

# Chair configurator: SEO analysis and evaluation

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

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

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

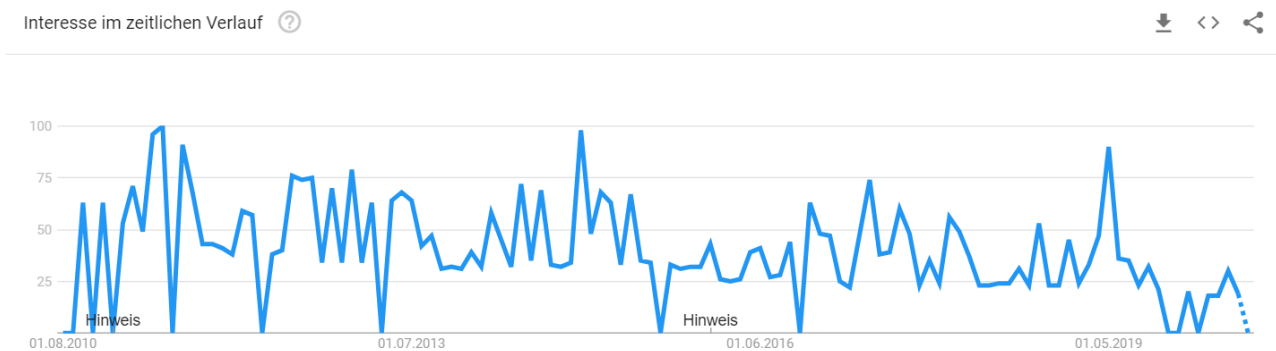
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Customize your own gaming chair	140	High	0,23
Design your own gaming chair	110	High	0,26
Design your own chair	90	High	0,44
Create your own gaming chair	50	High	0,24
Customize your gaming chair	40	High	0,23
Design your own chair online	30	High	0,28
Design your own bar stools	30	High	0,41
Design your own office chair	50	High	0,46

Keyword	Search Volume	Competition	CPC for high positions (in €)
Sitting room chair design	260	Middle	0,07
Design your own armchair	20	High	0,43

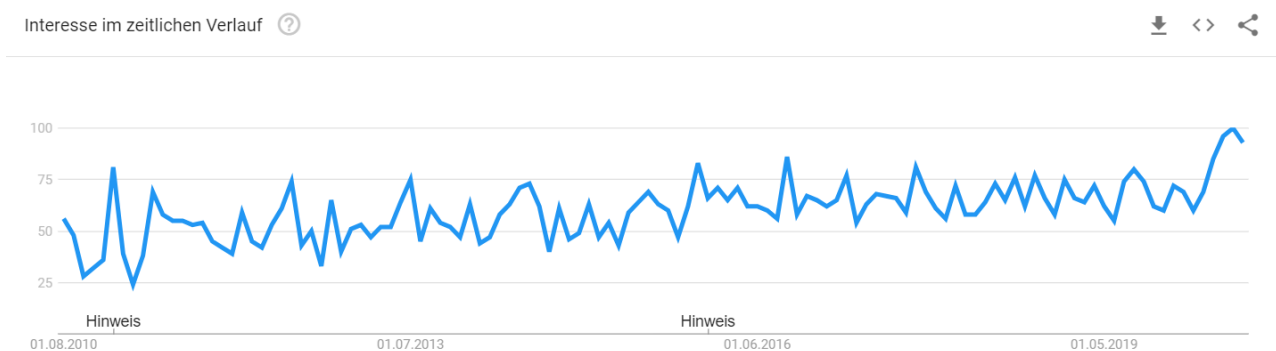
It is possible to find with little effort a lot of interesting keywords with almost exclusively high competition. Also, the CPCs (costs per click with Google Ads) are extremely low, so that with appropriate investments in Google Ads a positive ROI can be assumed.

