

# Bag Configurator: SEO Analysis and Evaluation 06/2020

[viscircle.de/handbag-configurator-seo-analysis-and-evaluation-06-2020/](https://viscircle.de/handbag-configurator-seo-analysis-and-evaluation-06-2020/)

Many online-based Bag retailers have long recognized the trend. Customers can design Bags online with a 3D configurator according to their individual ideas, e.g. as a birthday present.

In this paper we would like to analyze the potential of Bag configurators from the perspective of corresponding online providers. The core question is “Is it worth investing in a Bag configurator at this time?”.

Since a Bag configurator is integrated into the website via the homepage, the focus here is on an online analysis.

In a first step, we will analyze the demand for Bag configurators with Google’s Keyword Planner using various keywords. This will be followed by a trend and competitor analysis of the most important competitors, some of which will be spot-on.

Finally, an overall assessment is made on the basis of the findings.

## **Analysis with the Keyword Planner.**

The following table contains relevant keywords related to Bag configurators according to the keyword planner of Google Ads:

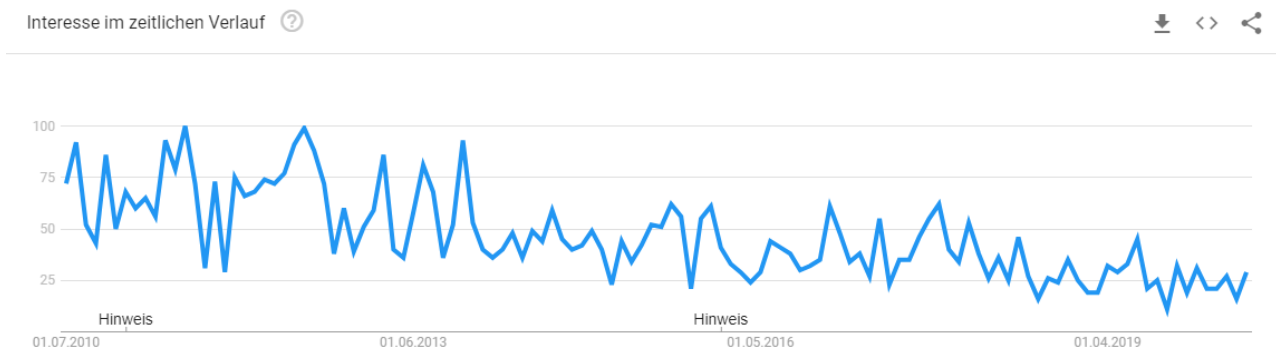
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Design your own handbag	260	High	0,37
Design your own bag	880	High	0,32
Design your own purse	260	High	0,35
Design your own bag online	110	High	0,33
Create your own purse	50	High	0,35
Bag design software	260	High	0,13
Design your own backpack	1.000	High	0,27
Make your own backpack	880	High	0,34

Keyword	Search Volume	Competition	CPC for high positions (in €)
Create your own backpack	480	High	0,28
Make your own bag	480	High	0,27

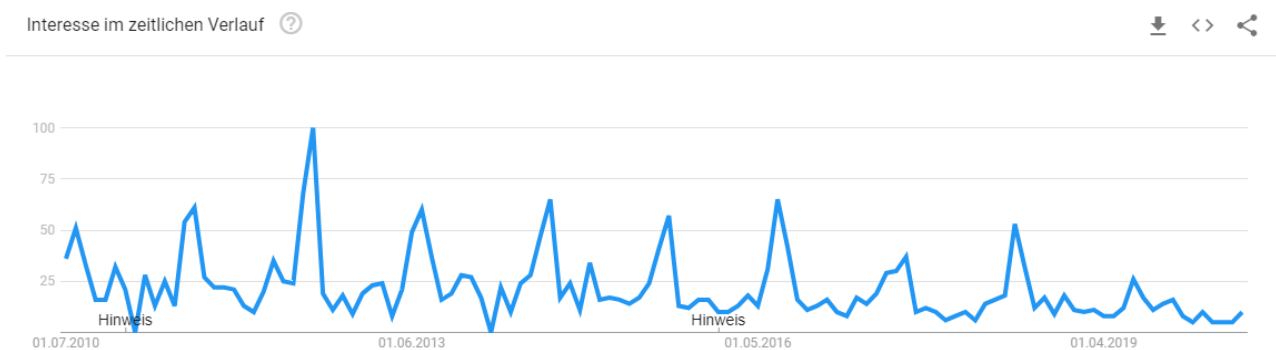
With little effort you can find many interesting keywords with high competition. Also the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

Design your own bag.



Demand for the keyword “Design your own bag” has been constant since 25.06.2010 and tends to decline.



