

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: RKB Kitchen & Bath

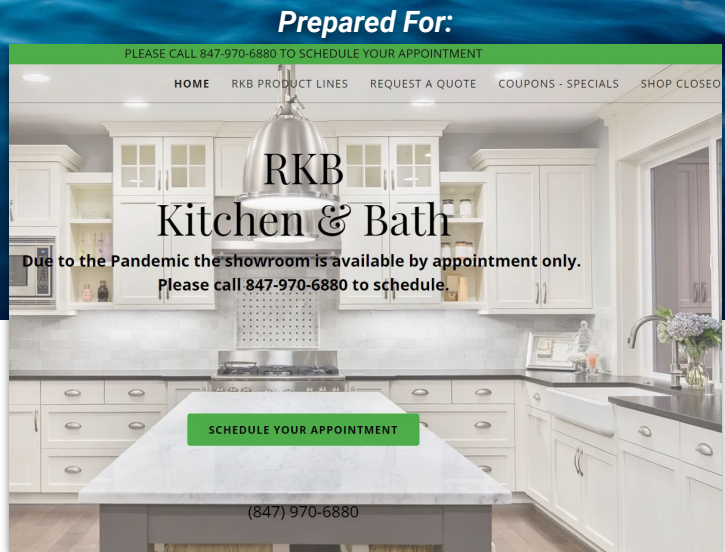
URL: <https://rkbkitchenandbath.com/>

Date: Feb 20, 2021

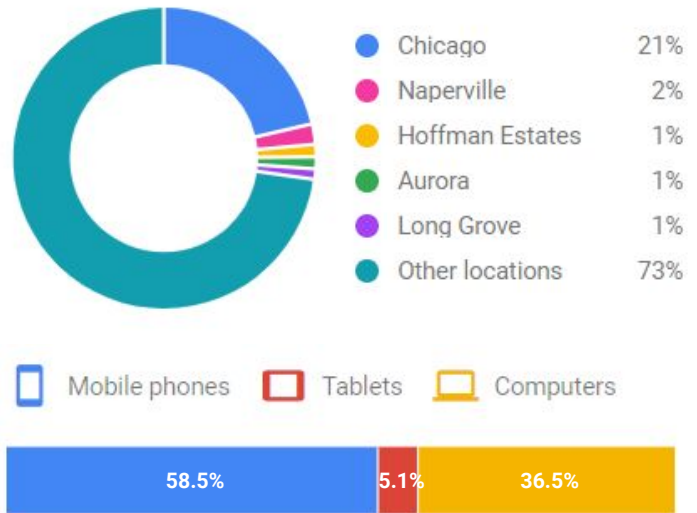
Prepared by: Elsie

Location: Illinois

Reach: 27.7M



Distribution Of Searchers:



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

920,000

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

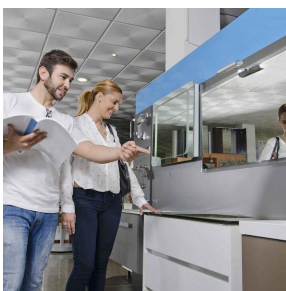
\$450,000

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

\$5.08

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

89,000



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

Prepared For:




Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Vanities	189,605.92
<input type="checkbox"/> Storage	167,148.05
<input type="checkbox"/> Kitchen Cabinets	161,374.00
<input type="checkbox"/> Mirrors	42,402.14
<input type="checkbox"/> Countertops	41,183.09
<input type="checkbox"/> Shower Doors	37,098.03
<input type="checkbox"/> Sauna	34,104.37
<input type="checkbox"/> Toilets	33,383.21
<input type="checkbox"/> Tile	30,058.58
<input type="checkbox"/> Kitchen Faucets	21,054.17
<input type="checkbox"/> Bathroom Faucets	20,950.57
<input type="checkbox"/> Bathtubs	20,474.97
<input type="checkbox"/> Kitchen Sink	18,429.39
<input type="checkbox"/> Bathroom Cabinets	14,090.77

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	2,537.25
<input type="checkbox"/> Bathroom Store	1,764.55
<input type="checkbox"/> Kitchen Showroom	923.44
<input type="checkbox"/> Bath Showroom	738.27
<input type="checkbox"/> Plumbing Showroom	528.56
<input type="checkbox"/> Cabinet Showroom	481.38
<input type="checkbox"/> Bath Showroom near Me	175.37


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"/> Kohler	80,395.27
<input type="checkbox"/> Panasonic	5,373.44
<input type="checkbox"/> Rev-A-Shelf	5,135.72
<input type="checkbox"/> Grohe	4,824.08
<input type="checkbox"/> MSI	3,265.33
<input type="checkbox"/> Blanco	3,135.99
<input type="checkbox"/> Legrand	3,086.26
<input type="checkbox"/> MTI	1,778.79
<input type="checkbox"/> Elk Lighting	1,622.21
<input type="checkbox"/> Franke	1,550.60
<input type="checkbox"/> Sigma	1,490.88
<input type="checkbox"/> Toto	1,402.16

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:



Dimon Designs (dimondesigns.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
elmhurst kitchen remodel https://dimondesigns.com/elmhurst	-	86 13↓	36	-
jersery shore https://dimondesigns.com/new-jersery	-	67 NEW	82	-
new jersery https://dimondesigns.com/new-jersery	-	30 8↓	78	-
bathroom designer in gurnee https://dimondesigns.com/gurnee	-	34 1↓	80	-

Drury Design (drurydesigns.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
modern kitchen https://www.drurydesigns.com/kitchen-design-s...	14.3k	67 1↑	96	\$1.14
bathroom design https://www.drurydesigns.com/bathroom-desig...	10.8k	90 NEW	95	\$1.41
drury https://www.drurydesigns.com/portfolio/	10.1k	57 39↓	98	\$0.36
custom cabinets https://www.drurydesigns.com/blog/5-benefits-...	7.5k	87 NEW	93	\$2.80
bathroom color schemes https://www.drurydesigns.com/blog/bathroom-c...	6.6k	44 6↑	86	\$1.34

DDK Kitchen Design Group (ddkkitchens.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
kitchen design https://ddkkitchens.com/	28.7k	30 38↑	98	\$2.58
decora https://ddkkitchens.com/cabinetry/decora/	4.7k	90 62↓	92	\$0.82
decora cabinets https://ddkkitchens.com/cabinetry/decora/	2.4k	41 18↓	38	\$1.30
dana martin https://ddkkitchens.com/designers/dana-martin/	1.8k	44 9↑	92	-
ddk https://ddkkitchens.com/	1.3k	13 20↑	98	\$0.70

Competitive Analysis

Prepared For:



Kitchen Design Partners, Inc. (kitchendesignpartners.com/) No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
kitchen designs	12k	96 NEW	98	\$2.61
kitchen cabinets design	3.5k	97 NEW	95	\$2.86
kitchen plan	1.3k	73 4↑	96	\$2.17
design kitchen	1.2k	93 5↑	98	\$2.29
kitchen styles	1.2k	75 12↑	95	\$1.28

Dynasty Innovations (dynastyinnovations.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
home remodeling chicago	340	88 5↑	80	\$7.06
kitchen remodel chicago	290	69 6↓	59	\$5.84
kitchen remodeling chicago	220	68 5↑	72	\$7.70
chicago home remodeling	165	89 3↑	81	\$4.85
home remodelers chicago	155	33 1↓	90	-

Briggs Design Associates, Inc. ([briggs.design/](https://www.briggs.design/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
village of barrington	1.1k	35 1↓	86	\$0.32
wauconda illinois coffee	340	50 9↓	81	-
professional design associates	12	86 NEW	43	-
home remodeling barrington	-	92 NEW	19	\$0.66
kitchen design association	-	84 NEW	86	-

Earn More & Do Less...

Prepared For:



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 homepage 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 To Learn More

Or Call Us At (781) 780-2110

Sales Optimization Scorecard

Make sure your business development “engine” is operating & reporting in a world-class way.



Do you know the top 3 brands that people are interested in on your website?



Do you know the top 3 product categories viewed on your website?



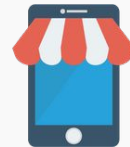
What do you believe is a “long time” for a visitor to be on your website?



Approx. how many phone calls per month do you believe you get from the internet?



Approx. what percentage of calls that come into your business do you believe are missed?



Have you ever tracked phone calls from your company’s Google My Business page(s)?



Do you know which page on your website gets the most form fill outs?



Do you get a heat map report each month that shows you what parts of your website people like vs. not like?



Do your website visitors get “retargeted” to after leaving your site?



Compared to your top 3 competitors, is your company’s performance on the web better, even or worse?



Do you know how many percent of the market you currently show up to versus your competitors?



Do you have a sales meeting at least once a week where your team shares their wins/challenges & are held accountable to filling in notes on a CRM software/sheet?

Most importantly...

Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?

Marketing Optimization Scorecard

Make sure your website has all the elements that are considered “gold standard” in 2020.



Does your website display optimally on all screens? (Smartphones, tablets, laptops & desktops)



Do you have an About Us page that shares your history or tells a story that people will emotionally connect with?



Do you have a Community Service page that showcases the charitable giving your company partakes in?



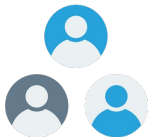
Do you show logos of industry associations that you are a part of to lend credibility to your company?



Do you show your phone number, hours and address(es) at the top of your site & make them sticky upon scrolling?



Do you have a homepage video to warm up your website experience & increase the chances of someone buying?



Do you have testimonials with faces to showcase your customer service & prove that what you're saying is true?



Do you have a live chat bot & a contact form that redirects to a thank you page after someone hits submit?



Do you have social media widgets that sync your latest posts & project photos from Houzz, Facebook, Instagram, etc?



Do you have heatmapping software installed to reveal what causes visitors to stay on or leave your website?



Do you have call/conversion tracking set up to know where every phone call, form fill-out, wishlist & order came from?



Do you have a product catalog, wishlist feature, eCommerce functionality and/or a quote/proposal maker that all integrate with each other to automate your sales process?

Most importantly...

Do you have a reporting system that allows data-driven & disciplined decisions to be made so that your company's return on investment, referrals & reviews increase each month?