### Trend analysis with Google Trends.

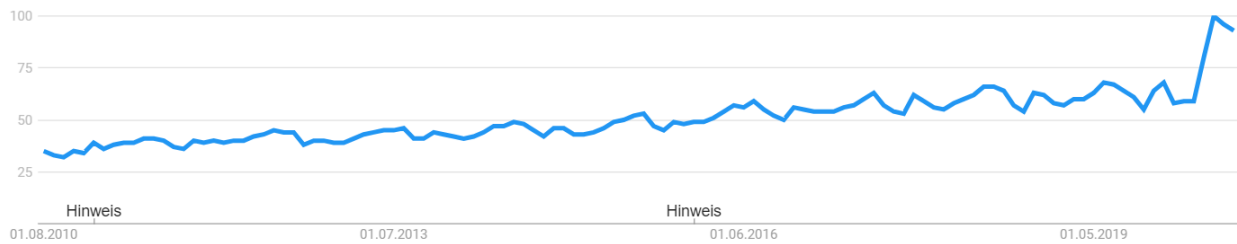
Design your own chair.



The keyword: “Design your own chair” has been in constant demand for several years.



The keyword: “Customize your own gaming chair” has shown a stable and high demand for several years. We get similar results after entering the keyword: “Design your own gaming chair” into the tool:

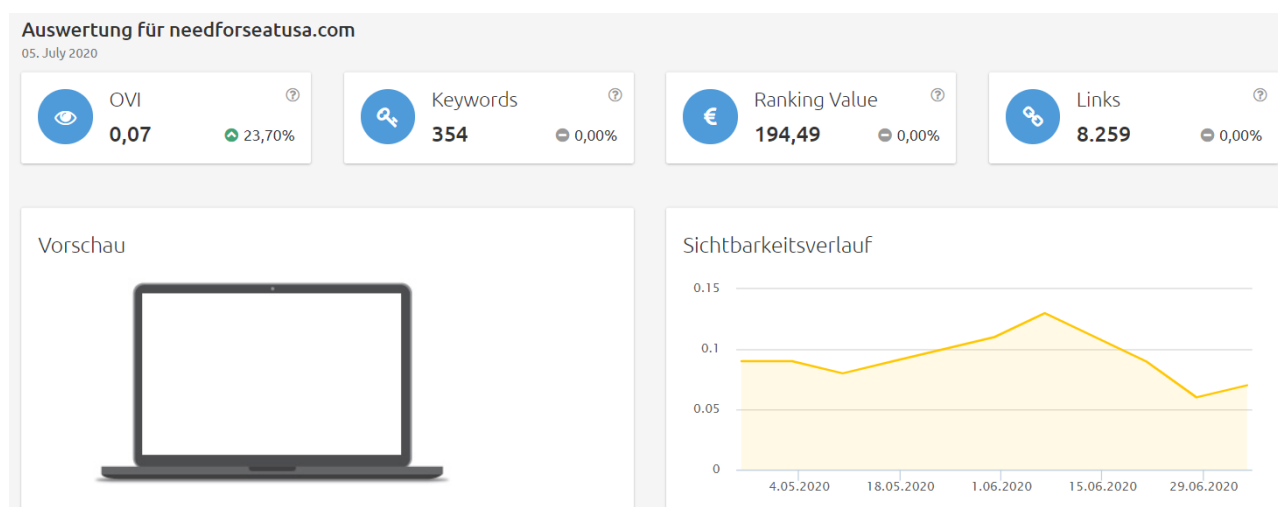


**Conclusion:** There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

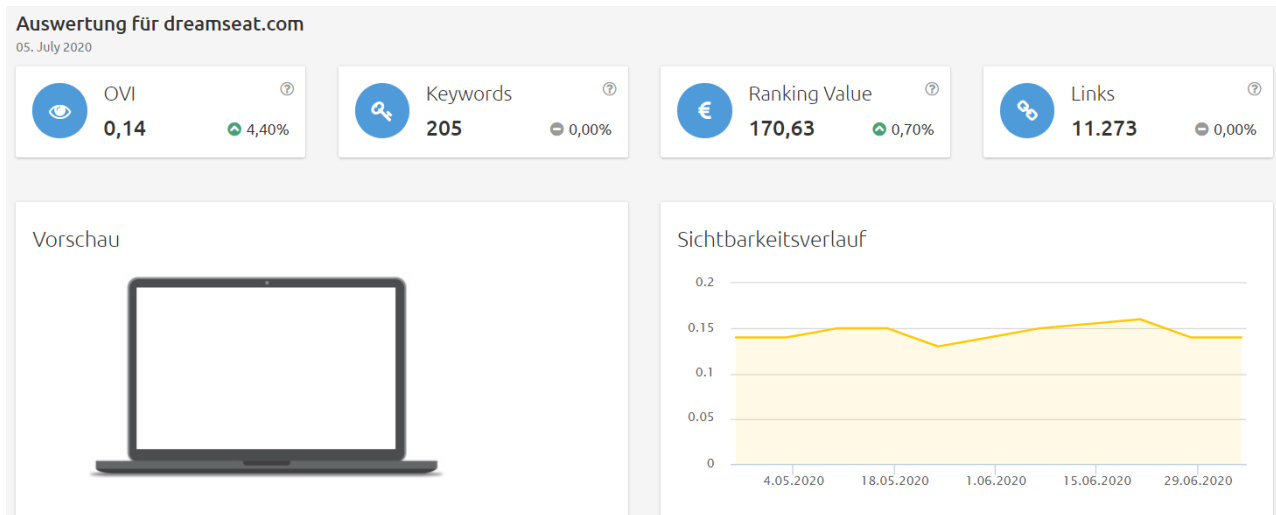
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Customize your own gaming chair” you will find the website [needforseatusa.com](http://needforseatusa.com):



