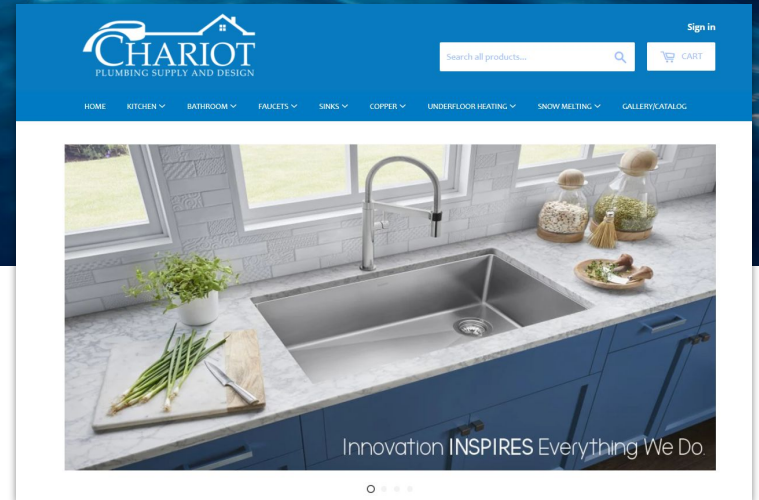


# Custom Market Analysis Report

Prepared For:

- “Win” More Business Through The Internet
- Blanket The First Page Of Google
- Track Every Phone Call, Form Fill-Out, Wishlist Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

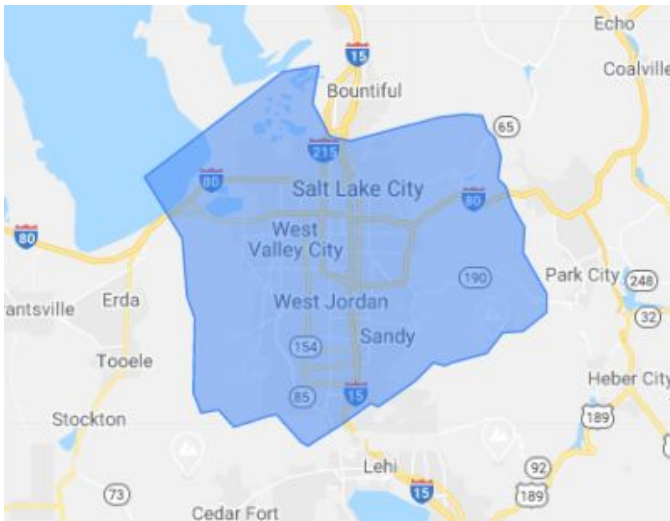


**Company:** Chariot Plumbing Supply and Design

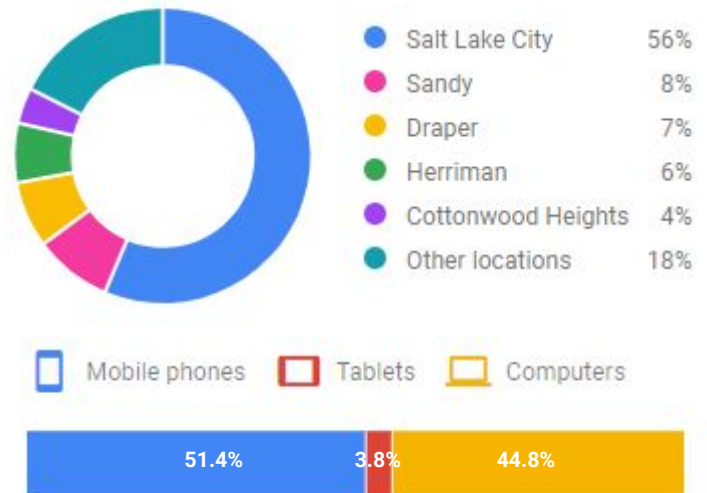
**URL:** <https://chariotwholesale.com/>

**Prepared by:** Erica

**Location:** Salt Lake, UT    **Reach:** 8.4M



**Distribution Of Searchers:**



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

**55,000**

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

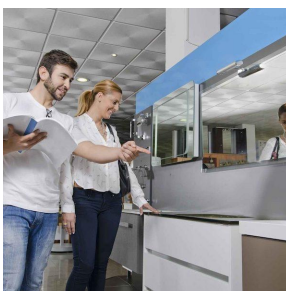
**\$13,000**

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

**\$5.41**

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

**2,400**



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 USA & Canada.

