

# WC configurator: SEO analysis and evaluation 07/2020

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Various online retailers for toilets have long recognized the trend. Customers can design toilets online according to their personal preferences using a 3D configurator.

In this paper we want to analyze the potential of toilet configurators from the perspective of corresponding online providers. The core question is „*Is it worth investing in a toilet configurator at this time?*„

Since a toilet 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 toilet 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 based on keywords.

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

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

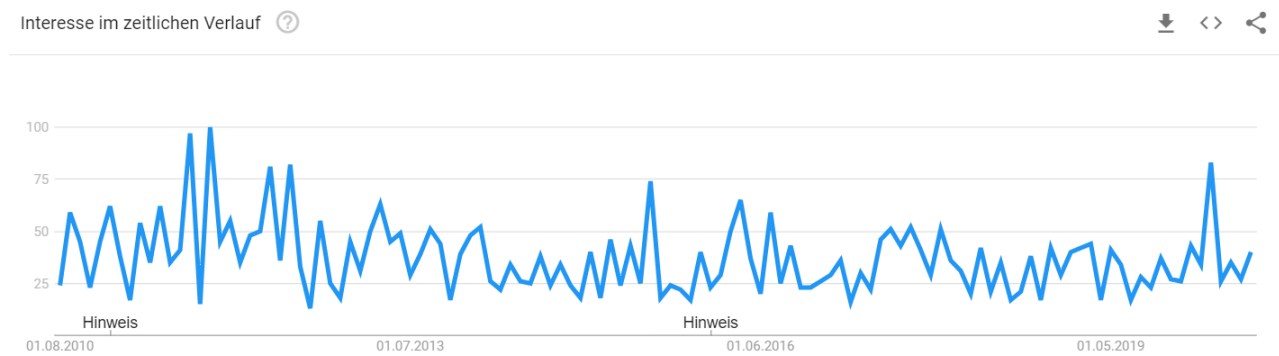
The following table contains relevant keywords related to toilet configurators according to the keyword planner of Google Ads:

<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Toilet designer	27.100	High	0,13
Small toilet design	4.400	High	0,15
WC design	6.600	High	0,32
Modern toilet design	3.600	High	0,16
Public toilet design	2.400	Low	0,81
Simple toilet design	1.300	Middle	0,15
Toilet bowl design	1.000	High	0,13
Toilet seat design	1.600	High	0,15
Toilet bathroom design	1.300	Middle	0,15

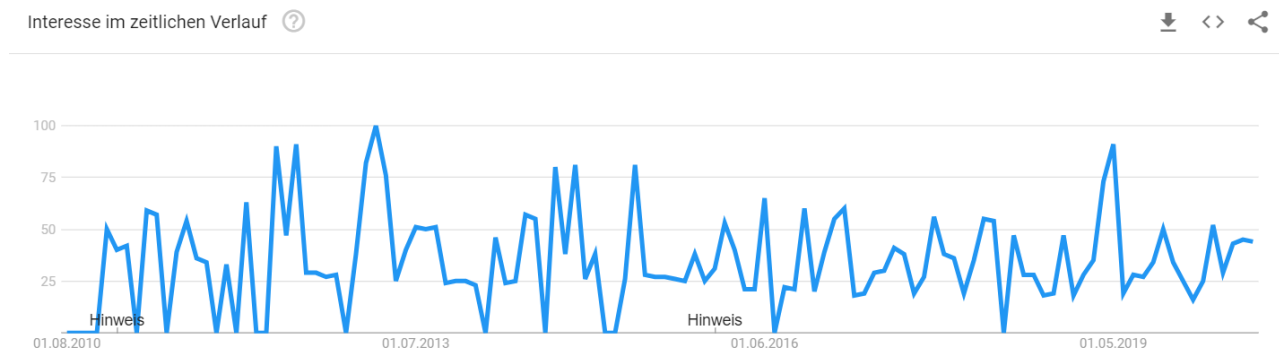
With little effort you can find a lot of interesting keywords with low, medium and high competition. Also the CPCs (costs per click with Google Ads) are extremely low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

## Trend analysis with Google Trends

Toilet designer.



Since 14.07.2020 there has been a stable and increasing demand for the keyword „toilet designer“.



