

Custom Market Analysis Report

- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google, And 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: Republic's Collection

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

Date: Nov 27, 2020

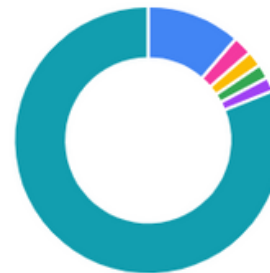
Prepared by: Elsie

Location: Massachusetts

Reach: 10.3M

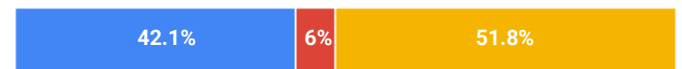


Distribution Of Searchers:



Boston	11%
Newton	2%
Cambridge	2%
Worcester	2%
Springfield	2%
Other locations	81%

Mobile phones Tablets Computers



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

150,000

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

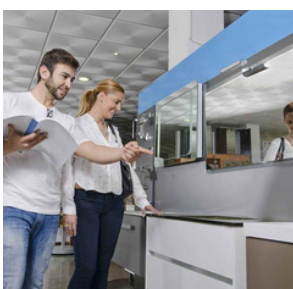
\$39,000

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

\$7.36

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

5,300



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

Prepared For:



Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Toilets	16,439.69
<input type="checkbox"/> Kitchen Faucets	9,047.76
<input type="checkbox"/> Showers	8,039.09
<input type="checkbox"/> Bathroom Sinks	7,266.28
<input type="checkbox"/> Bathtub	5,689.73
<input type="checkbox"/> Kitchen Sinks	5,173.69
<input type="checkbox"/> Bathtubs	4,343.90
<input type="checkbox"/> Bathroom Accessories	4,242.69
<input type="checkbox"/> Toilet Seats	4,019.21
<input type="checkbox"/> Sink Faucets	3,537.06
<input type="checkbox"/> Soap Dispensers	2,499.00

Brand Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Delta	24,694.79
<input type="checkbox"/> American Standard	9,986.09
<input type="checkbox"/> Symmons	6,079.85
<input type="checkbox"/> Moen	4,344.17
<input type="checkbox"/> Ginger	3,571.26
<input type="checkbox"/> Top Knobs	2,874.76
<input type="checkbox"/> Toto	2,022.00
<input type="checkbox"/> Elkay	2,012.69
<input type="checkbox"/> Silestone	1,800.92
<input type="checkbox"/> Blanco	1,635.91

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	1,532.74
<input type="checkbox"/> Bathroom Store	1,469.41
<input type="checkbox"/> Bath Showroom	954.45
<input type="checkbox"/> Kitchen Showroom	763.61
<input type="checkbox"/> Bath Showroom near Me	139.37
<input type="checkbox"/> Kitchen Showroom near Me	98.35
<input type="checkbox"/> Bath Store	38.86

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.

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%

Get More Trades Accounts Prepared For:



Builders, General Contractors and Plumbers (600+ Companies)

Rebel Builders
★★★★★ 1
Contractors

"Best team to work with! They do the design and much easier that way. Worked with them in a k portal and constant communication the proces recommend them..." [more](#)

Royal Contracting
★★★★★ 3
Contractors

"40 years ago we bought a rather beat up house in Sharon, M. then have had an army of tradesmen work on it, plumbers, el painters, roofers, carpenters, you name it, just to keep the pl We have had Royal Contracting work on several small project always..." [more](#)

[Request a Consultation](#) You can request consult th
4 locals recently

Norwood Plumbing & Heating Company
★★★★★ 8
Plumbing, Water Heater Installation/Repair

"I needed a simple repair of changing the spout for my bathtub bec the diverter had gone bad. I requested a quote from several plumb responded fairly quick (within an hour) and I had given enough information and pictures so they all knew exactly what was needed received quotes all the..." [more](#)

[Request a Quote](#) Responds in about 71
7 locals recently requested a

East Dedham Builders Supply
★★★★★ 8
Building Supplies, Keys & Locksmiths

"places. At a time when big box stores seem to business that cares about the relationship with the extra mile is a rarity. I would encourage any to make East Dedham Builder Supply your first related..." [more](#)

