

Clothes configurator: SEO analysis and evaluation

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

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

Since a clothes 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 clothes configurators with Google’s Keyword Planner using various keywords. This will be 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.

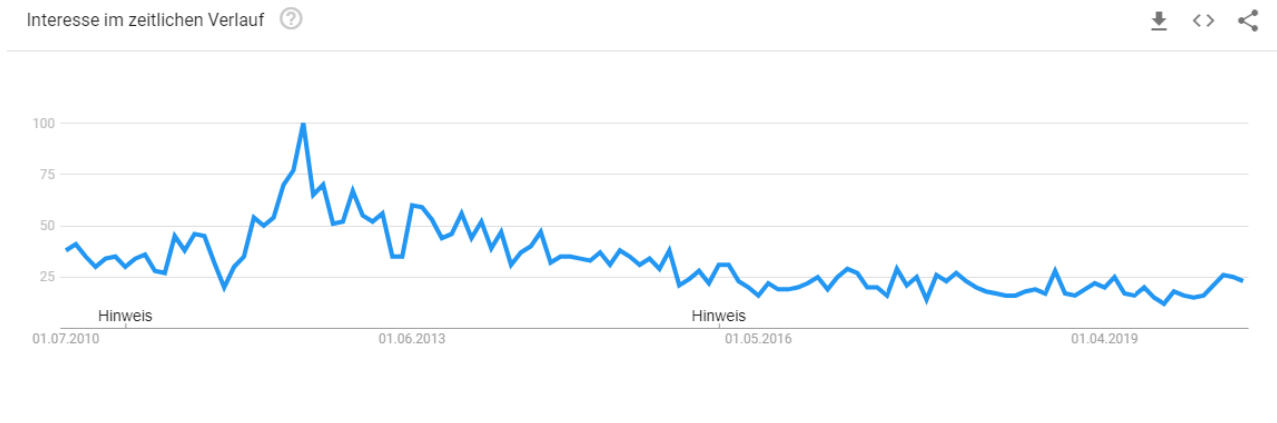
The following table contains relevant keywords related to clothes configurators according to the keyword planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your clothes	480	High	0,20
Custom tank tops	4.400	High	0,53
Design your own clothes	5.400	High	0,25
Custom sweatshirt	27.100	High	0,51
Design clothes online	6.600	High	0,31
Design your own clothes virtually	1.600	High	0,39
Best custom t shirts	2.400	High	0,88
Sweatshirt maker	2.900	High	0,30
Print your own shirt	6.600	High	0,37
Design sweatshirts	18.100	High	0,27

Some interesting keywords with almost exclusively high competition can be found. The CPCs (costs per clicks 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.

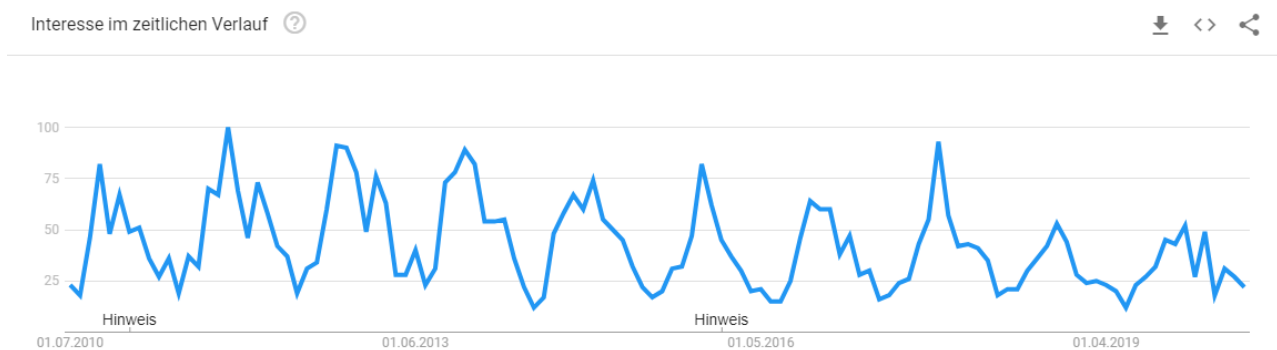
Design your clothes.



For the keyword: "Design your clothes" there has been a stable and high demand for several years.



