

# Fence configurator: SEO Analysis and Evaluation

## 07/2020

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

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

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

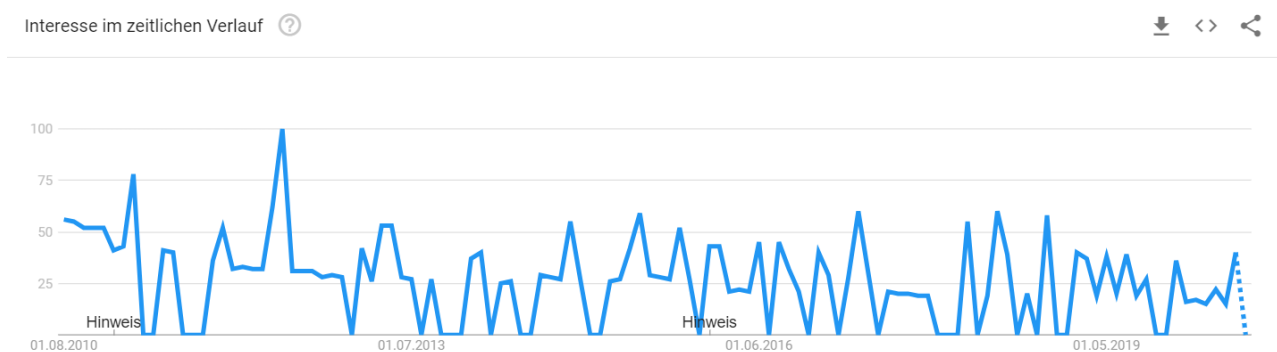
| Keyword                  | Search Volume | Competition | CPC for high positions (in €) |
|--------------------------|---------------|-------------|-------------------------------|
| Custom made fences       | 70            | High        | 0,55                          |
| Custom made gates        | 260           | High        | 0,22                          |
| Gates made to order      | 70            | High        | 0,20                          |
| House gate design        | 18.100        | Low         | 0,13                          |
| Gate designs for homes   | 14.800        | Low         | 0,14                          |
| Sliding gate design      | 18.100        | Middle      | 0,20                          |
| Modern main gate designs | 5.400         | Low         | 0,16                          |
| Grill gate design        | 14.800        | Low         | 0,09                          |
| Simple steel gate design | 4.400         | Low         | 0,12                          |

| Keyword                    | Search Volume | Competition | CPC for high positions (in €) |
|----------------------------|---------------|-------------|-------------------------------|
| Simple main gate design    | 5.400         | Low         | 0,11                          |
| Modern gate design         | 18.100        | Low         | 0,13                          |
| Simple gate design         | 12.100        | Low         | 0,14                          |
| Simple iron gate designs   | 3.600         | Low         | 0,13                          |
| Modern steel gate design   | 5.400         | Low         | 0,14                          |
| Modern front gate design   | 4.400         | Low         | 0,20                          |
| Fancy gate                 | 3.600         | Middle      | 0,16                          |
| Iron gate design for house | 4.400         | Low         | 0,27                          |
| Main gate colour           | 5.400         | Low         | 0,18                          |

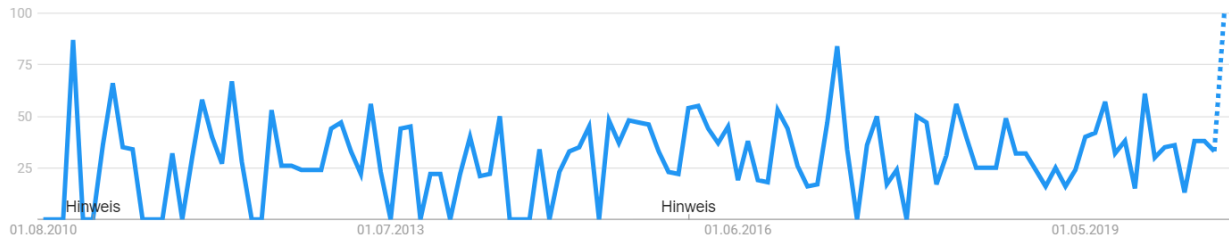
It is possible to find a lot of interesting keywords with little effort and almost no competition. Also the CPCs (costs per click with Google Ads) are extremely low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

