

Glasses Configurator: SEO Analysis and Evaluation

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Various online shops for glasses have long recognized the trend: Customers can use a 3D configurator to design glasses online according to their individual preferences, e.g. reading glasses, varifocal glasses or sunglasses.

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

Since a glasses’ configurator is integrated into the website via the homepage, the focus here is on online analysis.

We help you to generate more inquiries from your website with a 3D configurator.

For free initial consultation

In a first step, we will analyze the demand for glasses’ configurators with Google’s Keyword Planner using various keywords. This is followed by a trend and competitor analysis of the most important competitors, in some cases in the form of a brief summary.

Finally, an overall assessment is made on the basis of the insights.

In the past, we had already carried out a detailed SEO analysis of glasses configurators. However, this is now several years old and therefore we would like to take a closer look at the situation at the present time. You can access the old article via the following link.

Analysis with the Keyword Planner.

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

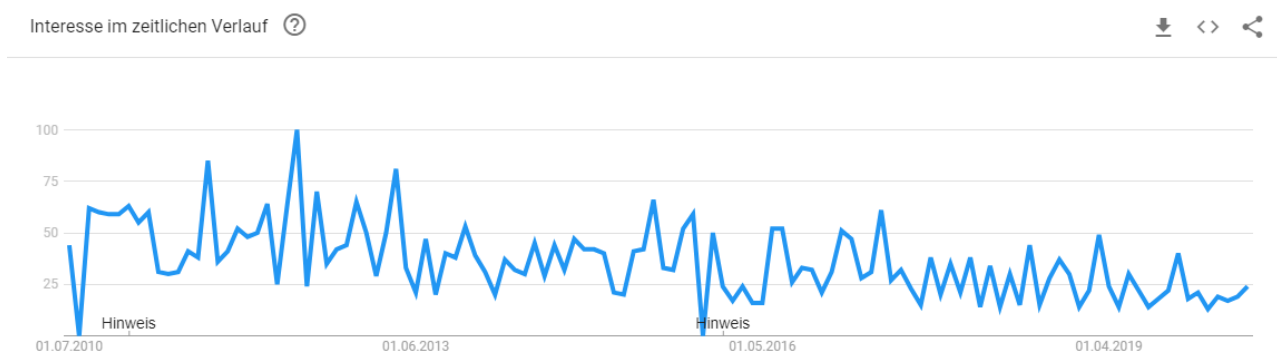
Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own glasses	170	High	0,53
Create glasses	320	High	0,65
Design your own sunglasses	320	High	0,46
Make your own sunglasses	260	High	0,41
Design your own glasses	170	High	0,53

Keyword	Search Volume	Competition	CPC for high positions (in €)
Create your own sunglasses	140	High	0,44
Make your own glasses	140	High	0,52
Build your own sunglasses	140	High	0,47
Try on glasses virtually	6.600	High	0,35
Glasses try on	5.400	High	0,39
Try on glasses online upload picture	1.000	High	0,40
Virtual try on glasses software	720	Middle	0,28
Virtual eyeglasses	590	High	0,41
Virtual sunglasses try on	1.600	High	0,37

With little effort you can find many interesting keywords with high, average and lower competition. The CPCs (costs per click for Google Ads) are also relatively low, so that a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

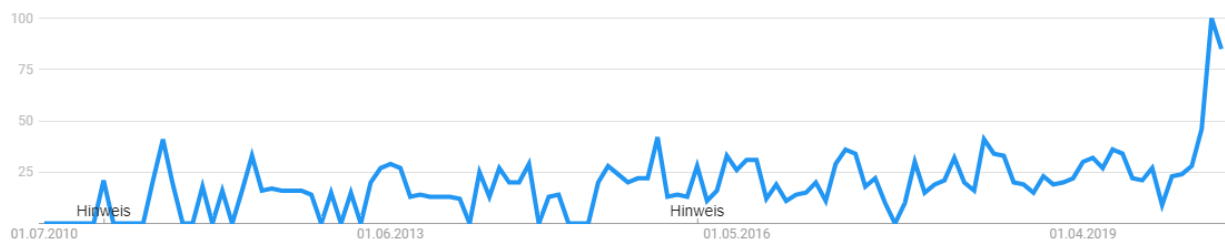
Design your own glasses.



Since 18.06.2010 there has been a rather high demand for the keyword: “Design your own glasses” but it stabilized noticeably in the last months.



