

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: Friedmans Home Experience

URL: <https://plumbing.friedmanshomeexperience.com//>

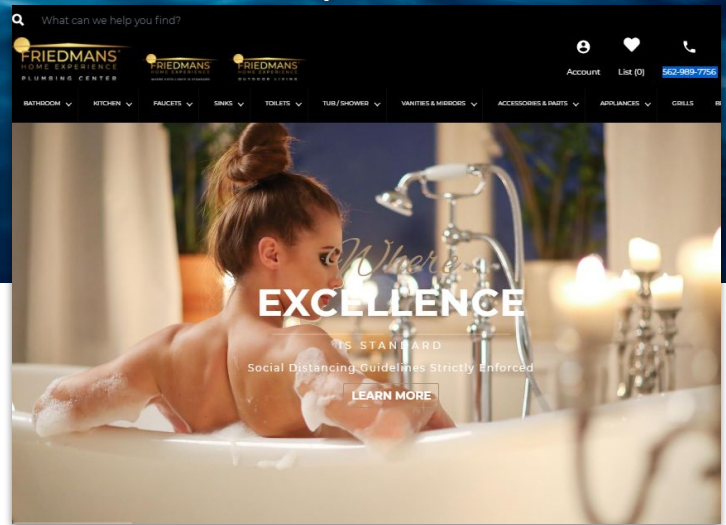
Date: March 8, 2021

Prepared by: Mady

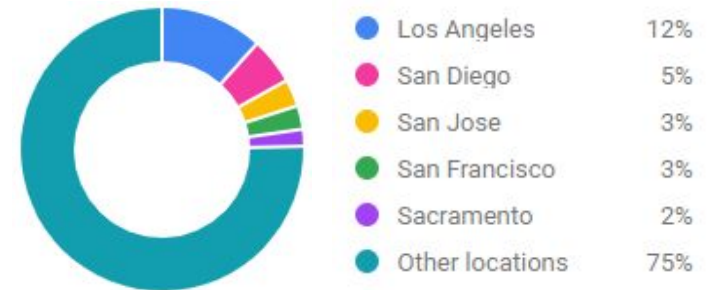
Location: California

Reach: 53.5M

Prepared For:



Distribution Of Searchers:



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

1,400,000

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

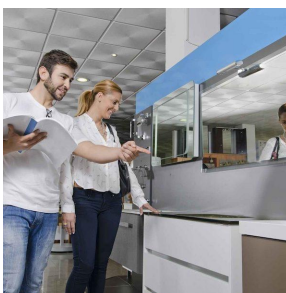
\$300,000

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

\$7.70

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

39,000



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:



Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Appliances	186,957.44
<input type="checkbox"/> Air Purifier	174,862.38
<input type="checkbox"/> Bathroom Vanities	113,086.47
<input type="checkbox"/> Toilets	59,237.09
<input type="checkbox"/> Shower Doors	47,295.25
<input type="checkbox"/> Air Conditioners	42,179.11
<input type="checkbox"/> Bathroom Faucets	39,086.37
<input type="checkbox"/> Garbage Disposal	38,596.32
<input type="checkbox"/> Coolers	26,194.60
<input type="checkbox"/> Water Filtration	25,321.50
<input type="checkbox"/> Kitchen Faucets	23,632.94
<input type="checkbox"/> Kitchen Sinks	22,398.23
<input type="checkbox"/> Shower Pans	20,809.10

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	4,579.18
<input type="checkbox"/> Bath Showroom	2,951.19
<input type="checkbox"/> Bathroom Store	1,987.88
<input type="checkbox"/> Kitchen Showroom	1,877.90
<input type="checkbox"/> Plumbing Showroom	1,224.44
<input type="checkbox"/> Cabinet Showroom	702.63
<input type="checkbox"/> Cabinet Showroom near Me	341.55
<input type="checkbox"/> Bathroom Showroom near Me	258.03

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	128,050.43
<input type="checkbox"/> Frigidaire	29,528.51
<input type="checkbox"/> American Standard	21,976.23
<input type="checkbox"/> Speed Queen	14,282.10
<input type="checkbox"/> Ginger	10,565.21
<input type="checkbox"/> Brizo	9,630.07
<input type="checkbox"/> Insinkerator	8,900.26
<input type="checkbox"/> Electrolux	8,083.96
<input type="checkbox"/> Hansgrohe	7,656.61
<input type="checkbox"/> Elkay	6,539.95
<input type="checkbox"/> Blanco	6,193.34
<input type="checkbox"/> Top Knobs	6,124.15
<input type="checkbox"/> Mr. Steam	5,686.92

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:



Custom Range Hoods ([customrangehoods.ca/](https://www.customrangehoods.ca/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
custom hood vents https://www.customrangehoods.ca/	340	80 3↑	82	\$4.05
custom metal range hoods https://www.customrangehoods.ca/	340	85 3↑	75	\$5.15
custom stove hoods https://www.customrangehoods.ca/	200	88 1↑	74	\$1.10
custom metal range hood https://www.customrangehoods.ca/	70	81 7↓	66	-
custom hood vent https://www.customrangehoods.ca/	55	94 1↓	82	-

Berenson Corp ([berensonhardware.com/](https://www.berensonhardware.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
cabinet hardware https://www.berensonhardware.com/CatSearch...	39.1k	94 2↑	96	\$1.75
hardware https://www.berensonhardware.com/	36.2k	55 5↓	99	\$0.44
drawer pulls https://www.berensonhardware.com/	19k	85 NEW	93	\$1.23
bpn https://www.berensonhardware.com/itemdetail...	14.9k	47 10↓	96	\$0.69
andante https://www.berensonhardware.com/CatSearch...	11.8k	35 2↓	97	\$2.39

Vita Futura ([vitafutura.com/](https://www.vitafutura.com/))

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
shower curtain rod https://www.vitafutura.com/rods-rings/	27.8k	68 5↓	83	\$0.89
bathroom rugs https://www.vitafutura.com/rugs/	14.7k	64 11↑	98	\$0.69
custom shower curtains https://www.vitafutura.com/curtains/custom.asp	9.7k	30 6↑	70	\$0.63
bath rugs https://www.vitafutura.com/rugs/	6.4k	31 13↑	98	\$0.70
shower rods https://www.vitafutura.com/rods-rings/	5.8k	81 6↑	86	\$0.59

Competitive Analysis

Prepared For:



Artcraft Kitchens (artcraftkitchens.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
artcraft	1.8k	21 5↓	98	\$0.64
drawer inserts	1.2k	64 NEW	94	\$1.19
arts and crafts kitchen	950	30 NEW	75	\$0.83
art craft	600	43 12↓	98	\$1.82
eurotech cabinetry	570	48 2↑	72	\$2.93

The Ensuite Bath & Kitchen (ensuiteontario.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
ensuite	6k	51 13↓	90	-
contrac	1.3k	82 8↓	66	\$0.62
fleurco	1.1k	43 8↓	33	-
sonoma forge	1k	73 NEW	38	\$1.00
rubinet	840	50 7↓	42	\$1.60

Visionary Baths and More (visionarybaths.com/)

No Ads found, SEO keywords below

Keyword	Volume	Rank (Change)	KD	CPC (B)
baths	2.9k	55 18↑	98	\$1.17
kitchen and bath showroom	2k	11 68↑	76	\$2.78
bathroom showrooms	1.6k	24 12↑	87	\$2.11
kitchen and bath stores	1.3k	25 NEW	98	\$2.25
kitchen and bath store	1.3k	31 20↑	98	\$2.37