The keyword „small toilet design“ has also been showing a stable and increasing demand for several years. We get similar results after entering the keyword „WC design“ into the tool:

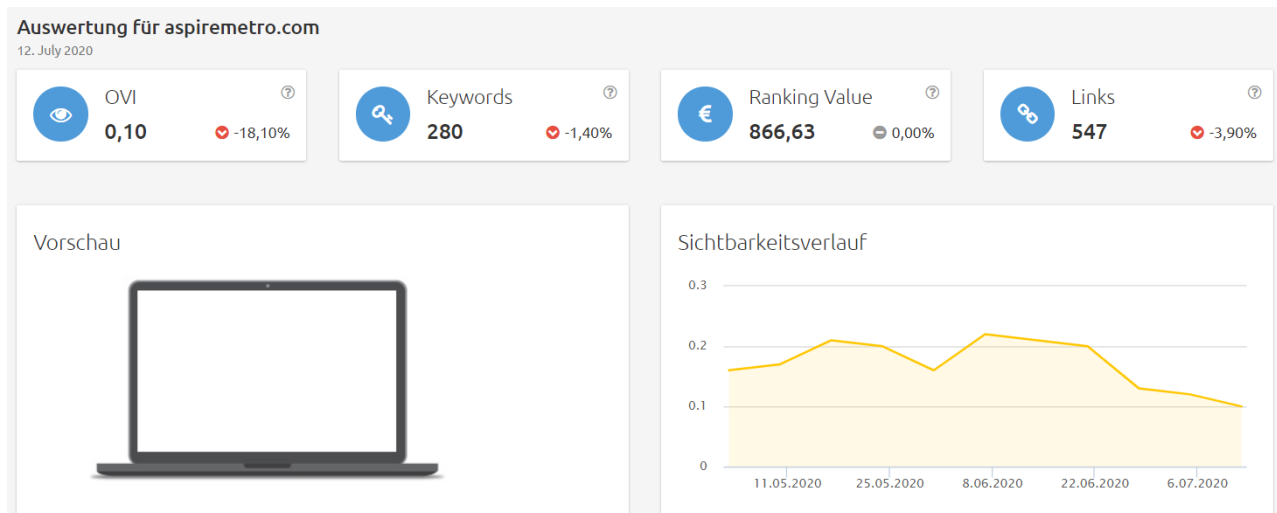


**Conclusion:** There are numerous interesting key terms with high and for years increasing demand. In addition, the costs per click are extremely low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

**Competition analysis:**

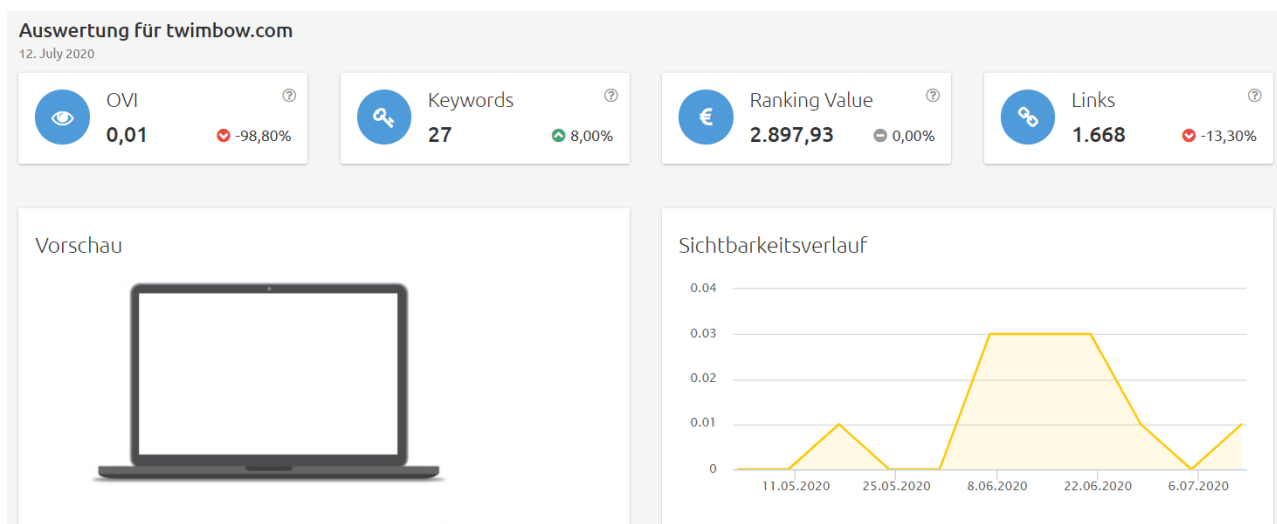
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyse the websites in 1st to 10th place in a keyword analysis.