The keyword: “Try on glasses virtually” has been in high and increasing demand for several years. We get similar results for the last months by entering the keyword: “Virtual sunglasses try on”:

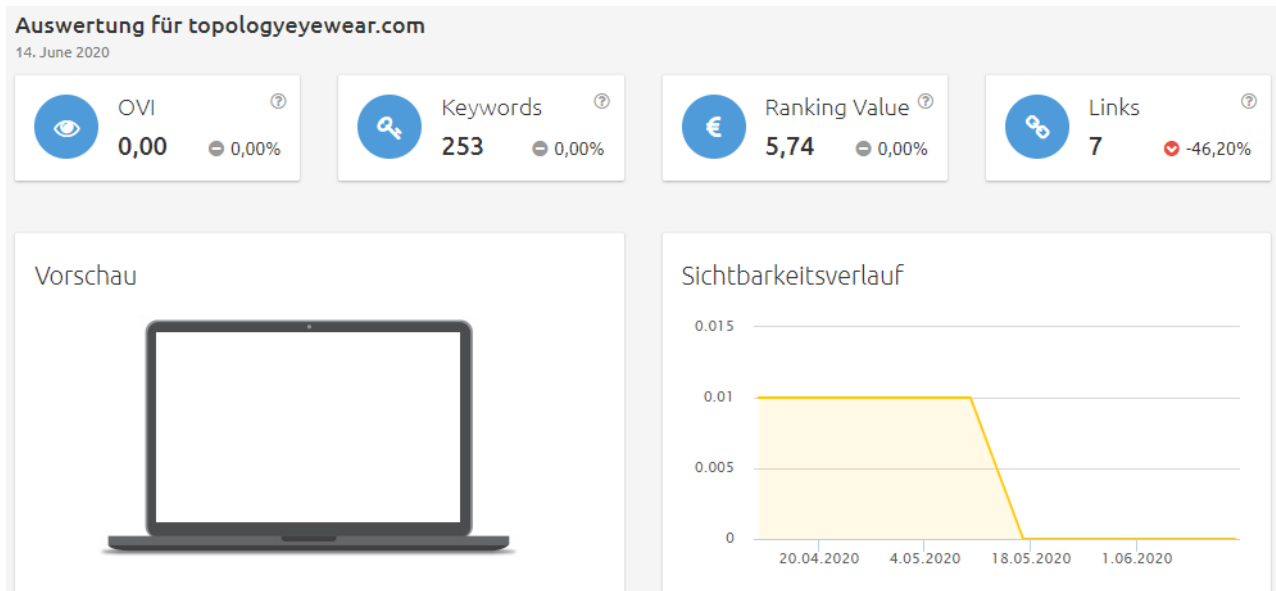


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are acceptable for Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

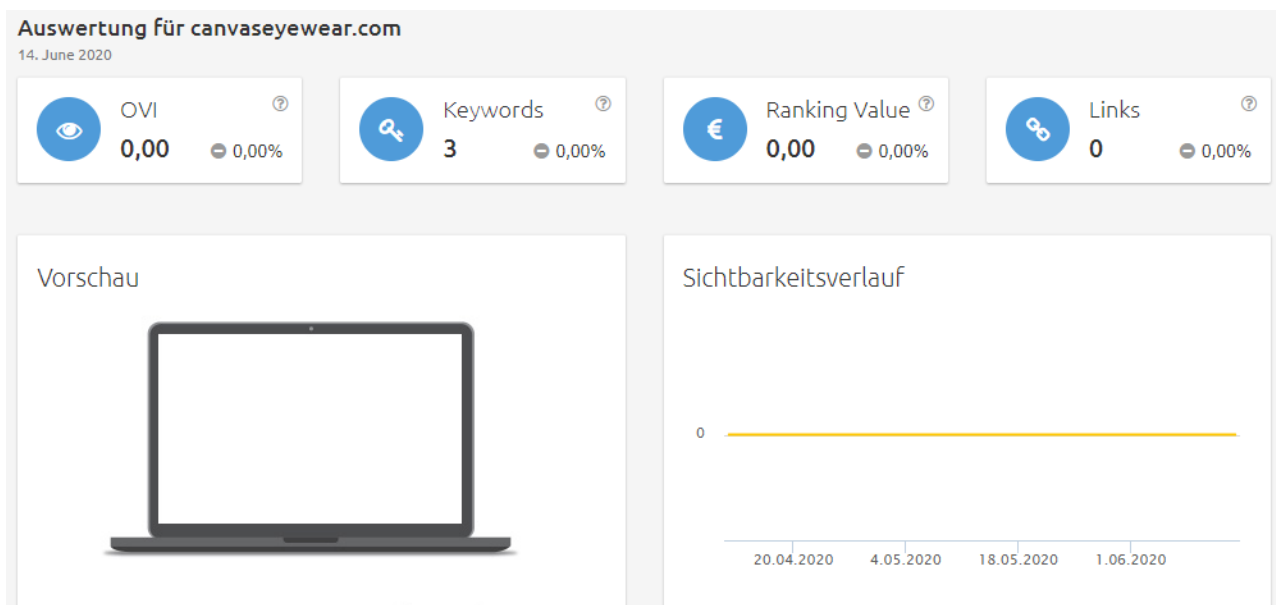
In the following we will take a closer look at the competitive situation. To get a more accurate picture, we will analyze the top 10 websites based on different keywords.