## Trend analysis with Google Trends.

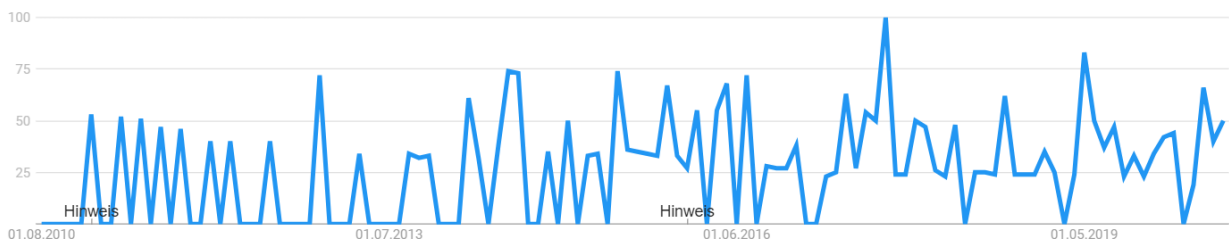
Custom made gates.



There has been high and stable demand for the keyword: “custom-made gates” for several years.



The keyword: “House gate design” has shown a stable and high demand for several years. We get similar results after entering the keyword: “Modern gate design” into the tool:

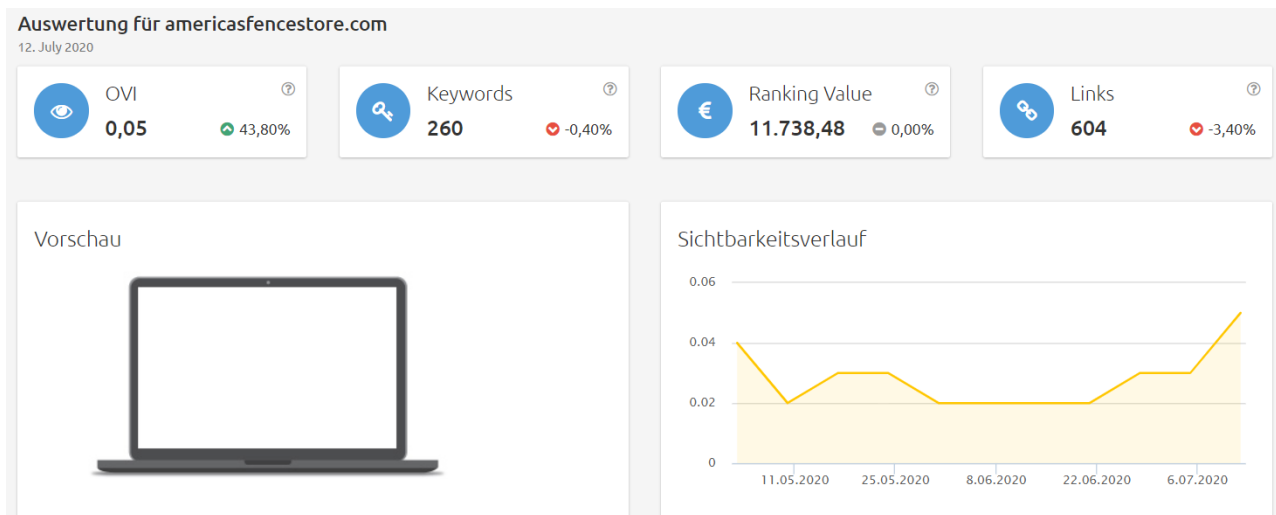


