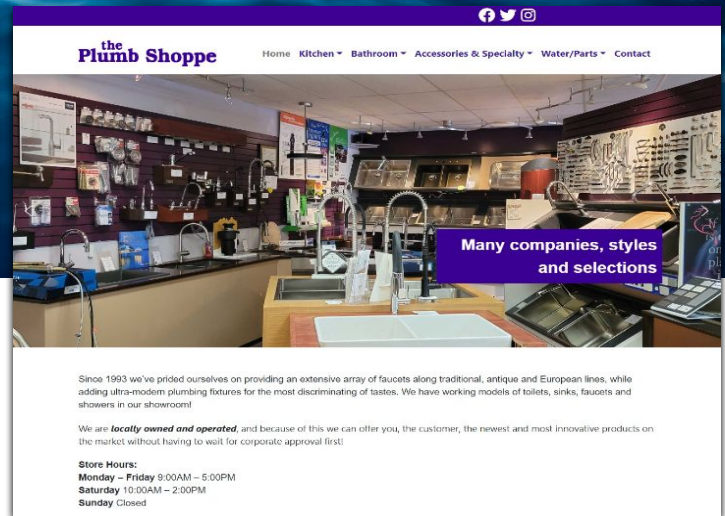


# Custom Market Analysis Report

- "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: The Plumb Shoppe

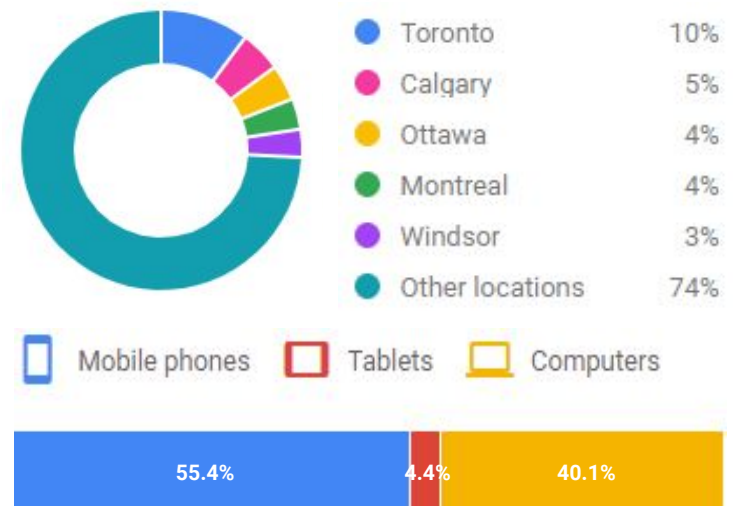
URL: <https://plumbshoppe.com/>

Prepared by: Vanessa

Location: Canada

Reach: 36.4M

Distribution Of Searchers:



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

680,000

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

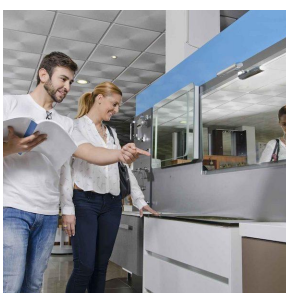
\$230,000

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

\$4.52

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

51,000



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: **the Plumb Shoppe**

## Product Category Keyword Searches:

Keyword	↓ Impressions
Lighting	91,925.66
Mirrors	53,440.34
Kitchen Faucets	49,046.44
Kitchen Sinks	47,460.72
Bathtubs	47,202.09
Vanities	31,679.27
Kitchen Island	28,400.25
Bathroom faucets	26,002.54
Showers	23,920.32
Toilets	23,586.29
Sinks	16,115.85
Faucets	11,134.88

## General Keyword Searches:

Keyword	↓ Impressions
Flooring Store	15,580.77
Kitchen Showroom	3,687.16
Bathroom Showroom	3,619.01
Flooring Store near Me	1,691.15
Plumbing Supply Store	1,506.73
Plumbing Showroom	969.06
Bath Store	883.50

**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
Toto	7,036.89
Grohe	4,604.62
Renwil	4,047.14
Legrand	3,667.33
Sigma	2,030.03
Elkay	1,485.67
Eurofase	1,479.88
Basco	1,358.39
ELK	1,012.88
Franke	864.05
Bates	681.53
Fleurco	551.35