On the first place when entering the keyword: “Design your own glasses” you will find the website topologyeyewear.com:



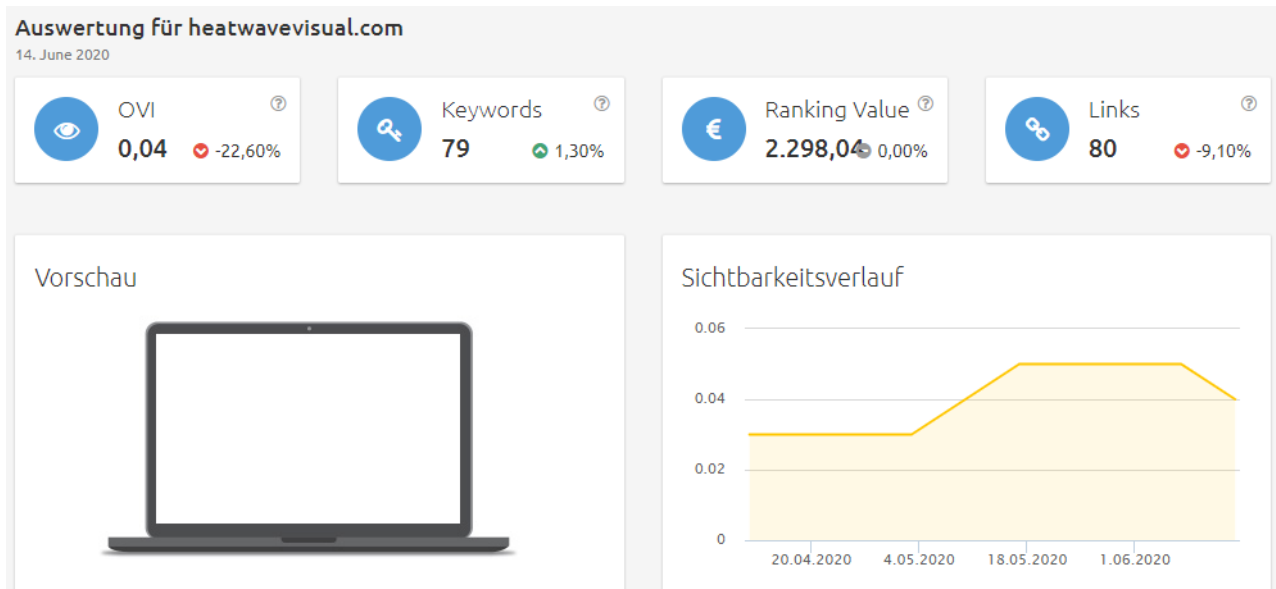
The website has a very low visibility.

In fifth place when entering the keyword: “Design your own sunglasses” you will find the domain canvaseyewear.com:

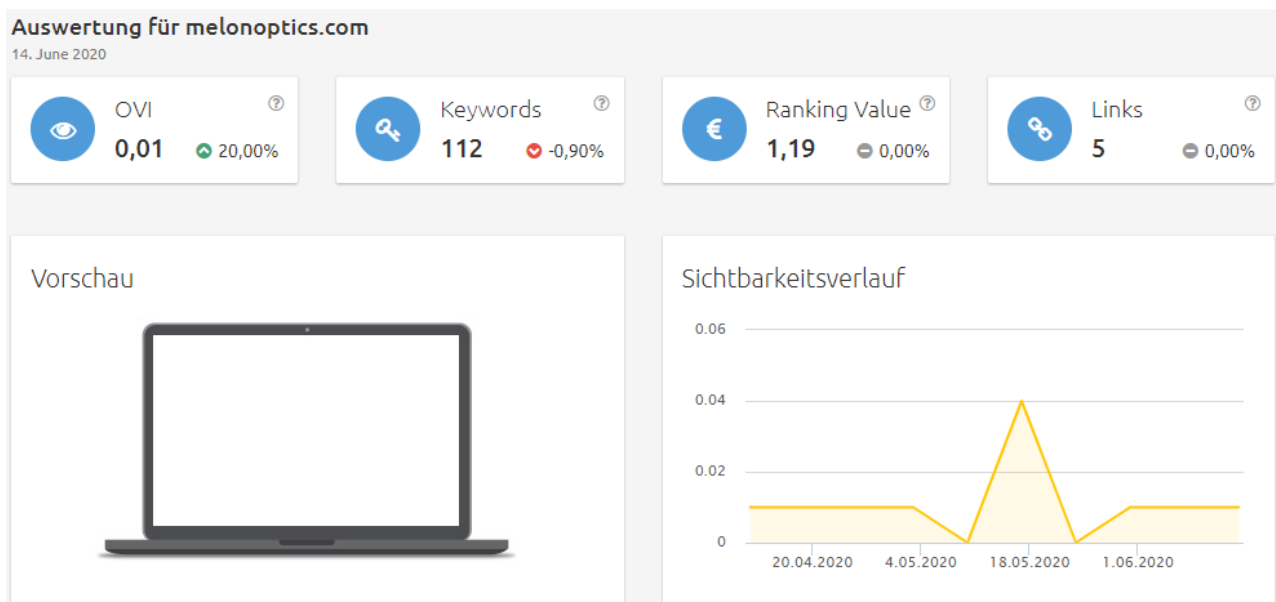


The domain has a very low visibility. With only 3 keywords the website is in the top 100 of Google.

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

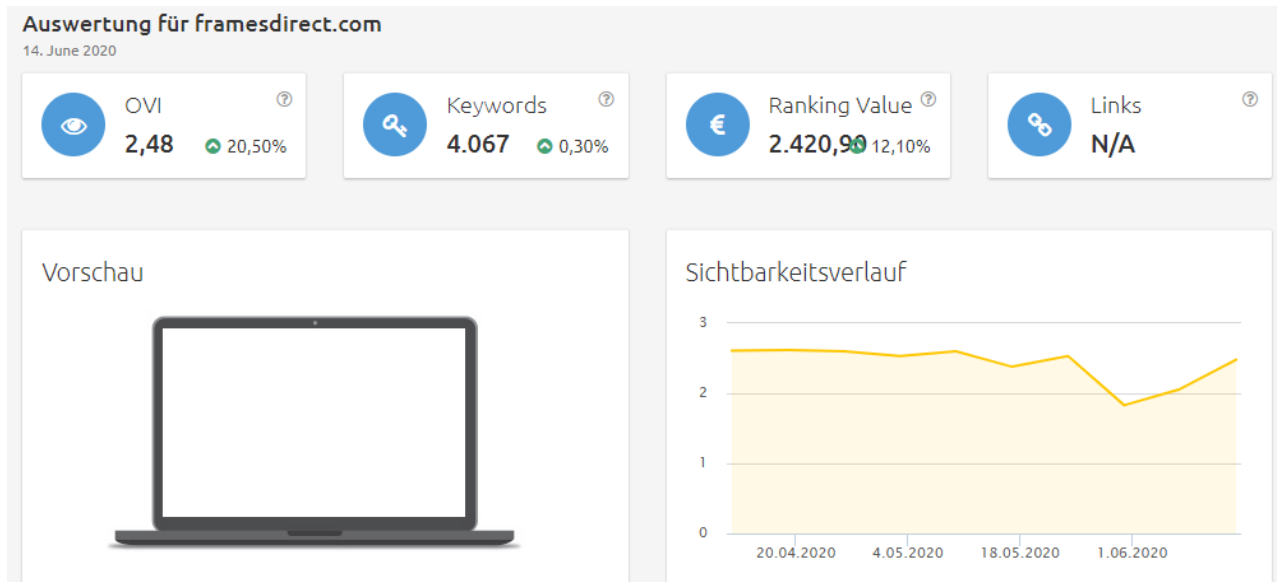


The domain heatwavevisual.com currently also has mediocre visibility. Now we take a closer look at the second place of the keyword: “Make your own sunglasses”:



melonoptics.com is also a website with very low visibility.

Finally, we consider the ninth place for the keyword “Virtual eyeglasses”. This rank is currently occupied by framesdirect.com:



framesdirect.com is a domain with a rather mediocre visibility.

Conclusion: For all key terms tested, websites with weak or average visibility achieved good positions.

Overall assessment: Overall, there is a high and rather stable demand for spectacle configurators on the Internet. This is already being served by some providers with low or average visibility.

With high probability, good positions should be possible in the ranking for keywords like “Design your own glasses” or “Build your own sunglasses”.

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

Therefore, glasses configurators on the Internet still offer enormous potential for market entrants today. However, the online marketing strategy should be well-thought-out and professionally implemented with the appropriate investments.

We are specialized in the planning and implementation of glasses’ configurators and have been able to produce several projects in the past. For your reference, we recommend our glasses’ configurator for the Resch Manufacture.

You can contact us directly via the following link:
viscircle.de/contact