

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

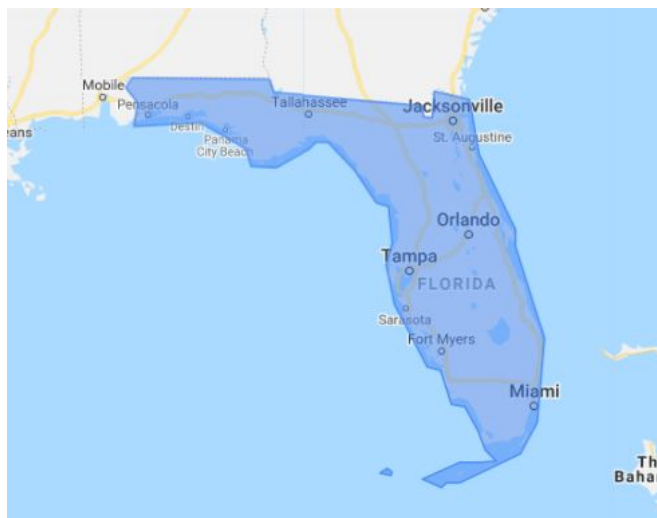
Company: The Plumbing Place

URL: <http://theplumbingplace.com>

Prepared by: Elsie

Location: Florida

Reach: 36.6M



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

24,000

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

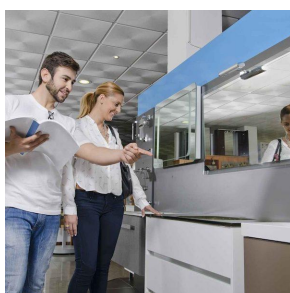
\$620

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

\$0.56

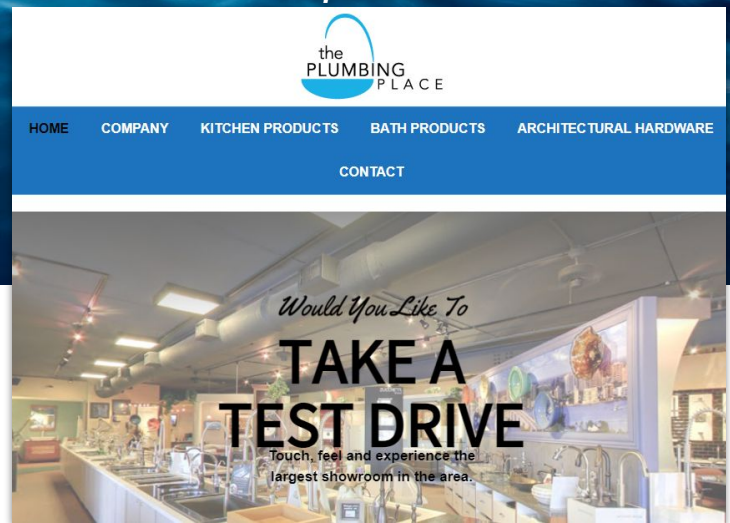
This is how many ideal people are available to visit your website from ads:

1,100

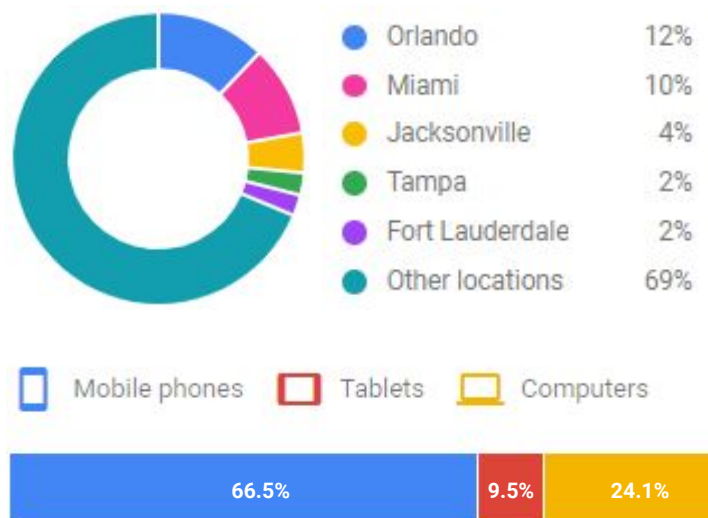


The Showroom Marketing team studies & analyzes hundreds of thousands of monthly targeted web search that begin with "bath or kitchen showroom near me," product categories such as "bathroom vanities", "farmhouse sinks" or "soaking tubs", & specific brands such as **Toto**, **California Faucets**, **Waterstone**, & 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.

