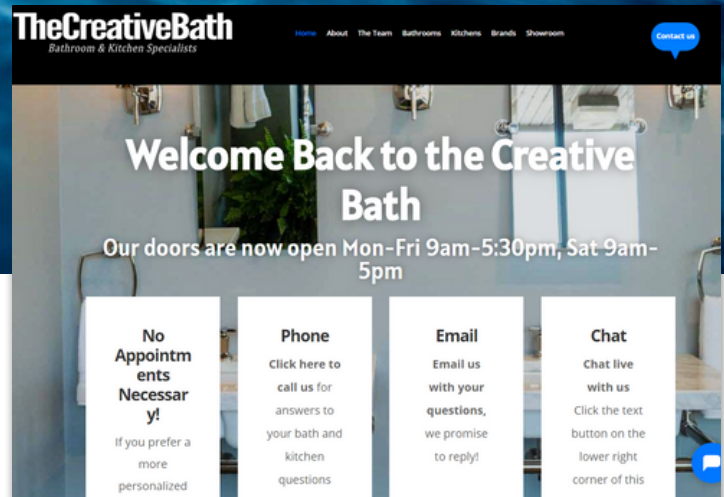


Custom Market Analysis Report

- "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: The Creative Bath

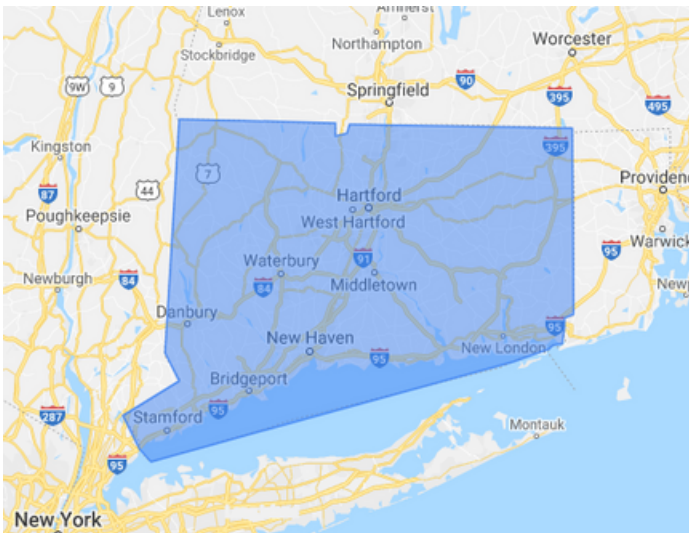
URL: <https://thecreativebath.com/>

Date: Nov 5, 2020

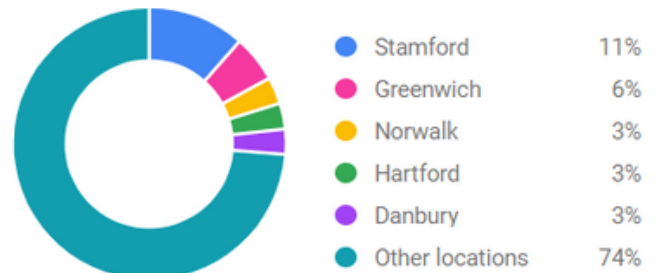
Prepared by: Mady

Location: Connecticut

Reach: 6.3M



Distribution Of Searchers:



Mobile phones Tablets Computers



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

110,000

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

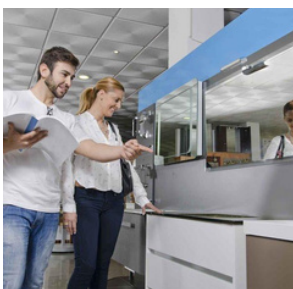
\$13,000

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

\$2.85

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

4,700



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: **TheCreativeBath**
Bathroom & Kitchen Specialists

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Mirror	36,658.29
<input type="checkbox"/> Cabinets	17,571.20
<input type="checkbox"/> Toilets	7,871.49
<input type="checkbox"/> Kitchen Faucet	6,250.27
<input type="checkbox"/> Bathroom Faucet	3,941.69
<input type="checkbox"/> Kitchen Sink	3,174.31
<input type="checkbox"/> Showers	2,855.13
<input type="checkbox"/> Bathtubs	2,082.83
<input type="checkbox"/> Bathroom Sink	1,839.94
<input type="checkbox"/> Bidets	1,137.15
<input type="checkbox"/> Bathroom Fixtures	1,046.59

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	582.17
<input type="checkbox"/> Kitchen Showroom	372.52
<input type="checkbox"/> Bathroom Store	303.46
<input type="checkbox"/> Bath Showroom	116.91
<input type="checkbox"/> Kitchen Showroom near Me	85.99
<input type="checkbox"/> Plumbing Showroom	33.92
<input type="checkbox"/> Bathroom Showroom near Me	22.31



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"/> Kohler	44,045.52
<input type="checkbox"/> Ginger	3,523.03
<input type="checkbox"/> Top Knobs	2,960.09
<input type="checkbox"/> Sterling	2,479.17
<input type="checkbox"/> Elkay	1,570.27
<input type="checkbox"/> Rohl	1,267.25
<input type="checkbox"/> Newport Brass	976.39
<input type="checkbox"/> Robern	751.07
<input type="checkbox"/> Mr. Steam	495.06
<input type="checkbox"/> California Faucets	462.60

