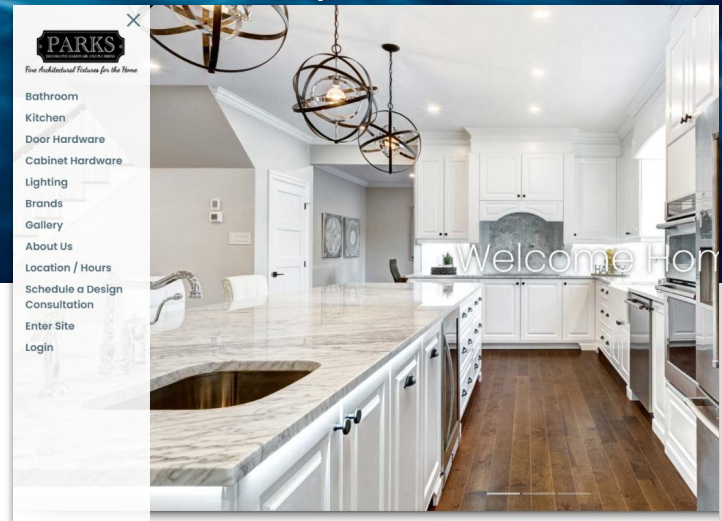


Custom Market Analysis Report

- "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: Parks Decorative Hardware & Plumbing
URL: <http://parksdecorative.com>
Prepared by: Elsie

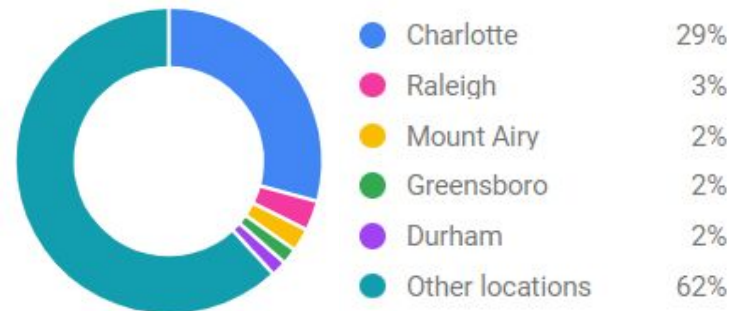
Prepared For:



Location: North Carolina

Reach: 21M

Distribution Of Searchers:



Mobile phones Tablets Computers



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

72,000

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

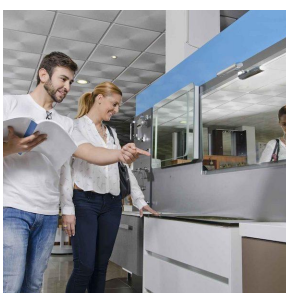
\$680

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

\$0.19

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

3,500



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

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Furniture	31,697.47
<input type="checkbox"/> Lighting	4,682.49
<input type="checkbox"/> Mirrors	3,776.12
<input type="checkbox"/> Kitchen	2,869.35
<input type="checkbox"/> Valves	2,697.43
<input type="checkbox"/> Toilets	2,693.93
<input type="checkbox"/> Door Hardware	1,634.54
<input type="checkbox"/> Bathroom	1,271.73
<input type="checkbox"/> Faucets	1,033.15
<input type="checkbox"/> Showers	1,010.78
<input type="checkbox"/> Cabinet Hardware	878.99
<input type="checkbox"/> Door Knobs	833.75

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	1,814.58
<input type="checkbox"/> Flooring Store	1,677.88
<input type="checkbox"/> Bath Showroom	1,052.82
<input type="checkbox"/> Kitchen Showroom	358.43
<input type="checkbox"/> Flooring Store near Me	252.15
<input type="checkbox"/> Bathroom Showroom near Me	144.60
<input type="checkbox"/> Kitchen Cabinet Store	122.06


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"/> Church	30,583.09
<input type="checkbox"/> Ginger	3,608.12
<input type="checkbox"/> Hunter	3,559.19
<input type="checkbox"/> Schwinn	1,156.57
<input type="checkbox"/> Acorn	670.79
<input type="checkbox"/> Blanco	608.61
<input type="checkbox"/> Mitzi	601.32
<input type="checkbox"/> Grohe	336.69
<input type="checkbox"/> Cordova	258.39
<input type="checkbox"/> Toto	256.27
<input type="checkbox"/> Villeroy & Boch	230.47
<input type="checkbox"/> Hansgrohe	216.88

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

Copper Innovations (copperinnovations.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
best metals asheville nc https://copperinnovations.com/	125	95 NEW	84	-
statesville roofing charleston sc https://copperinnovations.com/about	110	75 NEW	60	-
copper charlotte nc https://copperinnovations.com/	80	45 5↓	98	\$2.17
innovative fabrication raleigh nc https://copperinnovations.com/	80	60 NEW	79	-
copper run waxhaw nc https://copperinnovations.com/	70	83 NEW	18	-

Beeson Decorative Hardware & Plumbing (beesondecorative.com/)

Estimated \$810 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
rohl faucets	5.5k	\$1.40	51	24.2%
vessel sink faucets	1.9k	\$1.42	79	55.5%
kitchen showrooms	1.2k	\$2.69	77	54.6%
bathoutlet	510	\$0.95	70	7%
hansgrohe logis	320	\$2.51	9	7%

Boyles Home Improvement Inc. (boyleshi.com/)

Estimated \$33.98 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
how to renovate bathroom	110	\$1.92	90	-
ideas for remodeling a small bathroom	100	\$2.42	79	-
usa bathroom	80	-	98	-
how to find a renovation contractor	28	-	92	-
estimate for bathroom remodel	20	\$3.56	80	-

Competitive Analysis

Lowes ([lowes.com/](https://www.lowes.com/))

Estimated \$6.82M Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
lowes	11.4M	\$0.19	86	53.2%
weber grills	1.37M	\$1.11	81	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%

Hajoca Greensboro (hajocagreensboro.weebly.com/)

Estimated \$107K Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
weebly	338k	\$0.92	92	13.3%
robux	97.1k	-	48	36.3%
free adult games	34k	\$0.46	88	53.4%
pugs for sale	32.3k	\$0.19	75	68.5%
robux generator	30.3k	-	4	30.5%

Hughes Statesville (hughesstatesville.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
statesville https://hughesstatesville.com/	9.2k	18 1↓	95	\$0.91
hughes supply https://hughesstatesville.com/residential-plumbi...	3.6k	47 32↓	97	\$0.75
infiltrator septic https://hughesstatesville.com/septic-and-grading/	1.3k	52 9↑	70	\$0.64
infiltrator septic system https://hughesstatesville.com/septic-and-grading/	1.3k	68 13↓	70	\$1.72
fiberglass well pump covers https://hughesstatesville.com/septic-and-well-p...	1.2k	78 55↓	43	-