

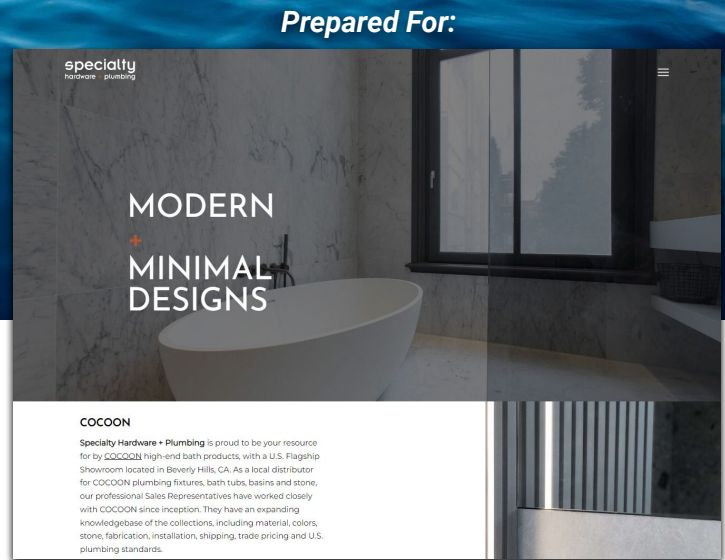
Custom Market Analysis Report

- "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

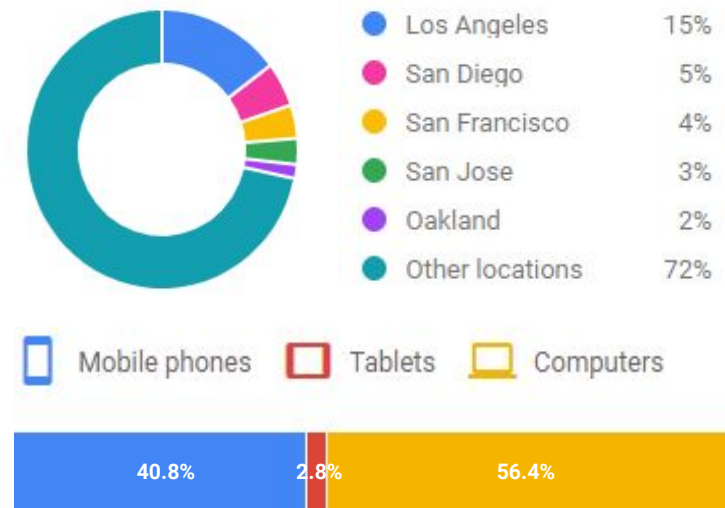
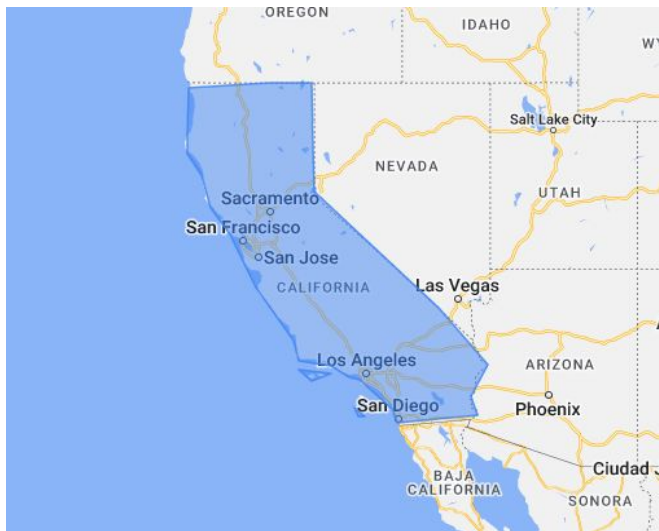
Company: Specialty Hardware and Plumbing
URL: <https://specialtyhardware.net/>
Prepared by: Vanessa

Location: California

Reach: 60.8M



Distribution Of Searchers:



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

473,000

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

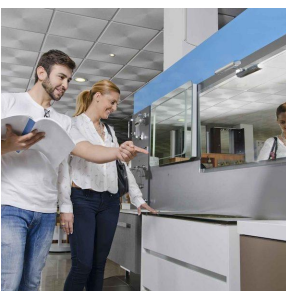
\$260,000

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

\$7.67

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

34,000



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:


specialty
hardware + plumbing

Product Category Keyword Searches:

