

Bicycle configurator: SEO analysis and evaluation

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Many online-based bicycle dealers have long recognized the trend: Customers can configure bicycles online with a 3D configurator according to their individual preferences.

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

Since a bicycle 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 bicycle configurators with Google’s Keyword Planner using various keywords. This is followed by a trend and competitor analysis of the most important competitors.

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 bike configurators according to the keyword planner of Google Ads:

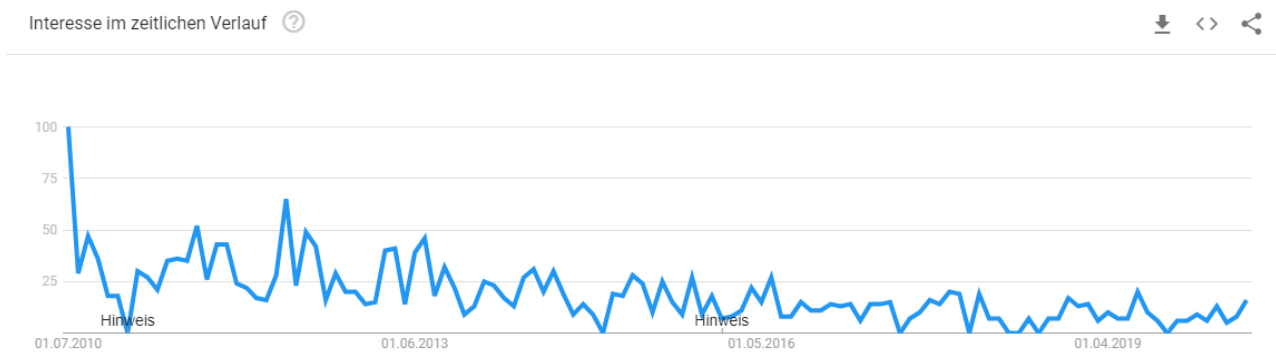
Keyword	Search Volume	Competition	CPC for high positions (in €)
Create your own bike	110	High	0,30
Design your own bike	260	High	0,32
Build your own bmx bike	390	High	0,24
Make your own bike	260	High	0,34
Build your own bike online	210	High	0,23
Build your own bmx	260	x	x
Make your own bmx	140	Middle	x
Build your own fixie	70	High	0,22
Design your own bike jersey	50	High	0,55

Keyword	Search Volume	Competition	CPC for high positions (in €)
Create your own bmx bike	70	Middle	0,25

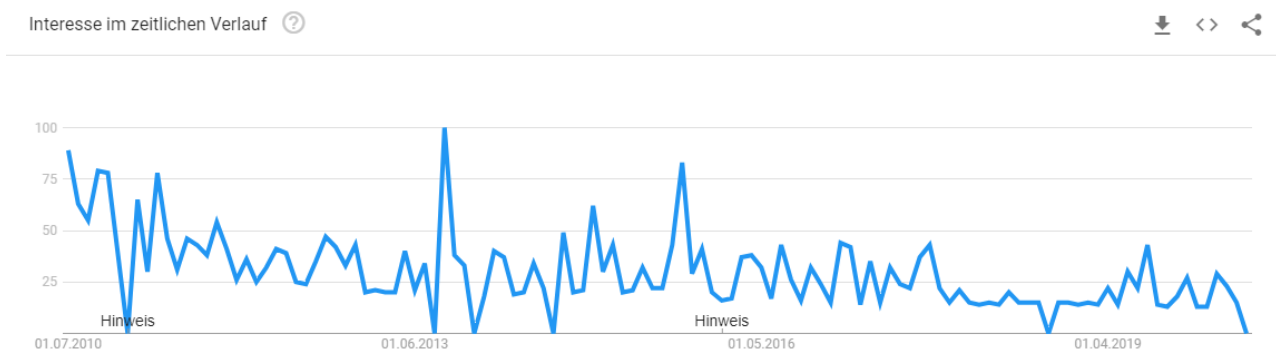
With little effort you can find many interesting keywords with medium and high competition. The CPCs (costs per click with Google Ads) are also extremely low, as result a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

Create your own bike.



There has been stable demand for the keyword: “Create your own bike” since 16.08.2010.