The keyword “Design your own backpack” has also been showing a constant and rather declining demand for some years now. We get similar results after entering the keyword “Make your own backpack” into the tool:

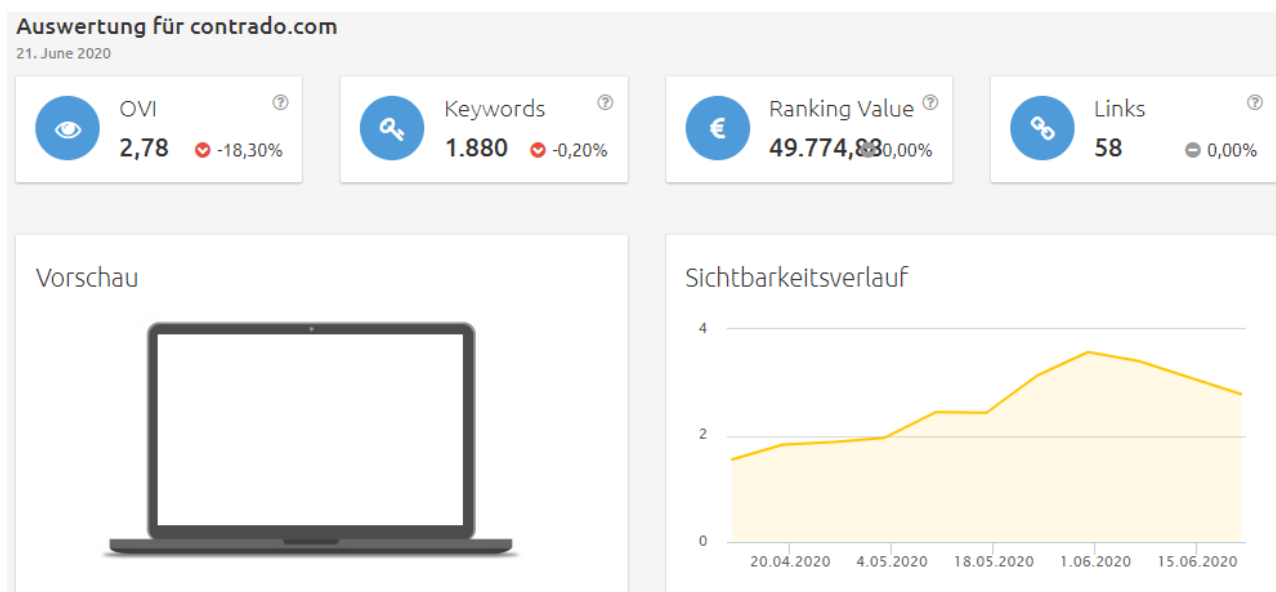


**Conclusion:** There are numerous interesting keywords with good and for years stable demand. In addition, the costs per click are quite low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

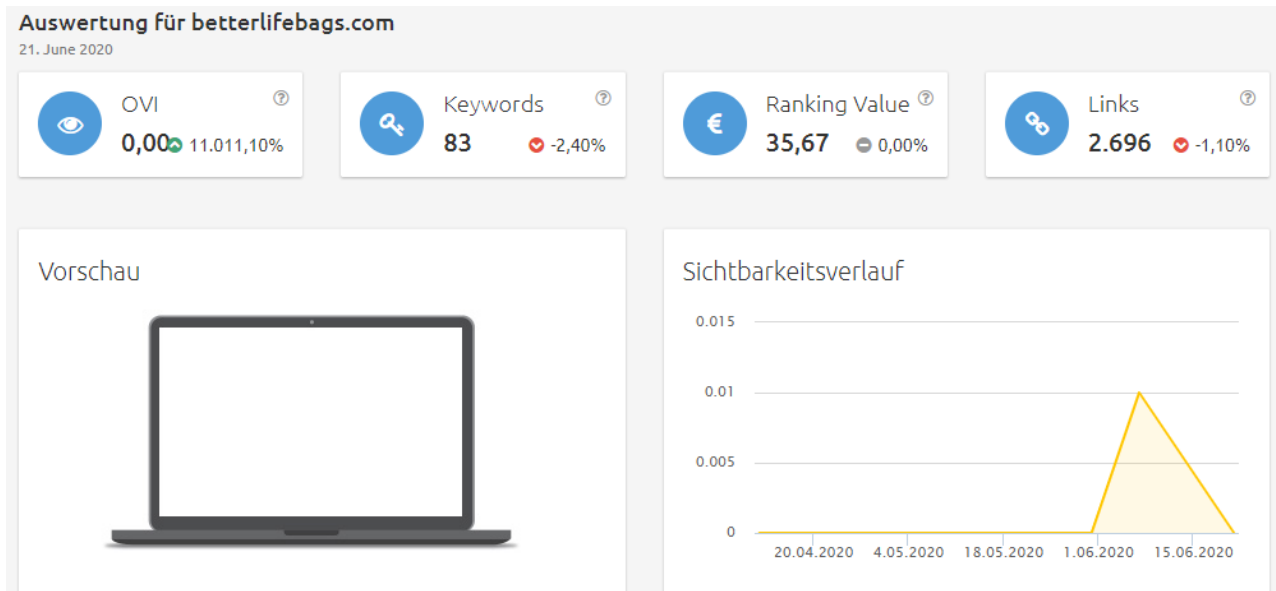
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyse the websites in 1st to 10th place in a keyword analysis.