## 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: **the Plumb Shoppe**

## Charles Kitchen & Bathroom ([charleskitchenandbathroom.com/](https://charleskitchenandbathroom.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://charleskitchenandbathroom.com/produ...">shower panel support bars and brackets</a>	510	46 36↓	12	\$1.61
<a href="https://charleskitchenandbathroom.com/produ...">shower glass panel support brackets</a>	400	31 2↑	15	\$0.62
<a href="https://charleskitchenandbathroom.com/produ...">one piece tap 930</a>	360	62 26↓	5	-
<a href="https://charleskitchenandbathroom.com/produ...">euro vanity</a>	340	67 19↓	26	\$1.07
<a href="https://charleskitchenandbathroom.com/">charles kitchen</a>	320	9 —	52	\$0.76

## Watchtower Interiors Inc. ([watchtowerinteriors.com/](https://watchtowerinteriors.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://watchtowerinteriors.com/">watchtower logo</a>	90	88 3↓	43	-
<a href="https://watchtowerinteriors.com/">watchtower inc</a>	80	47 NEW	98	-
<a href="https://watchtowerinteriors.com/">toronto interiors</a>	70	19 49↑	32	-
<a href="https://watchtowerinteriors.com/">watchtower, inc</a>	28	46 NEW	97	-
<a href="https://watchtowerinteriors.com/">fallout 76 watchtower</a>	28	90 NEW	34	-

## Flosens Inc. ([flosens.ca/](https://flosens.ca/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://flosens.ca/product/7-stage-reverse-osmo...">osomosis</a>	1.1k	45 9↑	26	-
<a href="https://flosens.ca/product/water-softener-chlor-...">faucet faliure</a>	360	37 3↑	36	-
<a href="https://flosens.ca/product/fl130/">fl130</a>	270	94 —	17	\$1.13
<a href="https://flosens.ca/product/fl305-932210sa/">fl305</a>	220	34 7↑	17	\$1.40
<a href="https://flosens.ca/product-category/spare-parts/">shower panel parts</a>	165	45 19↓	16	\$0.54



# Competitive Analysis

Prepared For: **the Plumb Shoppe**

## Glace Yar Stained Glass Decorative Hardware ([glaceyar.com/](https://www.glaceyar.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.glaceyar.com/">yar</a>	7.8k	100 29↓	92	\$0.28
<a href="https://www.glaceyar.com/nine-tile-knobs/thank...">thel</a>	3.4k	100 NEW	95	\$0.15
<a href="https://www.glaceyar.com/prairie-style-knobs/co...">menagerie combinations</a>	660	77 10↓	28	-
<a href="https://www.glaceyar.com/round-mosaic-knobs/...">opal essence</a>	440	69 2↑	19	\$1.13
<a href="https://www.glaceyar.com/versatiles/copper-can...">turquoise drawer pulls</a>	380	14 1↓	21	\$0.62

## eFaucets ([efaucets.com/](https://www.efaucets.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.efaucets.com/">efaucets</a>	1.7k	1 -	55	\$2.87
<a href="https://www.efaucets.com/">efaucet coupon</a>	480	48 2↓	30	\$5.93
<a href="https://www.efaucets.com/">efaucets promo code</a>	460	59 4↓	23	\$2.40
<a href="https://media.efaucets.com/images/kohler/pdf/k...">kohler k3945</a>	360	51 7↓	23	\$1.58
<a href="https://www.efaucets.com/">efaucet coupon code</a>	300	79 5↓	24	\$5.41

## KALLISTA ([kallista.com/](https://www.kallista.com/))

Estimated \$408.00 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">sinks bathroom</a>	540	\$1.59	35	46%
<a href="#">kitchen sink stores near me</a>	510	-	62	53.5%
<a href="#">vanity sinks</a>	480	\$1.44	86	40.6%
<a href="#">undermount biscuit farmhouse sink</a>	400	-	15	97%
<a href="#">kitchen sink sale near me</a>	400	-	43	-

# Get More Trades Accounts

Prepared For:

**the Plumb Shoppe**

## Builders, General Contractors and Plumbers (700+ Companies)



### Chestnut Flooring

★★★★★ 5.0 (3 reviews)

Flooring Building Supplies

"I recommend Chestnut Flooring as they have by far best variety of many different stores in Vaughan and Chestnut was one of the best."



### G&F Customs

★★★★★ 5.0 (5 reviews)

Carpenters Contractors Drywall Installation & Repair

"Five stars, at least. More like 500 stars! Francesco and Giovanni did magnificent. Beautiful work. On time (they even called when they were late)."



### Metro West Gas & Appliance Installation

★★★★★ 5.0 (6 reviews)

Fireplace Services Appliances & Repair Plumbing

"I reached out to Metro West Gas over Yelp. They have been very helpful and send someone to my mom's place to give an accurate quote for the job."



