

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: Stehr Enterprises

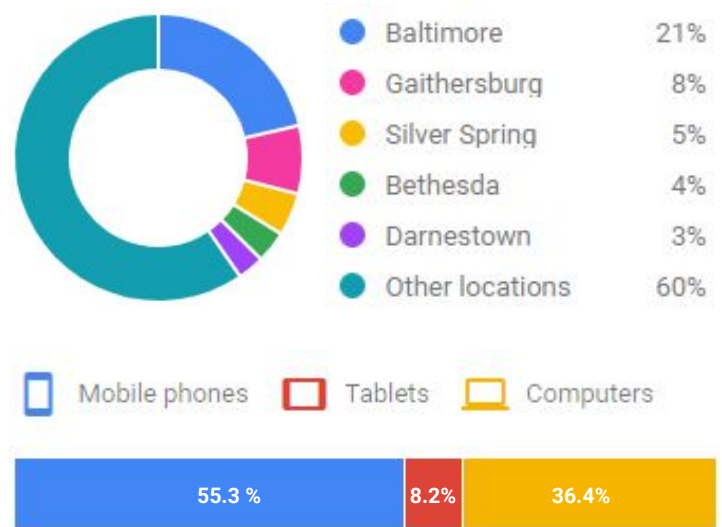
URL: <http://StehrEnterprises.com>

Prepared by: Elsie

Location: Maryland

Reach: 10.7M

Distribution Of Searchers:



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

15,000

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

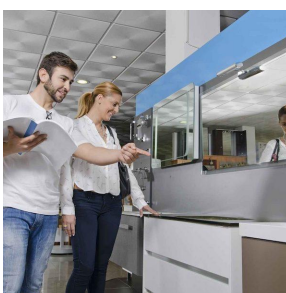
\$620

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

\$0.97

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

640



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"/> Hardware	3,764.84
<input type="checkbox"/> Faucets	3,725.08
<input type="checkbox"/> Bathtubs	2,508.85
<input type="checkbox"/> Grab Bars	1,039.63
<input type="checkbox"/> Shower Valves	895.09
<input type="checkbox"/> Shower Bases	755.11
<input type="checkbox"/> Handles	728.24
<input type="checkbox"/> Plumbing Fittings	389.52
<input type="checkbox"/> Shower Accessories	181.11
<input type="checkbox"/> Steam Generators	174.65
<input type="checkbox"/> Drawer Inserts	149.93
<input type="checkbox"/> Plumbing Fixtures	141.91
<input type="checkbox"/> Pulls	92.78

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	1,694.21
<input type="checkbox"/> Bathroom Showroom	1,221.83
<input type="checkbox"/> Kitchen Showroom	643.81
<input type="checkbox"/> Bathroom Store	435.42
<input type="checkbox"/> Bath Showroom	227.66
<input type="checkbox"/> Bathroom Showroom near Me	174.90
<input type="checkbox"/> Kitchen Cabinet Store	171.74
<input type="checkbox"/> Flooring Store near Me	140.62
<input type="checkbox"/> Bathroom Store near Me	75.00

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"/> Hickory Hardware	319.39
<input type="checkbox"/> Jaclo	252.79
<input type="checkbox"/> Waterstone	147.95
<input type="checkbox"/> Belwith Keeler	90.11
<input type="checkbox"/> Hydro Systems	67.87
<input type="checkbox"/> Phylrich	44.92
<input type="checkbox"/> Environmental Water Systems	22.82
<input type="checkbox"/> Amba Products	17.99
<input type="checkbox"/> Strasser Woodenworks	9.04
<input type="checkbox"/> The Furniture Guild	4.47

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

Fontana Showers (fontanashowers.com/)

Prepared For:



Estimated \$634 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
digital shower control	4.6k	\$0.67	76	62%
hand sanitizer dispenser	3.5k	\$1.54	84	43.5%
wall mount soap dispenser	1.9k	\$2.18	87	49.5%
digital shower system	1.6k	\$1.60	73	64.3%
hands free soap dispenser	1.3k	\$1.06	90	66.5%

BATHSELECT (bathselect.com/)

Estimated \$7,900 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
grohe kitchen faucets	5.2k	\$1.93	61	30.6%
digital shower control	4.6k	\$0.67	76	62%
steam shower reviews	4.5k	\$1.38	57	21.6%
best bathroom faucets	4k	\$1.39	80	34.2%
roll in shower	4k	\$1.84	66	31.8%

ABC Glass and Mirror, Inc. (abcglassandmirror.com/)

Estimated \$70.80 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
glass shower	1.7k	\$0.81	83	55.6%
bathroom glass doors	1.1k	\$1.84	91	33.2%
48 inch shower doors	360	\$0.88	55	23.9%
aqua glass shower doors	150	\$1.21	66	-
glass bath doors	110	\$1.69	86	-

Competitive Analysis

Troy Granite (troygranite.com/)

Prepared For:



Estimated \$26,300 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
quartz countertops	76.9k	\$2.64	82	59.2%
granite counter tops	1.9k	\$1.75	96	39.9%
blue granite countertops	1k	\$1.80	33	62.6%
white granite kitchen countertops	950	\$2.56	51	53.1%
granite stores	870	\$1.64	91	54.3%

Enclosures Unlimited Inc (enclosuresglass.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
floating glass shelves http://www.enclosuresglass.com/glass.html	4.6k	41 —	62	\$1.03
cabinet glass http://www.enclosuresglass.com/cabinet-glass.h...	2.4k	44 19↑	83	\$0.99
frameless glass shower enclosures http://www.enclosuresglass.com/	1.9k	59 10↑	83	\$2.72
glass shelves for cabinets http://www.enclosuresglass.com/glass.html	1.3k	85 3↓	80	\$2.01
frameless shower enclosure http://www.enclosuresglass.com/frameless.html	1.2k	86 8↓	85	\$2.84

FAIRFAX MARBLE (fairfaxmarble.com/)

Estimated \$69.39 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
affordable granite	1.2k	\$2.82	93	54.7%
how to care for quartz countertops	1k	\$1.69	38	60.9%
white marble wall	290	-	90	-
phenolic resin countertops kitchen	165	-	54	-
marble slab countertop	40	\$1.24	78	-