

# Cake Configurator: SEO Analysis and Evaluation

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Various online-based confectioneries have long since recognized the trend: Customers can use a 3D configurator online to decorate cakes according to their individual needs.

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

Since a cake 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 pie 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 pie configurators according to the keyword planner of Google Ads:

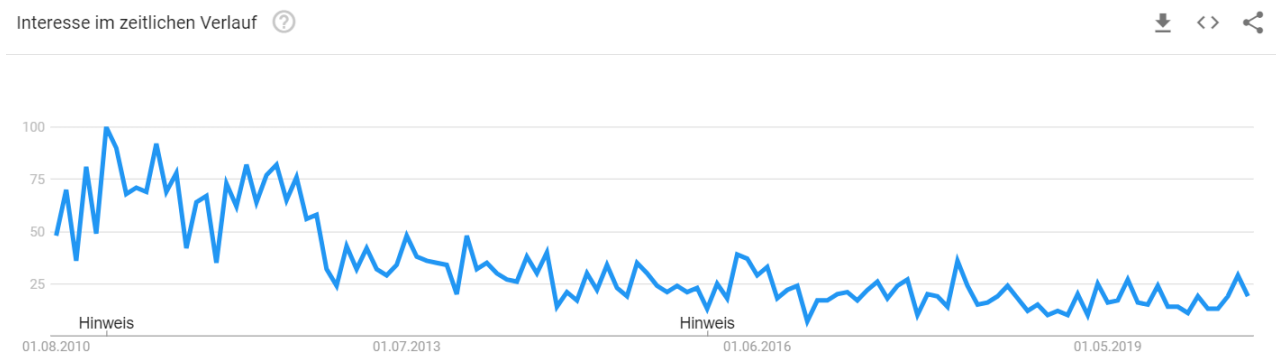
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions(in €)</b>
Design your cake	140	Low	0,17
Design your own cake	720	High	0,33
Design a cake online	480	Middle	0,21
Design cake online	1.600	High	0,03
Create your own cake	260	High	0,27
Cake maker online	480	High	0,04
Design your own cake online	110	High	0,33
Design your own birthday cake	140	High	0,26
Design your own cake near me	110	Middle	0,05

Keyword	Search Volume	Competition	CPC for high positions(in €)
Design your own cake template	110	Middle	0,31

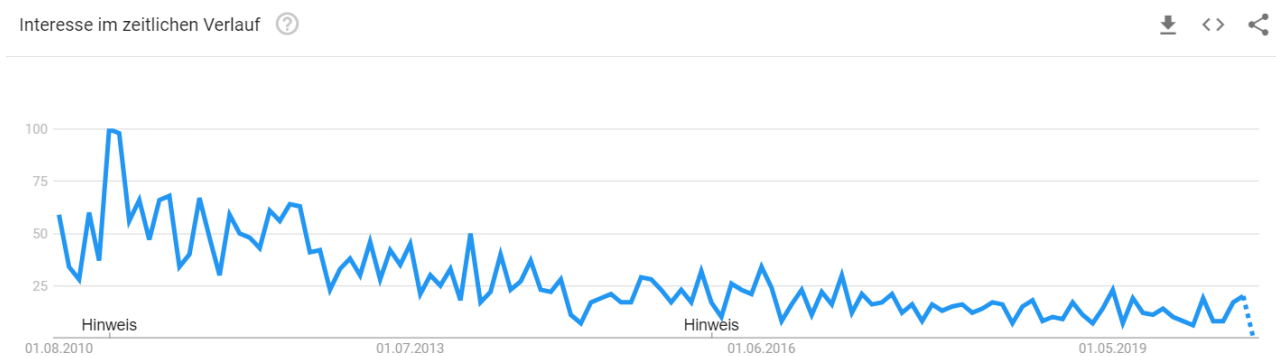
With little effort you can find a lot of interesting keywords with low, medium and high competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

Design your cake.



For the keyword: “Design your cake” there has been a high and decreasing demand for several years.