# Search Statistics

Prepared For:



## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Vanities	4,650.17
<input type="checkbox"/> Toilets	3,080.67
<input type="checkbox"/> Thermostats	2,190.35
<input type="checkbox"/> Kitchen Faucets	2,011.36
<input type="checkbox"/> Faucets	1,662.45
<input type="checkbox"/> Bathroom Faucets	1,325.83
<input type="checkbox"/> Glass Shower Doors	966.31
<input type="checkbox"/> Kitchen	889.32
<input type="checkbox"/> Bathtubs	694.39
<input type="checkbox"/> Bathroom Accessories	618.67
<input type="checkbox"/> Kitchen Sinks	574.67
<input type="checkbox"/> Bathroom Sinks	548.27
<input type="checkbox"/> Utility Sinks	502.49
<input type="checkbox"/> Bathroom	498.99

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	54.32
<input type="checkbox"/> Bathroom Store	40.45
<input type="checkbox"/> Bath Showroom	23.11
<input type="checkbox"/> Bathroom Store near Me	12.71
<input type="checkbox"/> Cabinet Showroom	8.86

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 names you already know to show your ads when someone types in your competitors.

## Brand Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Delta	16,646.31
<input type="checkbox"/> Kohler	5,449.59
<input type="checkbox"/> Moen	1,557.39
<input type="checkbox"/> Log Cabin	1,186.33
<input type="checkbox"/> Pfister	1,167.01
<input type="checkbox"/> American Standard	1,107.69
<input type="checkbox"/> Jacuzzi	787.59
<input type="checkbox"/> Gerber	549.27
<input type="checkbox"/> Brizo	535.62
<input type="checkbox"/> Signature Hardware	497.60
<input type="checkbox"/> Elkay	475.93
<input type="checkbox"/> Blanco	401.42
<input type="checkbox"/> Vigo	337.16

## Competitive Analysis:

Display URL domain	↓ Impression share	Overlap rate
build.com	21.64%	25.72%
wayfair.com	20.89%	23.80%
amazon.com	19.50%	20.99%
homedepot.com	15.95%	16.02%
lowes.com	14.55%	18.16%
You	< 10%	—
signaturehardware.com	< 10%	6.00%

# Competitive Analysis

Prepared For:



## Ferguson ([fergusonshowrooms.com/](https://fergusonshowrooms.com/))

Estimated \$60,300 Google Ads budget

Keyword	Volume	CPC (B)	KD	Mobile Searches
<a href="#">ferguson plumbing</a>	63.4k	\$1.16	67	54.5%
<a href="#">appliance store near me</a>	29.8k	\$1.64	98	76.4%
<a href="#">track lighting</a>	27.6k	\$1.83	92	48.4%
<a href="#">dacor appliances</a>	27.2k	\$0.98	77	38.2%
<a href="#">light fixtures</a>	26.1k	\$1.53	98	49.1%