John Conneely General Contractor
★★★★★ 1
Contractors

"Since I've so rarely had a positive experience working with co wanted to write a few lines about my exceptionally good expe working with John Conneely. We hired John to replace just ab windows (13) in our 1897 Victorian home. John came highly re and we..." [more](#)

James A Daleis Plumbing Heating & Air Conditioning
★★★★★ 1
Heating & Air Conditioning/HVAC, Plumbing

"I bought an old Victorian house with many problems, including the The previous owner referred me to the HVAC guy who had been se the house the past decade. His solution was to replace all the hvac systems which would have run me over ten thousand dollars. I con James Daleis, he..." [more](#)

[Request a Quote](#) You can request a quote fr
but

Bema Builders
Contractors

J&W Contracting
★★★★★ 6
Contractors, Painters, Carpenters

"I worked with Sean (the younger of the father-son team) and pleased with the work. I hired him to finish a wooden picnic ta of leaving the old, rotten wood table. He offered to chop it int for us! He completed the job so quickly and professionally tha to..." [more](#)

Plumbing Solutions
★★★★★ 23
Plumbing, Water Heater Installation/Repair, Water Purification Services

Family-owned & operated
32 years in business

[Request a Quote](#) Responds in about 20 mi
124 locals recently requested a

All ANGLES* Tile & Bath
★★★★★ 1
Tiling, Contractors

[Request a Consultation](#) You can r

Split Rock Construction
★★★★★ 3
Contractors

"Joe and his team completed a job at my house a few weeks a experienced some issues with water damage to my outdoors) was extremely responsive and came out that day to take a loo issue. After assessing the extent of the damage, Joe presented different options to..." [more](#)

Cullen Mark J Plumbing
★★★★★ 4
Plumbing

"Mark has always been extremely responsive and reasonably price whenever we need him..." [more](#)

Designers and Architects (3,416 Companies)

JFF Design Architects
4.7 ★★★★★ 23 Reviews
High-end

Massachusetts Leading Architectural Firm | Best of Houz

"It's been a pleasure working with JFF Design. Excelli and great ideas. I hir..."
— Rosemary Maynes

ZeroEnergy Design
4.9 ★★★★★ 19 Reviews
Eco-friendly

Green Architect | Best of Boston Winner | Best of Houzz :

"ZED did an outstanding job designing our home. It is i is engineered to th..."
— Jeff Goodman

GMT Home Designs Inc.
5.0 ★★★★★ 28 Reviews

"We've had the pleasure of working with GMT on a n exceeded any expectation we..."
— Dan Donahue

Cummings Architecture + Interiors
5.0 ★★★★★ 36 Reviews

"Cummings Architects provided valuable, diligent, prof during the restoration..."
— upon request

Peter Sachs Architect
4.9 ★★★★★ 39 Reviews
Norfolk County Architect Specializing in Restoration & I

"Peter is a fantastic architect. We hired him for a com flexible, accommodating..."
— C&S Eckhouse

Michael Kim Associates
5.0 ★★★★★ 1 Review

Designing Beautiful, Sustainable Homes in Brookline | Bi

MKA emphasizes an artisanal practice of architecture. Wit large and small, we..."

Sam Kachmar Architects
4.9 ★★★★★ 78 Reviews

"Sam is an architect's architect. While he has the skill: and tools from L..."
— Chris Young

ZeroEnergy Design
4.9 ★★★★★ 19 Reviews
Eco-friendly

"ZED did an outstanding job designing our home. It is i is engineered to th..."
— Jeff Goodman

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.



Jay Katz
Owner
H2O Supply

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!'



Michael Battista
President
Monique's Bath Showroom

After two years of back and forth, the ProSource Supply team finally made the best investment for their business. With the new home page 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.



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?



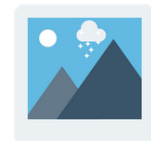
Do you have a homepage video to warm up your website experience & increase the chances of someone buying?



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?