

Jewelry configurator: SEO analysis and evaluation

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Various online shops for jewelry have long since recognized the trend: Customers can design jewelry online with a 3D configurator according to their personal preferences, e.g. as a wedding gift or simply as a thank you for their loved ones.

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

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

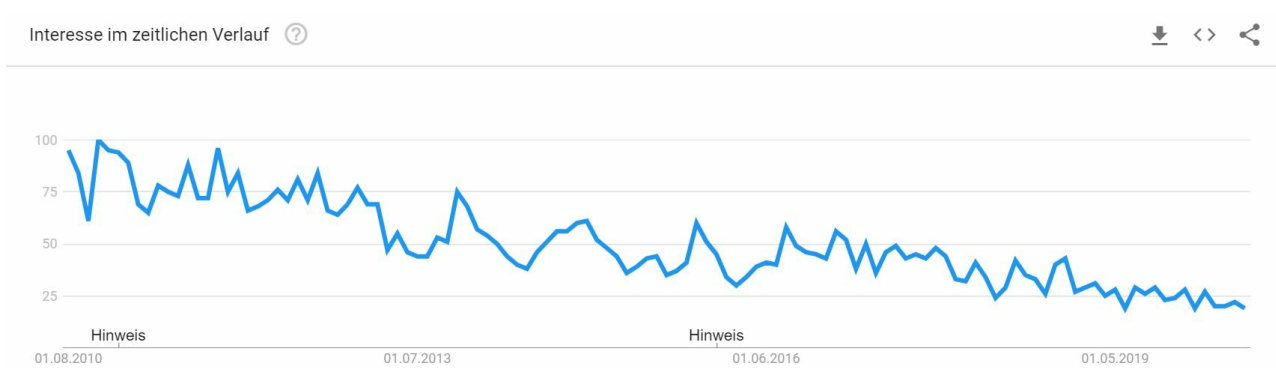
Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own ring	3.600	High	0,61
Design your own engagement ring	4.400	High	1,26
Create your own engagement ring	2.400	High	1,45
Build your own engagement ring	2.900	High	1,43
Create your own ring	1.600	High	0,68
Customize engagement ring	18.100	High	1,58
Design your own wedding ring	1.300	High	0,84

Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your engagement ring	880	High	1,22
Ring design websites	1.000	High	0,72
Design your own jewelry	1.000	High	0,35
Custom jewelry online	1.600	High	0,58
Custom diamond rings	1.300	High	1,00

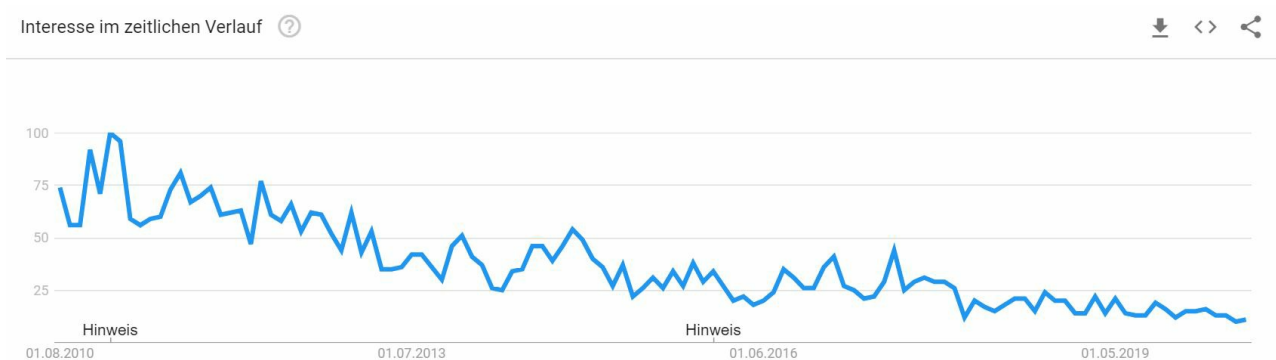
With little effort you can find a lot of interesting keywords with high competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

Trend analysis with Google Trends.

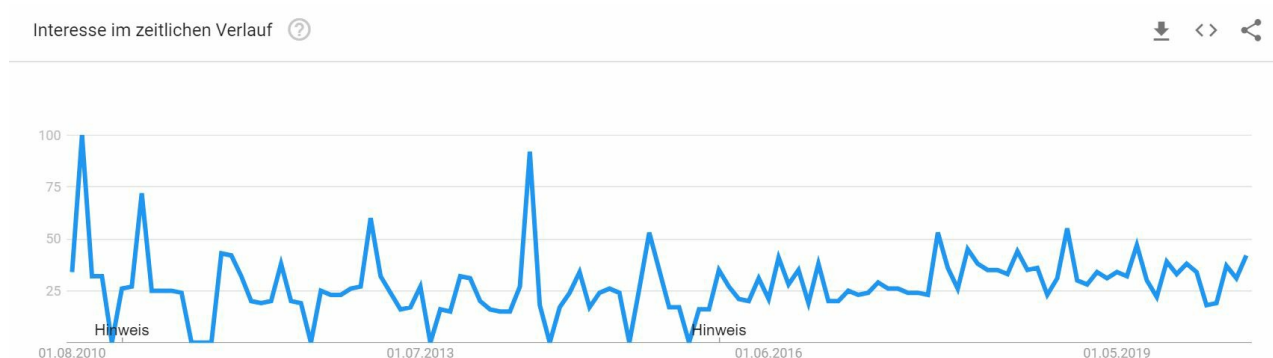
Design your own ring.