## Hajoca Corporation - Salt Lake City ([hajocacorpssaltlakecity.com/](https://hajocacorpssaltlakecity.com/))

Estimated \$347 Google Ads budget

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">bathroom showrooms salt lake city</a> <a href="https://www.hajocacorpssaltlakecity.com/">https://www.hajocacorpssaltlakecity.com/</a>	150	11 <span>NEW</span>	93	\$4.57
<a href="#">plumbing supply salt lake city utah</a> <a href="https://www.hajocacorpssaltlakecity.com/">https://www.hajocacorpssaltlakecity.com/</a>	125	53 <span>NEW</span>	91	-
<a href="#">hajoca salt lake city utah</a> <a href="https://www.hajocacorpssaltlakecity.com/">https://www.hajocacorpssaltlakecity.com/</a>	100	2 <span>NEW</span>	57	-
<a href="#">hajoca salt lake</a> <a href="https://www.hajocacorpssaltlakecity.com/">https://www.hajocacorpssaltlakecity.com/</a>	80	2 -	22	-
<a href="#">bathroom vanities salt lake city</a> <a href="https://www.hajocacorpssaltlakecity.com/">https://www.hajocacorpssaltlakecity.com/</a>	70	59 <span>6↓</span>	82	\$2.67

## Mountainland Kitchen & Bath ([mountainlandshowroom.com/](https://mountainlandshowroom.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="#">blanco sinks</a> <a href="https://www.mountainlandshowroom.com/Blan...">https://www.mountainlandshowroom.com/Blan...</a>	123k	47 <span>NEW</span>	74	\$0.63
<a href="#">moen kitchen faucets</a> <a href="https://www.mountainlandshowroom.com/Moe...">https://www.mountainlandshowroom.com/Moe...</a>	18.7k	28 <span>NEW</span>	58	\$1.14
<a href="#">delta faucet parts</a> <a href="https://www.mountainlandshowroom.com/Delt...">https://www.mountainlandshowroom.com/Delt...</a>	17.2k	34 <span>12↑</span>	46	\$0.78
<a href="#">moen faucet parts</a> <a href="https://www.mountainlandshowroom.com/Moe...">https://www.mountainlandshowroom.com/Moe...</a>	14.7k	64 <span>30↓</span>	56	\$0.71
<a href="#">toto toilet</a> <a href="https://www.mountainlandshowroom.com/Toto...">https://www.mountainlandshowroom.com/Toto...</a>	8.8k	34 <span>38↑</span>	82	\$1.85

# Competitive Analysis

Prepared For:



## Standard Plumbing Supply ([standardplumbing.com/](https://www.standardplumbing.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
<a href="https://www.standardplumbing.com/">plumbing supply</a>	58.9k	15 10↓	98	\$2.60
<a href="https://www.standardplumbing.com/">plumbing supply near me</a>	48.7k	5 1↑	98	\$3.02
<a href="https://www.standardplumbing.com/product/22...">weather tec</a>	45.5k	55 NEW	80	\$0.19
<a href="https://www.standardplumbing.com/bathroom/...">toilets</a>	27.1k	70 NEW	98	\$1.07
<a href="https://www.standardplumbing.com/plumbing/...">kohler toilet parts</a>	26.4k	13 6↓	26	\$0.28

# Get More Trades Accounts Prepared For:



Home Builders (740+ Companies)



**Evolution Homes**  
 5.0 ★★★★★ 5 Reviews  
 High-End Design & Luxury Craftsmanship in Salt Lake County  
 "Outstanding, professional! Jeremy follows through on all work as if it was his own home. He checked, followed..."  
 - HJ-550298253 [Read More](#)



**Magley Construction**  
 4.0 ★★★★★ 46 Reviews  
 Best of Houzz winner  
 "Our experience with Magley could be summed up with saying that we would absolute use them again for build..."  
 - donna urban [Read More](#)



**Big Rock Homes**  
 5.0 ★★★★★ 1 Review  
 20 years in business  
 Builder of Beautiful Custom Homes in Utah for Over 20 Years!  
 "I cannot say enough how much I love my home, and pretty much anyone I talk to about homes, listens to me rave..."  
 - Katie Harris [Read More](#)



**Ezra Lee Design+Build**  
 5.0 ★★★★★ 25 Reviews  
 "Ezra Lee Design is an incredible. I love how everything is in-house: architect, designer, graphic design etc..."  
 - Ashley Smith [Read More](#)



