

Bottle configurator: SEO analysis and evaluation

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Various online-based bottle dealers have long since recognized the trend. Customers can design bottles online with a 3D configurator according to their individual preferences, e.g. as birthday presents.

In this paper we would like to analyze the potential of bottle configurators from the perspective of corresponding online suppliers. The core question is: *“Is it worth investing in a bottle configurator at this time?”*¹ Explanations of the technical terms used in this article can be found by clicking on the following link.

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

In a first step, we will analyze the demand for bottle configurators with Google’s Keyword Planner using various keywords. This will be followed by a trend and competition 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 bottle configurators according to the keyword planner of Google Ads:

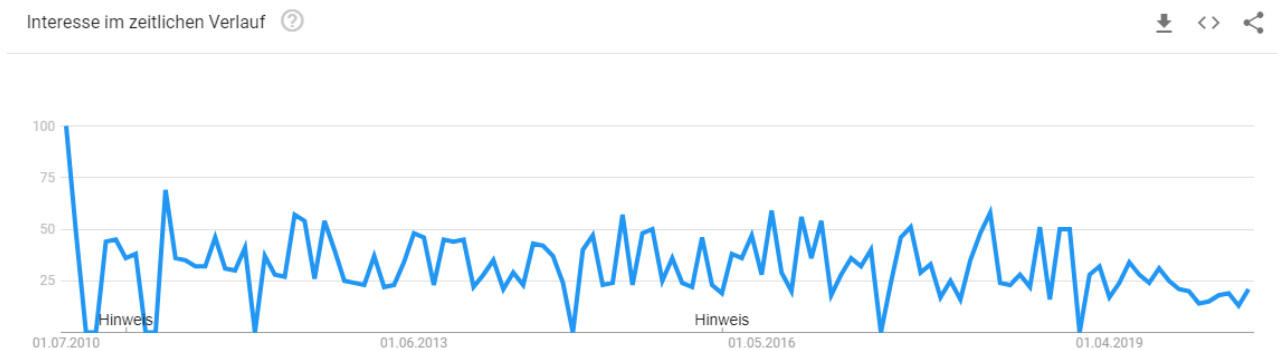
Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own water bottle	720	High	0,38
Make your own water bottle	390	High	0,40
Create your own hydro flask	480	High	0,37
Create your own water bottle	260	High	0,39
Design your own bottle	140	High	0,28
Make your own bottle labels	140	High	0,31
Make your own bottle opener	70	High	0,33
Make your own bottle	70	High	0,34
Hydro flask design your own	110	High	0,37

Keyword	Search Volume	Competition	CPC for high positions (in €)
Create your own bottle label	50	High	0,44
Design your own beer label	90	High	0,23
Design your own bottle labels	70	High	0,30
Create your own water bottle labels	40	High	0,60
Design your own water bottle uk	40	High	0,35
Design your own shaker bottle	30	High	0,24

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

Trend analysis with Google Trends.

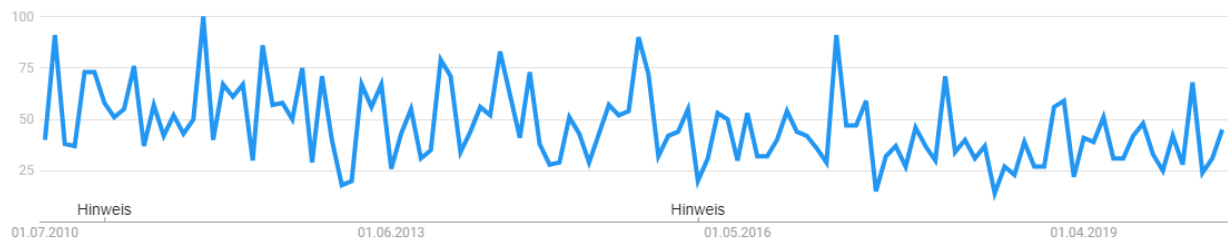
Design your own water bottle.



For the keyword: “Design your own water bottle” there has been a stable and high demand for several years.



