

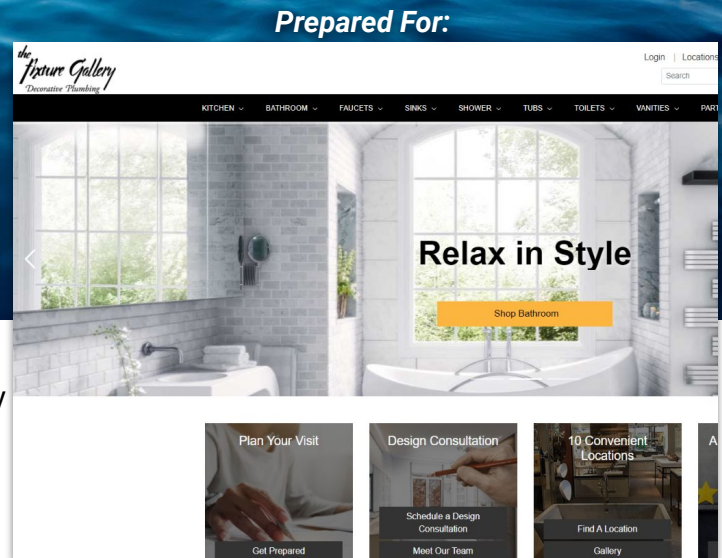
Custom Market Analysis Report

- "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

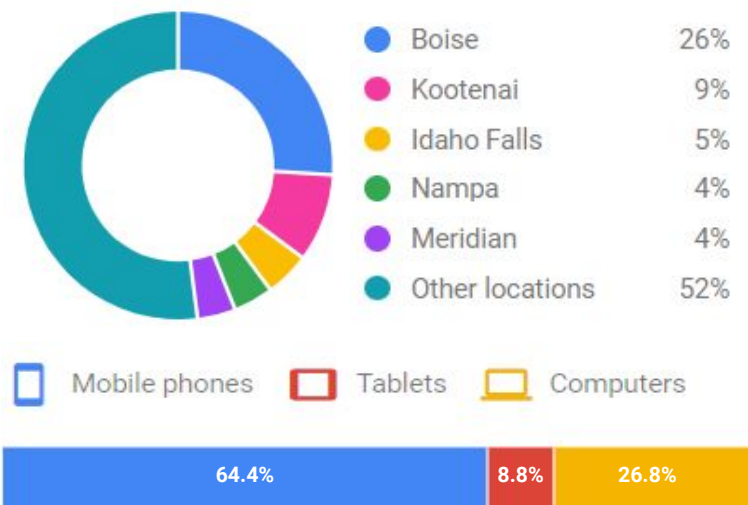
Company: The Fixture Gallery: Consolidated Supply
URL: thefixturegallery.com
Prepared by: Elsie

Location: Idaho

Reach: 2.21M



Distribution Of Searchers:



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

31,000

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

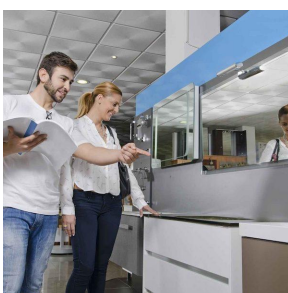
\$680

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

\$0.42

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

1,600



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

Product Category Keyword Searches:

| <input type="checkbox"/> Keyword | ↓ Impressions |
|---|---------------|
| <input type="checkbox"/> Furniture | 19,525.54 |
| <input type="checkbox"/> Toilets | 1,310.85 |
| <input type="checkbox"/> Bathroom Vanities | 1,191.51 |
| <input type="checkbox"/> Toilet Seats | 825.76 |
| <input type="checkbox"/> Bathtubs | 791.32 |
| <input type="checkbox"/> Kitchen Sinks | 540.53 |
| <input type="checkbox"/> Faucets | 536.52 |
| <input type="checkbox"/> Showers | 432.34 |
| <input type="checkbox"/> Shower Heads | 352.80 |
| <input type="checkbox"/> Bathroom Accessories | 341.09 |
| <input type="checkbox"/> Sinks | 309.24 |
| <input type="checkbox"/> Bathroom Faucets | 291.13 |

Showroom Keyword Searches:

| <input type="checkbox"/> Keyword | ↓ Impressions |
|--|---------------|
| <input type="checkbox"/> Flooring Store | 552.53 |
| <input type="checkbox"/> Flooring Store near Me | 238.74 |
| <input type="checkbox"/> Bathroom Showroom | 93.11 |
| <input type="checkbox"/> Kitchen Showroom | 35.99 |
| <input type="checkbox"/> Bathroom Store | 31.23 |
| <input type="checkbox"/> Bathroom Showroom near Me | 20.85 |
| <input type="checkbox"/> Bath Showroom | 10.37 |


