

Plumbing market report

LIVE Trend, seasonality, year-over-year and related searches come from Google Trends. Volume magnitude, CPC, competition and customer economics remain modeled estimates.

 EXECUTIVE SUMMARY

Balanced

Plumbing in Alpharetta, Georgia

99

Plumbing demand in ZIP 30004 is attractive but competitive, earning a 64 opportunity score and B- rating. The market generates 439 monthly searches, or roughly 14 per day, with 38% year-over-year growth indicating meaningful momentum. High-intent conditions strengthen the case: 88% of demand is urgent, 71% comes from mobile users, and 24% of leads convert to sales. Job values range from \$420 to \$6,800, supporting viable acquisition economics, although competition is high at an index of 76 and average cost per click is \$17.04, with bids ranging from \$9.88 to \$29.65.

Alpharetta is clearly the strongest geography, capturing 42.9% of demand—nearly three times Atlanta’s 14.4% share—and still growing 15.2%. Augusta is the fastest-rising pocket at 17.1%, but its 10.8% share makes it a secondary expansion market rather than the initial priority. Demand peaks in June and bottoms in December, so contractors should build mobile-first campaigns and capacity during spring, then reduce or tighten paid acquisition late in the year. With only three active advertisers, disciplined targeting may still create room despite expensive clicks. Enter the market selectively, prioritizing Alpharetta, urgent high-value jobs, and a spring launch ahead of the June peak.

OVERALL OPPORTUNITY

Plumbing in Alpharetta, Georgia is viable but requires disciplined acquisition cost control.



B-

Balanced

MARKET DEMAND

439

searches / month



DAILY SEARCHES

14

5,708 across the window

GROWTH TREND

+38.0%

year over year

COMPETITION

High

index 76/100 · aggressive bidding

AVERAGE CPC

\$17.04

\$9.88 – \$29.65 range

MARKET RATING

B-

demand 56 · growth 100 · economics 83

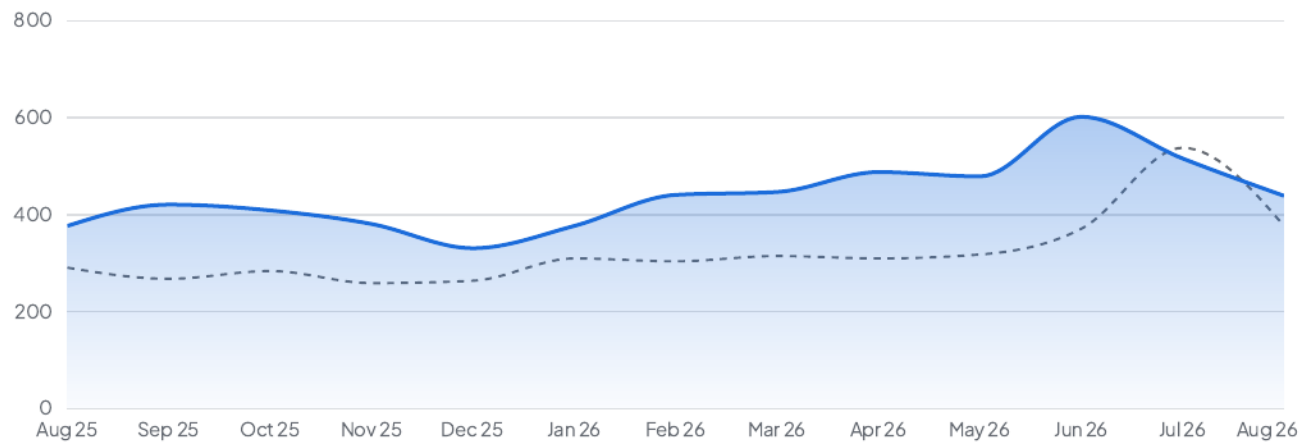
DEMAND ANALYTICS

How search demand moves

Monthly search volume against the prior year, the seasonality curve, and year-over-year momentum.