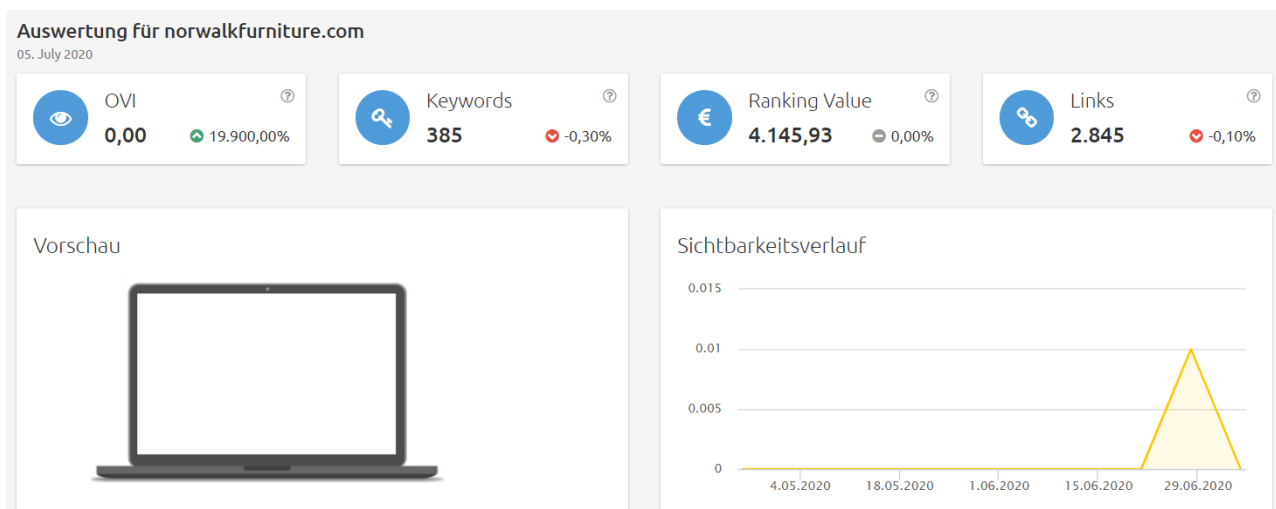
The website has low visibility, which has remained at a consistently high level in recent months.

In fifth place when entering the search term: “Design your own gaming chair” you will find the domain [dreamseat.com](http://dreamseat.com):

