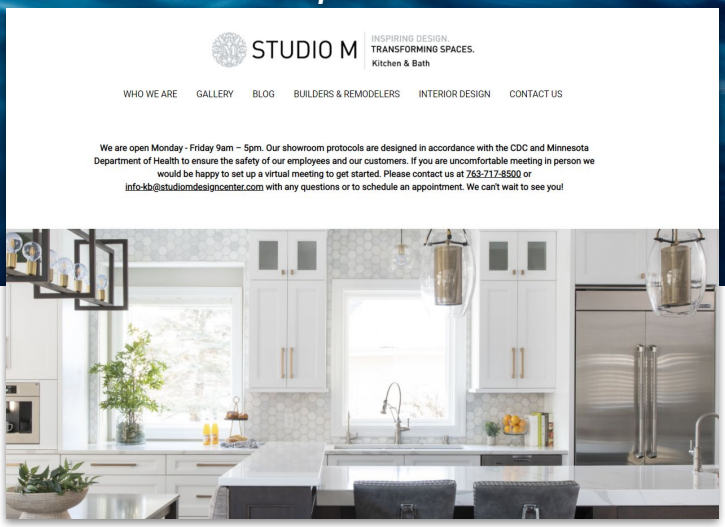
Custom Market Analysis Report

- **"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**

Prepared For:



Company: Studio M Kitchen & Bath (Mingle Team)

URL: https://studiom-kb.com/

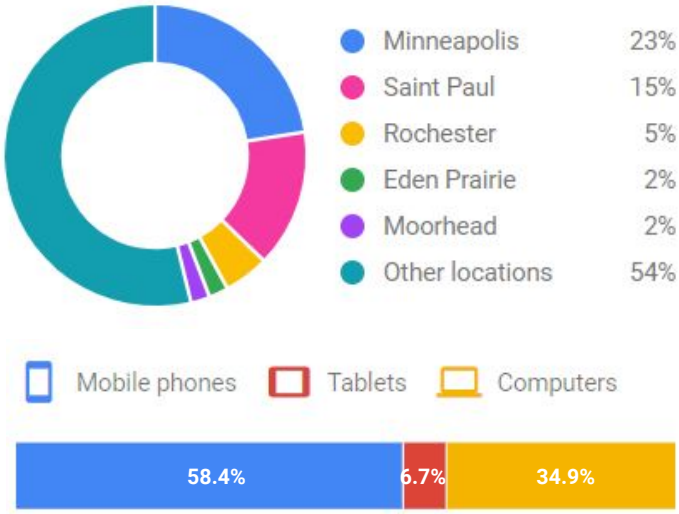
Date: Feb 20, 2021

Prepared by: Elsie

Location: Minnesota **Reach:** 7.79M

Distribution Of Searchers:





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

60,000

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

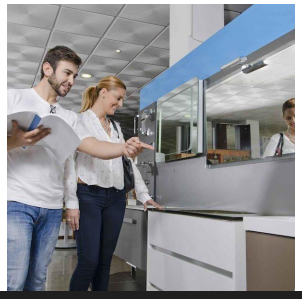
$26,000

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

$6.84

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

3,900



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: STUDIO M

Product Category Keyword Searches:

Keyword	Impressions
Bathroom Remodel	17,913.63
Kitchen Remodel	15,989.06
Countertops	12,781.27
Interior Designer	7,823.17
Furnishings	2,878.76
Cabinetry	2,171.79

Showroom Keyword Searches:

Keyword	Impressions
Bathroom Store	592.36
Bathroom Showroom	334.64
Bath Showroom	293.52
Kitchen Showroom	245.79
Plumbing Showroom	215.17
Bath Showroom near Me	44.19
Bath Store	38.80