The keyword: “Design your own cake” has also been in high and declining demand for several years. We get similar results after entering the keyword: “Design cake online” into the tool:

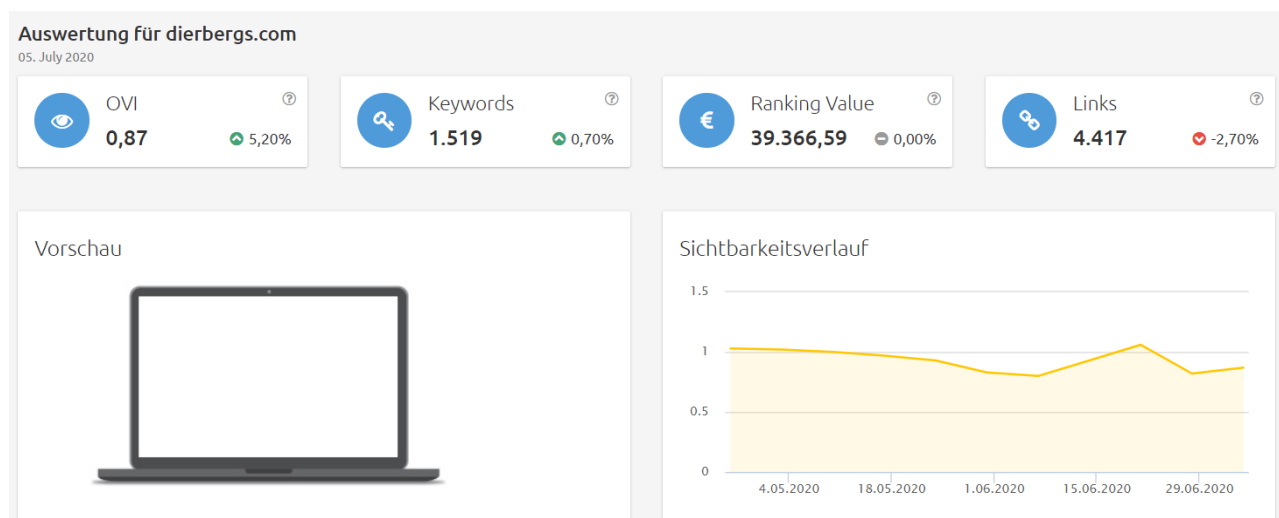


**Conclusion:** There are numerous interesting key terms with high demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

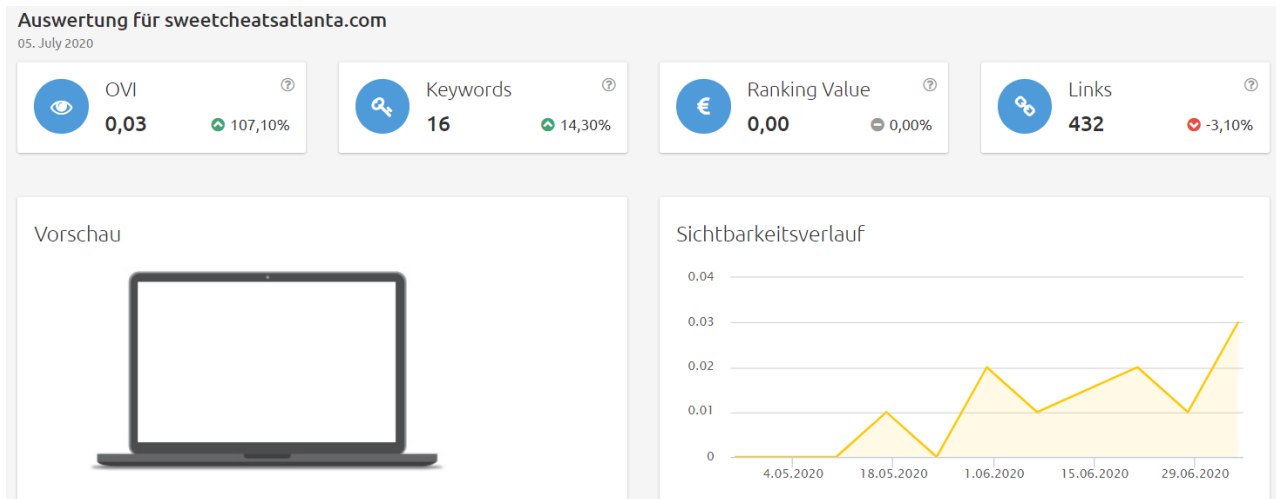
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Design your cake” you will find the website dierbergs.com:



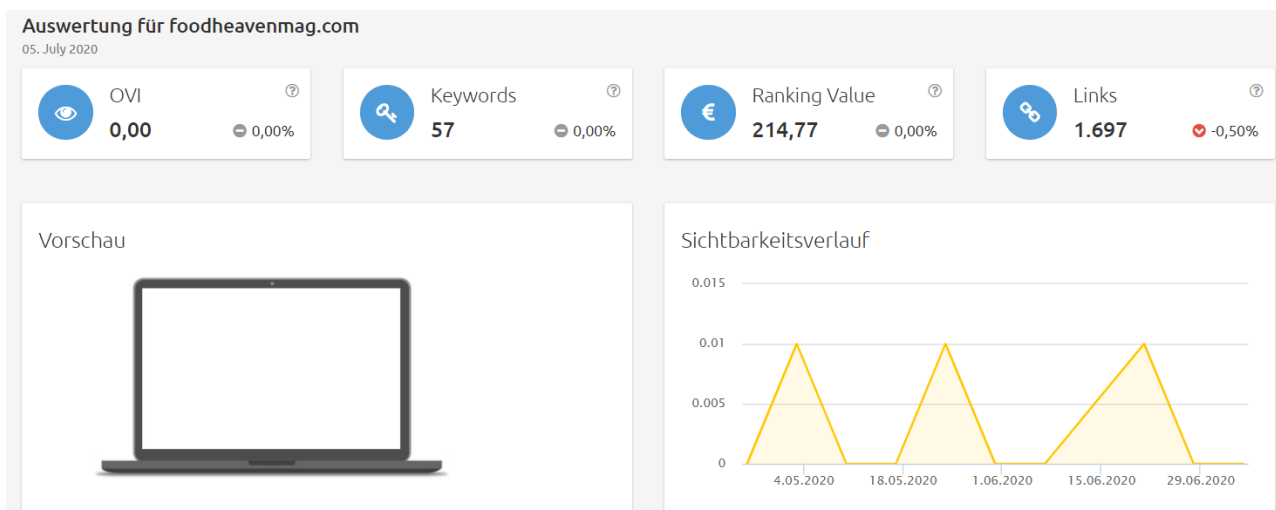
The website has a good visibility.

In fifth place when entering the search term: “Design your own cake” you will find the domain sweetcheatsatlanta.com:

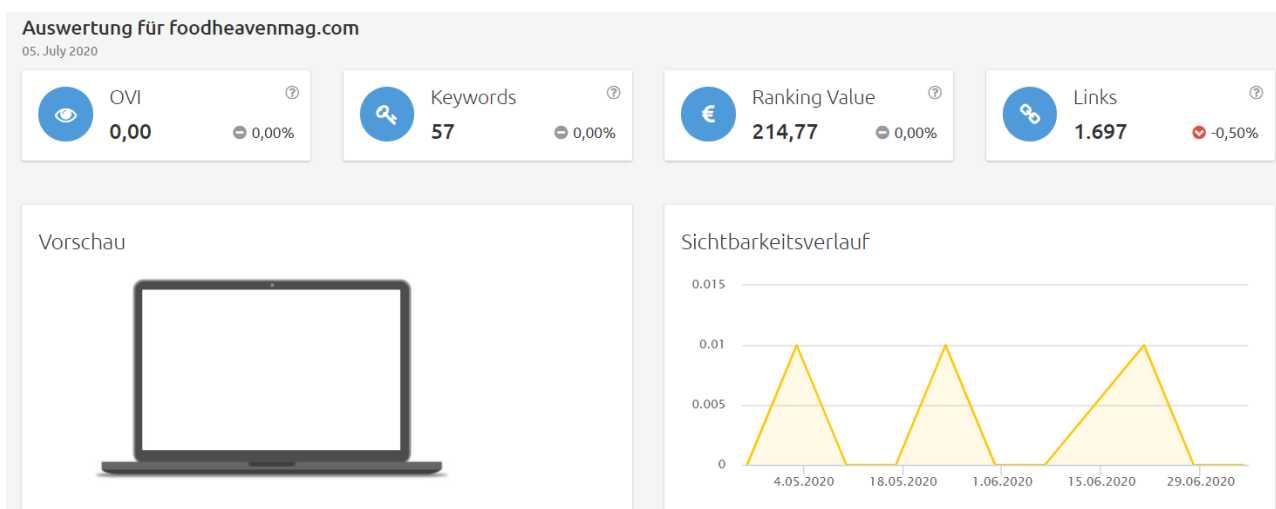


The domain also has a very low visibility. With only 16 keywords the website is in the top 100 of Google.

Now we take a closer look at the seventh rank of the keyword: “Design a cake online”.

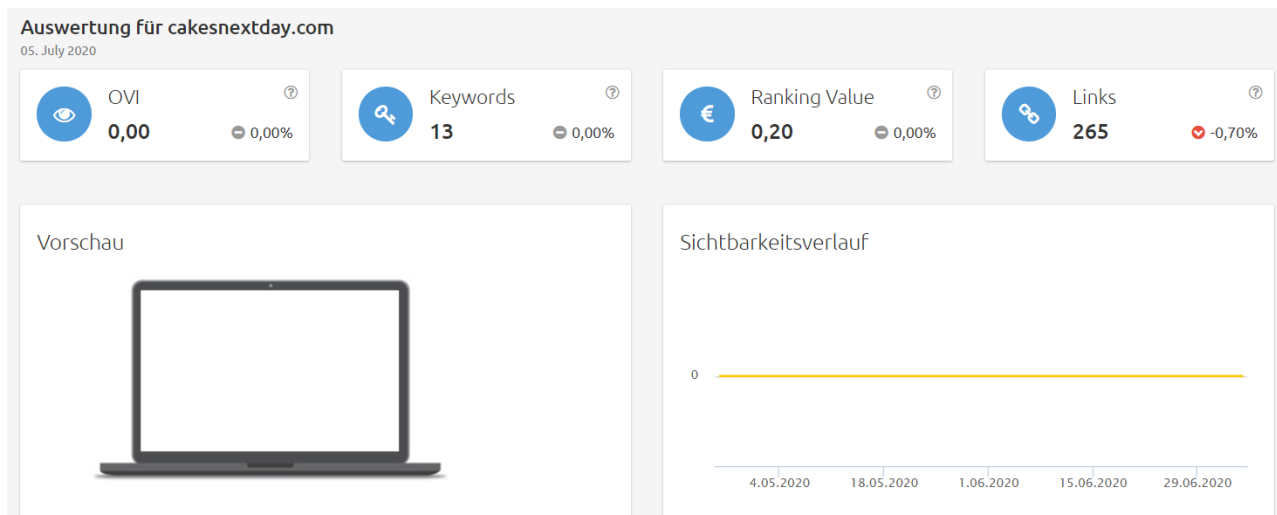


The domain foodheavenmag.com currently also has low visibility. Now let’s take a closer look at the second place for the keyword: “Create your own cake”:



foodheavenmag.com is a website with low visibility.

Finally, we consider the ninth place for the keyword “Design your own birthday cake”. This ranking is currently occupied by cakesnextday.com:



cakesnextday.com is a domain with very low visibility.

**Conclusion:** For all tested keywords there are only websites with low visibility.

**Overall assessment:** Overall, there is a high and stable demand for pie configurators on the Internet. This demand is currently already being met by some providers with only weak visibility.

Very good rankings in Google search results should also be possible for money keywords like “Design cake online” or “Create your own “.

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](https://viscircle.de/contact)