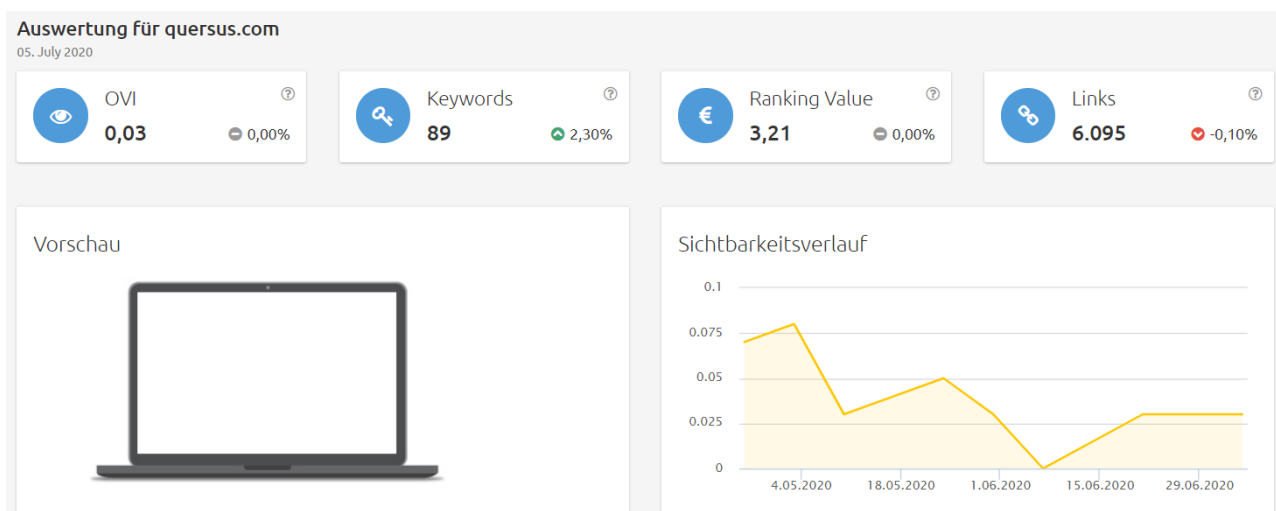


The domain has a low visibility. With only 205 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven from the keyword: “Design your own chair”.

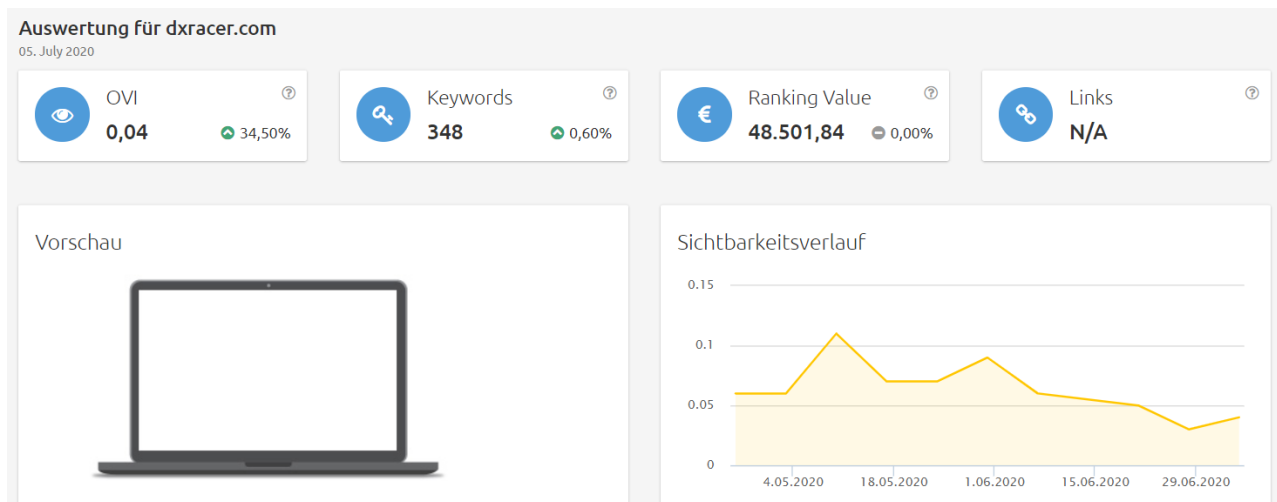


The domain norwalkfurniture.com also has a low visibility at present. Now let's take a closer look at the second place for the keyword “Create your own gaming chair”:



quersus.com is a website with very low visibility.

Finally, we consider the ninth place for the keyword: “Customize your gaming chair”. This ranking is currently occupied by dxracer.com:



dxracer.com is a domain with low visibility.

**Conclusion:** The relevant keywords only include websites with low visibility.

**Overall assessment:** There is a high and stable overall demand for chair configurators on the Internet. This demand is already being met by a few suppliers with a weak demand.

There is a high probability that keywords such as “Customize your own gaming chair” or “Design your own chair” will achieve good positions in the ranking.

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

Chair configurators on the Internet therefore still offer enormous potential for market entrants today.

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)