There has been high and stable demand for the keyword: “Design your own ring” since 02.07.2010.



The keyword: “ring configurator” has also been in high and stable demand for several years. We get similar results after entering the keyword: “Customize engagement ring” into the tool:

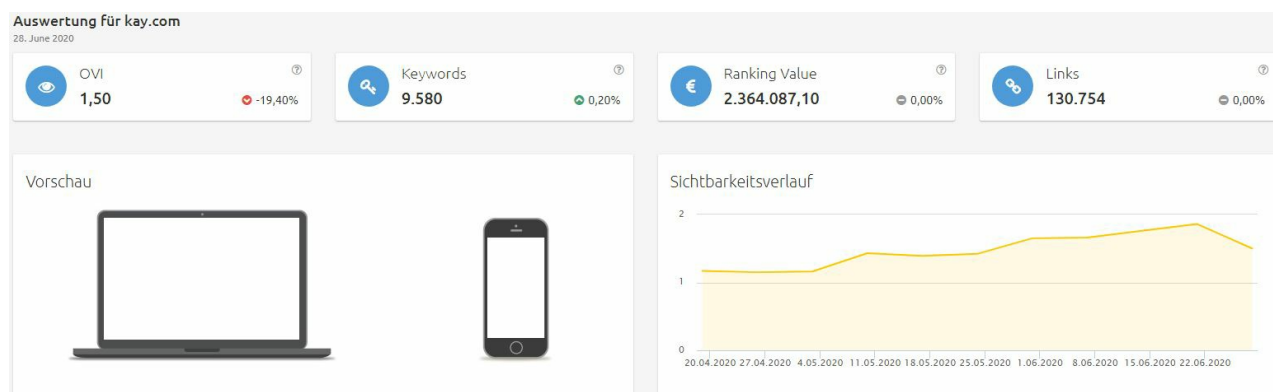


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are acceptable for Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

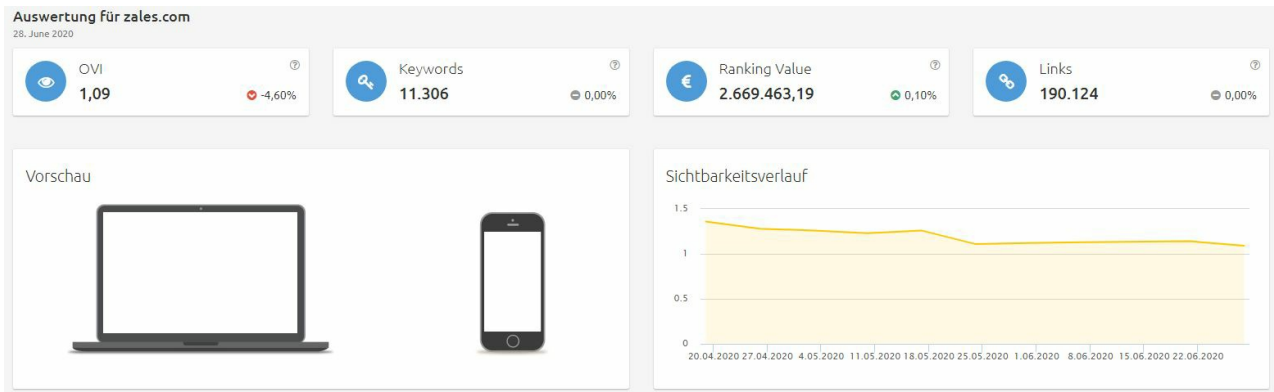
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



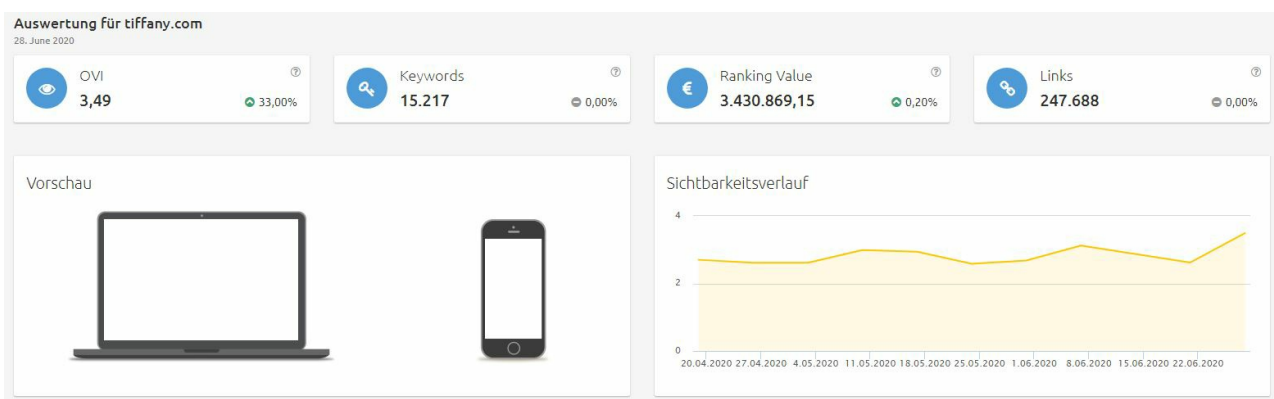
The website has a very high visibility, which has remained at a consistently high level in recent months.

