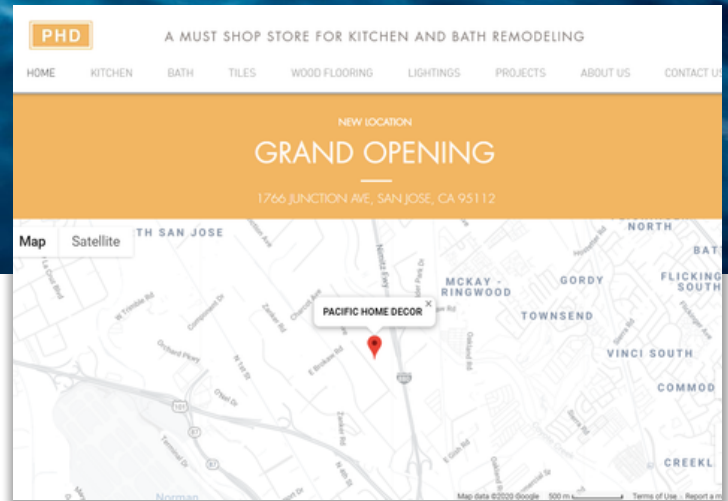


# Custom Market Analysis Report

- "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:** Pacific Home Decor

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

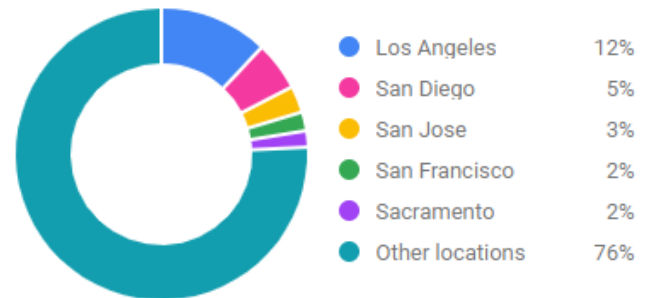
**Date:** Oct 30, 2020

**Prepared by:** Bhey

**Location:** Hayward, CA

**Reach:** 51.2M

**Distribution Of Searchers:**



Mobile phones Tablets Computers



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

1,300,000

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

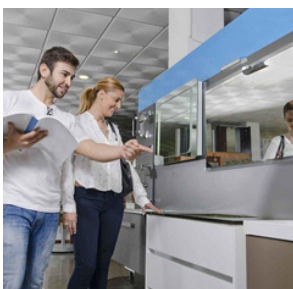
\$210,000

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

\$5.76

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

36,000



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 Hayward, CA

Prepared For:

PHD

## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Vanities	346,831.47
<input type="checkbox"/> Kitchen Cabinets	308,410.06
<input type="checkbox"/> Tiles	179,204.94
<input type="checkbox"/> Toilets	99,121.30
<input type="checkbox"/> Mirrors	73,917.54
<input type="checkbox"/> Wood Flooring	54,179.28
<input type="checkbox"/> Kitchen Sink	41,490.77
<input type="checkbox"/> Kitchen Faucets	36,032.86
<input type="checkbox"/> Kitchen Countertops	34,296.14
<input type="checkbox"/> Hardwood	32,938.29
<input type="checkbox"/> Medicine Cabinets	27,195.03
<input type="checkbox"/> Laminate Floor	21,271.61
<input type="checkbox"/> Lightings	17,096.24
<input type="checkbox"/> Bathtubs	15,090.51

**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.

## 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

## 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:

PHD

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



### Wise Builders

100  
Verified License • Contractors  
Locally owned & operated  
Free consultations

"Efficient" - according to 8 users  
"Wow! We are so delighted with the work that WISE BUILDERS did to n master bathroom. We loved what they did - the attention to detail, the the steady progress..." more



### LB Construction & Remodeling

30  
Verified License • Contractors  
12 years in business  
Satisfaction guaranteed  
\$50 for \$100 Deal

Request a Consultation



### Power Plumbing

289  
Hydro-jetting, Plumbing, Water Heater Installation/Repair

"We had a clogged main line that flooded our bar it for an entire day and thought he had unclogge thing..." more