On the first place when entering the keyword „toilet designer“ you will find the website [aspiremetro.com](http://aspiremetro.com):



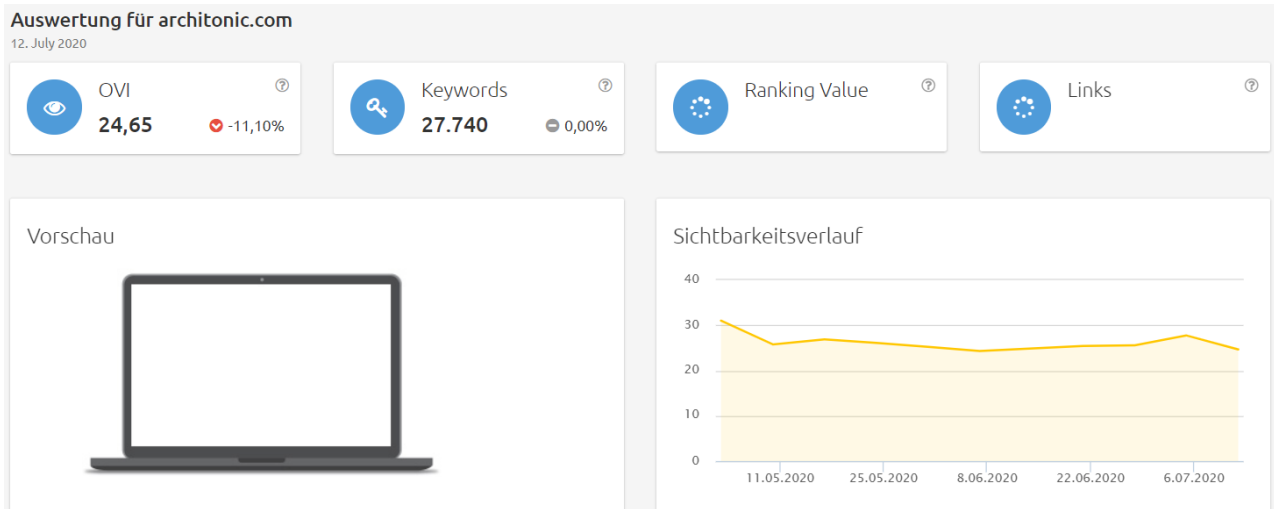
The website has low visibility, which has remained at a consistently low level in recent months.

On the fifth place when entering the search term „Small toilet design“ you will find the domain [twimbow.com](http://twimbow.com):