On the first place when entering the keyword “Design your own handbag” you will find the website [contrado.com](http://contrado.com):



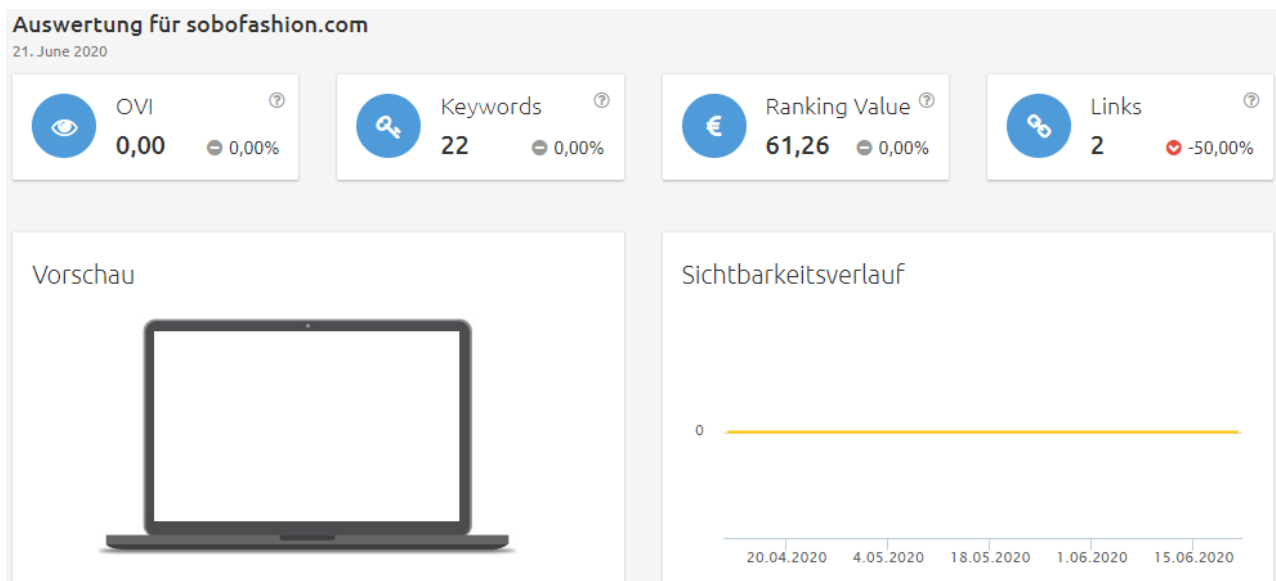
The website has good visibility, which has been at a consistently high level over the last few months.

In fifth place when you enter the search term “Design your own bag” you will find the domain [betterlifebags.com](http://betterlifebags.com)