**Conclusion:** There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

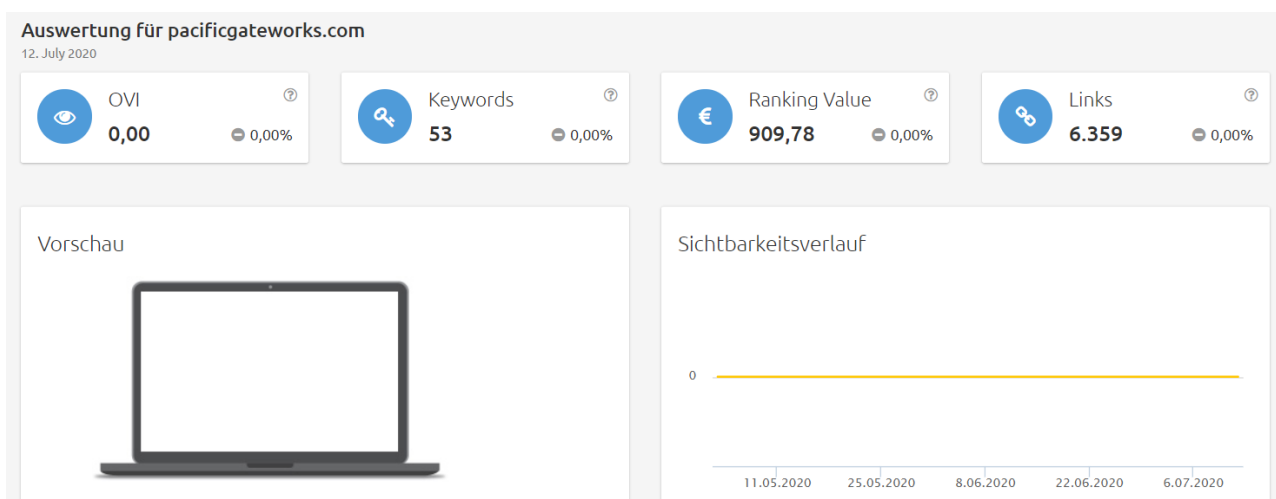
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Custom made fences” you will find the website [americasfencestore.com](http://americasfencestore.com):



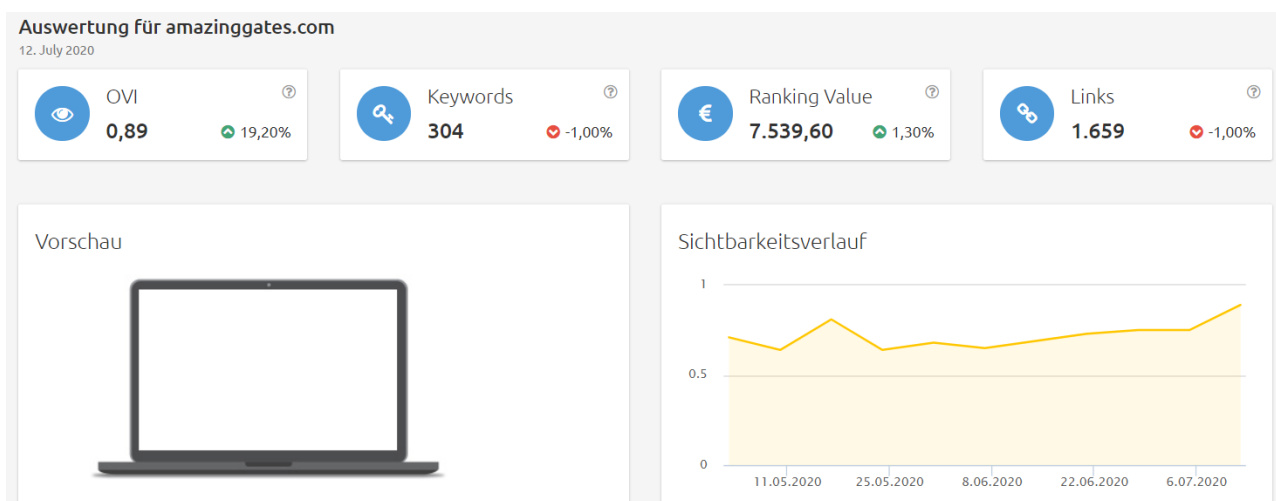
The website has a rather low visibility, which has remained at a consistently low level in recent months.