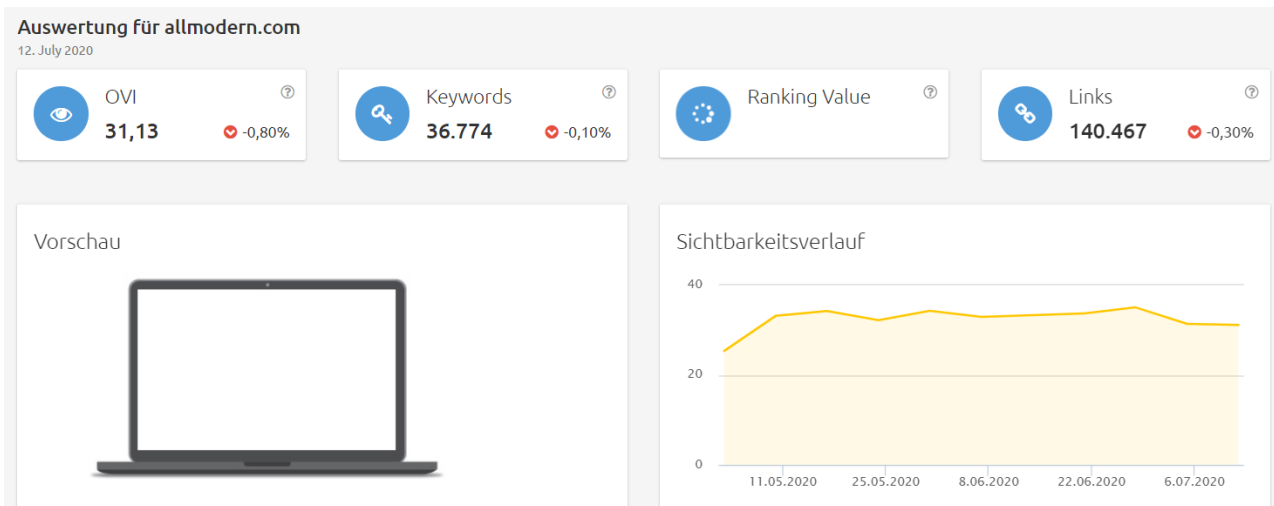


The domain has a rather weak visibility. With only 27 keywords the website is in the top 100 of Google.

Now we analyze the seventh place in the keyword „WC design“ a little closer.

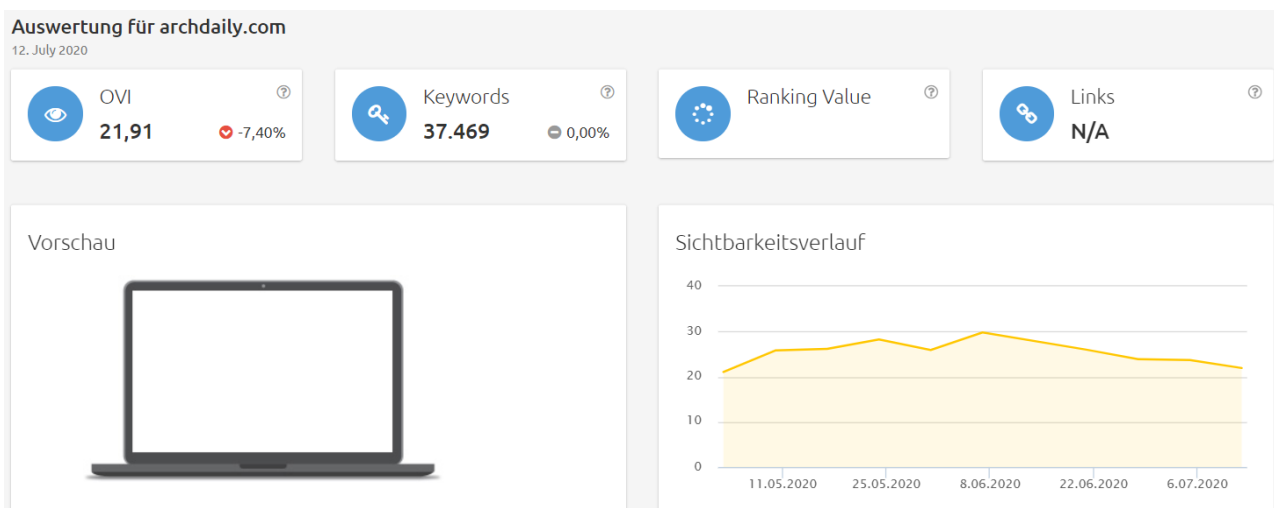


The domain architonic.com currently has a very good visibility. Now let's take a closer look at the second place for the keyword „Modern toilet design“:



Allmodern.com is also a website with low visibility.

Finally, we consider the ninth place for the keyword „Public toilet design“. This ranking is currently occupied by archdaily.com:



archdaily.com is a domain with a very good visibility.

**Conclusion:** For the relevant keywords there are both websites with low and good visibility.

**Overall assessment:** The demand for toilet configurators on the Internet is quite high and increasing. This demand is already being met by a number of providers with weak and good visibility.

It is highly likely that keywords such as „toilet designer“ or „small toilet design“ will achieve good positions in the ranking.

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

Toilet configurators on the Internet therefore still offer enormous potential for new market entrants.

We are specialized in the planning and implementation of real-time 3D configurators.

Contact us and get free advice.