

Bathroom configurator: SEO analysis and evaluation

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Various online retailers for bathrooms have long recognized the trend: Customers can design bathrooms online with a 3D configurator according to their individual needs.

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

Since a bathroom 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 bathroom configurators with Google’s Keyword Planner using various keywords. This is followed by a trend and competitor analysis of the most important competitors, in some cases in the form of a brief summary.

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

Analysis with the Keyword Planner.

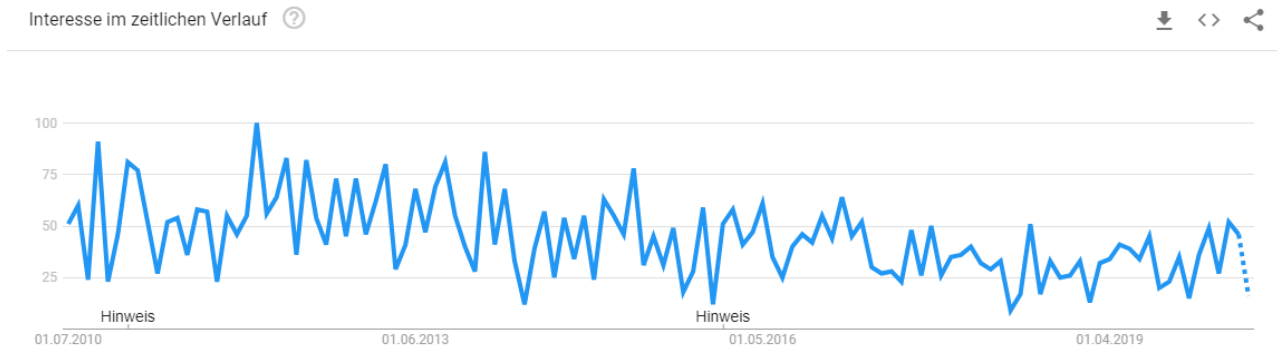
The following table contains relevant keywords related to bathroom configurators according to the keyword planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Bathroom configurator	260	High	0,63
Design your bathroom	480	High	0,44
Create bathroom	260	Middle	0,43
Bathroom planner	8.100	Middle	0,29
3D bathroom planner	720	Middle	0,17
Plan bathroom	8.100	Middle	0,29
Bathroom planning	8.100	Middle	0,29
Bathroom design tool	4.400	Middle	0,26
Bathroom design software	1.000	High	0,66

It is possible to find with little effort a lot of interesting keywords with almost exclusively high competition. The CPCs²CPCs also refer to the top positions in Google Ads (cost per click in Google Ads) are extremely low, as a result a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

Design your bathroom.



The keyword: "bathroom configurator" has been in high demand since 16.06.2020.



The keyword: "Bathroom planner" has shown a stable and high demand for several years. We get similar results after entering the keyword: "Bathroom design tool" into the tool:

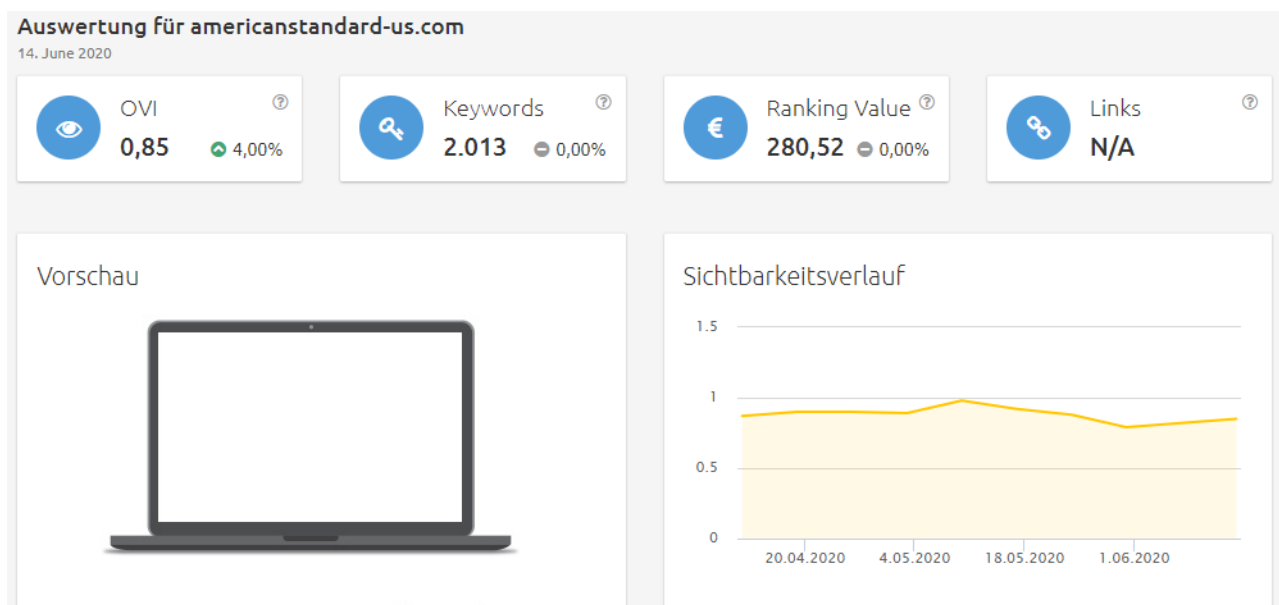


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

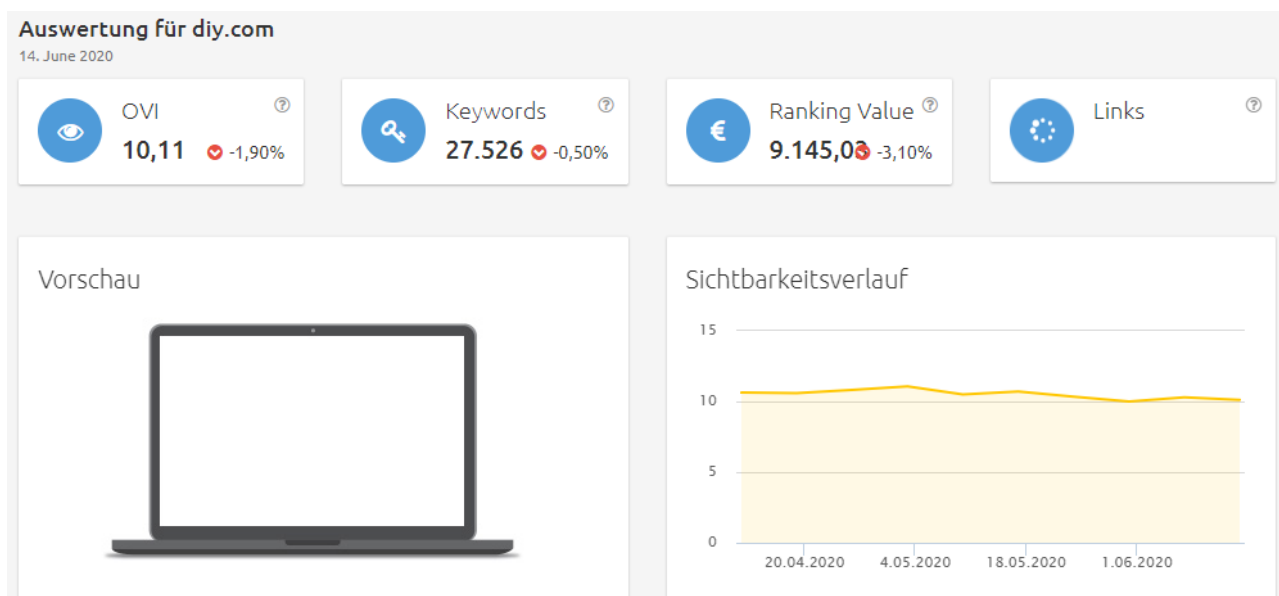
In the following we will take a closer look at the competitive situation. In order to get a more accurate picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “bathroom configurator” you will find the website americanstandard-us.com:



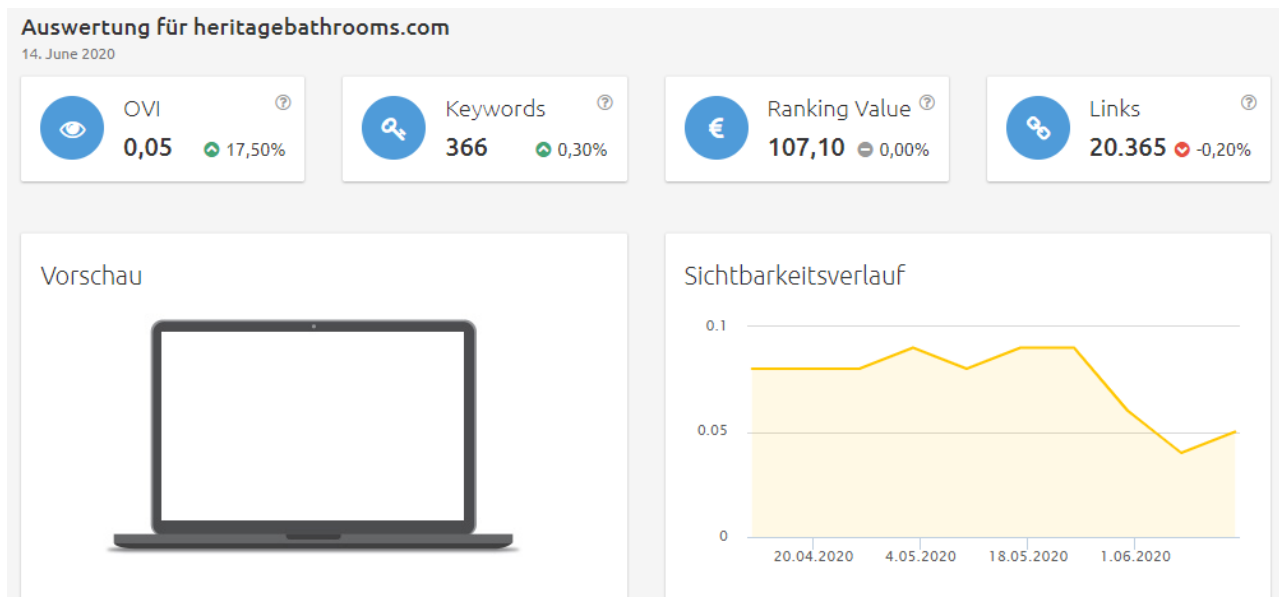
The website currently has a mediocre visibility.

In fifth place when entering the search term: “Design your bathroom” you will find the domain diy.com:

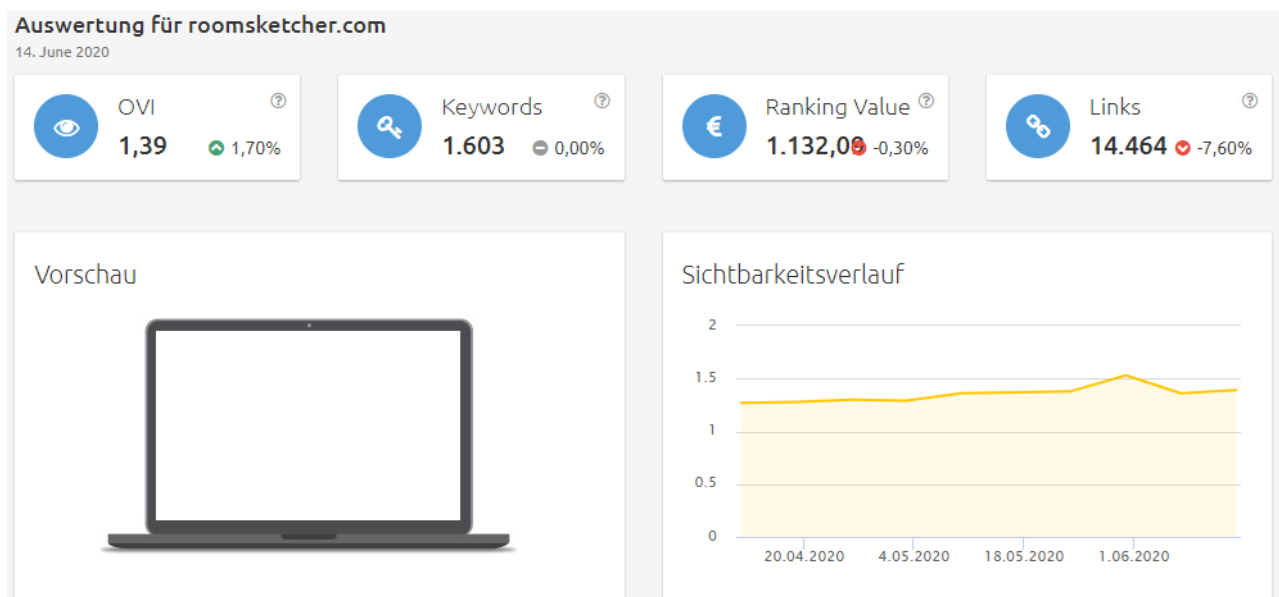


The domain has good visibility. With 27.526 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “3D bathroom planner”.

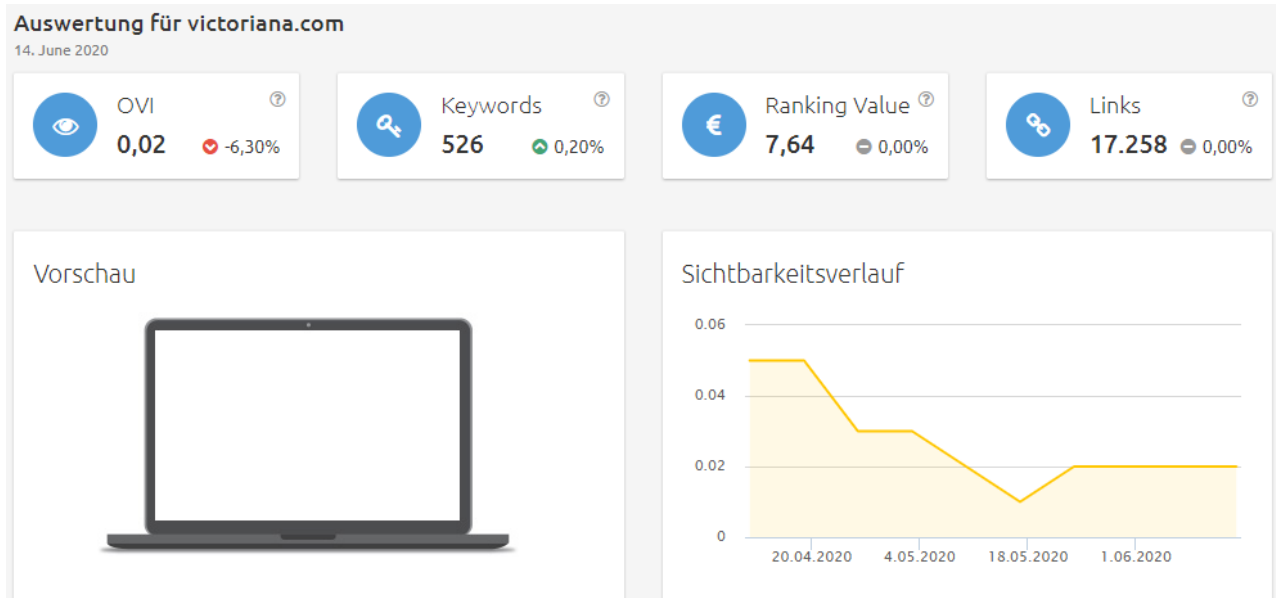


The domain heritagebathrooms.com currently also has rather weak visibility. Now let's take a closer look at the second place of the keyword: “Bathroom planning”:



roomsketcher.com is a website that has a rather average visibility.

Finally, we consider the ninth place of the keyword: “Bathroom design software”. This ranking is currently occupied by victoriana.com:



victoriana.com is a domain with very low visibility.

Conclusion: For the most part, the relevant keywords include websites with varying degrees of visibility.

Overall assessment: There is a high and stable overall demand for bathroom configurators on the Internet. This is already being served by some providers with varying degrees of visibility.

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

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

Contact us and get free advice.