**Mortar and Beam Construction**  
 Salt Lake County Home Builder Offering Uncompromising Quality  
 Mitchell D. Burton Construction takes pride in the uncompromising quality of work. Years of proven experience and...  
[See my project](#)



**Lennar Utah**  
 4.0 ★★★★★ 205 Reviews  
 "Very cheap quality. We walked through multiple times during the construction of our ho and had to point out..."  
 - prajackman [Read More](#)



**Steven Dailey Construction**  
 5.0 ★★★★★ 30 Reviews  
 Utah's Premier Home Builder, 6x Best of Houzz Winner  
 "Steven Dailey Construction is without a doubt the most knowledgeable, highest quality, & flexible builder/con..."  
 - Ben Hawksworth [Read More](#)



**Cameo Homes Inc.**  
 4.0 ★★★★★ 48 Reviews  
 "Our experience with Cameo Homes and the Quinon family could not have been better! They have a deep understand..."  
 - The Spaulding Family [Read More](#)



**Lafferty Communities**  
 5.0 ★★★★★ 6 Reviews  
 20 years in business  
 Salt Lake County's Preferred Community Home Builder  
 "We are extremely impressed with the quality of our home that was built by Lafferty. The service provided by Jk..."  
 - Matthew Shephard [Read More](#)



**Lane Myers Construction**  
 5.0 ★★★★★ 23 Reviews  
 "My business partner Cam Schieldel and I are associate brokers in Park City and have be designing and selling..."  
 - Tisha Dignan [Read More](#)



**Stevens General Contractors**  
 4.0 ★★★★★ 14  
 Contractors  
 "the interior and exterior of two homes with SGC. I have also seen other pro have" more



**Salt**  
 5.0 ★★★★★ 3  
 Contractors  
 \$395 for \$500 Deal  
 "Our basement project came out immaculate. All was done in 4 months which considering the size of the project we wanted done. We were in constant text communication with..." more



**Ivory Homes**  
 4.0 ★★★★★ 42  
 Home Developers  
 "We've lived here for two years and all we learned is that Ivory Homes: Parkv only cares" more  
[Request a Consultation](#) You can request consultation from this



**Perry Homes**  
 4.0 ★★★★★ 21  
 Contractors  
 "Quite Possibly the worst, inconsiderate builder to have working in your neig Based on other" more



**Iron Ridge Construction**  
 4.0 ★★★★★ 3  
 Contractors, Windows Installation, Siding  
 \$60 for \$75 Deal  
 "a mask to enter our home in a time of rapidly rising Covid numbers to h Make of that what you will, but I'm already unimpressed." more  
[Request a Virtual Consultation](#) Responds in ab 24 locals recently requested a c



**Symphony Homes**  
 5.0 ★★★★★ 1  
 Contractors  
 "Symphony Homes is organized and care about doing a great job. We have a working" more



**DPW Construction**  
 5.0 ★★★★★ 1  
 Contractors, Demolition Services, Excavation Services  
 Free estimates  
 Free consultations  
 "I've worked on three projects with Dan. One was a new build, one a major r one overhaul on our landscaping. Loved the results! He expressed my vision each time. We..." more

# Get More Trades Accounts Prepared For:



## Kitchen and Bathroom Designers (220+ Companies)



**The Cabinet Gallery**  
 5.0 ★★★★★ 11 Reviews  
 Best of Houzz winner  
 SLC Custom Cabinetry & Appliances Design Showroom - 4x Best of Houzz!  
 "Absolutely wonderful to work with! I highly recommend using them for all of your projects I used The Cabinet..."  
 - Lesley Iverson [Read More](#)



**Designs by Craig Veenker**  
 5.0 ★★★★★ 26 Reviews  
 "Craig was amazing to work with! His expertise and design knowledge were just what was needed for our kitchen..."  
 - Rachel Cox [Read More](#)