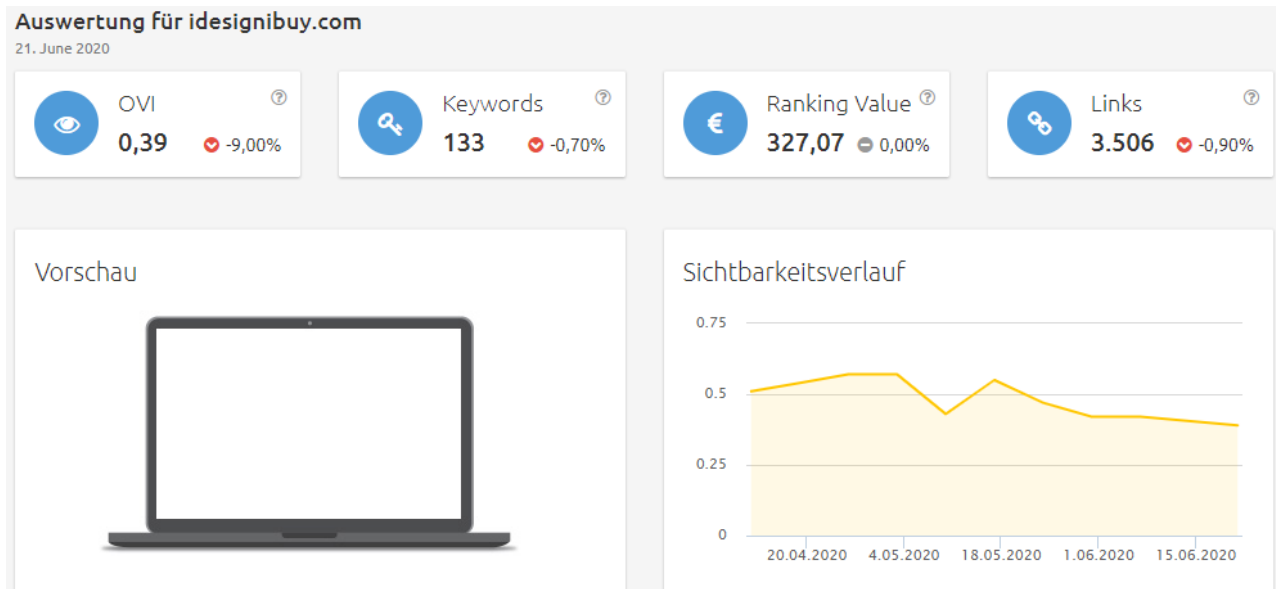


The domain has a low visibility. With 83 keywords the website is in the top 100 of Google.

Now we analyze the seventh place in the keyword “Design your own bag online” a little closer.

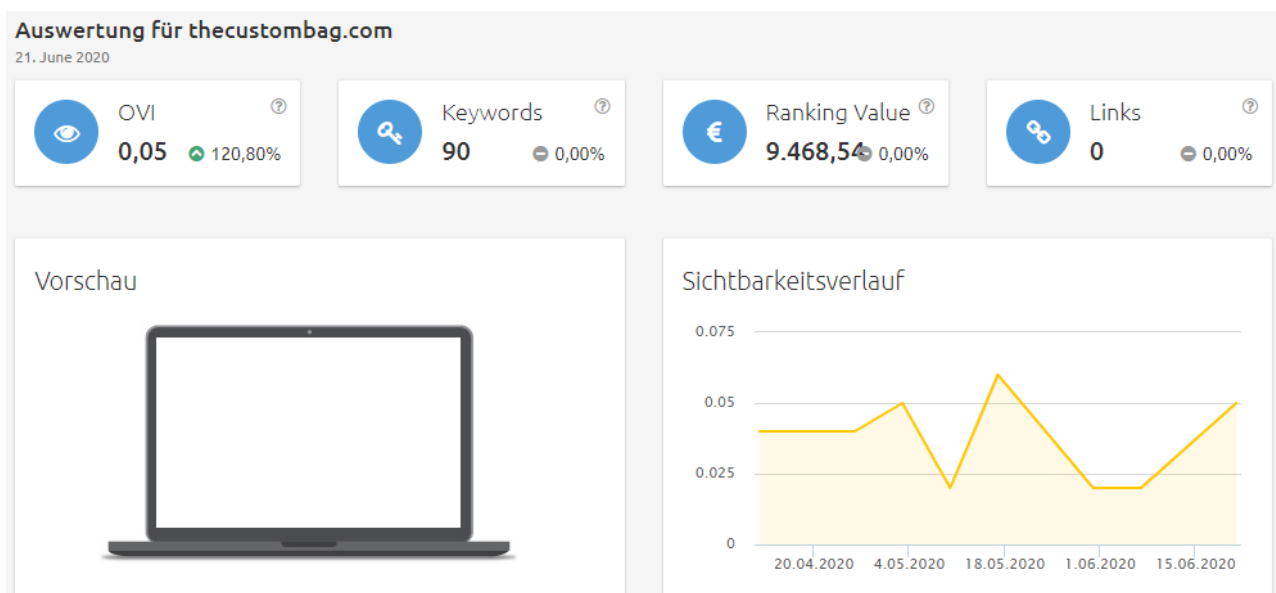


The domain sobofashion.com currently also has low visibility. Now let’s take a closer look at the second place at the keyword “Bag design software”:



idesignibuy.com is a website with low visibility.

Finally, we consider the ninth place for the keyword “Create your own backpack”. This ranking is currently occupied by thecustombag.com:



thecustombag.com is a domain with low visibility.

**Conclusion:** For the most part, providers with low visibility have achieved good positions for most key terms.

**Overall assessment:** There is a stable overall demand for Bag configurators on the Internet. This demand is already being met by a number of suppliers with mostly low visibility.

There is a high probability that keywords like “Design your own handbag” or “Design your own bag” will achieve good positions on Google.

Due to the relatively low click costs, investments should also be made in Google Ads.

Bag configurators on the Internet therefore still offer enormous potential for market entrants. However, the online marketing strategy should be well thought out and professionally implemented with the appropriate investments.

We are specialized in the planning and implementation of handbag configurators and have already realized several projects in the past. As a reference we recommend our handbag configurator for [youbag.com](http://youbag.com).

Contact us and get free advice.