The keyword: “Build your own bmx bike” has also shown stable demand in recent years. We get similar results after entering the keyword: “Build your own bike online” into the tool:

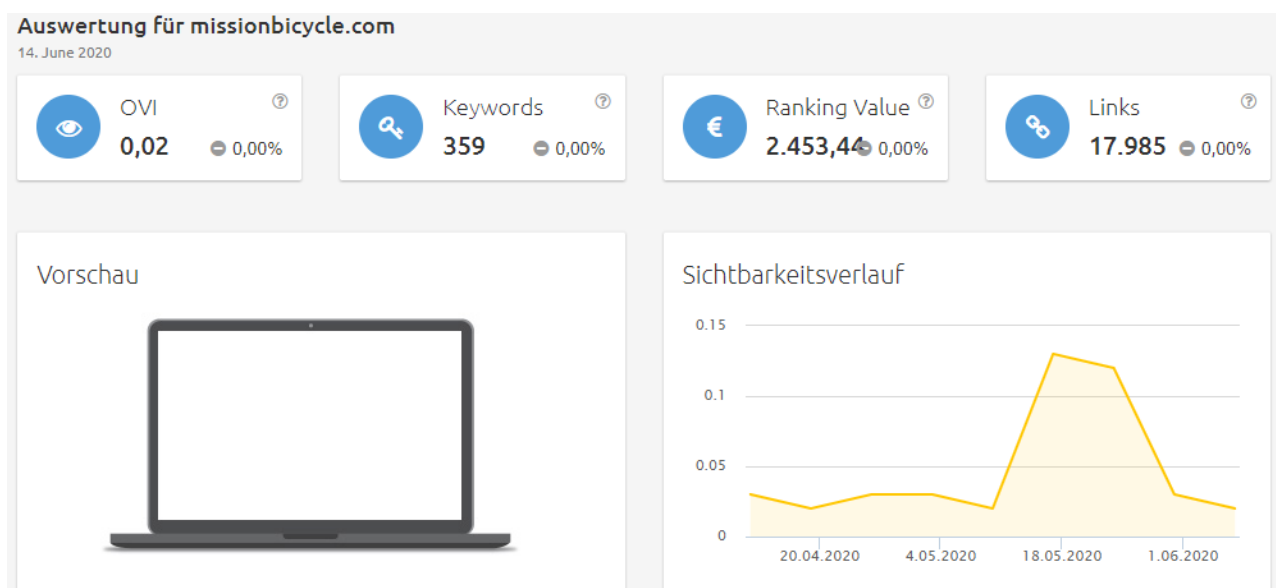


Conclusion: There are numerous interesting key terms with demand that has been stable for years. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

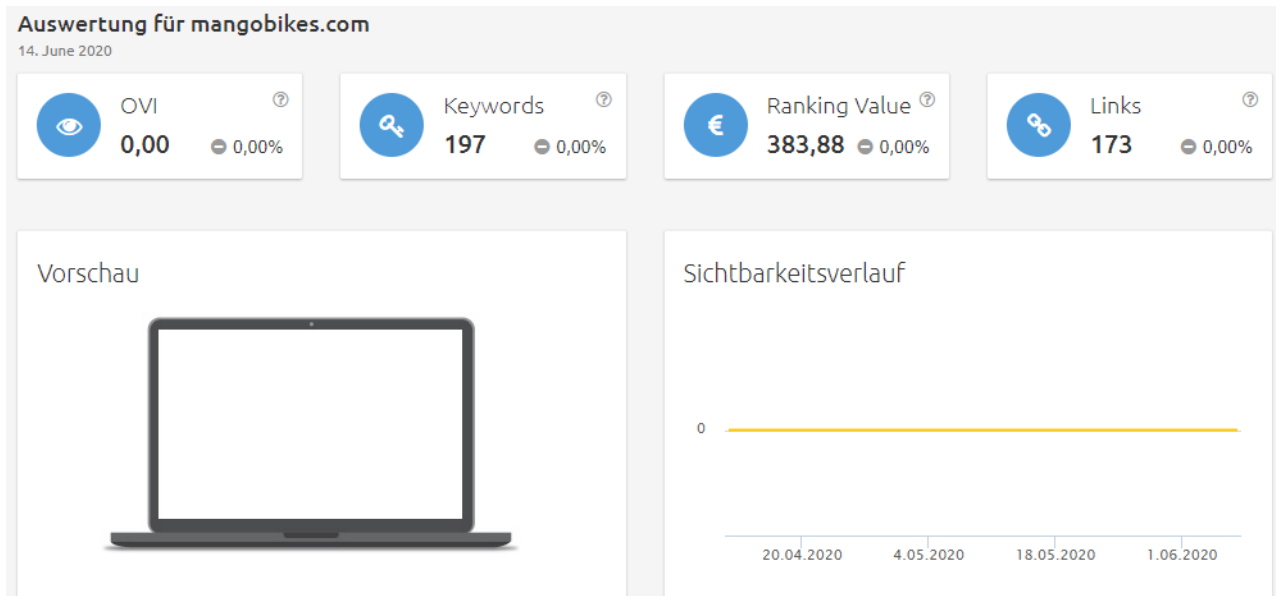
In the following we will take a closer look at the competitive situation. In order to get a more accurate picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword “Create your own bike” you will find the website missionbicycle.com:



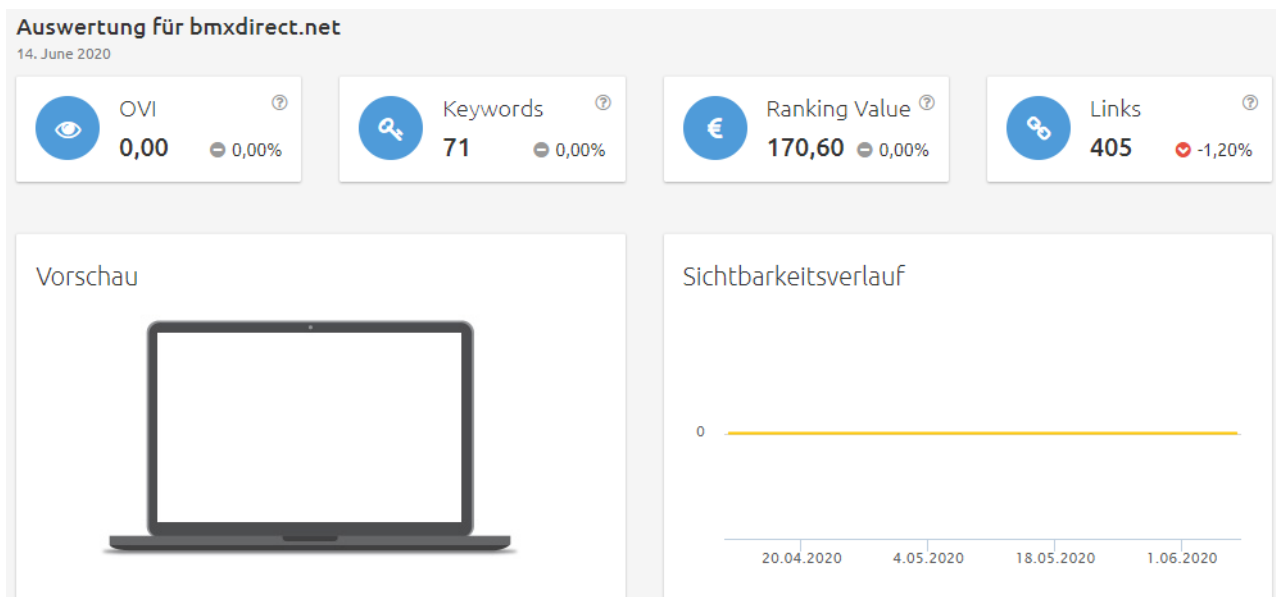
The website currently has a mediocre visibility.

On the fifth place when entering the search term: “Make your own bike” you will find the domain mangobikes.com