**DPR Architecture**  
 Locally owned  
 Designing Beautiful, Sustainable Homes in Salt Lake County  
 "If you are dreaming of building an addition or perhaps renovating an existing home, regardless of the age, you should..."  
[See my project](#)



**Foxwood Inc**  
 5.0 ★★★★★ 7 Reviews  
 "I am so happy with my kitchen remodel. We stayed within the existing footprint, but reconfigured our appliances..."  
 - julia [Read More](#)



**Maven Home Interiors**  
 5.0 ★★★★★ 15 Reviews  
 14 Hires on Houzz Best of Houzz winner  
 Functionally Elegant Kitchen & Bathroom Designs in Salt Lake  
 "Rachel Hutchens is an incredible designer! We love our newly remodeled open concept kitchen. Rachel takes the..."  
 - Liz Raymond [Read More](#)



**Maven Home Interiors**  
 5.0 ★★★★★ 15 Reviews  
 14 Hires on Houzz Best of Houzz winner  
 "Rachel Hutchens is an incredible designer! We love our newly remodeled open concept kitchen. Rachel takes the..."  
 - Liz Raymond [Read More](#)



**The Cabinet Gallery**  
 5.0 ★★★★★ 11 Reviews  
 Best of Houzz winner  
 "Absolutely wonderful to work with! I highly recommend using them for all of your projects I used The Cabinet..."  
 - Lesley Iverson [Read More](#)



**Bella Stanza**  
 5.0 ★★★★★ 22 Reviews  
 "She is very responsive to clients' needs and very professional in her correspondence. I would highly recommend her for any..."  
 - ididrock [Read More](#)



**Wise Flooring & Design**  
 5.0 ★★★★★ 62 Reviews  
 4 Hires on Houzz Best of Houzz winner  
 "Jon is nothing short of AMAZING! He took a small, dark, old 80's kitchen and made it a dream kitchen! His..."  
 - Amber Chivers [Read More](#)



**Burton Works: Designer Cabinetry**  
 5.0 ★★★★★ 22 Reviews  
 "We hired Jerred to renovate our kitchen. Jerred was the best contractor we have ever worked with. He was patient..."  
 - Kathy Kirkey [Read More](#)



**Kitchen & Bath Design**  
 Countertop Installation, Cabinetry, Contractors

Serving Sar



**Bedrock Quartz Countertops**

5.0 ★★★★★ 26  
 \$\$ • Countertop Installation, Kitchen & Bath

"and designer to put some pressure on. It wasn't too bad at that point then ended up" [more](#)



**Gygi**

5.0 ★★★★★ 35  
 \$\$ • Appliances, Kitchen & Bath, Party Supplies

"and designs of little baggies, paper baking cups, and packaging for..." [more](#)



**Stevens General Contractors**

5.0 ★★★★★ 14  
 Contractors

"making it easy for me to stay inside the given budget and schedule helpful design" [more](#)



**Rachel Hutchens**

5.0 ★★★★★ 5  
 Interior Design

"was willing to test multiple design options to make sure we had the most for our space! She made" [more](#)

[Request a Virtual Consultation](#)

Responds in



**Spoons 'N Spice**

5.0 ★★★★★ 16  
 \$\$ • Kitchen & Bath

"how many times you want to buy a particular thing. The layout is perfect and almost seems" [more](#)



**Utah Basement Kitchen and Bath**

5.0 ★★★★★ 5  
 Contractors

\$155 for \$200 Deal

"through the UBKB online client portal, where we formally document changes. Victor was on site" [more](#)

# Get More Trades Accounts Prepared For:



Contractors (1590+ Companies)



**Stirling Castle Builders**  
 5.0 ★★★★★ 1 Review  
 Interior & Exterior Home Improvement Experts in Heber City  
 "Jeff and his crew were courteous, attentive to my wants, and reliable til the end! They were careful during L...  
 — Leigh Weintraub [Read Mo](#)



