

Custom Market Analysis Report

Prepared For:

- "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

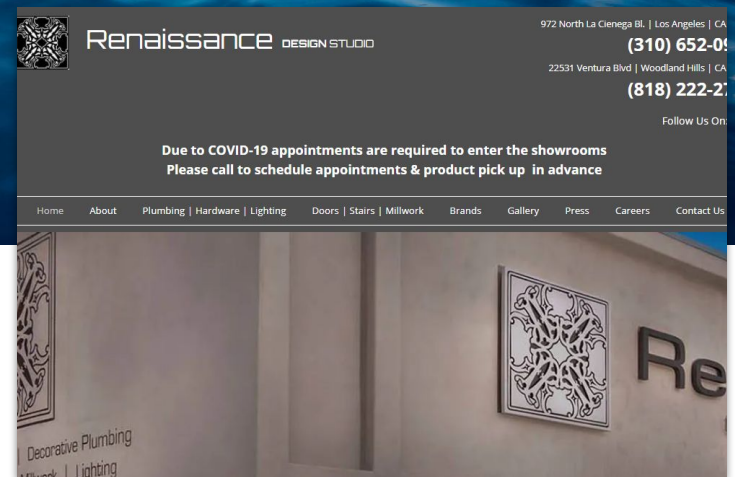
Company: Renaissance Design Studio

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

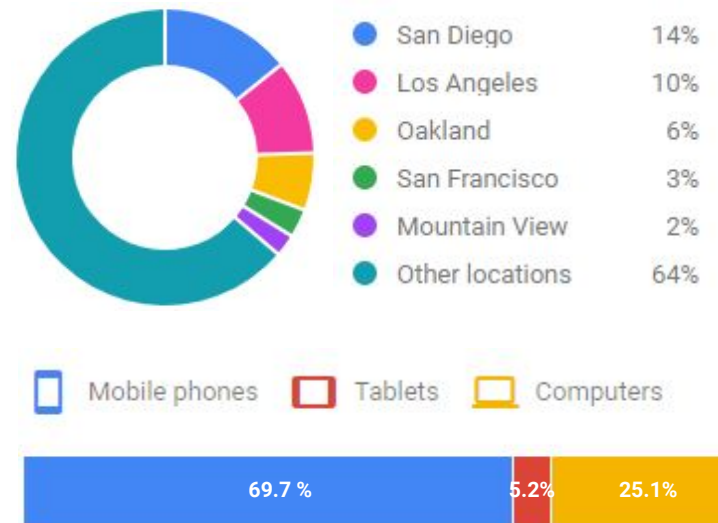
Prepared by: Elsie

Location: California

Reach: 59.6M



Distribution Of Searchers:



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

39,000

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

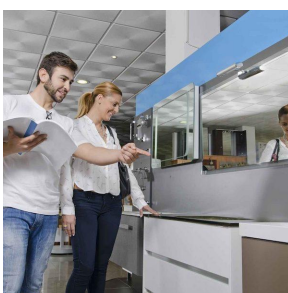
\$620

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

\$0.38

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

1,600



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:



Renaissance DESIGN STUDIO

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Lighting	18,059.48
<input type="checkbox"/> Stairs	1,314.62
<input type="checkbox"/> Columns	1,009.75
<input type="checkbox"/> Custom Doors	524.84
<input type="checkbox"/> Architectural Hardware	50.54
<input type="checkbox"/> Custom Millwork	36.98

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	3,119.72
<input type="checkbox"/> Bath Showroom	1,206.49
<input type="checkbox"/> Flooring Store	1,188.29
<input type="checkbox"/> Kitchen Showroom	1,175.77
<input type="checkbox"/> Bathroom Store	808.24
<input type="checkbox"/> Flooring Store near Me	337.76
<input type="checkbox"/> Kitchen Cabinet Store	303.69
<input type="checkbox"/> Bathroom Showroom near Me	198.30
<input type="checkbox"/> Kitchen Showroom near Me	83.21

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"/> Chicago	7,690.40
<input type="checkbox"/> Kohler	4,469.48
<input type="checkbox"/> Ginger	4,235.77
<input type="checkbox"/> Karcher	2,289.88
<input type="checkbox"/> Jacuzzi	1,883.31
<input type="checkbox"/> Mountain	1,113.40
<input type="checkbox"/> Sigma	944.77
<input type="checkbox"/> Blanco	838.55
<input type="checkbox"/> Inox	789.10
<input type="checkbox"/> Grohe	746.17
<input type="checkbox"/> Villeroy & Boch	732.19
<input type="checkbox"/> Hansgrohe	523.02

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

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Ferguson (fergusonshowrooms.com/)

Estimated \$87,100 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
ferguson plumbing	63.4k	\$1.16	69	54.5%
track lighting	27.6k	\$1.83	85	48.4%
kitchen light fixtures	24.1k	\$1.41	92	66.5%
outdoor lighting	19.4k	\$2.22	95	42.6%
kitchen lighting	18.4k	\$1.46	92	50.8%

ADM Bathroom Inc (admbathroom.com/)

Estimated \$4,210 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
bathtub	39.3k	\$1.29	92	51.4%
bathroom designer	3.5k	\$1.35	90	26.6%
wall mounted sink	1.8k	\$0.10	83	35.6%
wall mount sink	1.5k	\$2.45	78	55.6%
discount bathtubs	1.3k	\$1.33	84	67.1%

Universal Appliance and Kitchen Center (uakc.com/)

Estimated \$2,140 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
sub zero fridge	14.7k	\$1.26	73	54.1%
thermador ovens	7.6k	\$1.58	51	46.4%
jenn air range	6k	\$4.07	64	57.2%
thermador professional range	2.1k	\$1.42	46	72.9%
bosch 100 series dishwasher	1.9k	-	55	60.7%

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Designer Drains (designerdrains.com/)

Estimated \$321 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
shower drain cover	3.4k	\$0.76	83	56%
shower drains	1.7k	\$0.85	85	44.6%
metal drain grates	1.2k	-	65	54.8%
shower drain extension	1.1k	\$0.32	57	52.1%
shower drain covers	930	\$0.56	82	31.1%

AKDY Home Improvement (akdyusa.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
shower heads https://www.akdyusa.com/bathroom/shower-he...	62.7k	68 4↓	94	\$3.89
kitchen faucet https://www.akdyusa.com/Kitchen-Faucet-KF0007	37.4k	81 10↓	90	\$1.77
kitchen sink https://www.akdyusa.com/kitchen/kitchen-sink	33.3k	69 5↓	91	\$1.59
shower head https://www.akdyusa.com/bathroom/shower-he...	26.3k	47 3↑	92	\$0.37
sink https://www.akdyusa.com/kitchen/kitchen-sink	26k	64 5↓	88	\$0.73

Windborne Studios (windbornestudios.net/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
classico https://windbornestudios.net/collections/classic...	7k	52 1↓	92	\$0.50
windstone editions https://windbornestudios.net/	3k	66 11↓	39	\$0.37
shopify knobs https://windbornestudios.net/collections/studio-...	1.2k	42 NEW	11	-
concavo https://windbornestudios.net/collections/concav...	1.2k	28 —	90	-
attivo https://windbornestudios.net/collections/attivo-...	950	22 10↑	88	-