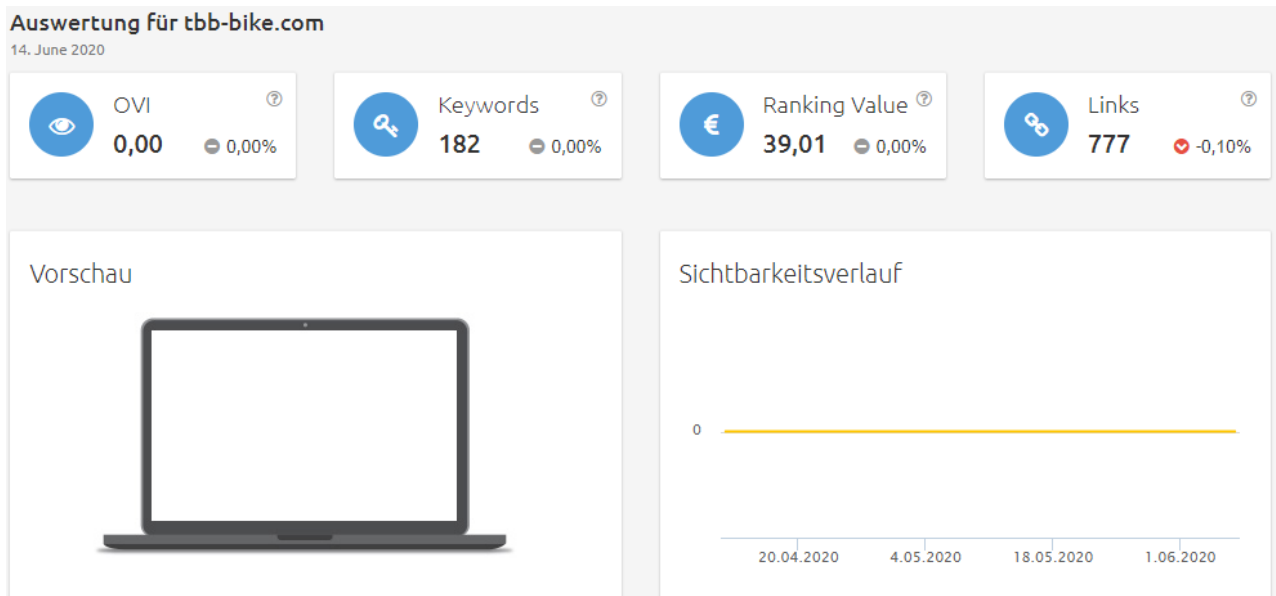


The domain has a rather average visibility. With 197 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Make your own bmx” a little closer.

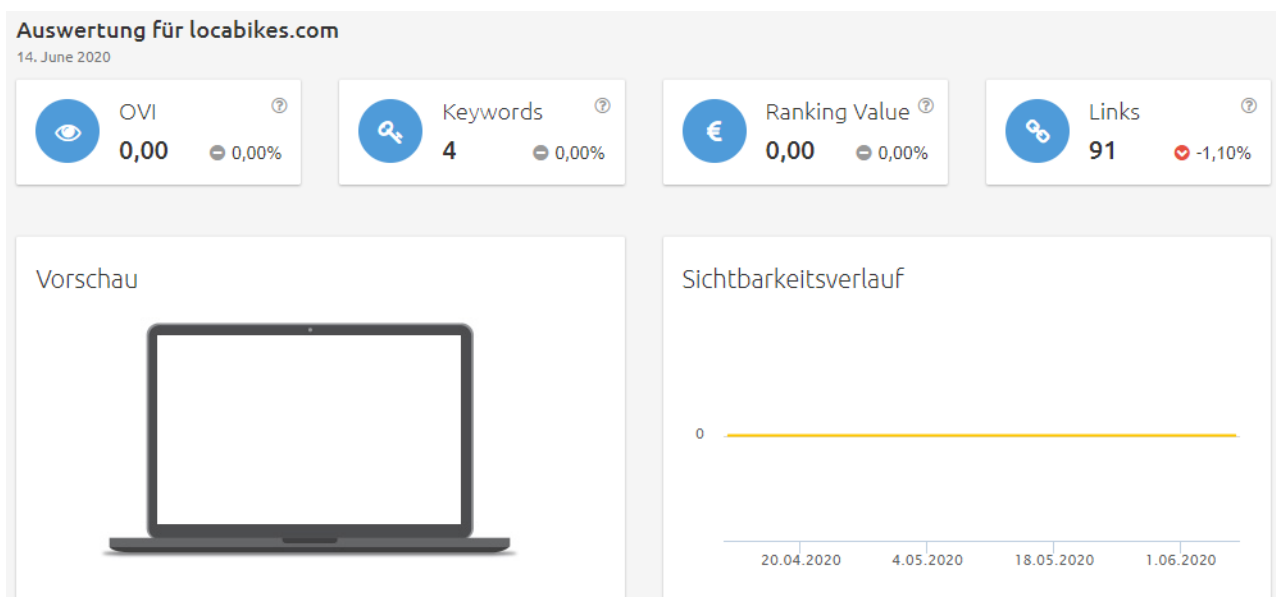


The domain bmxdirect.net currently also has low visibility. Now let’s take a closer look at the second place of the keyword: “Build your own bmx”:



tbb-bike.com is a website with low visibility.

Finally, we consider the ninth place of the keyword: “Create your own bike”. This ranking currently occupies locabikes.com:



Locabikes.com is a domain with very low visibility.

Conclusion: For most key terms, providers with low visibility have been able to achieve good positions.

Overall assessment: There is a high and stable demand for bicycle configurators on the Internet. This is already being served by some providers with low visibility at the present time.

With a high probability good rankings in the top 10 on Google can be achieved for relevant money keywords such as “Create your own bike” or “Make your own bike”.

In addition, investments should also be made in Google Ads due to the low click costs.

Bicycle configurators on the Internet thus offer an enormous potential for newcomers to the market that is far from exhausted.

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

You can contact us directly via the following link:

viscircle.de/contact