

Gravestone Configurator: SEO Analysis and Evaluation 05/2020

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

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

Since a gravestone 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 gravestone configurators with the keyword planner from Google using different 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 gravestone configurators according to the keyword planner of Google Ads:

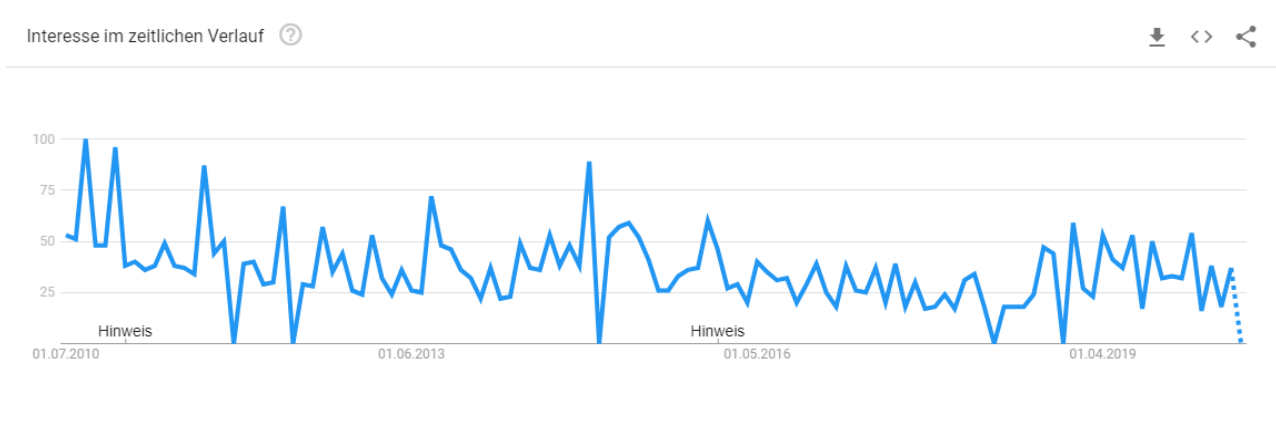
Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own headstone	210	High	0,29
Design your own tombstone	70	High	0,28
Design your own gravestone	50	High	0,30
Headstone design online	260	High	0,31
Designing a headstone	4.400	High	0,30
Design your headstone	30	High	0,30
Tombstone design online	70	High	0,37
Design your own bronze grave marker	40	High	0,35
Create tombstone	590	Middle	0,36
Make your own tombstone	210	High	0,34

Keyword	Search Volume	Competition	CPC for high positions (in €)
Make your own gravestone	170	High	0,38
Create a headstone	170	High	0,31
Create a gravestone	210	Low	0,44

With little effort you can find many interesting keywords with mostly 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.

Create tombstone.



For the keyword: “Create tombstone” there is a stable and high demand since 25.06.2020.



Also, the keyword: “Make your own tombstone” has been showing a stable and demand for several years. We get similar results after entering the keyword: “Design your own headstone” into the tool:

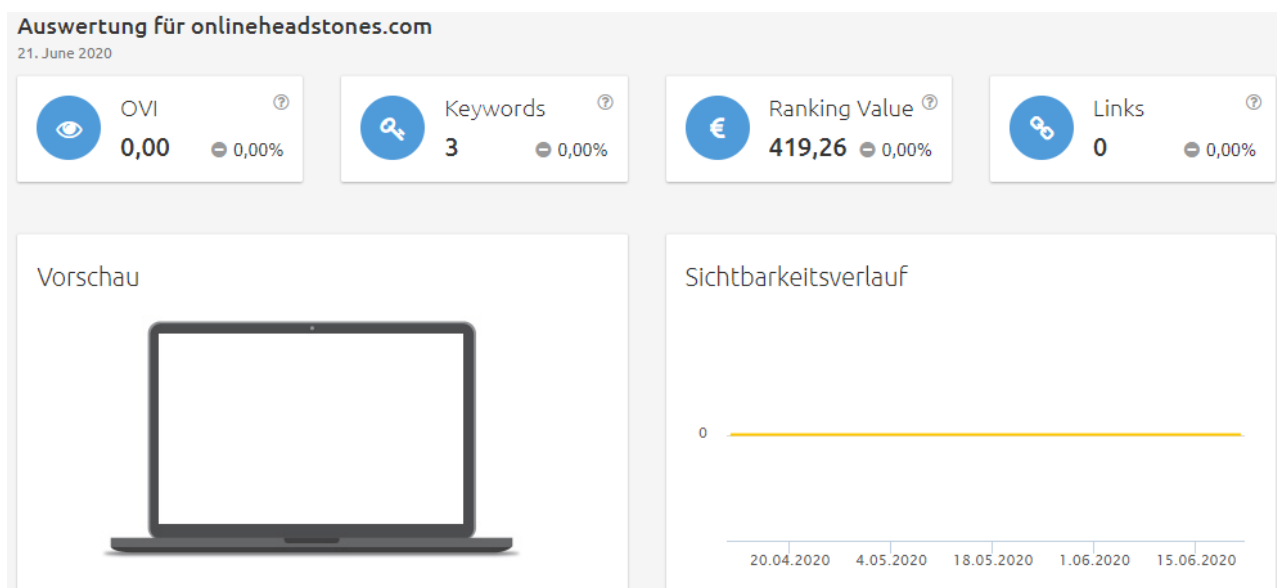


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

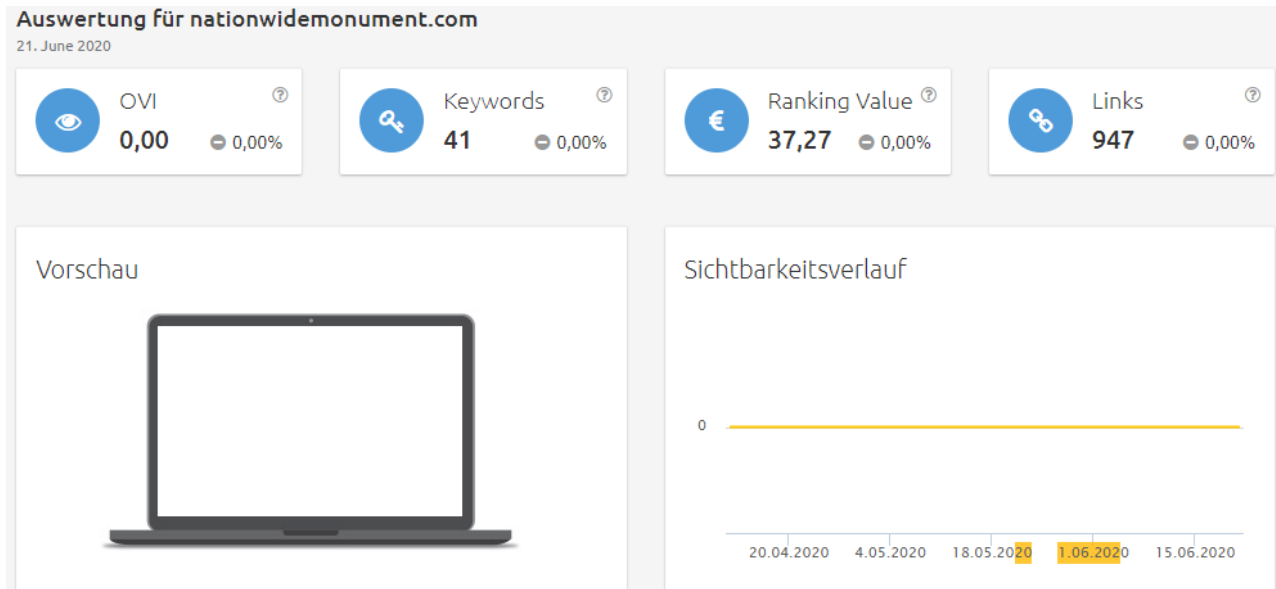
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