The keyword: “Create your own water bottle” has also shown stable and high demand for several years. We get similar results after entering the keyword: „Make your own water bottle“ into the tool:

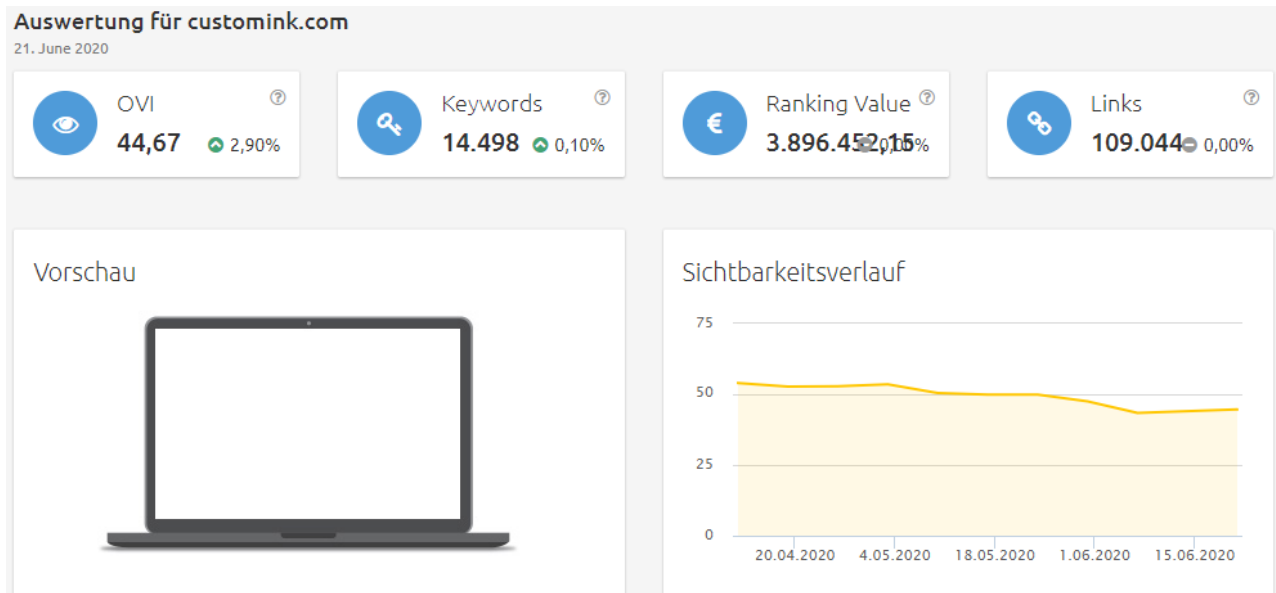


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are relatively low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

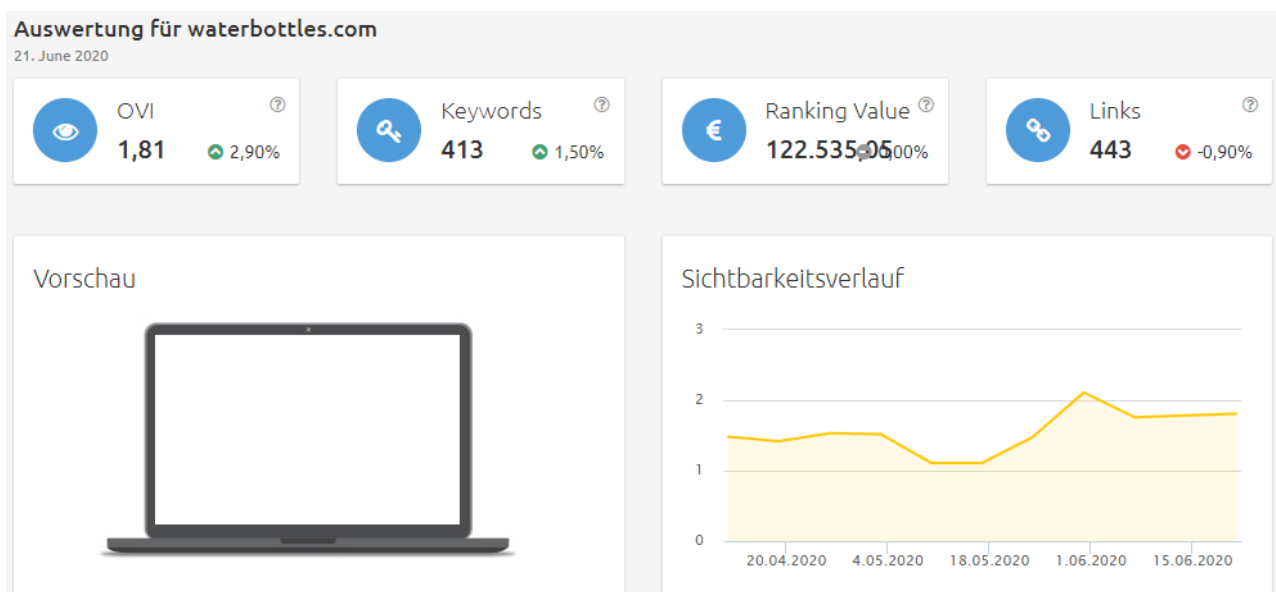
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 on the base of different keywords.