**American Town Painting**  
 5.0 ★★★★★ 17  
 Painters, Contractors  
 "contractors I had installing tile the same week they were painting. They en touch up" [more](#)  
 Serving Salt La Su



**Living Home Construction & Design**  
 5.0 ★★★★★ 58 Reviews  
 Locally owned  
 "The entire team at LHCD is top-notch! We did an extensive remodel on our home and a wonderful experience e...  
 — Shelby Harrod [Read Mo](#)



**Yin & Yang Construction**  
 5.0 ★★★★★ 17  
 Handyman, Painters, Contractors  
 "They did a bathroom remodel a few years ago and did excellent tile work, plumbing, painting etc. The bathroom still looks great. They have a wonder team." [more](#)  
 Serving Salt La Su



**Rocky Mountain Waterproofing**  
 5.0 ★★★★★ 3 Reviews  
 50+ years in business  
 Superior Construction & Unparalleled Design Solutions in Utah  
 "I just had a small job which required a sealer placed in my foundation around a water pipe. What impressed me...  
 — Lalayne Day [Read Mo](#)

[Request a Consultation](#) Responds in about 1 hour  
 48 locals recently requested a service



**DFS Construction Inc.**  
 4.9 ★★★★★ 38 Reviews  
 "DFS did a terrific job of remodeling a bathroom, painting (inside and out), carpeting, refinishing hardwood fl...  
 — Jarline Sheldon [Read Mo](#)



**J&D Home Innovations**  
 5.0 ★★★★★ 11  
 Contractors, Painters, Plumbing  
 "This contractor was awful! He said he'd be here at 8 a.m. then texted that say it would" [more](#)  
 Serving I Su

[Request a Consultation](#) Responds in about 1 hour  
 5 locals recently requested a service



**1350 Remodelers**  
 Locally owned  
 Utah County's Family Owned & Locally Operated General Contractor  
 We are a family-owned, full service General Contractor Company that prides itself in the quality of work, affordab...  
[See my project](#)



**Stevens General Contractors**  
 5.0 ★★★★★ 14  
 Contractors  
 "I have worked with Stevens General Contractors four different times and I completely remodeled" [more](#)  
 Serving I Su



**Fine Custom Construction**  
 5.0 ★★★★★ 28 Reviews  
 Best of Houzz winner  
 "The project was on time. They were always accessible when questions arose. The site manager Eric was on site a...  
 — Michelle Feitz [Read Mo](#)



**Affordable Renovation Solutions**  
 5.0 ★★★★★ 3  
 Contractors  
 15 years in business  
 Certified professionals  
 "I recently moved into a home that had a kitchen with good bones but need cosmetic work" [more](#)  
 Serving Salt La Su



**Upland Development, Inc.**  
 5.0 ★★★★★ 3 Reviews  
 Salt Lake City's Superior Crafted Custom Homes  
 "I am a custom landscape pool contractor, I have worked with Ryan and his team for m years. They are the epl...  
 — HJ-177688228 [Read Mo](#)



**Quilter Construction & Remodeling**  
 4.9 ★★★★★ 27 Reviews  
 "We hired Quilter to remodel our kitchen. We were so impressed with the level of custo service, they cared a...  
 — HJ-40085664 [Read Mo](#)



**Sticks & Stone Custom Tile & Hardwood**  
 5.0 ★★★★★ 3  
 Flooring, Tiling, Contractors  
 "In our basement 2nd kitchen area and it turned out great. He has good at detail, is very" [more](#)  
 Serving Salt La Su



**Fine Design Construction**  
 4.9 ★★★★★ 14 Reviews  
 Best of Houzz winner  
 Salt Lake City's Residential Remodelers | Best of Houzz 2017 Winner!  
 "I hired FineDesign for a kitchen remodel. The project was in a 75 yo home and include moving a wall, removing...  
 — Julie O'Brien [Read Mo](#)