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: **TheCreativeBath** Bathroom & Kitchen Specialists

Builders, General Contractors and Plumbers (500+ Companies)



Peak Construction
★★★★★ 7
Contractors, Damage Restoration


"Peak recently replaced our old windows, trellises, demolition and exterior painting for us and we co their work. They were incredibly friendly and profi meticulous job, even staying late to break up som an outbuilding..." [more](#)



Pyramid Design Group, Architecture & Interior Design
★★★★★ 3
Interior Design, Architects


💚 \$250 for \$400 Deal

"I am a principal of High End Construction, LLC, a general Riverdale, New York. I have worked on numerous projects Sharp of Pyramid Design Group was the architect and/or i Chaim's many years of experience helped us avoid costly overruns..." [more](#)




The Clog Dr
★★★★★ 24
Plumbing, Hydro-Jetting

"I am so lucky to have found Willie, the Clog Dr when I bou home 4 years ago. He is a true master of his craft. The first was to change a kitchen faucet and since then I've seen his different projects and estimates. I had to call Willie one tin




JE & Sons 3d Home Design
★★★★★ 8
Architects

"to an experienced **builder** who, going over Jonat them good and workable. I would definitely recom needing to do just such a project contact Jonathan upon..." [more](#)



Danbury Painting
★★★★★ 3
Painters, Drywall Installation & Repair, Contractors

"Next day service after estimate! Very professional! Room Very fair pricing! Would definitely use again and recomme friends!" [more](#)




Medina Sewer & Drain Cleaning Services
★★★★★ 15
Plumbing, Septic Services

💚 \$180 for \$200 Deal

"Called on Thursday with non-emergency clog, they came i convenience, to fix the problem. Could not ask for better se They explained what they were doing and made sure we w the job once completed. Hope its a while before we need t L..." [more](#)


[Request a Quote](#) Responds in abo 10 locals recently re



Mill River Home Inspections Inc
★★★★★ 3
Home Inspectors


"Great service at a fair price. Thank you..." [more](#)

[Request a Quote](#) You can rec




MLC Associates
★★★★★ 3
Contractors

"We contracted MLC to update our old and tired kitchen. I Matt and Corrine was a pleasure, they helped us to transf into a beauty that we can be proud of. At every step of th their talented staff impressed us with their professionalis can't..." [more](#)




Mike Barrett Plumbing & Heating
★★★★★ 16
Plumbing




Compass Property Inspections
★★★★★ 1
Home Inspectors

"Tom is fantastic. Highly knowledgeable, fair price, professional. I can't say enough great things. He it important issues in the home and took time to ex both informed and comfortable heading into sell



Nextwave Electrical Contractors
★★★★★ 3
Electricians, Lighting Fixtures & Equipment


"We highly recommend to anyone in Southern Connecti quality, creative, and affordable electrical work in your ho touch with Ted and his crew of professionals at Nextwave Contractors, LLC. You will find nothing short of pure excel repair..." [more](#)



Cilento Pipeline Plumbing & Heating
★★★★★ 11
Plumbing, Heating & Air Conditioning/HVAC


"Very nice and helpful. John genuinely wants to help get th and is quick to respond. The times I called he always anow weekend which is very helpful when you need to figure ou an issue asap!" [more](#)

Designers and Architects (5,959 Companies)




Doyle Coffin Architecture LLC
5.0 ★★★★★ 18 Reviews
Leading Fairfield County Architectural Firm – Best of

"I highly recommend Doyle Coffin architecture. I ut connection with a substanti..."
— Andrew Bodner




Lynne Persan/ Building Designs, LLC
5.0 ★★★★★ 7 Reviews
Reputable Architectural Design Firm Serving Fairfield

"Lynne did an excellent job of designing our additi keep the charm of the o..."
— J Shellers




Crisp Architects
5.0 ★★★★★ 81 Reviews
Available weekends

"Crisp Architects did a wonderful job designing an Arthur were instrumental in..."
— Christina Ferri



Architectural Designs
4.9 ★★★★★ 146 Reviews


"We debated purchasing these vs. having plans dra purchase. These plans were spot..."
— HJ-829701491



EBA - Eric Baker Architects
4.9 ★★★★★ 79 Reviews
Family owned


Architect for High End Custom Homes & Renovation

"My wife and I are in our 70s. We have three childr children and the five of..."
— Neil Prupis




Peter de Bretteville Architect
Custom Architectural Designs in Fairfield County

Every great structure starts with a practical, budget-mir Architect, we focus...



DeMotte Architects
4.9 ★★★★★ 56 Reviews

"We had the pleasure of working with Brad DeMot Brad was extremely organize..."
— Donna and John Coyne



Michael Lewis Architects PC
4.9 ★★★★★ 39 Reviews

"The team was great and easy to work with. They c master bathroom."
— Katie Hyams

Earn More & Do Less...

Prepared For: **TheCreativeBath**
Bathroom & Kitchen Specialists

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 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.



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



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?