

Kitchen configurator: SEO analysis and evaluation

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Many online-based kitchen retailers have long since recognized the trend: Customers can use a 3D configurator to configure front doors online according to their individual preferences.

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

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

In a first step, we will analyze the demand for kitchen configurators using Google’s Keyword Planner based on 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 kitchen configurators according to the keyword planner of Google Ads:

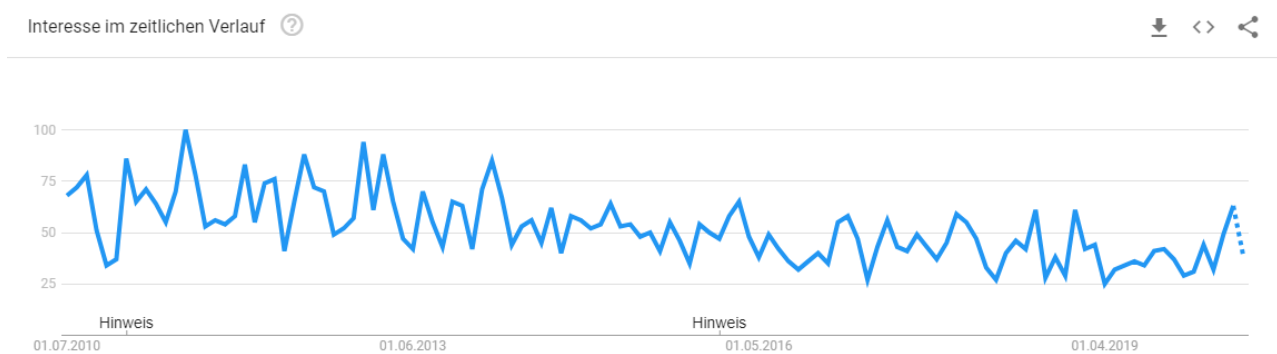
Keyword	Search Volume	Competition	CPC for high positions (in €)
Kitchen configurator	170	Low	0,27
Design your kitchen	1.600	High	0,47
Kitchen planner	33.100	Middle	0,33
Virtual kitchen designer	3.600	Middle	0,54
Design my kitchen	2.400	High	0,49
Design your own kitchen	2.400	High	0,42
Online kitchen design	8.100	High	0,50
3D kitchen design	3.600	Middle	0,45
3D kitchen planner	1.900	Middle	0,25

Keyword	Search Volume	Competition	CPC for high positions (in €)
Kitchen planner online	5.400	Middle	0,39
Virtual bathroom designer	480	High	0,80
Design your kitchen online	590	High	0,49
Kitchen design planner	2.400	High	0,43

With little effort you can find a lot of interesting keywords with low, medium and 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.

Design your kitchen.



There has been high and stable demand for the keyword: "Design your kitchen" since 29.06.2010.



The keyword: "Kitchen planner" has shown a high and stable demand in recent years. We get similar results after entering the keyword: "Online kitchen design" into the tool:

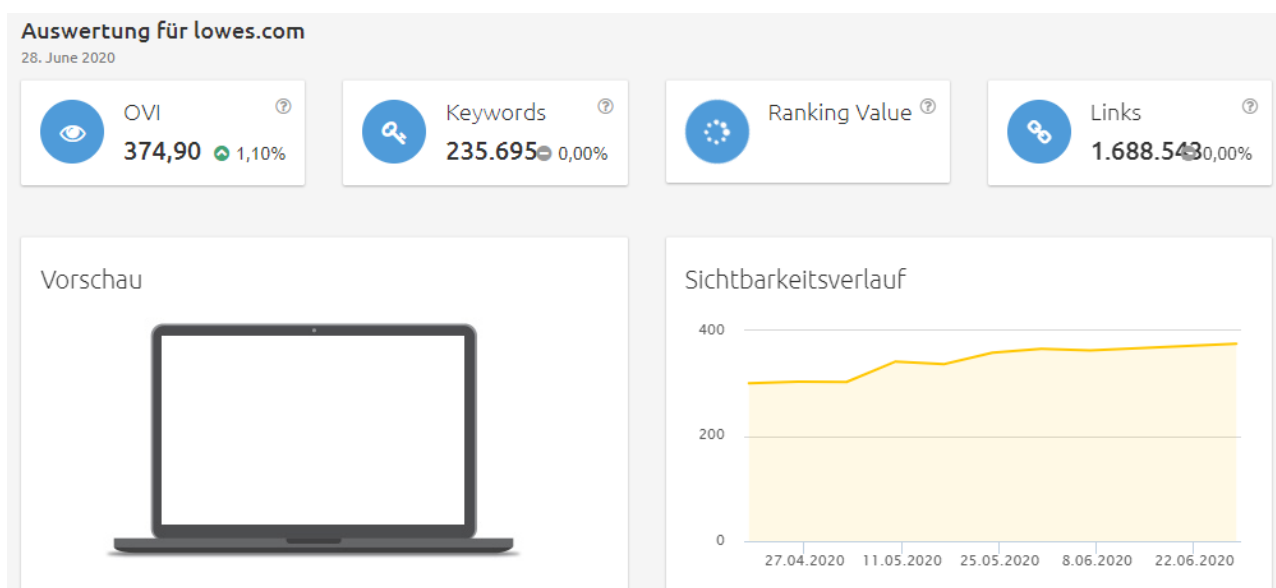


Conclusion: There are many interesting keywords with stable and high demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

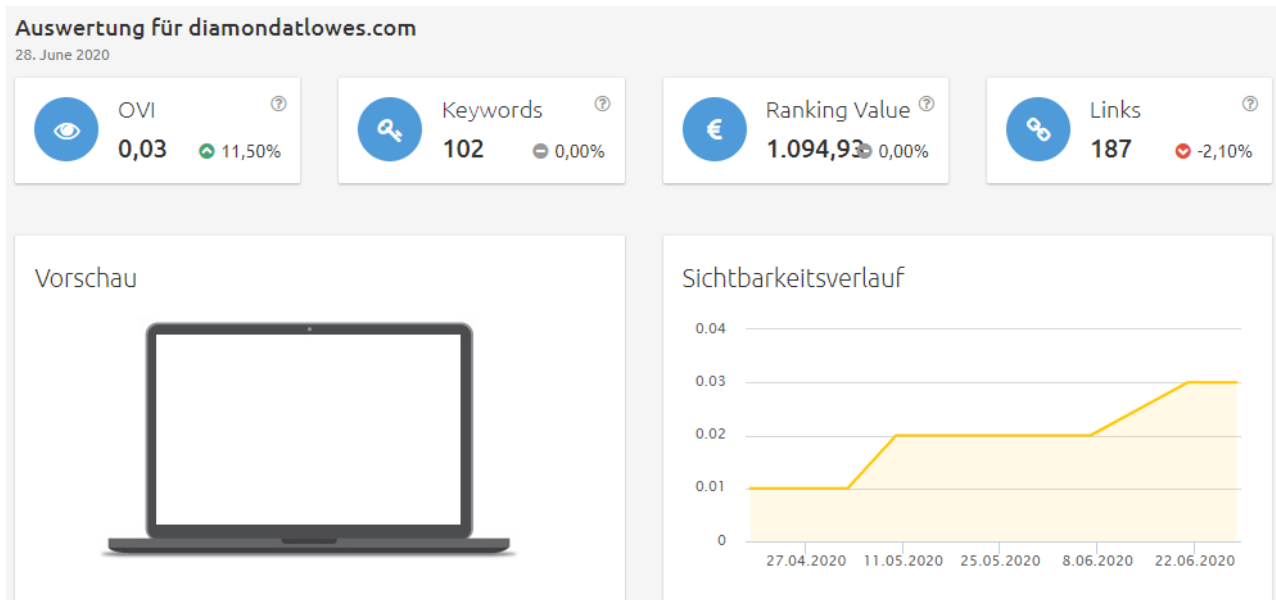
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Kitchen configurator” you will find the website lowes.com:



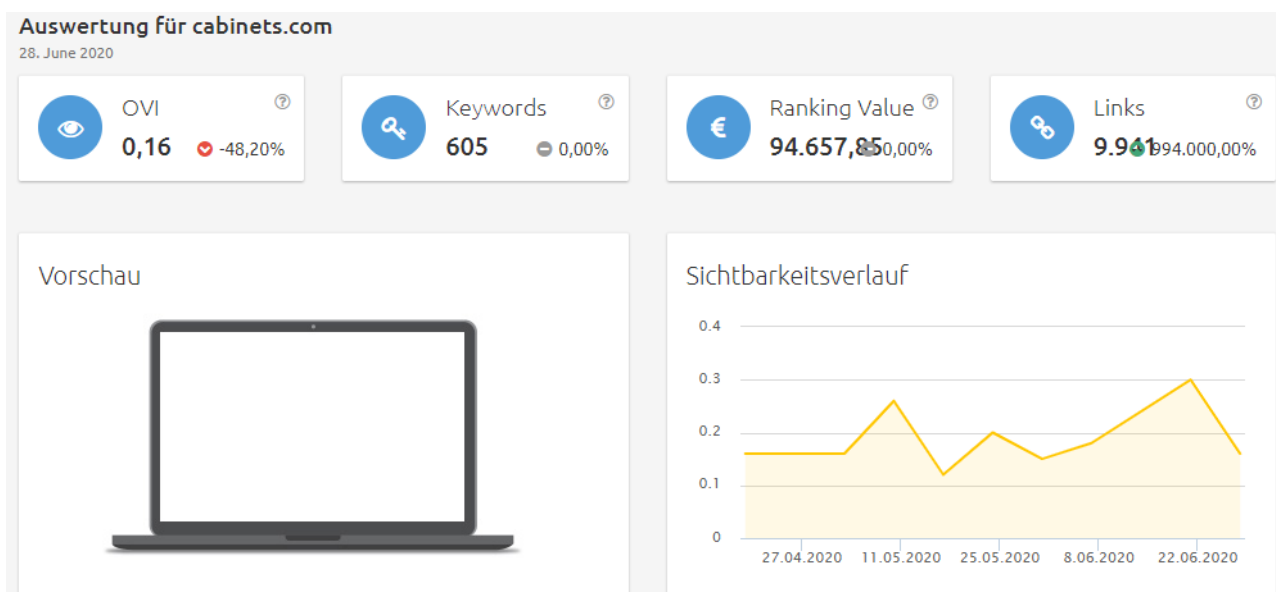
The website has a very high visibility, which has remained at a constant level in recent months.

In fifth place when entering the search term: “Design your kitchen” you will find the domain diamondatlowes.com:

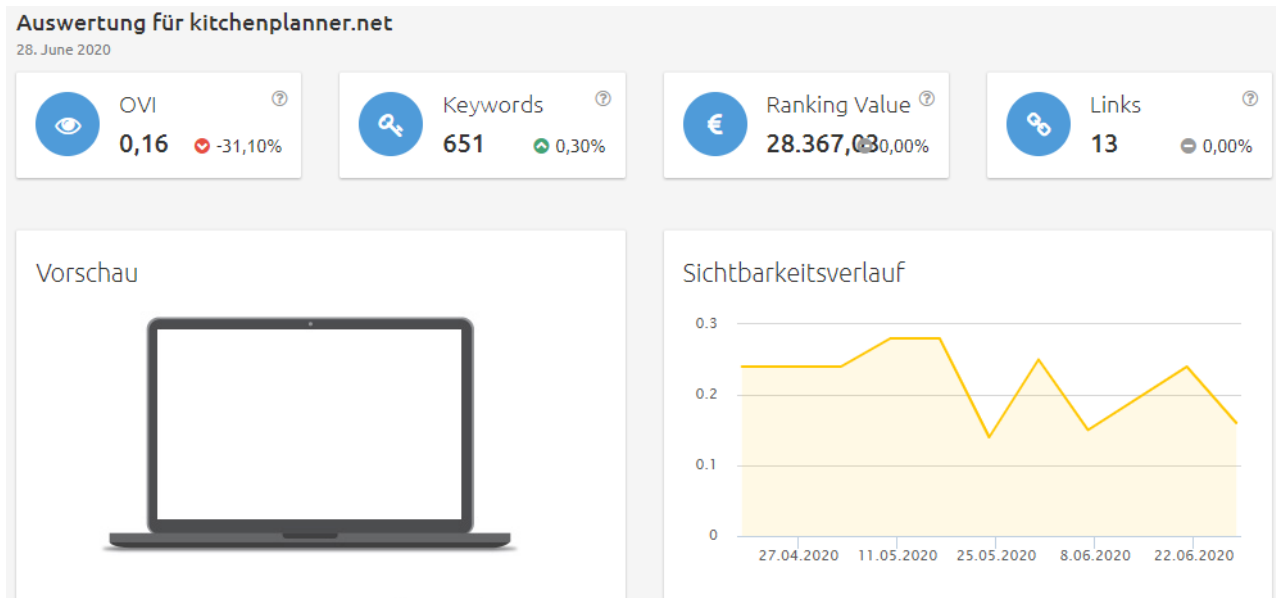


The domain has a rather weak visibility. With 102 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Kitchen planner”.

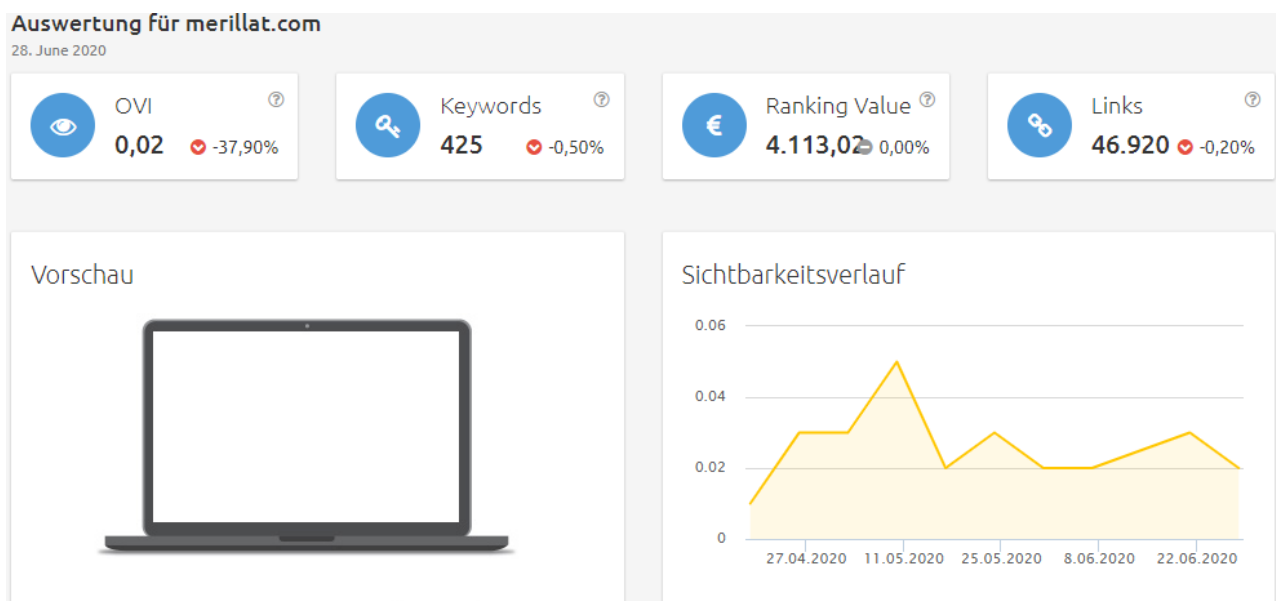


The domain cabinets.com currently has good visibility. Now let’s take a closer look at the second place at the keyword: “Virtual kitchen designer”:



kitchenplanner.net is a website that has a good visibility.

Finally, we consider the ninth place for the keyword: “Design my kitchen”. This ranking is currently occupied by merillat.com:



merillat.com is a domain with low visibility.

Conclusion: The relevant keywords include both high and low visibility websites.

Overall assessment: There is a high demand for kitchen configurators on the Internet, some of which have been stable for years. This demand is already being met by some suppliers with low to high visibility.

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

Kitchen configurators on the Internet thus offer enormous potential for newcomers to the market that is far from exhausted.

We are specialized in the planning and implementation of kitchen configurators and have been able to implement several projects in the past. As a reference we recommend our kitchen configurator for the Nobilis.

You can contact us directly via the following link:

viscircle.de/contact