The keyword: "Design clothes online" has been at a high level for several years. We get similar results after entering the keyword: "Design sweatshirts" into the tool:

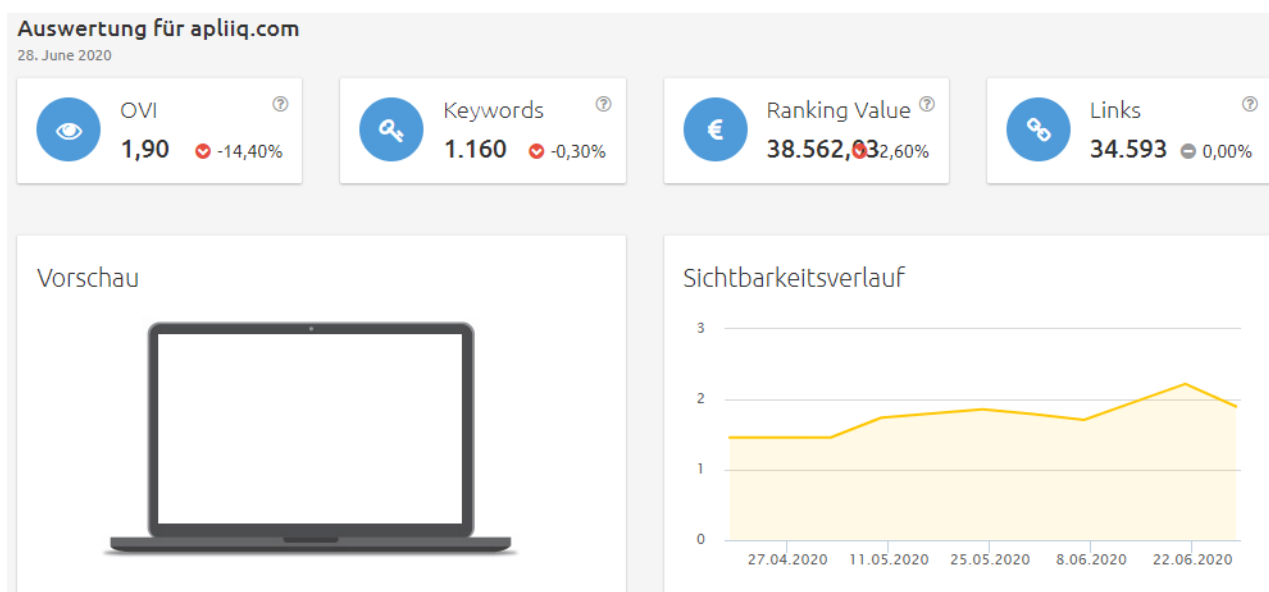


Conclusion: There are many interesting keywords with high and stable demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

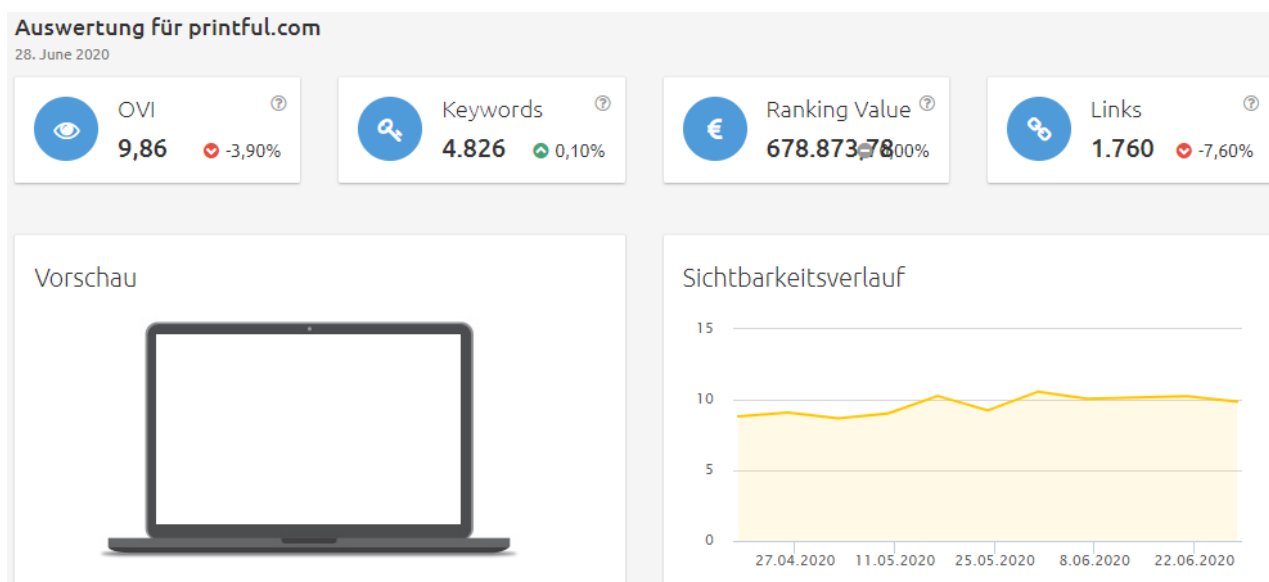
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