In fifth place when you enter the search term: “Custom made gates” you will find the domain pacificgateworks.com:

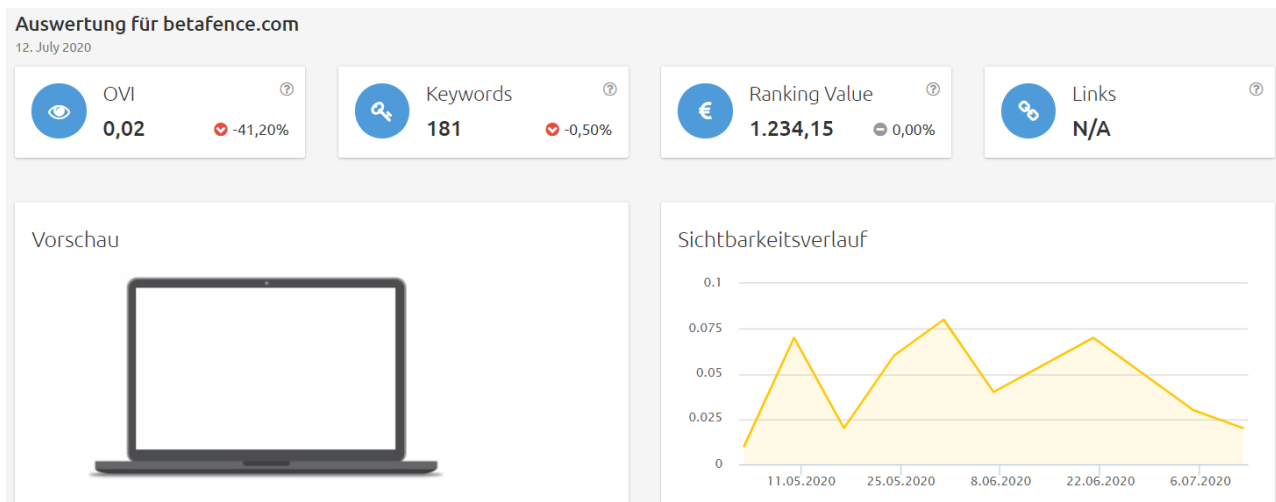


The domain has a low visibility. With 53 keywords the website is in the top 100 of Google.

Now we take a closer look at the seventh rank of the keyword: “Gates made to order”.

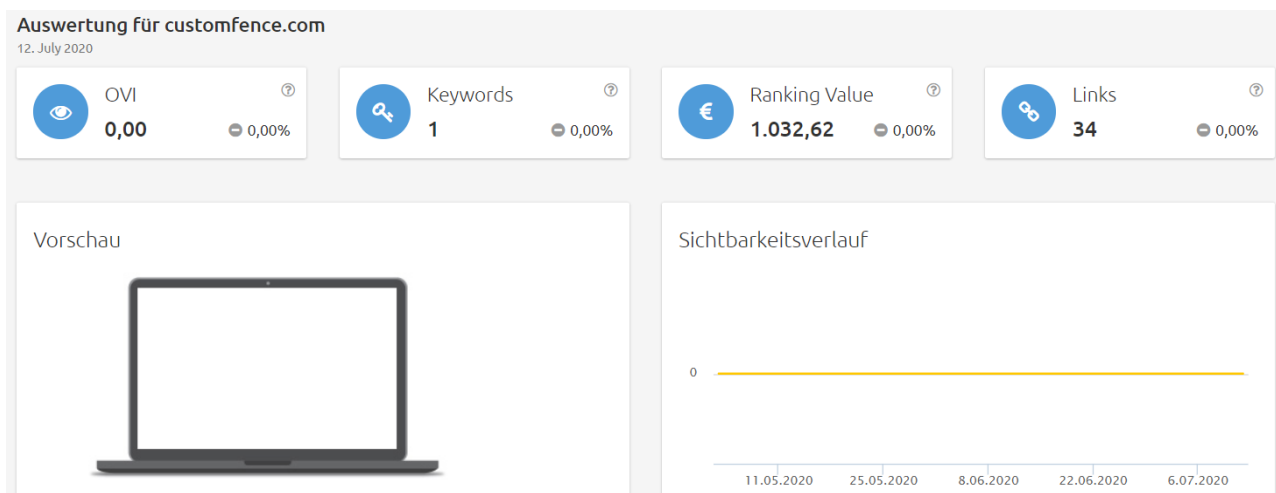


The domain amazinggates.com currently also has low visibility. Now let's take a closer look at the second place of the keyword "Fence configurator":



betafence.com is a website with low visibility.

Finally, we consider the ninth place of the keyword: "Custom-Made fences". This ranking is currently occupied by customfence.com:



customfence.com is a domain with low visibility.

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

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

There is a high probability that keywords such as "custom-made fences" or "gates made to order" will achieve good positions in the ranking.

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

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

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)