### Valentini Kitchens

★★★★★ 5.0 (2 reviews)

Contractors Flooring Kitchen & Bath

"had many builder finishes that I wasn't happy with so the first was my choice. More"

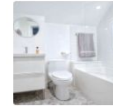


### Available Roofing

★★★★★ 4.8 (4 reviews)

Roofing Gutter Services Contractors

"Joe was impressive from the day he came for a quote. We got the far the lowest one. After a little hesitation, we signed up and we are very happy with the work."



### Ethos Plumbing

★★★★★ 5.0 (4 reviews)

Plumbing

"Ever since we moved into our house it was one plumbing issue after another. Ethos plumbing and have been so pleased. From their prompt response to the quality of work, they are the best."

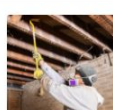


### Space Converters

★★★★★ 4.7 (3 reviews)

Contractors

"I was renovating my office and had only one week to do that. I was exactly on time as promised. I had a great experience deal."



### We-Haul Disposal Services

★★★★★ 4.8 (4 reviews)

Contractors Dumpster Rental

"I contacted these guys recently to remove garbage around my second floor balcony. They arrived on agreed upon time and we were very happy with the work."



### Drain Relief

★★★★★ 5.0 (4 reviews)

Plumbing Waterproofing

"I called 5 companies about a problem on my sewer line to get a quote. From the get go, Mark inspired trust and was very clear and professional."



### CPM

★★★★★ 5.0 (1 review)

Contractors

"Reliable, reasonable, knowledgeable and so honest people. So much so that I have recommended them to many of my friends. Finished in a timely manner. Recommend the company."



### M.E. Contracting

★★★★★ 5.0 (3 reviews)

Contractors Landscaping Landscape Architects

"M.E. Contracting is a great company to deal with! Their work is something like that in my life. The team and crews are amazing and professional."



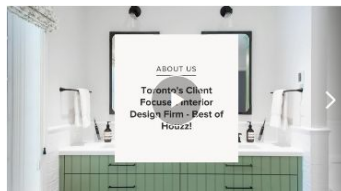
### Royal Plumbing Services

★★★★★ 4.8 (4 reviews)

Plumbing Heating & Air Conditioning/HVAC Waterproofing

"Incredible service! Matthew arrived within hours of our call to look at a new property. He was so helpful and kind. Thank you so much for the service."

## Designers and Architects (1,120 Companies)



### Megan Crosbie Design

★★★★★ 5.0 (18 Reviews)

Online consultation

Toronto's Client-Focused Interior Designer - Best of Houzz

"What a breath of fresh air. Megan has such a deep understanding of what her clients need and she delivers it."

— Julia Marsh



### 6ixDesign Architecture + Engineering

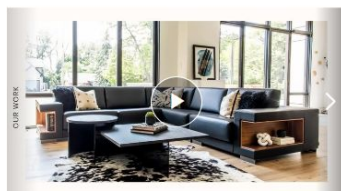
★★★★★ 4.9 (12 Reviews)

References available

York's Leading Design Firm - 2x Best Of Houzz Winner

"Working with 6ixDesign is a pleasure. Frank and Sam are knowledgeable. Their advice is spot on."

— Bridgemont Properties Inc.



### avenue design inc

★★★★★ 5.0 (41 Reviews)

Best of Houzz winner

"Avenue design inc is superb at what they do. I spoke to them before deciding on a project."

— smanchi



### BLDG Workshop

★★★★★ 4.9 (44 Reviews)

Best of Houzz winner

"I engaged Nathan from BLDG Workshop to help with the design of my new home. He was a pleasure to work with."

— Design The Life You Want To Live



### Cella Design

★★★★★ 5.0 (3 Reviews)

Eco-friendly

Interior Design & Luxury Property Styling in Toronto

"Nelly is incredible, very professional, is very creative and the job was completed on time."

— bbpromio



### Lindy Architect

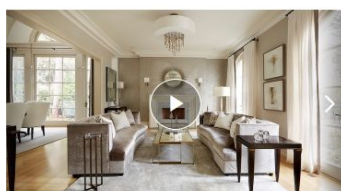
★★★★★ 5.0 (34 Reviews)

Best of Houzz winner

Toronto Renowned Custom Home Architect Best of Houzz

"Steven really impressed me with his knowledge, experience and ideas. We've built plans together."

— juliediamond



### Parkyn Design

★★★★★ 5.0 (67 Reviews)

"Tania, Laura and the entire Parkyn Design team were professional and thorough."

— Jane Mallen



### Custom CADD Inc

★★★★★ 4.9 (80 Reviews)

Published locally

"From the very first moment of contacting Phil at Custom CADD, he responded quickly and professionally."

— Wendy Brown