

# Cupboard configurator: SEO analysis and evaluation

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Many online-based retailers for cupboards have long recognized the trend: Customers can use a 3D configurator to configure cupboards online according to their individual preferences.

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

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

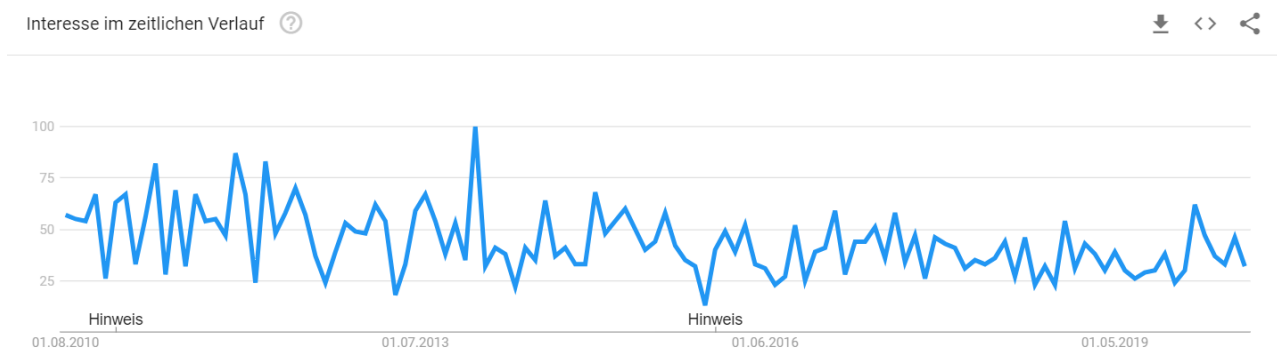
| Keyword                       | Search Volume | Competition | CPC for high positions (in €) |
|-------------------------------|---------------|-------------|-------------------------------|
| Cabinet design online         | 1.300         | High        | 0,98                          |
| 3D cabinet design             | 170           | High        | 0,54                          |
| Design your own cabinets      | 140           | High        | 0,48                          |
| Kitchen cabinet design online | 480           | High        | 1,02                          |
| Build your own cupboard       | 170           | High        | 0,32                          |
| Design your wardrobe          | 170           | High        | 0,28                          |
| Design your own closet        | 590           | High        | 1,61                          |
| Design your closet            | 320           | High        | 1,53                          |
| Wardrobe design online        | 880           | High        | 0,29                          |

| Keyword                | Search Volume | Competition | CPC for high positions (in €) |
|------------------------|---------------|-------------|-------------------------------|
| 3D wardrobe design     | 210           | High        | 0,13                          |
| Custom wardrobe design | 260           | High        | 0,36                          |
| Closet designer online | 1.900         | High        | 1,66                          |
| 3D wardrobe planner    | 70            | High        | 0,25                          |

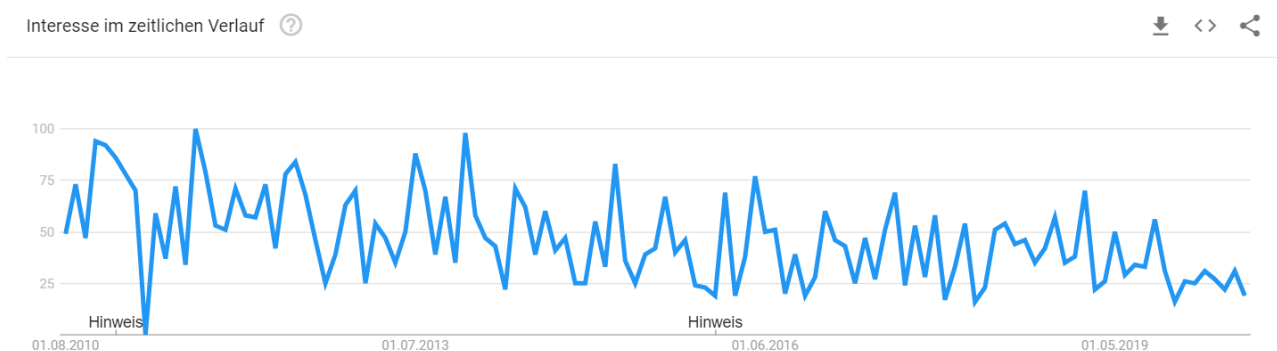
With little effort you can find many interesting keywords with high competition. Also the CPCs[(costs per click with Google Ads) are extremely low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