Keyword	↓ Impressions
Vanities	89,172.29
Kitchen Faucets	54,017.43
Toilets	46,346.46
Kitchen Sinks	26,646.57
Mirrors	24,141.27
Bidet	21,651.12
Shower Drains	21,073.32
Bathroom Sinks	20,539.22
Sinks	15,258.61
Faucets	10,372.22
Soap Dispensers	6,522.34
Bolts	5,831.67

General Keyword Searches:

Keyword	↓ Impressions
Plumbing Showroom	11,956.01
Flooring Store	10,540.62
Bathroom Showroom	6,583.71
Kitchen Showroom	3,231.65
Kitchen Cabinet Store	2,293.85
Flooring Store near Me	2,231.39
Bath Showroom	1,920.94



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:

Keyword	↓ Impressions
Graff	8,797.22
Mr Steam	3,999.98
Dornbracht	3,759.71
Duravit	3,737.12
Geberit	2,571.39
California Faucets	2,352.66
COCOON	2,340.03
Infinity Drain	2,179.79
Modern Flames	996.80
Axent	699.25
Gessi	634.06
Electric Mirror	633.89

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%

Competitive Analysis

Prepared For:



Universal Appliance and Kitchen (uakc.com/)

Estimated \$1,055.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
gas oven range	810	\$1.58	39	53.5%
kitchen aid dishwashers	810	\$1.98	32	29.3%
kitchen aid refrigerator	720	\$1.50	34	37.3%
kitchenaid dishwasher leaking	690	-	27	63%
subzero refrigerators	630	\$1.59	20	29.8%

Meridian Design Build Inc. (meridiandesignbuildinc.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
pental https://meridiandesignbuildinc.com/counter-top...	2.1k	20 2↓	19	\$1.73
sugatsune https://meridiandesignbuildinc.com/hardware/s...	1.9k	37 8↑	26	\$1.14
lg corporation https://meridiandesignbuildinc.com/major-appli...	1.6k	64 11↓	54	\$1.20
dekton countertops https://meridiandesignbuildinc.com/counter-top...	1.5k	89 7↑	11	\$0.86
artos https://meridiandesignbuildinc.com/plumbing/a...	1.4k	52 24↑	94	\$3.44

CabinetDIY (cabinetdiy.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
rta cabinets https://www.cabinetdiy.com/	13.6k	56 21↑	50	\$3.57
shaker cabinets https://www.cabinetdiy.com/shaker-kitchen-cabi...	8.8k	94 1↓	23	\$1.16
green kitchen https://www.cabinetdiy.com/green-kitchen-cabi...	4.2k	58 6↑	59	\$1.28
black cabinet https://www.cabinetdiy.com/black-kitchen-cabin...	4.1k	11 3↑	45	\$0.66
modern farmhouse kitchen https://www.cabinetdiy.com/modern-farmhouse...	3.8k	69 7↑	25	\$0.67

Competitive Analysis

Prepared For:



Snyder Diamond (snyderdiamond.com/)

Estimated \$3,918.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
thermador	18.4k	\$1.01	24	32.5%
steam oven	5.2k	\$1.15	27	56.3%
thermador range	4.8k	\$1.81	23	47.5%
thermador refrigerator	3.8k	\$1.52	22	37.1%
thermador appliances	3.1k	\$1.70	22	37.3%

HomeCo Kitchen & Bath (homecoonline.com/)

Estimated \$3,918.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
hromeco	360	-	3	97%
bath and kitchen cabinets	185	\$1.44	53	-
home co	90	-	66	74.3%
homeco alhambra	28	-	46	-
homeco north hollywood	-	-	51	-

Kitchen Pro Cabinetry (kitchenspro.com/)

No Ads found, SEO keywords below


Keyword	Volume	Rank (Change)	KD	CPC (B)
kitchen cabinets online https://www.kitchenspro.com/DiscountKitchenCabinets.html	2k	92 1↓	53	\$4.16
discounted kitchen cabinets https://www.kitchenspro.com/RTAKitchenCabinets.html	1.4k	36 11↑	48	\$2.91
rta kitchen cabinets https://www.kitchenspro.com/RTAKitchenCabinets.html	1k	42 12↓	36	\$5.02
low cost kitchen cabinets https://www.kitchenspro.com/KitchenWoodCabinets.html	950	44 10↑	42	\$2.08
hazelnut kitchen https://www.kitchenspro.com/catalog/stylepage.html	930	54 17↓	35	-

Get More Trades Accounts


Prepared For:

specialty
hardware + plumbing


Builders, General Contractors and Plumbers (700+ Companies)




Golden Age Builders
Contractors
5.0 (91 reviews)
Verified License • Family-owned & operated • Satisfactory
\$90 for \$100 Deal
"I highly recommend Golden Age Builders (GA). We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




