

House configurator: SEO analysis and evaluation

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Many online portals for house building or real estate have long recognized the trend: Customers can design houses online with a 3D configurator according to their personal preferences.

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

Since a house configurator is usually 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 house 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 home configurators according to the keyword planner of Google Ads:

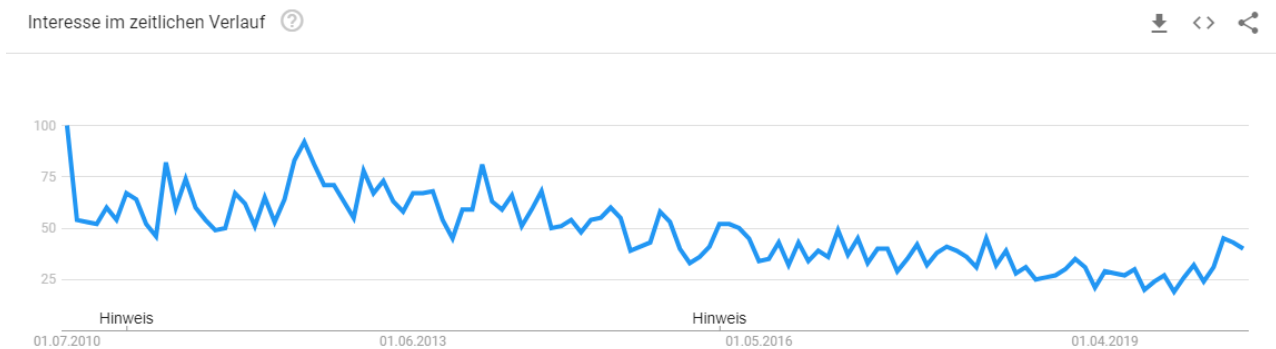
Keyword	Search Volume	Competition	CPC for high positions (in €)
House configurator	260	Low	0,39
Design your own house	12.100	High	0,35
Design your own house online free	6.600	Middle	0,29
Design your own house online	1.900	Middle	0,45
Design my own house	1.300	High	0,49
Design your own house floor plans	590	High	0,34
Create your own house	720	Middle	0,44
Design your own house plans	720	High	0,33

Keyword	Search Volume	Competition	CPC for high positions (in €)
Draw your own house plans	590	High	0,34
Make your own house plans	390	High	0,33
Design my own home	390	High	0,49

With little effort you can find a lot of interesting keywords with low, high and medium competition. Also, the CPCs (costs per click with Google Ads) are relatively low, as a result an appropriate investment in Google Ads a positive RoI can be assumed.

Trend analysis with Google Trends.

Design your own house.



There has been constant and high demand for the keyword: “Design your own house” since 2010.



The keyword: “Design my own house”, on the other hand, has been in constant and high demand for several years. We get similar results after entering the keyword: “Draw your own house plans” into the tool:

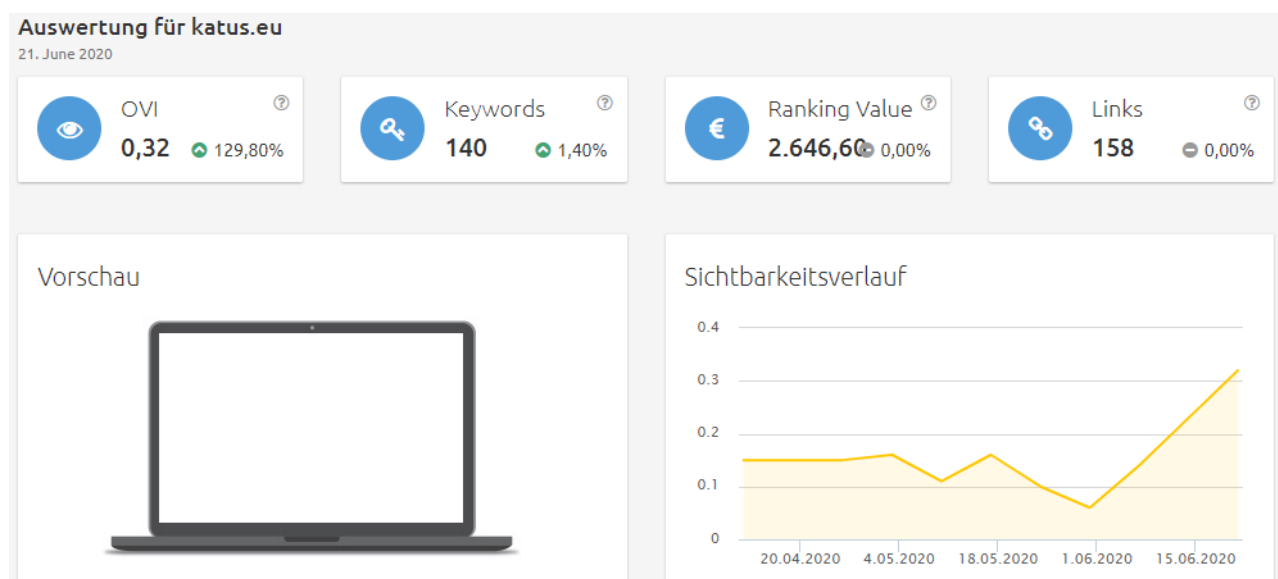


Conclusion: There are numerous interesting key terms with high and partly for years stable demand. In addition, the costs per click are acceptable for Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

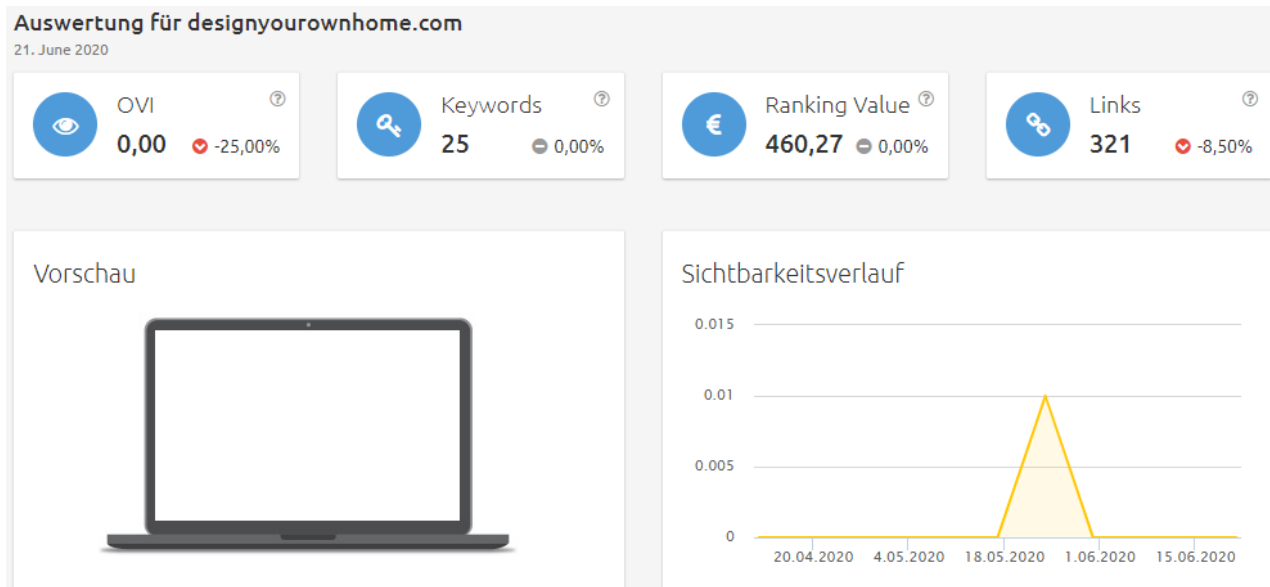
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “House configurator” you will find the website katus.eu:



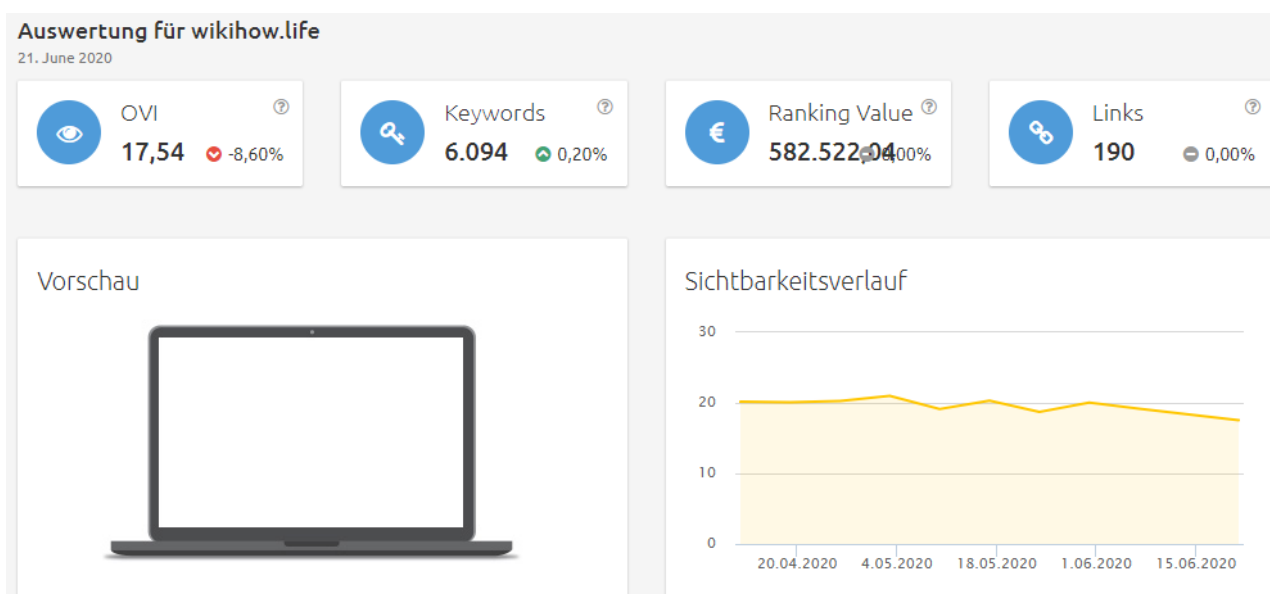
The website has an average visibility.

On the fifth place when entering the search term: “Design your own house” you will find the domain designyourownhome.com:

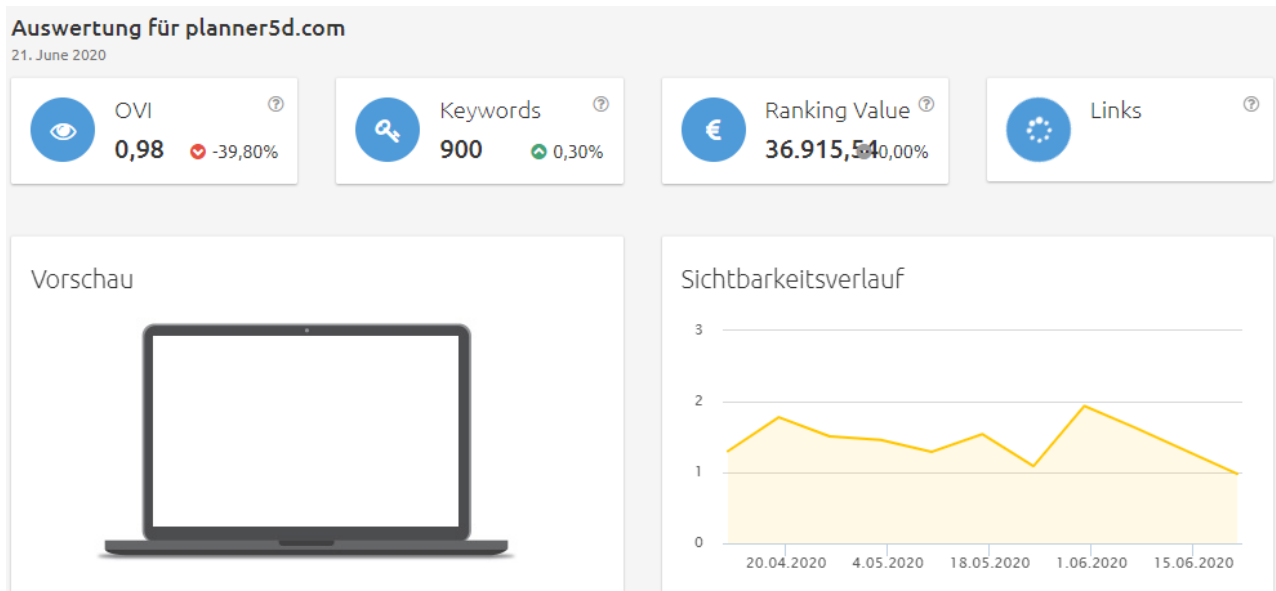


The domain has a weak overall visibility. With 25 keywords the website is in the top 100 of Google.