On the fifth place when entering the search term: “Create your own ring” you will find the domain zales.com:

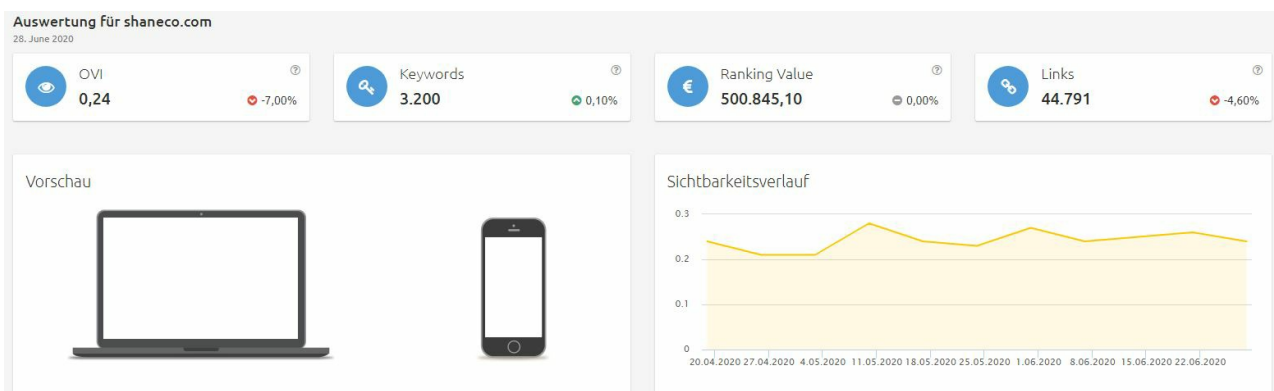


The domain has a very good visibility. With 11.306 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Customize engagement ring”.

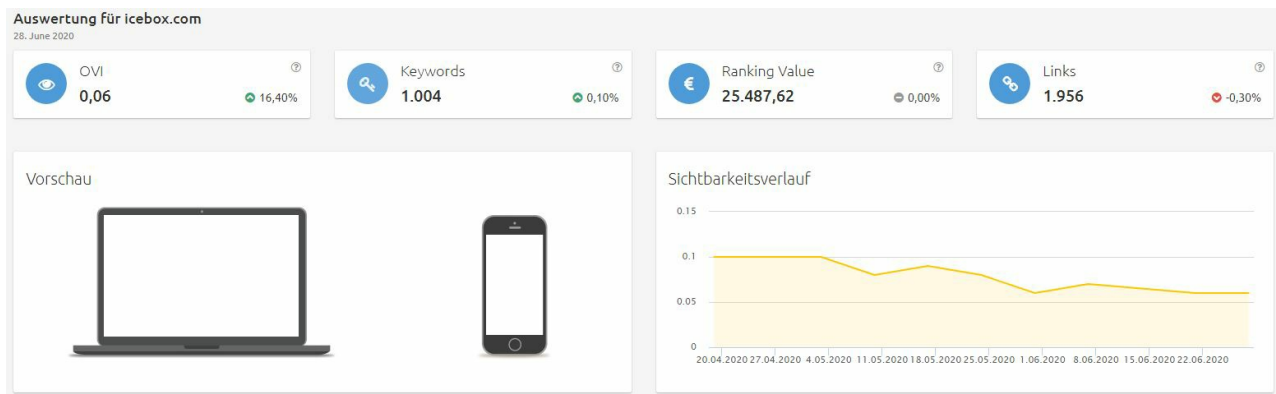


The domain tiffany.com currently also has a very high visibility. Now let’s take a closer look at the second place for the keyword: “Design your engagement ring”:



shaneco.com is also a website that has a very high visibility.

Finally, we consider the ninth place for the keyword: “Custom jewelry online”. This ranking is currently occupied by icebox.com:



icebox.com is a domain with low visibility.

Conclusion: For all keywords there are only websites with good to very good visibility.

Overall assessment: Overall, there is a high and stable demand for jewelry or especially wedding ring configurators on the Internet. This demand is already being met by suppliers with very good visibility.

With an intelligent selection of keywords e.g. in the longtail area, many interested visitors could be made aware of their own configurator.

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

We are specialized in the planning and implementation of jewelry configurators and have already realized several projects in the past. As a reference we recommend our jewelry configurator for Meister GmbH.

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