**MJ Design Custom Cabinets**  
 5.0 ★★★★★ 3  
 \$\$ • Contractors, Home Decor, Interior Design  
 \$50 for \$75 Deal  
 "We hired Jared to instal custom cabinets for our kitchen and entertainermer team went" [more](#)  
 Serving Salt La Su



**Tall Pines Construction**  
 5.0 ★★★★★ 26 Reviews  
 Speaks English, Spanish  
 "We worked with Tall Pines Construction on a significant addition to our home and extensive landscaping project...  
 — Caline Allan [Read Mo](#)

# Get More Trades Accounts Prepared For:



## Architects and Builders (840+ Companies)



**JSBA Architecture & Planning**  
4.4 ★★★★★ 7 Reviews

Detail-Oriented Architectural Design in Salt Lake County

“ John has been an absolute joy and wonder to work with. From the very exploration of ideas to th...

— HU-24368128



**THINK Architecture, Inc.**  
5.0 ★★★★★ 10 Reviews

“ Think has made the process better than we thought possible! We highly Think and Kathryn Thompson!

— amoulton



**Authentic Homes LLC**  
5.0 ★★★★★ 3 Reviews

5 Hires on Houzz

House Plans with Character | Quality Home Building

“ Working with Tanya Pilling was a great experience. She was responsive worked with us closel...

— HU-408838374



**Renovation Design Group**  
4.8 ★★★★★ 14 Reviews

“ I picked Renovation Design Group based on the reviews for an extensh addition and sadly was disapp...

— Michelle Schilling



**James L Carroll & Associates Inc**  
5.0 ★★★★★ 5 Reviews

Salt Lake City's Custom Residential Design Firm

“ James and his team are timely, quick, responsive to changes, and bette competitively priced. James was a...

— Tamara Prue



**JCD Custom Home Design**  
4.9 ★★★★★ 67 Reviews

“ We were going to hire an architect to design our home, but we happen JCD and their incredibl...

— HU-542077239



**THINK Architecture, Inc.**  
5.0 ★★★★★ 10 Reviews

Modern & Innovative Architectural Design Firm in Salt Lake City

“ Think has made the process better than we thought possible! We highly Think and Kathryn Thompson!

— amoulton



**Lloyd Architects**  
4.8 ★★★★★ 22 Reviews

“ Warren and his team are fantastic. I have done several renovations in v... and I found working wi...

— taracolina



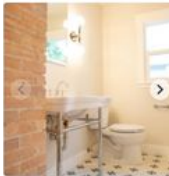
**Imbue Design**

★★★★★ 2

Architects, Interior Design

“ design #3. And with utmost patience, knowing that I'm a wannabe **architect**. Team Imbue treated me as" more

327 W Pierpont Ave  
Downtown



**Grant Norris Building Company**

★★★★★ 1

Contractors, Architects

“We loved working with Grant Norris **Building** on our recent home remodel. Not only were we extremely" more

Serving Salt Lake City and the  
Surrounding Area



**Architectural Nexus**

★★★★★ 1

Architects

“ firms for our project, and I say these are the 'Men in Black' of local **architects**. Our **design** team" more

Serving Salt Lake City and the  
Surrounding Area



**Richardson Design Partnership**

★★★★★ 1

Architects, Interior Design

“ visits. Gang graffiti markings on the **building** are allowed to remain. For the neighborhood" more

510 S 600 E  
Central City



**Renovation Design Group**

Architects

[Request a Consultation](#)

You can request consultation from this business

Serving Salt Lake City and the  
Surrounding Area



**Design Loft**

Architects

[Request a Virtual Consultation](#)

You can request virtual consultation from this business

Serving Centerville and the  
Surrounding Area



**Design West Architects**

Architects

[Request a Consultation](#)

You can request consultation from this business

Serving Salt Lake City and the  
Surrounding Area