New Cali Construction
Contractors
4.8 (49 reviews)
Verified License • Certified professionals • Locally owned & operated
"We were looking to remodel our master bathroom, and were looking for a contractor who could handle the plumbing, electrical, and general contracting. New Cali Construction was the perfect choice. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Build Method Construction
Contractors
5.0 (52 reviews)
Verified License • Locally owned & operated • Certified professionals
"My project on a 3 decade old home required demolition, reframing, rewiring AC/lighting, redoing the entire HVAC, redoing drywall, and redoing the entire kitchen. Build Method Construction was the perfect choice. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Calimingo Pools LA
Pool & Hot Tub Service • Contractors
5.0 (17 reviews)
Verified License • Offers customized solutions • Family-owned & operated
"We have had the best experience ever so far with the designer team is next level. Mike has been our contact person & goes above and beyond to make sure we are satisfied. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




MDRN Remodeling Co
Contractors
4.6 (22 reviews)
Verified License • Certified professionals • Family-owned & operated
"Recommended" - according to 4 users
"MDRN Home Remodeling Company is committed to every client's powder room that needs a face lift or growing your house. to..."




MDM Custom Remodeling
Contractors • Kitchen & Bath
4.9 (119 reviews)
Verified License • Family-owned & operated • Consistent
"We wanted to convert our tiny old garage to an ADU so our parents would have a place to stay when they visit us. But I was also in need of a new kitchen and bathroom. MDM Custom Remodeling was the perfect choice. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




LA Railings
Contractors • Decks & Railings
4.4 (32 reviews)
"We love our stainless steel railings with wood cap! Beautiful work. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Ilya Engineering and Development
Structural Engineers • Architects • Contractors
4.8 (21 reviews)
Verified License • Eco-friendly • Offers commercial services
"and patiently explained items on the plan to help us out as we found that" more




Eden Builders
Contractors
4.8 (203 reviews)
Verified License • Free estimates • 16 years in business
"It has been a year since we started working with Eden Builders and went with Eden Builders because we had a great first impression. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."



Eden Builders
Contractors
4.8 (203 reviews)
Verified License • Free estimates • 16 years in business
"It has been a year since we started working with Eden Builders and went with Eden Builders because we had a great first impression. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Simple Builders
Contractors
5.0 (24 reviews)
Verified License • Locally owned & operated • Free consultation
"Many thanks to Gil and his team at Simple Builders for remodeling our kitchen. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Build Method Construction
Contractors
5.0 (52 reviews)
Verified License • Locally owned & operated • Certified professionals
"My project on a 3 decade old home required demolition, reframing, rewiring AC/lighting, redoing the entire HVAC, redoing drywall, and redoing the entire kitchen. Build Method Construction was the perfect choice. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."


Designers and Architects (2,532 Companies)




Sorensen Architects & Interiors
4.9 ★★★★★ 9 Reviews
LA's Premier Architectural Firm for High End Custom Interiors
"Highly recommend Sorensen Architects! They help us with everything from conceptual design to construction. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Brickmoon Design
4.9 ★★★★★ 63 Reviews
Custom work
"Danielle at Brickmoon is an excellent architect. Profound pleasure to deal with. We would highly recommend her. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Neo and Associates
4.7 ★★★★★ 14 Reviews | Verified License
Best of Houzz winner
"We are thankful for Eddie and his team's professional service and technology. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Kent & Kent Residential Design
5.0 ★★★★★ 9 Reviews
36 years in business
Houston's Award-Winning Residential Design Firm
"We were living in a rent house and had a short time to turn around... We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."




Sato Architects, Inc.
5.0 ★★★★★ 18 Reviews
1 Verified Hire • 10 years in business
LA Westside's Client-Oriented Architect & Designer
"It's rare these days to encounter people who excel at their craft. We hired Sato Architects, Inc. for our kitchen remodel. They were professional, on time, and the work was excellent."



Wyrick Residential Design
4.9 ★★★★★ 69 Reviews
Custom work
"Chris and his team do a great job of making a project difficult very easy and enjoyable. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."



Jeannette Architects
5.0 ★★★★★ 117 Reviews | Verified License
Best of Houzz winner
"contractors and subs actually complimented, as it was their quotes, ultimately... We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."



Ulloa Design Group
5.0 ★★★★★ 12 Reviews
Best of Houzz winner
Houston Full Service Architecture Group Design + Build
"I cannot say enough good things about Ulloa Design Group. They were professional, on time, and the work was excellent. We recently hired them for a kitchen remodel. They were professional, on time, and the work was excellent."