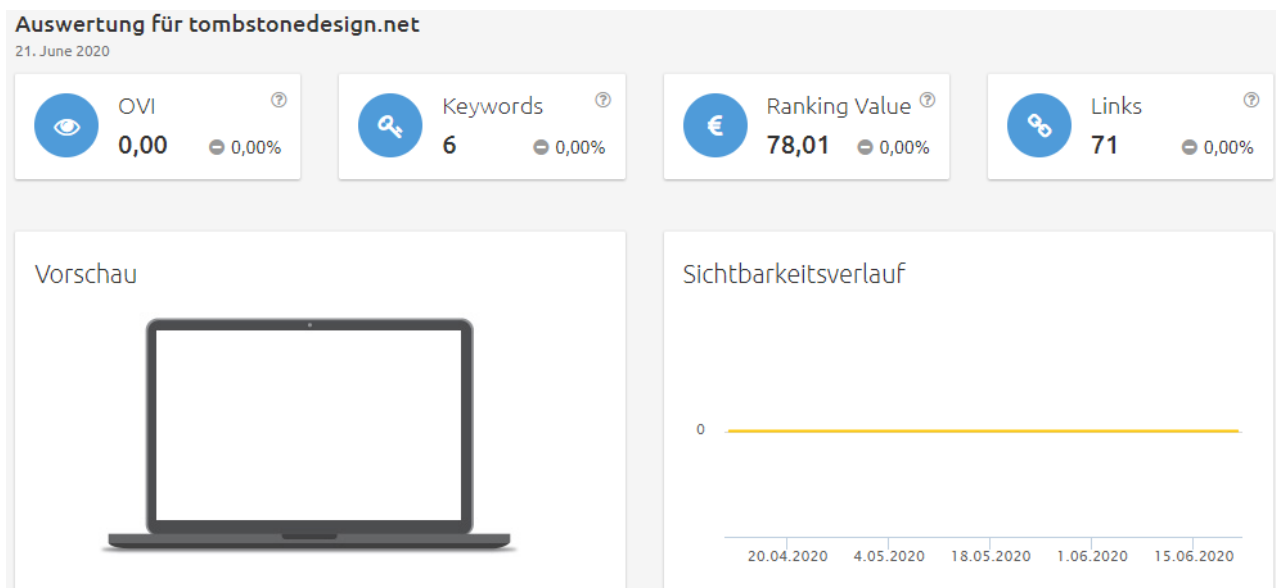
The website has low visibility, which has remained at a consistently low level in recent months.

In fifth place when entering the search term: “Headstone design online” you will find the domain nationwidemonument.com:

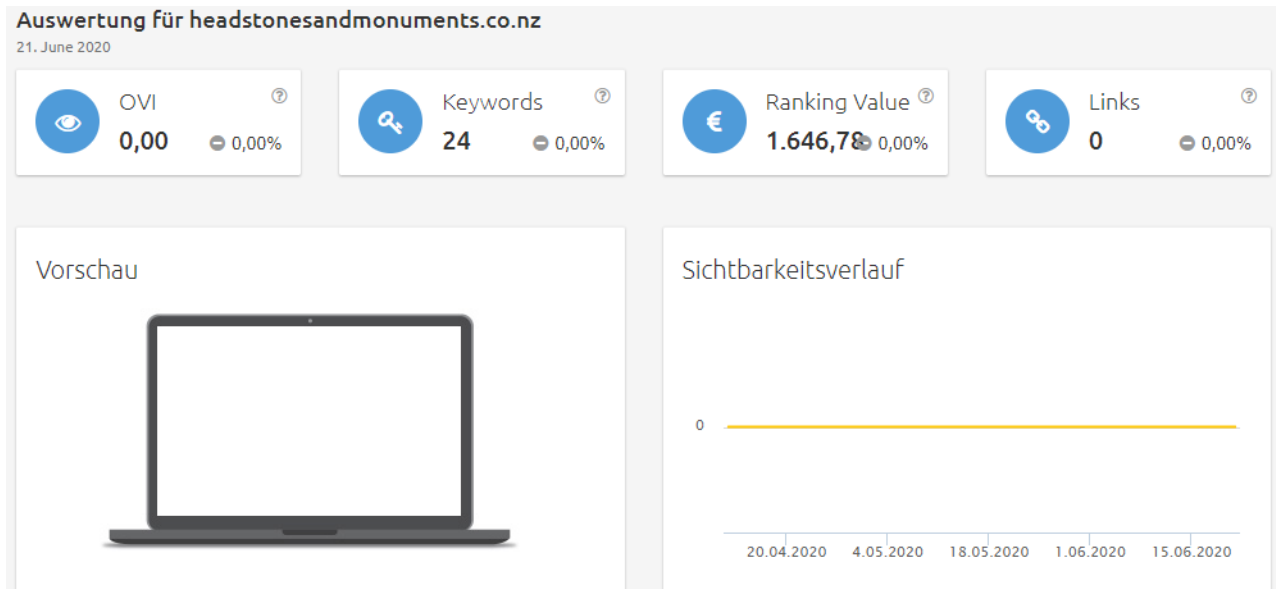


The domain has a low visibility. With 41 keywords the website is in the top 100 of Google.

Now we analyze the seventh place at the keyword: “Make your own tombstone” a bit closer.

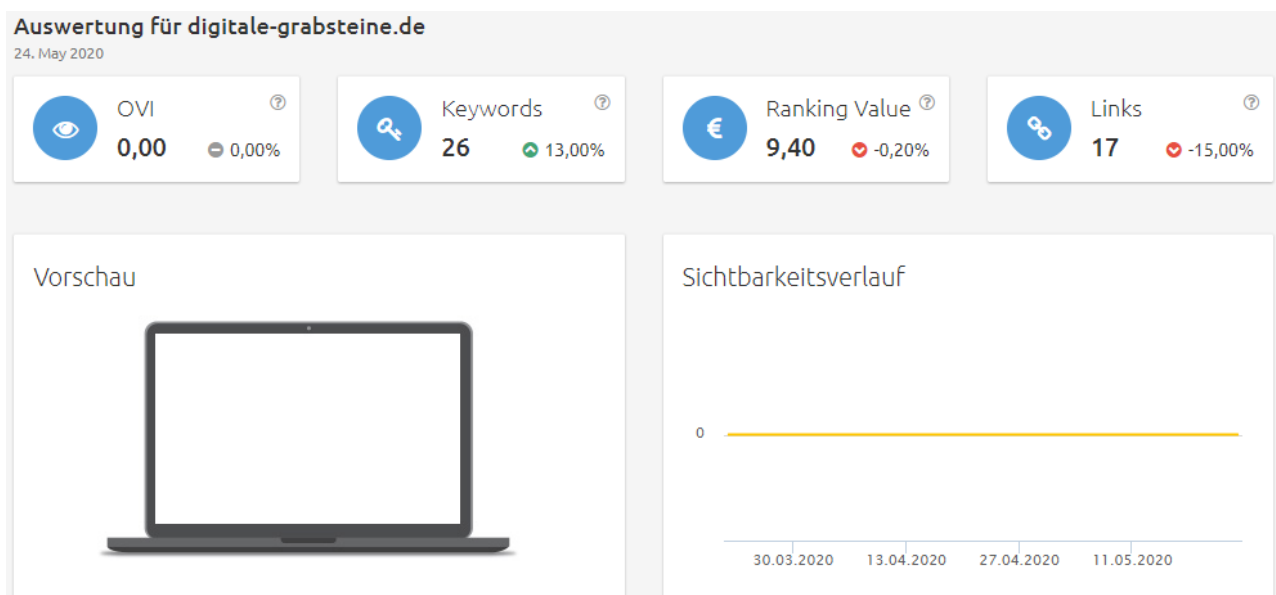


The domain tombstonedesign.net currently also has low visibility. Now let's take a closer look at the second place for the keyword: “Create a headstone”:



headstonesandmonuments.co.nz is also a website with low visibility.

Finally, we consider the ninth place for the keyword: “Create a gravestone”. This ranking is currently occupied by imgflip.com:



imgflip.com is a domain with low visibility.

Conclusion: Among the relevant keywords only websites with low visibility can be found.

Overall assessment: There is a high and for years stable demand for gravestone configurators on the Internet. This demand is currently served by providers with low visibility.

In view of the results, it is very likely that good rankings for money keywords like “Design your own headstone” or “Designing a headstone” can be realized.

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

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:
viscircle.de/contact