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%

Competitive Analysis

Prepared For: STUDIO M

Crystal Kitchen (crystalkitchen.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
fireplace remodel https://www.crystalkitchen.com/blog/fireplace-r...	3.1k	91 10↓	65	$1.31
minimalist bathroom https://www.crystalkitchen.com/essential-tips-fo...	2.8k	35 35↑	79	$2.04
cherry wood cabinets https://www.crystalkitchen.com/blog/cherry-wo...	2.6k	35 5↓	78	$0.21
crystal cabinets https://www.crystalkitchen.com/awards/	2.1k	92 9↓	65	-
bamboo kitchen cabinets https://www.crystalkitchen.com/blog/bamboo-c...	2k	58 13↓	68	$5.08

Kate Roos Design LLC (kateroosdesign.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
roos https://www.kateroosdesign.com/	12.5k	94 23↓	98	$0.90
kate uptown https://www.kateroosdesign.com/baths/uptown...	950	16 –	77	-
bungalow kitchen https://www.kateroosdesign.com/kitchens/bung...	780	19 1↓	72	$1.04
masterbath https://www.kateroosdesign.com/baths/sycamo...	570	53 NEW	55	-
colonial kitchens https://www.kateroosdesign.com/kitchens/lake-...	400	78 1↑	83	$1.99

Westwind Woodworkers (westwindwoodworkers.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
woodworkers https://www.westwindwoodworkers.com/	3.3k	46 18↓	98	$0.98
westwind https://www.westwindwoodworkers.com/	2.1k	74 49↓	92	$0.85
west wind https://www.westwindwoodworkers.com/	1.7k	95 12↓	98	$0.77
cold spring mn https://www.westwindwoodworkers.com/	1.6k	31 18↑	98	$0.56
legend of cambria https://www.westwindwoodworkers.com/selecti...	1.4k	55 NEW	43	-

Competitive Analysis

Prepared For: STUDIO M

Carol's Interiors Fashions (carolbooms.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
furniture fashions https://www.carolbooms.com/	460	82 16↓	98	$1.31
interior redesigner https://www.carolbooms.com/about	28	56 NEW	25	-
interior fashion https://www.carolbooms.com/	12	27 1↓	92	-
Interior Redesigner Certification https://www.carolbooms.com/about	-	52 2↑	18	-
carol's https://www.carolbooms.com/	-	34 NEW	98	-

Liz Schupanitz Designs (lizschupdesigns.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
loft kitchen https://www.lizschupdesigns.com/projects/5813...	630	63 24↓	73	-
rosemary woods https://www.lizschupdesigns.com/projects/2599...	600	52 13↑	94	$0.37
something's gotta give kitchen https://www.lizschupdesigns.com/projects/2089...	340	69 5↓	78	-
lake minnetonka homes https://www.lizschupdesigns.com/	320	90 NEW	58	$0.83
lake minnetonka size https://www.lizschupdesigns.com/projects/2843...	110	33 11↓	50	-

Excel Builders (excelbuildersmn.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
20x20 room addition cost https://www.excelbuildersmn.com/thinking-of-a-...	1.8k	69 14↓	72	-
basement remodel cost https://www.excelbuildersmn.com/ideas-for-you...	900	57 NEW	71	$2.48
contractor proposal template https://www.excelbuildersmn.com/sample-contr...	690	96 11↓	88	$2.75
kitchen remodel contractors https://www.excelbuildersmn.com/remodeling-s...	540	55 NEW	67	$10.65
remodel estimator https://www.excelbuildersmn.com/kitchen-esti...	540	90 3↓	81	$3.17

Earn More & Do Less...

Prepared For: STUDIO M

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.

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!"

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



Jay Katz
Owner
H2O Supply



Michael Battista
President
Monique's Bath Showroom



Jennifer Lopez
Director of Showroom Sales
ProSource Supply

The ShowroomMarketing.Com Method™ Works Flawlessly With These Websites & Software Platforms

Google facebook houzz yelp Pinterest
Bravo Business Media RWS ddisystem EPICOR Eclipse second phase SpecBooks Focus on Sales. Eliminate the Process
Google Ads Bing YouTube YAHOO! Instagram

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 2021.



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?



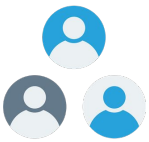
Do you show logos of industry associations that you are a part of to lend credibility to your company?



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?