

# 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

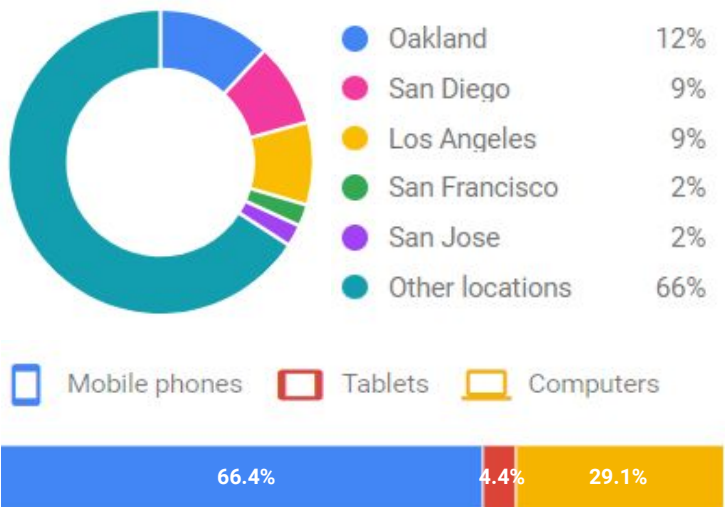
**Company:** Premier Bath & Kitchen (Pace Supply)  
**URL:** <http://pacesupply.com>  
**Prepared by:** Elsie

**Location:** California

**Reach:** 59.6M



**Distribution Of Searchers:**



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

**65,000**

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

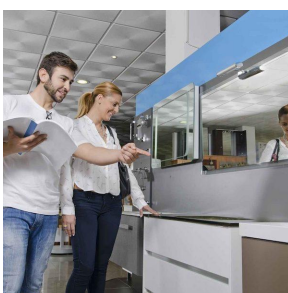
**\$680**

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

**\$0.21**

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

**3,300**



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"/> Tools	16,279.45
<input type="checkbox"/> Construction	15,537.42
<input type="checkbox"/> Valves	5,841.48
<input type="checkbox"/> Tube	4,789.72
<input type="checkbox"/> Pumps	4,293.28
<input type="checkbox"/> Fasteners	3,117.11
<input type="checkbox"/> Faucets	2,539.85
<input type="checkbox"/> HVAC	1,683.19
<input type="checkbox"/> Fire Protection	1,257.53
<input type="checkbox"/> Irrigation	1,221.37
<input type="checkbox"/> Utilities	1,101.08
<input type="checkbox"/> Chemicals	1,078.28

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	4,551.88
<input type="checkbox"/> Flooring Store	2,118.54
<input type="checkbox"/> Kitchen Showroom	1,733.31
<input type="checkbox"/> Bath Showroom	1,192.83
<input type="checkbox"/> Bathroom Store	1,155.11
<input type="checkbox"/> Flooring Store near Me	710.26
<input type="checkbox"/> Kitchen Cabinet Store	541.52



**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"/> APS	2,244.96
<input type="checkbox"/> PASCO	1,764.51
<input type="checkbox"/> Oatey	1,125.04
<input type="checkbox"/> Weld-On	677.92
<input type="checkbox"/> Nu-Calgon	399.02

## 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: Employee Owned & Operated since 1994.

## DR Design & Remodel ([sacremodels.com/](https://sacremodels.com/))

Estimated \$7.34 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
quartz countertops vs granite	2k	\$1.06	60	53%
kitchen remodel trends	420	\$1.83	77	-
sacramento granite countertops	150	\$3.72	93	-
kitchen countertops sacramento	100	\$2.81	85	-
kitchens redefined	40	-	84	-

## Palazzo Kitchens and Baths ([palazzokb.com/](https://palazzokb.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
palazzo <a href="https://www.palazzokb.com/">https://www.palazzokb.com/</a>	21.7k	65 10↓	95	\$9.53
vanity showroom <a href="https://www.palazzokb.com/our-showroom/vani...">https://www.palazzokb.com/our-showroom/vani...</a>	630	70 37↓	84	\$3.56
demolition estimate template <a href="https://www.palazzokb.com/stone-tile/process/">https://www.palazzokb.com/stone-tile/process/</a>	600	87 15↓	95	-
kitchen and bath remodeling <a href="https://www.palazzokb.com/">https://www.palazzokb.com/</a>	600	94 37↓	94	\$6.40
benicia plumbing <a href="https://www.palazzokb.com/locations-2/benicia/">https://www.palazzokb.com/locations-2/benicia/</a>	570	81 6↑	79	\$20.38

## Luxe Home by Douglass Designs ([luxehomebydouglass.com/](https://luxehomebydouglass.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
brushed nickel <a href="https://luxehomebydouglass.com/blog/metal-fini...">https://luxehomebydouglass.com/blog/metal-fini...</a>	7k	54 8↑	80	\$2.61
shower diverter valve <a href="https://luxehomebydouglass.com/blog/shower-s...">https://luxehomebydouglass.com/blog/shower-s...</a>	6.2k	72 2↓	79	\$0.31
artistic tile and stone <a href="https://products.luxehomebydouglass.com/Artist...">https://products.luxehomebydouglass.com/Artist...</a>	5.8k	72 6↓	76	\$0.94
dww.at <a href="https://products.luxehomebydouglass.com/Lafay...">https://products.luxehomebydouglass.com/Lafay...</a>	5.5k	25 	38	-
thermostatic shower valve <a href="https://luxehomebydouglass.com/blog/shower-s...">https://luxehomebydouglass.com/blog/shower-s...</a>	4.4k	60 5↑	76	\$2.26



# Competitive Analysis



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## West Pacific Cabinets ([westpacificcabinets.com/](https://www.westpacificcabinets.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.westpacificcabinets.com/">west coast cabinetry</a>	290	42 25↓	61	-
<a href="https://www.westpacificcabinets.com/bars">bar residential</a>	270	64 9↓	87	-
<a href="https://www.westpacificcabinets.com/">western cabinets</a>	270	39 8↓	97	\$1.25
<a href="https://www.westpacificcabinets.com/cabinet-ac...">cimino's cabinet doors</a>	165	46 7↓	45	\$1.76
<a href="https://www.westpacificcabinets.com/">west pacific cabinets</a>	165	1 —	80	-

## General Plumbing Supply ([generalplumbingsupply.com/](https://www.generalplumbingsupply.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.generalplumbingsupply.com/Kitchen...">plumbing supply</a>	58.9k	10 1↑	98	\$2.60
<a href="https://www.generalplumbingsupply.com/">plumbing supply</a>	58.9k	9 5↓	98	\$2.60
<a href="https://www.generalplumbingsupply.com/">plumbing supply near me</a>	48.7k	14 10↓	97	\$3.02
<a href="https://www.generalplumbingsupply.com/Kitchen...">plumbing</a>	46.9k	18 3↓	98	\$12.20
<a href="https://www.generalplumbingsupply.com/">general plumbing supply</a>	39.3k	1 —	89	\$1.47

## S&S Signature Millworks, Inc. ([ssmillworks.com/](http://www.ssmillworks.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="http://www.ssmillworks.com/">/s/ signature</a>	3.2k	93 13↓	96	-
<a href="http://www.ssmillworks.com/">s signature</a>	630	95 18↓	95	\$2.90
<a href="http://www.ssmillworks.com/">s &amp; s cabinets</a>	320	24 1↓	85	\$7.04
<a href="http://www.ssmillworks.com/">s-signature</a>	270	87 NEW	94	-
<a href="http://www.ssmillworks.com/">s&amp;s cabinets</a>	180	28 10↓	72	\$7.03