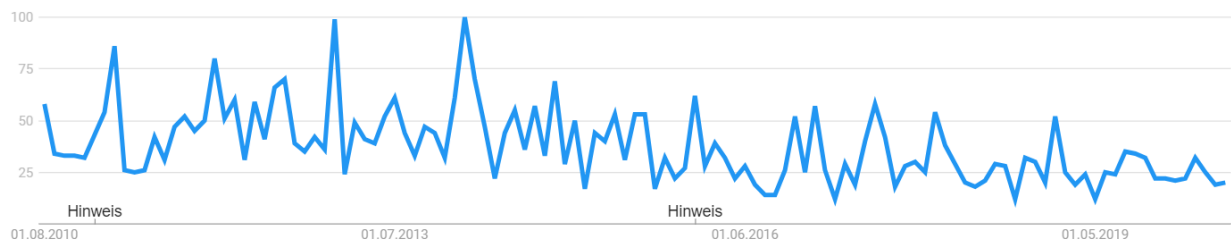
Cabinet design online.



The keyword: “Cabinet design online“ has been in high demand since 03.07.2010.



The keyword: “Kitchen cabinet design online” has shown stable and high demand in recent years. The keyword: “Design your own closet” has only been in constant and high demand in recent years.

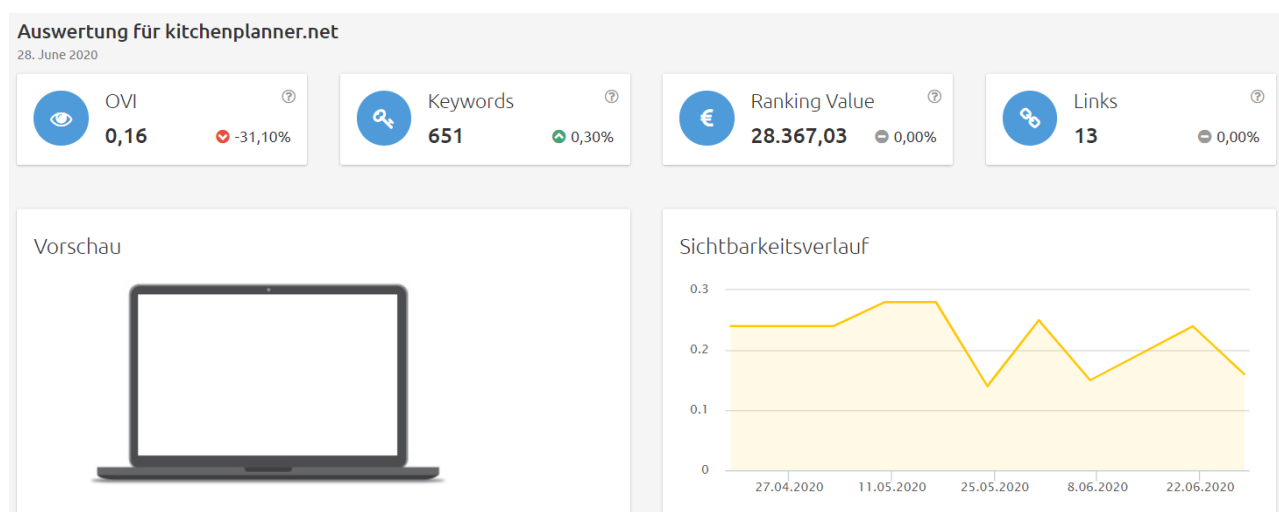


**Conclusion:** There are many interesting keywords with stable and steady demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

