

# Custom Market Analysis Report

- "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:** Pacific Plumbing Supply Company  
**URL:** <http://pacificplumbing.com>  
**Prepared by:** Elsie

**Location:** Washington

**Reach:** 13.8M



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

**45,000**

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

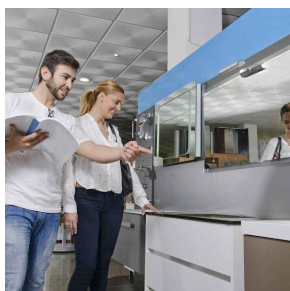
**\$620**

*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:*

**2,000**

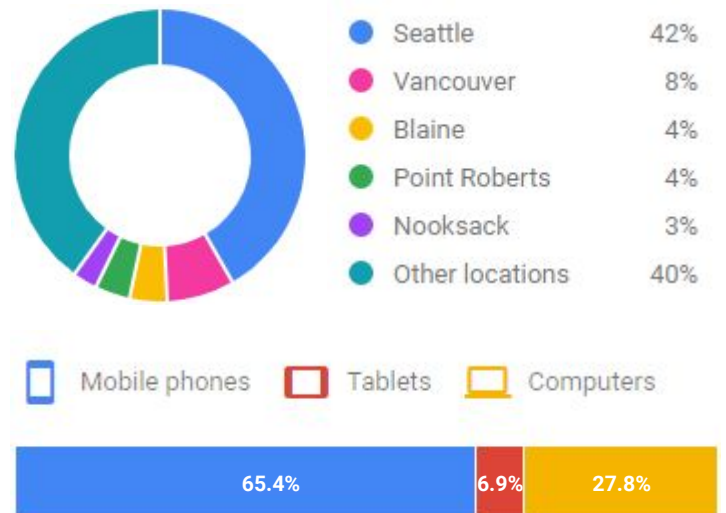


The Showroom Marketing team studies & analyzes hundreds of thousands of monthly targeted web search that begin with "bath or kitchen showroom near me," product categories such as "bathroom vanities", "farmhouse sinks" or "soaking tubs", & specific brands such as **Toto**, **California Faucets**, **Waterstone**, & 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.

*Prepared For:*



**Distribution Of Searchers:**



# Search Statistics

Prepared For:

## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Mirrors	8,630.25
<input type="checkbox"/> Steam	5,838.72
<input type="checkbox"/> Sauna	4,400.73
<input type="checkbox"/> Toilets	4,384.19
<input type="checkbox"/> Washers	3,460.11
<input type="checkbox"/> Pump	3,240.62
<input type="checkbox"/> Kitchen Accessories	3,054.63
<input type="checkbox"/> Bathroom Accessories	2,140.26
<input type="checkbox"/> Bathtubs	2,073.59
<input type="checkbox"/> Kitchen Sinks	2,071.39
<input type="checkbox"/> Kitchen Faucets	1,981.09
<input type="checkbox"/> Showers	1,925.57

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	3,423.69
<input type="checkbox"/> Flooring Store near Me	1,950.63
<input type="checkbox"/> Bathroom Showroom	915.98
<input type="checkbox"/> Kitchen Showroom	726.73
<input type="checkbox"/> Kitchen Cabinet Store	247.24
<input type="checkbox"/> Bathroom Store	229.48
<input type="checkbox"/> Bath Showroom	152.63

**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	10,995.62
<input type="checkbox"/> Bosch	4,739.35
<input type="checkbox"/> Ecco	4,720.42
<input type="checkbox"/> Honeywell	4,251.93
<input type="checkbox"/> Lg	3,019.09
<input type="checkbox"/> Milwaukee	2,532.63
<input type="checkbox"/> Ridgid	2,060.56
<input type="checkbox"/> Bradley	1,632.95
<input type="checkbox"/> Ginger	1,589.97
<input type="checkbox"/> Pasco	1,519.88
<input type="checkbox"/> Moen	1,499.12
<input type="checkbox"/> Panasonic	1,418.80

## 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:

**Aquatica Plumbing Group** ([aquaticausa.com/](http://aquaticausa.com/))

Estimated \$1,360 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
deep tub	1.8k	\$1.00	87	60.9%
japanese bathtubs	1.6k	\$1.50	89	50.5%
free standing bathtubs	1.2k	\$4.29	85	29.4%
cultured marble bathtub	1k	\$1.85	65	33%
high end hot tubs	900	\$5.51	94	-

**Granite Transformations of Seattle** ([granitetransformations.com/](http://granitetransformations.com/))

Estimated \$43,272 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
quartz countertops	76.9k	\$2.64	83	59.2%
bathroom cabinets	39.3k	\$1.32	89	49.8%
kitchen countertops	27.4k	\$1.97	86	59.3%
silestone countertops	15k	\$1.11	64	52.7%
cabinet refacing	12k	\$3.53	81	51.2%

**Abodian Inc** ([abodian.com/](http://abodian.com/))

Estimated \$21 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
seattle custom cabinets	320	-	81	7%
seattle cabinet makers	250	\$3.64	86	-
seattle cabinets	220	\$3.02	93	-
seattle kitchen cabinets	200	\$2.35	91	-
seattle cabinet	135	-	98	-

# Competitive Analysis

Prepared For:

**Bathtub Refinishing Co., LLC** ([bathtubrefinishingco.com/](http://bathtubrefinishingco.com/))

Estimated \$195 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
tub glazing	380	\$3.55	78	23.3%
porcelain tub paint	380	\$0.59	86	89.5%
resurfacing tub	270	\$4.69	87	-
reglaze a bathtub	230	\$8.72	83	-
refinishing bathtubs	190	\$2.05	81	-

**Electric Mirror** ([electricmirror.com/](http://electricmirror.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
mirror <a href="https://www.electricmirror.com/">https://www.electricmirror.com/</a>	289k	19 <span>8↑</span>	98	\$0.90
vive <a href="https://www.electricmirror.com/vive/">https://www.electricmirror.com/vive/</a>	75.2k	78 <span>—</span>	98	\$4.12
electric <a href="https://www.electricmirror.com/">https://www.electricmirror.com/</a>	42.7k	87 <span>54↓</span>	98	\$2.94
smart mirror <a href="https://www.electricmirror.com/media-room/">https://www.electricmirror.com/media-room/</a>	41.6k	84 <span>8↓</span>	95	\$0.71
ambiance <a href="https://www.electricmirror.com/product/ambian...">https://www.electricmirror.com/product/ambian...</a>	36k	43 <span>2↓</span>	93	\$0.22

**Abbrio Kitchen and Bath Solutions** ([abbrio.com/](http://abbrio.com/))

Estimated \$28.28 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
corner soaking tub	1.4k	\$1.18	80	56.8%
bathroom pods	660	-	71	39.4%
ferguson waipahu	340	-	89	41.4%
home sweet home improvements	110	-	79	-
display kitchens for sale usa	80	\$1.75	94	-