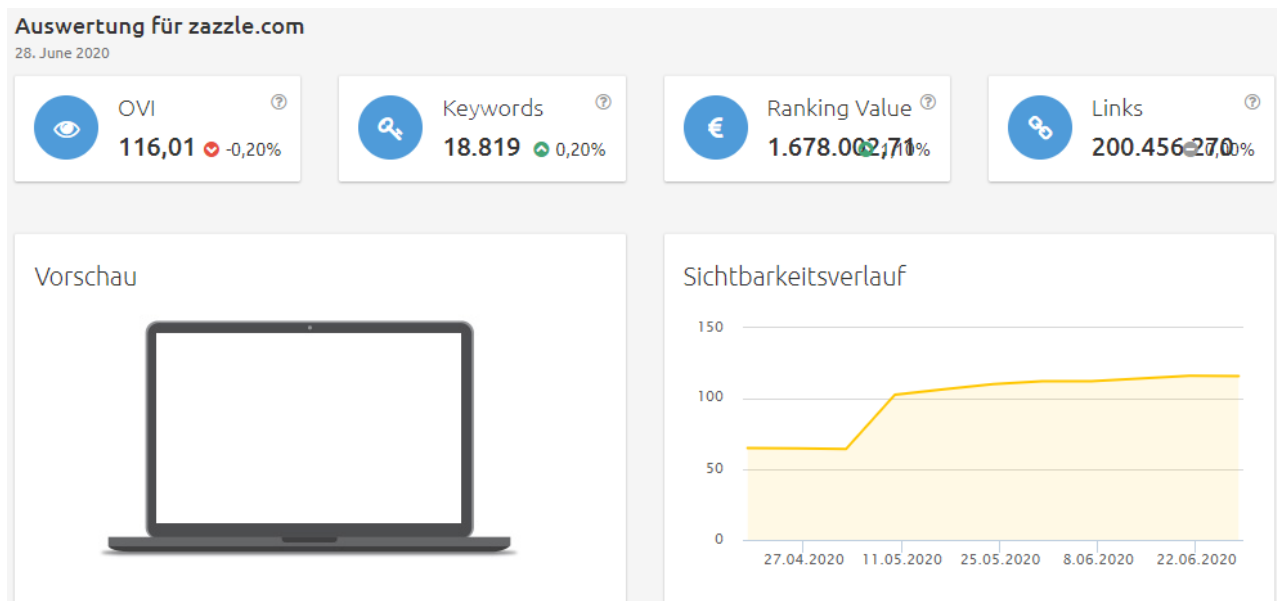
The website has very good visibility, which has remained at a consistently high level in recent months.

In fifth place when entering the search term: “Custom tank tops” you will find the domain printful.com:

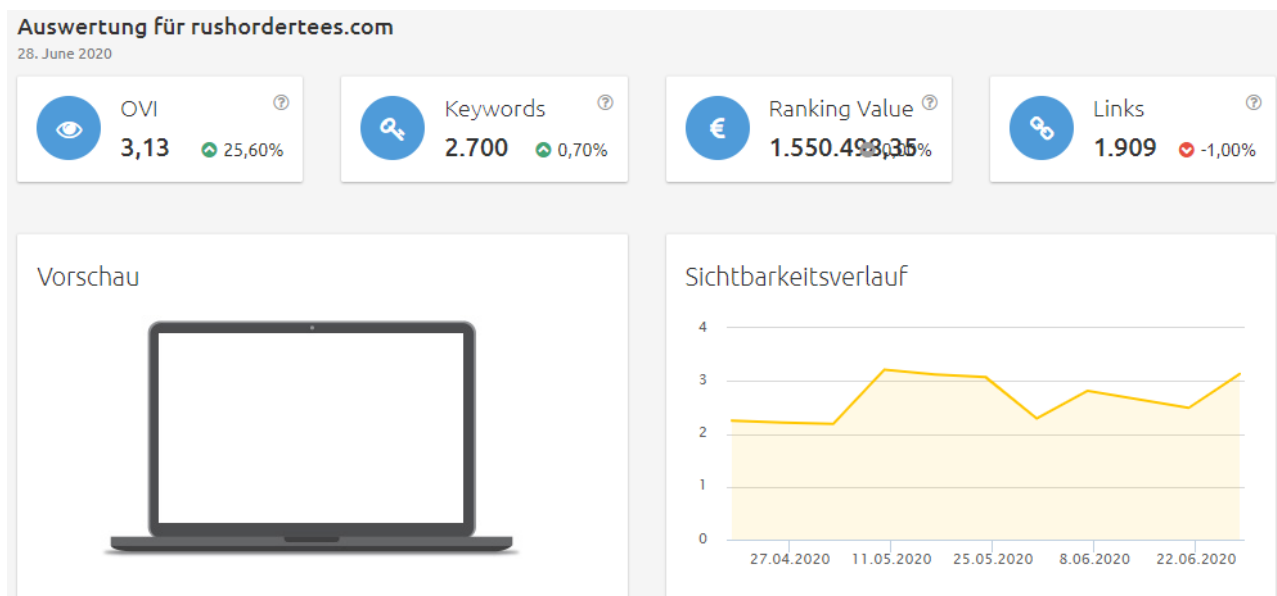


The domain has a very good visibility. With 4,826 keywords the website is in the top 100 of Google.

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

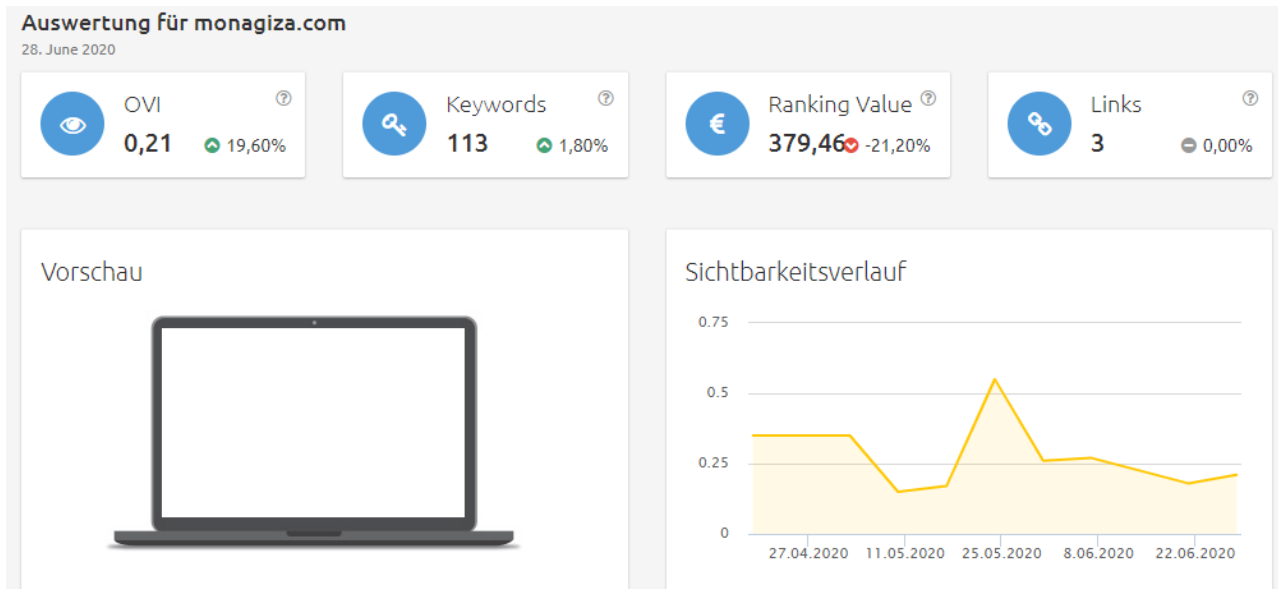


The domain zazzle.com currently also has very good visibility. Now let’s take a closer look at the second place for the keyword: “custom sweatshirt”:



rushordertees.com is a website that has very good visibility.

Finally, we consider the ninth place for the keyword: “Design clothes online”. This ranking is currently occupied by monagiza.com:



monagiza.com is a domain with a rather low visibility.

Conclusion: The relevant keywords include websites with both very good and weak visibility.

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

You can contact us directly via the following link:

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