Prepared For:



Distribution Of Searchers:




Search Statistics

Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Lighting	16,761.67
<input type="checkbox"/> Door Hardware	5,031.08
<input type="checkbox"/> Kitchen Sinks	3,210.48
<input type="checkbox"/> Bathroom Accessories	3,204.27
<input type="checkbox"/> Cabinet Hardware	2,705.16
<input type="checkbox"/> Kitchen Faucets	2,328.80
<input type="checkbox"/> Bathroom Faucets	1,872.49
<input type="checkbox"/> Kitchen Accessories	1,839.45
<input type="checkbox"/> Bathroom Sinks	1,838.50
<input type="checkbox"/> Kitchen Products	965.42
<input type="checkbox"/> Bathroom Furniture	220.13
<input type="checkbox"/> Shower Fixtures	121.22

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Flooring Store	3,788.64
<input type="checkbox"/> Bathroom Showroom	3,146.10
<input type="checkbox"/> Flooring Store near Me	967.19
<input type="checkbox"/> Bath Showroom	801.41
<input type="checkbox"/> Kitchen Showroom	632.13
<input type="checkbox"/> Bathroom Store	457.75
<input type="checkbox"/> Bathroom Showroom near Me	361.32


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	20,997.96
<input type="checkbox"/> Villeroy & Boch	1,961.96
<input type="checkbox"/> Grohe	1,701.29
<input type="checkbox"/> TOTO	1,701.12
<input type="checkbox"/> Dornbracht	456.00
<input type="checkbox"/> Mr. Steam	197.71
<input type="checkbox"/> Rocky Mountain	133.79
<input type="checkbox"/> Colonial Bronze	78.03
<input type="checkbox"/> Valli Valli	45.93
<input type="checkbox"/> Bouvet	18.37

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

Baths of Distinction Inc. (bathsofdistinction.com/)

Estimated \$31,916 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
clawfoot tub	160k	\$3.75	89	68.7%
jacuzzi	97k	\$1.53	90	55.1%
jacuzzi tub	42.3k	\$1.70	89	66.7%
claw foot tub	22.6k	\$2.45	87	51%
clawfoot bathtub	14.2k	\$8.26	85	50.6%

WG Wood Products (wgwoodproducts.com/)

Estimated \$1,676 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
over the toilet cabinet	4.4k	\$0.57	91	70.5%
mirror medicine cabinet	3.6k	\$1.23	88	47.7%
over the door spice rack	3.1k	\$0.40	67	56.7%
door mounted spice rack	1.8k	\$0.64	70	55.5%
wooden spice rack	1.3k	\$0.09	83	52.4%

Tyrrell and Laing International Inc. (tandlinternational.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
carisma https://tandlinternational.com/product/carisma-...	8k	87 3↓	97	\$0.31
small bathtub https://tandlinternational.com/petit-small-freest...	2.4k	34 —	88	\$1.34
bathtub sizes https://tandlinternational.com/what-is-a-good-si...	2.1k	83 2↑	83	\$0.59
black bathroom accessories https://tandlinternational.com/matte-black-frees...	2.1k	60 6↑	91	\$0.30
laing https://tandlinternational.com/	2k	69 18↓	98	\$0.75

Competitive Analysis

The Plumbing Place (theplumbingplace.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
blanco sinks	123k	48 4↑	64	\$0.63
sinks	19.5k	67 1↓	78	\$1.63
kitchen sinks	17.6k	71 —	85	\$1.66
blanco kitchen sinks	16.8k	50 8↓	32	\$3.37
cabinet door hinges	9.1k	98 5↓	79	\$1.05

Old World Cabinetry ([oldworldcabinetry.com/](https://www.oldworldcabinetry.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
rev a shelf	33.3k	49 6↑	64	\$1.26
top knobs	20.3k	50 24↑	81	\$3.49
hardware resources	15.3k	47 27↑	84	\$1.02
m523	10.6k	100 14↓	83	\$0.35
advantage one	4.7k	81 4↑	97	\$1.07

Lowe's of Riverview, FL ([lowes.com/](https://www.lowes.com/))

Estimated \$6.82M Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
lowes	11.4M	\$0.19	86	53.2%
weber grills	1.37M	\$1.11	81	53.8%
lowes near me	926k	\$0.53	49	77.4%
ring doorbell	699k	\$0.96	95	68.5%
bosch dishwasher	570k	\$1.96	72	54.2%