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

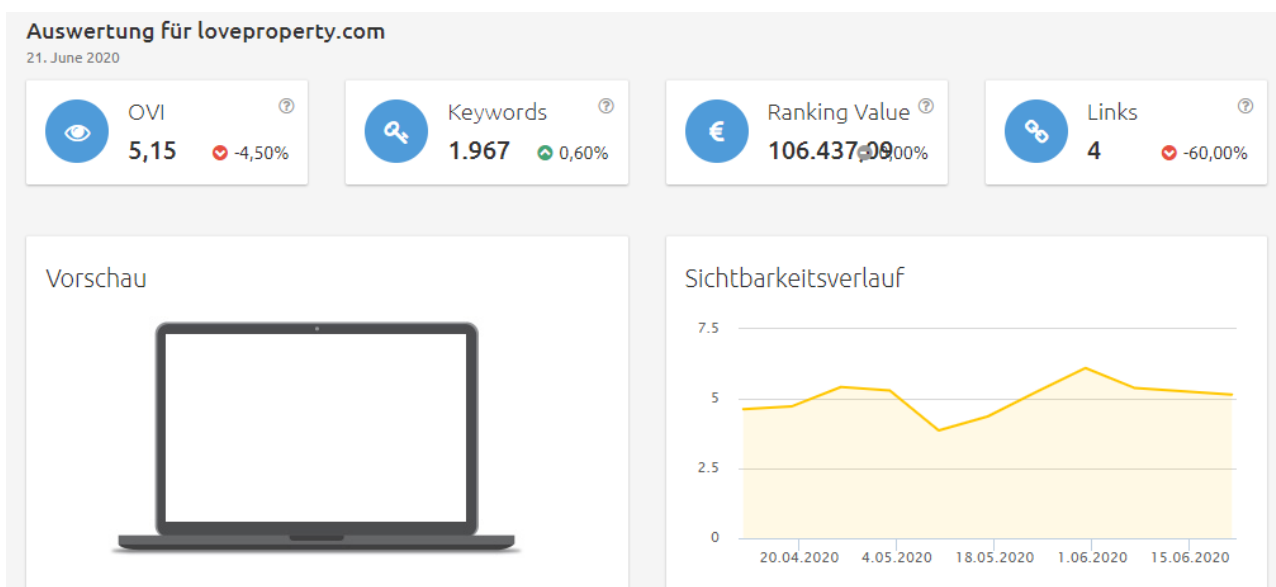


The domain wikihow.life currently has a very good visibility. Now let's take a closer look at the second place at the keyword: “Create your own house”:



planner5d.com is a website that has a good visibility.

Finally, we consider the ninth place for the keyword: “Design my own home”. This ranking currently occupies loveproperty.com:



loveproperty.com is a domain with an overall very good visibility.

Conclusion: For some key terms, even providers with weak and average visibility have been able to achieve good positions.

There are some domains with very high visibility like loveproperty.com, but in addition to the relevant keywords there are also many domains with rather low visibility in the Top 10 on Google.

Overall assessment: Overall, there is a high and increasing demand for house configurators on the Internet. This demand is already being met by some providers with more or less high visibility.

With a high probability, good positions in the ranking will also be possible for keywords

such as “house configurator” or “house build configurator”.

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

House configurators on the Internet thus offer enormous potential for newcomers to the market at the present time. However, the online marketing strategy should be well-thought-out and professionally implemented with appropriate investments.

We are specialized in the planning and implementation of house configurators and have already realized several projects in the past. As a reference we recommend our house construction configurator for the Austrian company Bauportal.

You can contact us directly via the following link:

viscircle.de/contact