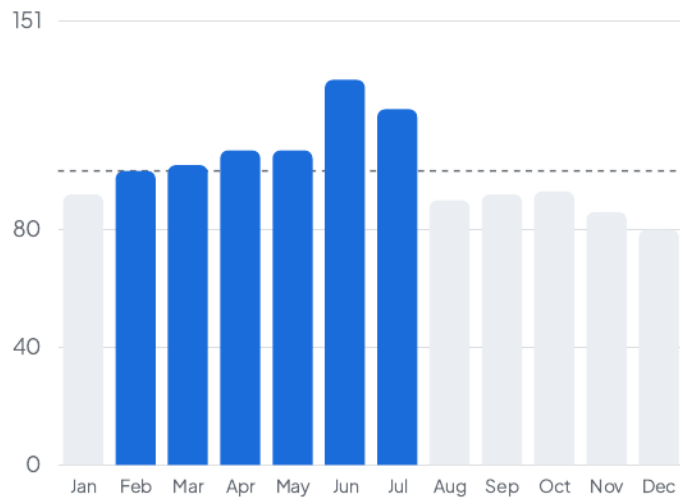
Search trend

Current window vs. prior year · peak in Jun



Seasonality

100 = average month · low point Dec



Year-over-year growth

Percent change vs. the same month last year



MARKET INTELLIGENCE

Where the demand actually sits

Volume concentration by metro, the fastest-moving pockets, and the language buyers use.

Top cities & metros

Share of in-state search volume

📍 Alpharetta	188 · \$17.77 CPC
📍 Atlanta	63 · \$17.00 CPC
📍 Augusta	48 · \$24.19 CPC
📍 Savannah	35 · \$15.03 CPC
📍 Columbus	30 · \$16.64 CPC
📍 Athens	29 · \$18.10 CPC
📍 Macon	24 · \$23.27 CPC
📍 Marietta	23 · \$18.23 CPC

Fastest-growing pockets

Highest momentum sub-markets in the window

Augusta

↗ **+17%**

48 searches · comp 79

Alpharetta

↗ **+15%**

188 searches · comp 66

Savannah

↗ **+13%**

35 searches · comp 89

Columbus

↗ **+16%**

30 searches · comp 67

Athens

↗ **+15%**

29 searches · comp 86

Related searches

Core terms buyers use in this market

TERM	VOLUME	CPC	INTENT
plumbing near me	149	\$16.12	Local
plumbing services	134	\$24.75	Commercial
plumbing company	89	\$24.52	Commercial
plumbing supply	77	\$18.69	Commercial
plumbing service	47	\$22.89	Commercial
city plumbing	43	\$17.49	Local
plumbing repair	37	\$29.60	Commercial
emergency plumbing	27	\$24.96	Emergency
plumbing companies	25	\$13.87	Commercial
plumber	21	\$14.87	Commercial
commercial plumbing	15	\$21.28	Commercial
plumbing supply near me	13	\$16.12	Local

Long-tail searches

Lower volume, higher intent, cheaper clicks

TERM	VOLUME	CPC	INTENT
my ip	19	\$21.92	Commercial
emergency plumbing services near me	11	\$16.57	Emergency
emergency plumbing services	10	\$12.51	Emergency
hydrojet plumbing	10	\$19.39	Commercial
emergency plumbing near me	10	\$23.76	Emergency
plumbing installation near me	10	\$12.62	Local
emergency plumbing	10	\$24.31	Emergency
plumbing tools	10	\$18.52	Commercial
plumbing camera	10	\$24.11	Commercial
plumbing services	10	\$21.23	Commercial

People also search for

Adjacent demand worth capturing

my ip

emergency plumbing services near me

emergency plumbing services

hydrojet plumbing

emergency plumbing near me

plumbing installation near me

emergency plumbing

plumbing tools

plumbing camera

plumbing services

COMPETITION & CUSTOMERS

What it costs to win, and who is buying

Paid pressure and organic difficulty alongside intent mix, device split and job economics.

Competition metrics

High · Aggressive bidding

Competition index

76/100

Organic difficulty

67/100

Ad density

75%

AVG CPC

\$17.04

ADVERTISERS

3

Search intent mix

Why people are searching



Commercial

31%

Local

28%

Emergency

37%

Research

5%

Urgency & devices

How the demand arrives



88%

urgent intent

Mobile

71%

Desktop	20%
Tablet	9%

Customer economics
 Typical job value and conversion

AVG JOB VALUE	LEAD TO SALE	REPEAT RATE
\$420 – \$6,800	24%	34%

