did a thorough snak



### Nicholson Builders

★★★★★ 25

Contractors, Carpenters, Decks & Railing

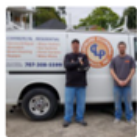


### Baswell Plumbing

★★★★★ 21

Plumbing

"I first tried a plumber from the neighborhood bu mailbox. Next... saw the site for Baswell and com received confirmation. I could even upload pics si showed..." [more](#)



### CNTRline Plumbing Service

★★★★★ 27

Water Heater Installation/Repair, Plumbing

"Cody and his dad come to install used but fan regular plumber who was not responded me c

[Request a Quote](#)



### Novato Kitchens & Baths

★★★★★ 11

\$\$\$ • Kitchen & Bath, Contractors

[Request a Consultation](#)



### Gene Burch Plumbing, Heating & Cooling

★★★★★ 91

Heating & Air Conditioning/HVAC, Plumbing, Wat Installation/Repair

"I previously offered a review of HVAC services pr extensive problems with our exterior plumbing. F controls to shut off the water supply when a pipe digging..." [more](#)



### BAM Plumbing

★★★★★ 2

Plumbing

Locally owned & operated

9 years in business

"BAM Plumbing Inc. specializes in Residential/C Remodels, and Custom Homes." [more](#)



### Geco Construction

★★★★★ 5

Contractors



### Dan's Plumbing and Sewer Servi

★★★★★ 150

Plumbing, Water Heater Installation/Repair

"Dan's plumbing has been great since we started spot on and they respond quickly during emergen during this whole coronavirus craziness, our show here..." [more](#)



### Valley of the Moon Plumbing

★★★★★ 29

Plumbing

"Unfortunately, I am limited to only 5 stars, bec my water service somewhere between the met

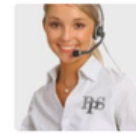


### Marinland Builders

★★★★★ 22

Contractors

[Request a Consultation](#)



### Petersen Plumbing Services

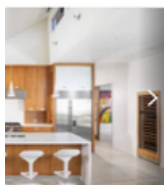
★★★★★ 177

Plumbing

\$95 for \$125 Deal

"Oh my goodness Petersen Plumbing has come ti quick to diagnose the problems, and willing to go they've fixed major pipe leaks and replaced an ag pleasant..." [more](#)

## Designers and Architects (4,849 Companies)



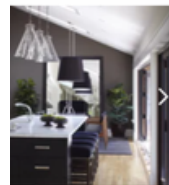
### spire architecture

5.0 ★★★★★ 26 Reviews

Marin County Architect & Design-Build Firm Best of Houzz 2

"Rich Vasquez, Sausalito House Chair It was a great experi has the ability to tak..."

— Richard Vasquez



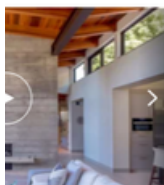
### Urrutia Design

4.7 ★★★★★ 14 Reviews

San Francisco Architect & Designer Best of Houzz!

"Jason Urrutia is simply amazing to work with. I can't say ability to understand..."

— Jill Welch



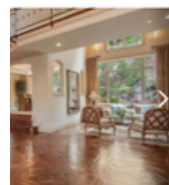
### ODS Architecture

4.9 ★★★★★ 42 Reviews

Best of Houzz winner

"We worked with ODS Architecture for our whole house n The house is now mode..."

— Rockson Liu



### Impluvium Architecture

4.9 ★★★★★ 49 Reviews

"He has been extremely creative with his designs and w full potential of our pr..."

— Spencer Winton



### Arcanum Architecture

Marin County's Finest Architectural Design Studio

Arcanum Architecture is not a reflection of a single design pr based on collaborat..."



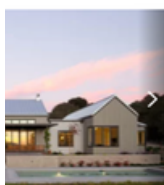
### Home & Temple Design

4.8 ★★★★★ 6 Reviews

Marin County's Leading Residential Designer, Over 40 ya

"My wife and I had a great experience working with Tim our home studio project. TL..."

— Colin McKeon

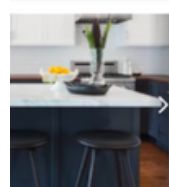


### Gast Architects

5.0 ★★★★★ 43 Reviews

"I couldn't say enough to adequately recommend Gast An Gast shortly after we..."

— Firdaus T



### Craig O'Connell Architecture

4.9 ★★★★★ 27 Reviews

"We purchased our first home in Fairfax, CA in 2018. It w dated with small spaces..."

— Paul Smith

# Earn More & Do Less...

Prepared For:

OLD TOWN  
GLASS

## 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 home page 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**