### Brother & Brother Builders

98  
Verified License • Contractors  
14 years in business  
Certified professionals

"Professional" - according to 30 users  
"My wife and I decided to have our master bathroom remodelled and j to several contractors for quotes. While many of the quotes were in th range, we decided to work with Brother & Brother..." more



### Kaitz Construction

28  
Contractors



### Mr. Rooter Plumbing of Hayward

4  
Plumbing

"Jimmy came by and fixed up our kitchen sink. Hi great work. I really like talking to him and he gav equipment/brands out there. I can't..." more



### Done Right Home Remodeling

125  
Verified License • Painters, Contractors, Roofing  
18 years in business  
Locally owned & operated

"Professional" - according to 39 users  
"We recently used Done Right Home Remodeling to remodel our Guest a half bathroom. We started our project the first week in February. The expected to last two..." more



### Loza Construction

15  
Verified License • Contractors



### Crown Plumbing

287  
Verified License • Water Heater Installation/Repair, Plumbing  
16 years in business  
Workmanship guaranteed

"We've used Crown Plumbing several times over they always arrived promptly at the scheduled ti and charged a..." more



### Blues Brothers Construction

14  
Verified License • Contractors  
Free estimates  
Satisfaction guaranteed

"Recommended" - according to 6 users  
"DISCLAIMER: This isn't a review on their services, but just a quick rev experience as a customer. I didn't go through with my project with th was a very small..." more



### RS Construction Company

4  
Contractors

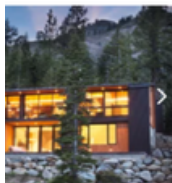


### Vit Leak Detection & Plumbing

22  
Plumbing

"Viad was very responsive to our problem. We ha driveway and potentially faced having our water Viad fit us in..." more

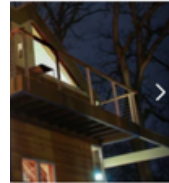
## Designers and Architects (5,629 Companies)



### Studio Bergtraun AIA

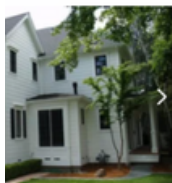
4.9 ★★★★★ 18 Reviews  
Custom work

Bay Area Full Service Architectural StudioBest of Houzz  
"We worked with Studio Bergtraun on a home remodel i redesigning interior space..."  
— foelischg



### Design Draw Build

4.5 ★★★★★ 10 Reviews  
Bay Area's Adaptable & Fully-Integrated Design + Build Tea  
"The team at Design Draw Build are passionate and fun! work and truly helped to..."  
— Fallon Blaser



### Mark Molinar

5.0 ★★★★★ 11 Reviews  
Best of Houzz winner  
"Mark checked with the city for the latest building coder time. Mark would answer..."  
— Dang Huynh



### Norman Sanchez Architecture

5.0 ★★★★★ 13 Reviews  
"Norman managed our project of renovating two bathroc renovation of many parts of..."  
— Neelam and Richard Feachem



### John Barton Architect

4.9 ★★★★★ 41 Reviews  
Online consultation  
East Bay Full Service Award Winning Architect and Design  
"John has done a Fantastic job, Very Professional. Evert heard allot of stori..."  
— HU-408076761



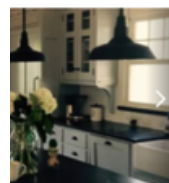
### Levitich Associates, Inc

5.0 ★★★★★ 42 Reviews  
Best of Houzz winner  
East Bay Design-Build Firm | 7x Best of Houzz Winner!  
"We have enjoyed our remodeled kitchen for a few years well-designed. Levitch &..."  
— Ann Scheley



### John Barton Architect

4.9 ★★★★★ 41 Reviews  
Online consultation  
"John has done a Fantastic job, Very Professional. Evert heard allot of stori..."  
— HU-408076761



### St Clare of Assisi Architecture

5.0 ★★★★★ 10 Reviews  
"We were extremely fortunate to have had Claire accept a wonderful and kind p..."  
— Christopher JUE



# Earn More & Do Less...

Prepared For:

PHD

## 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**