On the first place when entering the keyword: “Design your own water bottle” you will find the website customink.com:



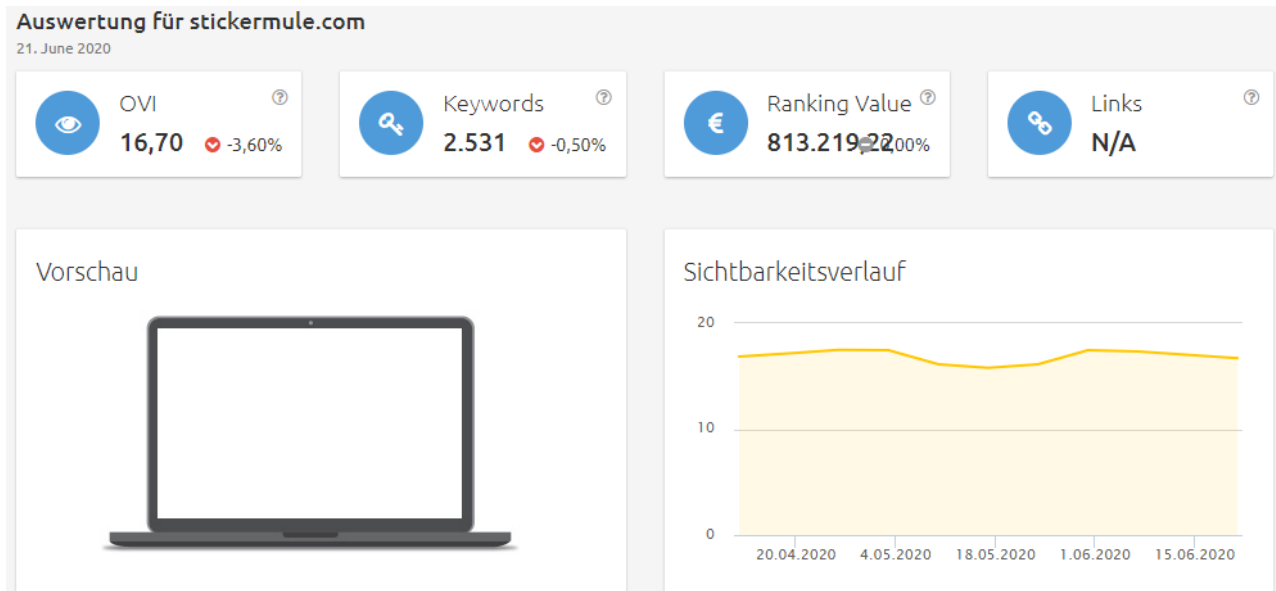
The website has very good visibility, which has remained at a consistently high level in recent months.

In fifth place when entering the search term: “Make your own water bottle” you will find the domain waterbottles.com:

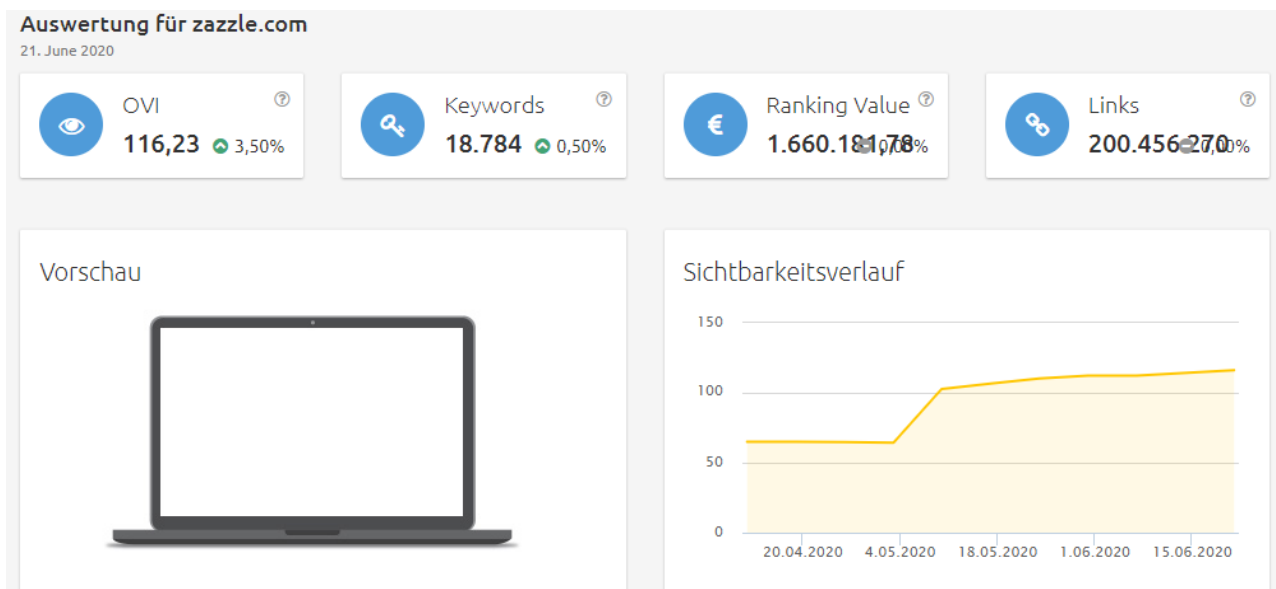


The domain also has an average visibility. With 413 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword “Create your own hydro flask”.

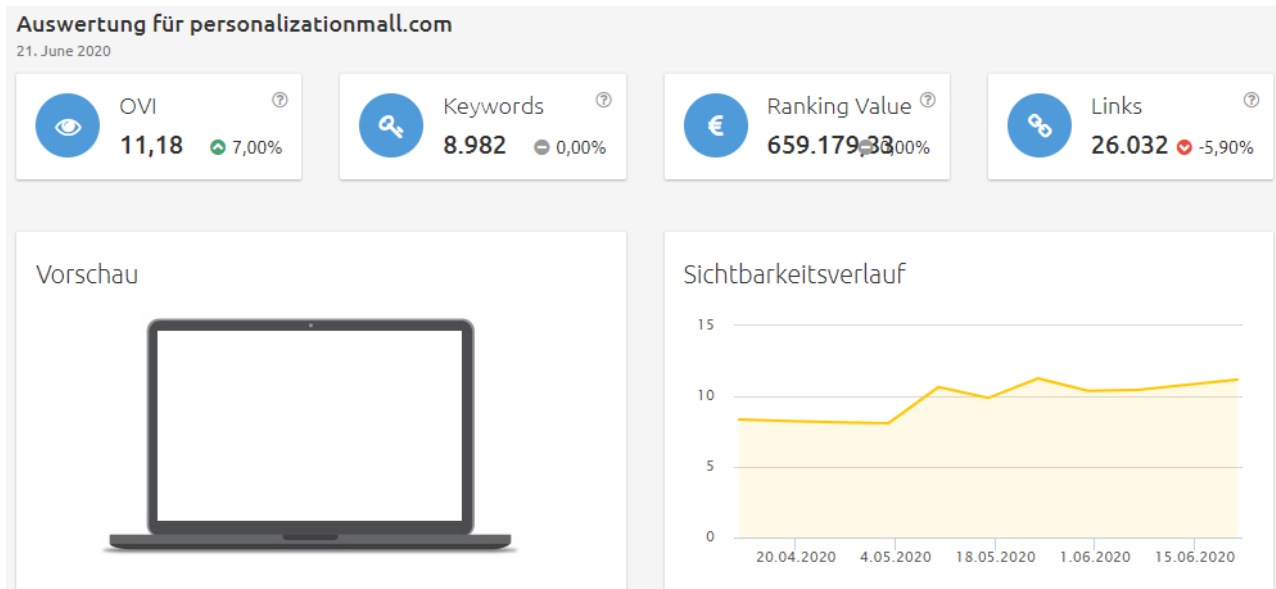


The domain stickermule.com currently also has very good visibility. Now let's take a closer look at the second place of the keyword "Create your own water bottle":



zazzle.com is a website that has rather high visibility.

Finally, we consider the ninth place of the keyword "Design your own bottle". This ranking is currently occupied by personalizationmall.com:



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

Conclusion: Among the relevant keywords you will find almost only websites that have a very good visibility.

Overall assessment: There is a high and stable overall demand for bottle configurators on the Internet. This demand is already being met by suppliers with very good visibility.

It is highly likely that keywords such as “Design your own water bottle” or “Make your own water bottle” will have difficulty achieving good rankings in Google search results.

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.

You can contact us directly via the following link:

viscircle.de/contact