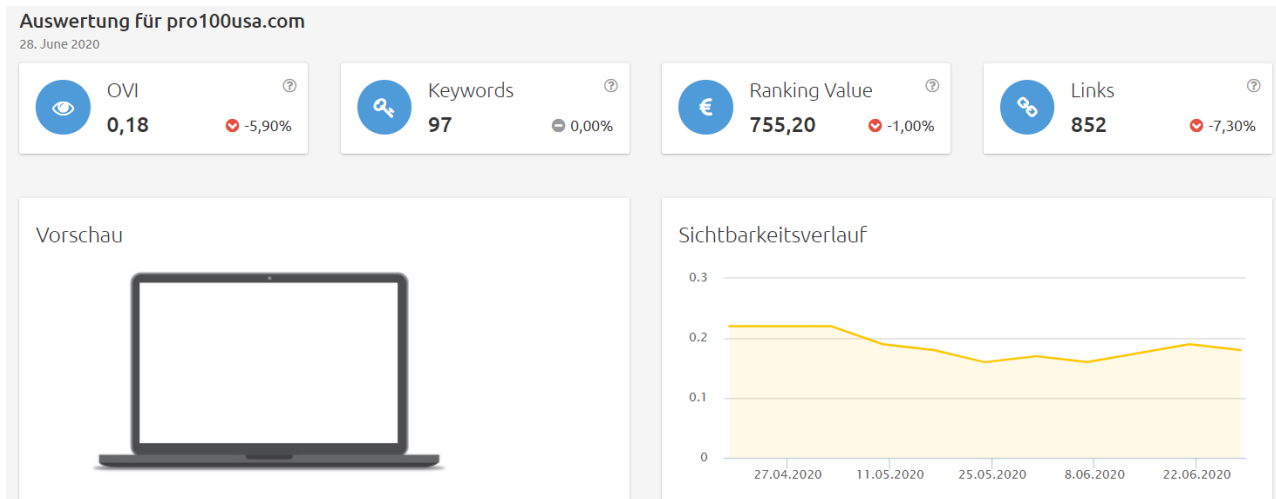
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Cabinet design online” you will find the website kitchenplanner.net:



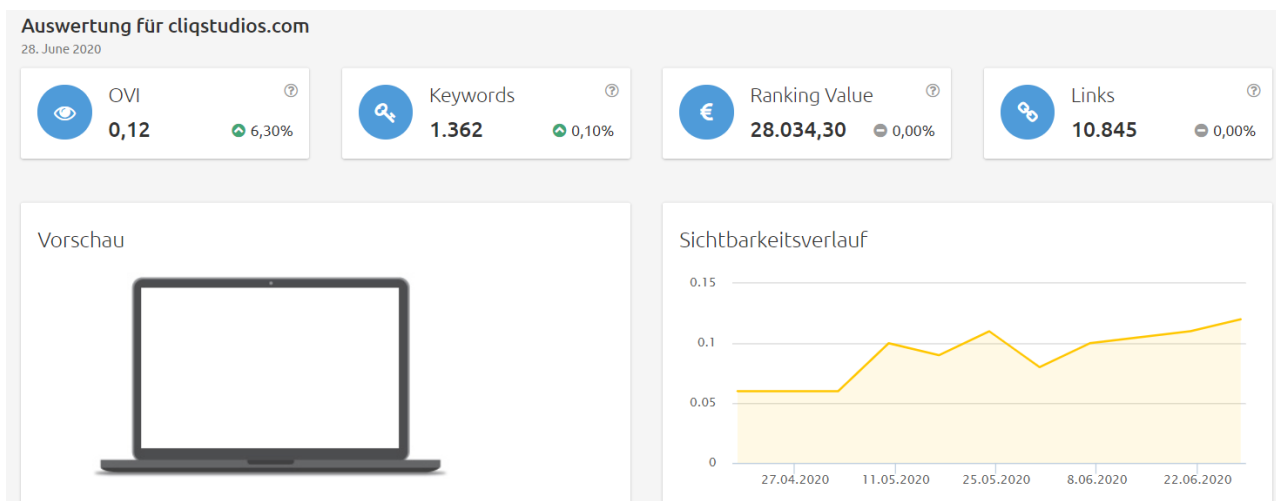
The website has a high visibility, which has been on a rather declining level in recent months.

In fifth place when entering the search term: “3D cabinet design” you will find the domain pro100usa.com:

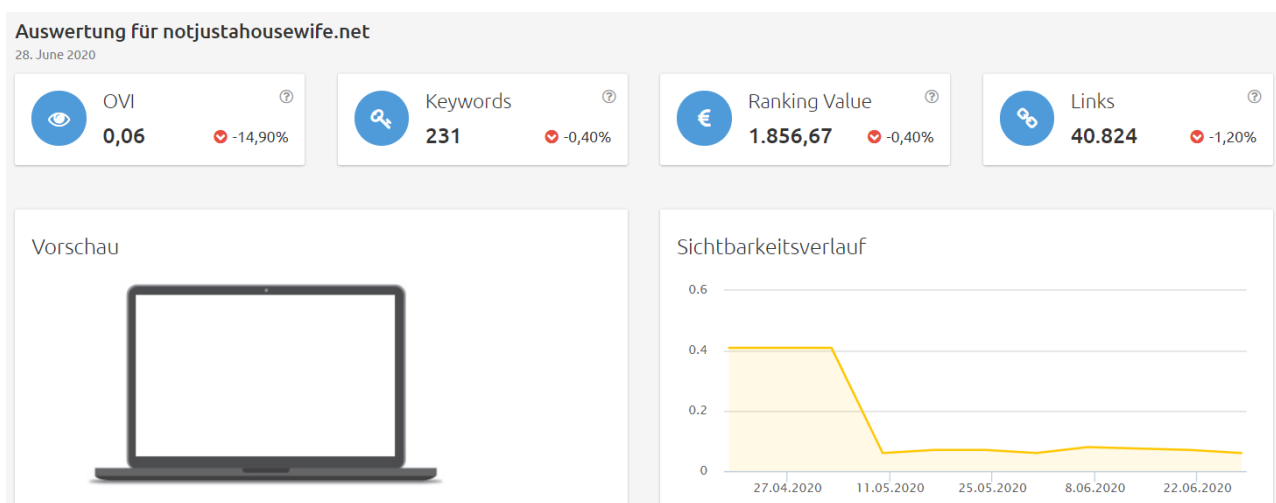


The domain has a low visibility. With 97 keywords the website is in the top 100 of Google.

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

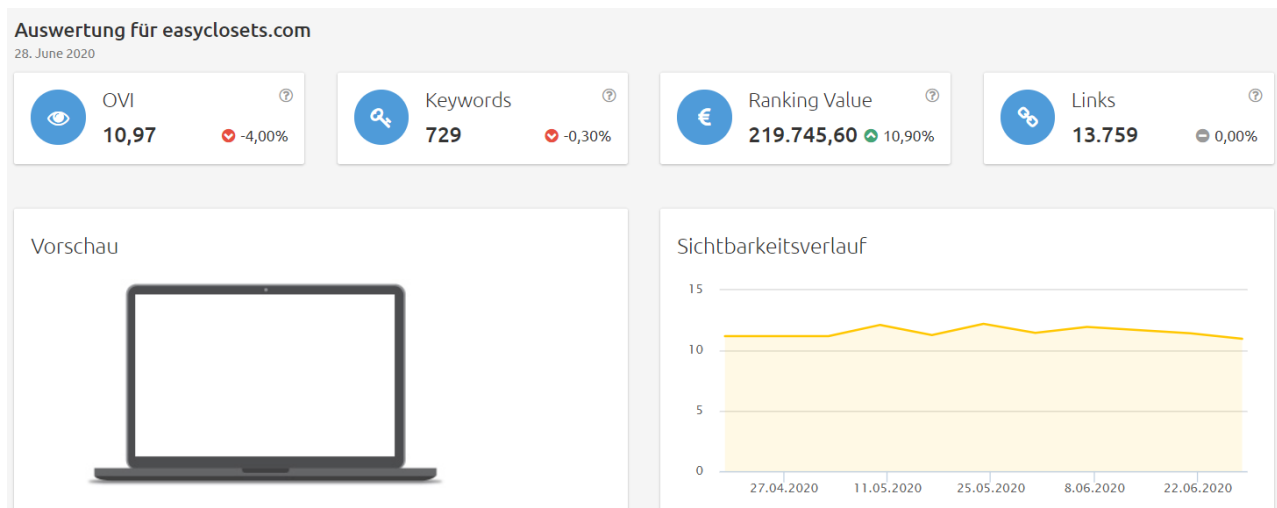


The cliqstudios.com domain currently also has good visibility. Now let's take a closer look at the second place for the keyword: “Build your own cupboard”:



notjustahousewife.net is a website with low visibility.

Finally, we consider the ninth place for the keyword: “Design your wardrobe”. This ranking is currently occupied by easyclosets.com:



easyclosets.com is a domain with a very high visibility.

**Conclusion:** The relevant keywords include both websites with low and good visibility.

**Overall assessment:** There is a high and stable demand for cupboard configurators on the Internet. This demand is currently already being met by a number of providers with varying degrees of visibility.

It is highly likely that good rankings for relevant keywords such as “Cabinet design online” will be possible.

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

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:

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