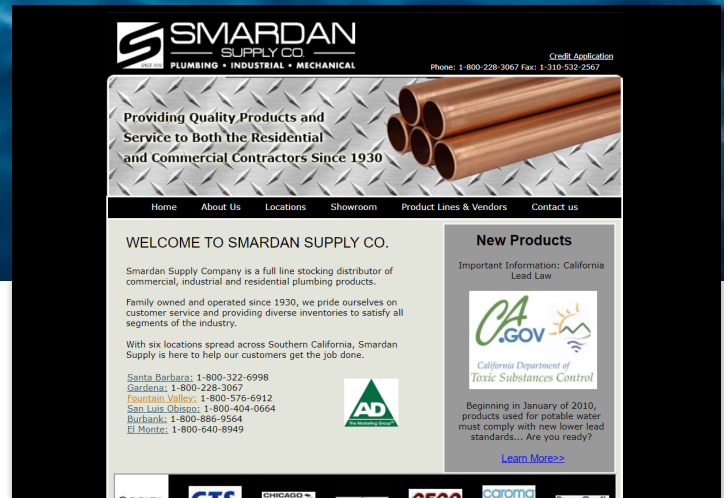


Custom Market Analysis Report

- "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

Prepared For:



Company: Smardan Supply

URL: <http://smardan.com/>

Date: Oct 30, 2020

Prepared by: Bhey

Location: Santa Barbara, CA

Reach: 51.2M

Distribution Of Searchers:



| | |
|-----------------|-----|
| Los Angeles | 11% |
| San Diego | 5% |
| San Jose | 3% |
| San Francisco | 2% |
| Sacramento | 2% |
| Other locations | 77% |

Mobile phones Tablets Computers



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

570,000

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

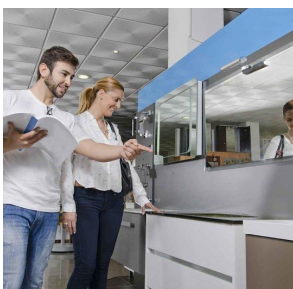
\$99,000

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

\$5.31

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

19,000



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

Santa Barbara, CA

Prepared For:



Product Category Keyword Searches:

| <input type="checkbox"/> Keyword | ↓ Impressions |
|--|---------------|
| <input type="checkbox"/> Plumbing | 156,277.78 |
| <input type="checkbox"/> Toilets | 63,762.56 |
| <input type="checkbox"/> Sinks | 15,481.45 |
| <input type="checkbox"/> Bathtubs | 11,572.50 |
| <input type="checkbox"/> Industrial | 11,207.81 |
| <input type="checkbox"/> Showerheads | 9,885.82 |
| <input type="checkbox"/> Mechanical | 771.34 |
| <input type="checkbox"/> Lavatory Faucets | 489.59 |
| <input type="checkbox"/> Plumbing Products | 394.05 |

Showroom Keyword Searches:

| <input type="checkbox"/> Keyword | ↓ Impressions |
|--|---------------|
| <input type="checkbox"/> Bathroom Showroom | 3,083.77 |
| <input type="checkbox"/> Kitchen Showroom | 2,344.33 |
| <input type="checkbox"/> Bathroom Store | 2,338.69 |
| <input type="checkbox"/> Bath Showroom | 919.66 |
| <input type="checkbox"/> Plumbing Showroom | 498.03 |
| <input type="checkbox"/> Bathroom Showroom near Me | 297.86 |
| <input type="checkbox"/> Cabinet Showroom | 251.07 |
| <input type="checkbox"/> Plumbing Showroom near Me | 151.50 |
| <input type="checkbox"/> Bath Store | 138.62 |

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"/> American Standard | 37,112.86 |
| <input type="checkbox"/> Milwaukee Tools | 30,826.82 |
| <input type="checkbox"/> Moen | 20,741.64 |
| <input type="checkbox"/> Toto | 12,445.86 |
| <input type="checkbox"/> Grohe | 9,045.12 |
| <input type="checkbox"/> Newport Brass | 8,178.87 |
| <input type="checkbox"/> Grundfos Pumps | 4,757.67 |
| <input type="checkbox"/> California Faucets | 4,594.64 |
| <input type="checkbox"/> A. O. Smith | 4,410.89 |
| <input type="checkbox"/> Bobrick | 3,294.07 |
| <input type="checkbox"/> Speakman | 3,118.03 |
| <input type="checkbox"/> Takagi | 2,717.19 |
| <input type="checkbox"/> Holdrite | 2,418.89 |

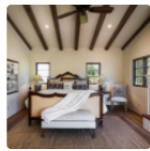
Competitive Analysis:

| 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% |

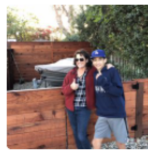
Get More Trades Accounts Prepared For:



Builders, General Contractors and Plumbers (500+ Companies)



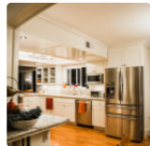
Nelson Construction
 ★★★★★ 2
 Contractors
 \$100 for \$150 Deal



Jason Behm Construction
 ★★★★★ 8
 Contractors, Cabinetry, Windows Install
 Request a Consultation



Drain Pros
 ★★★★★ 2
 Verified License • Hydro-jetting, Plumbing, Septic Services
 Family-owned & operated
 Offers customized solutions
 "Expert service, and professional opinions. Options for every type of sewer replacement." more
 Request a Quote
 Responds in about 10 min
 29 locals recently requested



Santa Barbara Builders
 ★★★★★ 3
 Contractors



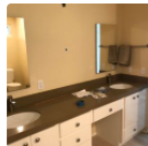
Bysun Building
 ★★★★★ 5
 Contractors
 Request a Consultation



Anacapa Plumbing
 ★★★★★ 87
 Verified License • Water Heater Installation/Repair, Plumbing, Water Purification Services
 22 years in business
 Locally owned & operated
 "Can I just be honest? I am a mature single mother who has had some 'issue' Yelp. A while back I felt that a different business had been unfairly reviewed in a review of..." more
 Request a Quote
 Responds in about 10 min
 33 locals recently requested



Lynch Construction
 ★★★★★ 1
 Contractors



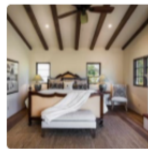
Your Handyman
 ★★★★★ 25
 Contractors, Electricians, Plumbing



Drain Masters
 ★★★★★ 22
 Verified License • Plumbing
 Family-owned & operated
 40 years in business
 "I've been counting on Drain Masters to solve my house's plumbing problem 2015. They've always been professional and effective. Unfortunately, yours to get a bit lazy..." more



Creations By Callis
 ★★★★★ 5
 Contractors, Demolition Services, Mason



Nelson Construction
 ★★★★★ 2
 Contractors
 \$100 for \$150 Deal

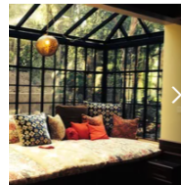


Ace Plumbing
 ★★★★★ 19
 Verified License • Plumbing, Contractors, Water Heater Installation/Repair
 Speaks Spanish
 Locally owned & operated
 "This is a quality plumbing company! Benjamin is professional and very hard. He knows his craft and the best part he knows how to breakdown any issue in solution..." more

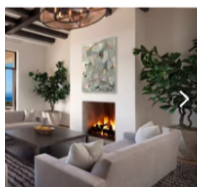
Designers and Architects (259 Companies)



California Architect Services
 Custom work
 Designing Beautiful, Sustainable Homes in Santa Barbara
 We believe everyone has a love for creating a space that is theirs. Our goal is to help you...



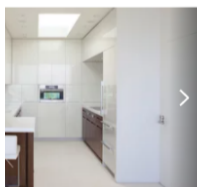
Kevin Moore Architect
 5.0 ★★★★★ 5 Reviews
 Locally owned
 Santa Barbara-Based Full Service Architecture & Interior
 "I highly recommend Kevin Moore. He is very thorough with and he took our vision..."
 — deliacook



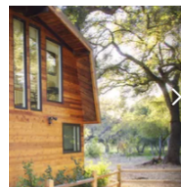
Tom Meaney Architect, AIA
 5.0 ★★★★★ 13 Reviews
 "My husband and I purchased a poorly designed home. We flipped the entire floor..."
 — HU-189390820



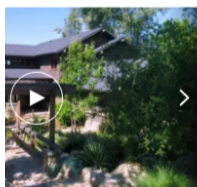
Manson-Hing Architects Inc.
 5.0 ★★★★★ 8 Reviews
 Best of Houzz winner
 "Chris and his team were great to work with. He works hard to make sure the plans were..."
 — Jake



Biglin Architectural Group
 Santa Barbara's Dedicated & Fresh Architectural Design
 Principal & Founding Architect, Brian Biglin, believes that people's lives; reflect...



arketype architects inc
 5.0 ★★★★★ 8 Reviews
 Eco-friendly
 Southern California Architecture, Designer-Led Design
 "We chose Arketype and David Ferrin to design our home. We had seen his work on a..."
 — Ann Hewitt



Thompson Naylor Architects Inc
 5.0 ★★★★★ 21 Reviews
 Best of Houzz winner
 "I love their design ideas, their drawings are incredible work with..."
 — brian3078



Andrulaitis + Mixon
 5.0 ★★★★★ 12 Reviews
 "We have worked with Kent on numerous renovation projects. We have found him extremely..."
 — 2saw



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**