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 | 2,951.61 |
| <input type="checkbox"/> Moen | 1,464.57 |
| <input type="checkbox"/> Pfister | 1,047.62 |
| <input type="checkbox"/> American Standard | 1,000.81 |
| <input type="checkbox"/> Ginger | 869.57 |
| <input type="checkbox"/> Delta Faucet | 326.25 |
| <input type="checkbox"/> Panasonic | 318.73 |
| <input type="checkbox"/> Elkay | 312.23 |
| <input type="checkbox"/> Atlas | 303.94 |
| <input type="checkbox"/> Blanco | 300.59 |
| <input type="checkbox"/> Insinkerator | 274.96 |
| <input type="checkbox"/> SYDNEY | 249.10 |

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

Classic Clawfoot Tubs ([classicclawfoottubs.com/](https://www.classicclawfoottubs.com/))

No Ads found, SEO keywords below

| Keyword | Volume | Rank (Change) | KD | CPC (B) |
|--|--------|----------------------|----|---------|
| clawfoot tub | 160k | 16 24↑ | 89 | \$3.75 |
| claw foot tub | 22.6k | 13 1↑ | 87 | \$2.45 |
| vintage tub and bath | 16.4k | 100 NEW | 96 | \$1.39 |
| clawfoot bathtub | 14.2k | 52 8↓ | 85 | \$8.26 |
| clawfoot bathtub | 14.2k | 51 7↓ | 85 | \$8.26 |

The Fixture Gallery ([thefixturegallery.com/](https://www.thefixturegallery.com/))

No Ads found, SEO keywords below

| Keyword | Volume | Rank (Change) | KD | CPC (B) |
|--|--------|---------------------|----|---------|
| esque | 36.4k | 95 3↑ | 87 | \$0.24 |
| plumbing store near me | 12k | 12 8↓ | 97 | - |
| talo | 10.4k | 83 16↓ | 97 | \$0.64 |
| regal tigard | 7.2k | 69 3↑ | 72 | - |
| newport brass | 7.1k | 63 3↑ | 75 | \$1.95 |

Waterware Showroom ([waterwareshowroom.com/](https://www.waterwareshowroom.com/))

No Ads found, SEO keywords below

| Keyword | Volume | Rank (Change) | KD | CPC (B) |
|--|--------|---------------------|----|---------|
| rohl lombardia kitchen faucet | 270 | 74 13↓ | 27 | \$2.76 |
| waterware | 165 | 3 1↓ | 87 | \$0.57 |
| water ware | 70 | 5 — | 92 | \$0.93 |
| waterware showrooms | 70 | 22 7↓ | 13 | \$0.54 |
| waterware showroom | 55 | 3 1↓ | 27 | \$0.54 |

Competitive Analysis

Pop Up Outlets (popupoutlets.com/)

Estimated \$0.24 Google Ads budget

| Keyword | Volume | CPC (B) | KD | Mobile Searches |
|---------------------------------------|--------|---------|----|-----------------|
| popup outlet | 360 | - | 82 | 48.3% |
| pop up outlet kitchen | 230 | - | 78 | - |
| kitchenpowerpopups | 110 | \$1.38 | 10 | - |
| countertops outlets | 75 | - | 80 | - |
| popupstopper | 40 | - | 77 | - |

Roadrunner Glass (roadrunnerglass.com/)

No Ads found, SEO keywords below

| Keyword | Volume | Rank (Change) | KD | CPC (B) |
|---|--------|---------------------|----|---------|
| roadrunner glass https://roadrunnerglass.com/ | 1.1k | 2 — | 92 | \$0.13 |
| table runner commercial https://roadrunnerglass.com/ | 570 | 98 NEW | 90 | \$3.67 |
| roadrunner glass boise https://roadrunnerglass.com/ | 260 | 7 1↑ | 53 | \$8.69 |
| roadrunner glass fremont https://roadrunnerglass.com/ | 250 | 1 1↑ | 73 | - |
| full service glass https://roadrunnerglass.com/ | 190 | 94 NEW | 80 | \$28.96 |

Design Center of Boise (designcenterofboise.com/)

No Ads found, SEO keywords below

| Keyword | Volume | Rank (Change) | KD | CPC (B) |
|---|--------|---------------------|----|---------|
| appliance stores boise https://www.designcenterofboise.com/ | 290 | 67 NEW | 98 | - |
| bathroom remodel boise idaho https://www.designcenterofboise.com/ | 270 | 61 1↑ | 53 | \$28.49 |
| appliances boise https://www.designcenterofboise.com/appliances | 270 | 76 6↓ | 95 | - |
| appliance store boise https://www.designcenterofboise.com/ | 220 | 78 33↓ | 98 | - |
| kitchen remodel boise https://www.designcenterofboise.com/ | 200 | 87 NEW | 52 | \$10.24 |