

# Notebook configurator: SEO analysis and evaluation 07/2020

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Some online-based notebook retailers have long recognized the trend: Customers can use a 3D configurator to put together their notebook online according to their individual needs.

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

Since a notebook configurator is usually provided via a website, the focus here is on an online analysis.

In a first step, we will analyze the demand for notebook 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 notebook configurators according to the Keyword Planner of Google Ads:

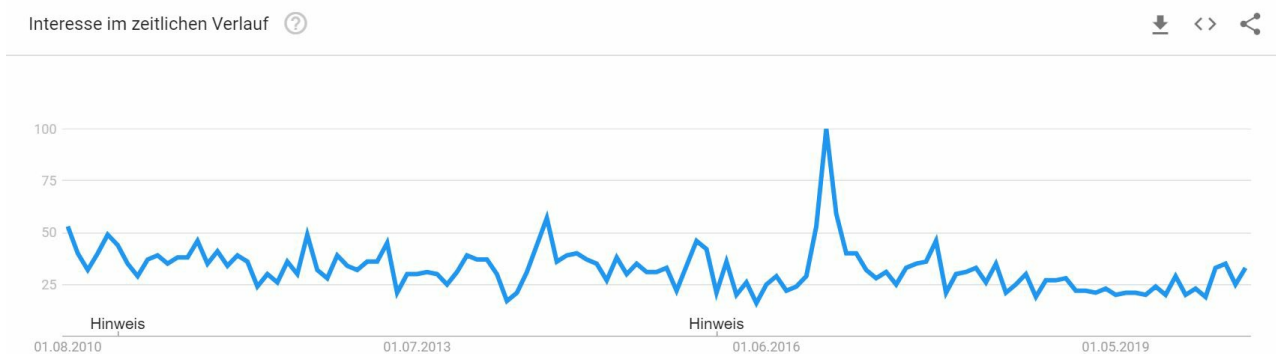
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Notebook configurator	170	High	0,22
Laptop configuration	5.400	High	0,12
Latest laptop configuration	1.900	High	0,05
Best laptop configuration	1.600	High	0,02
Dell laptop configurator	90	Low	0,16
Gaming laptop configuration	210	High	0,29
Laptop with high configuration	880	High	0,10
Configuration of hp laptop	880	High	0,31

Keyword	Search Volume	Competition	CPC for high positions (in €)
Make your own notebook	880	High	0,32
Design your own notebook	590	High	0,43
Create your own notebook	480	High	0,47
Design your notebook	70	High	0,35

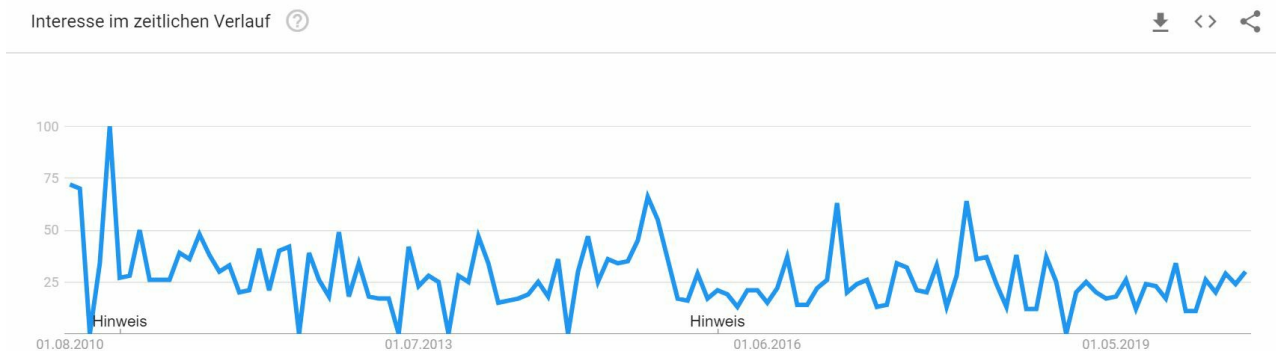
With little effort you can find many interesting keywords with high competition. Also, the CPCs (costs per click with Google Ads) are very low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

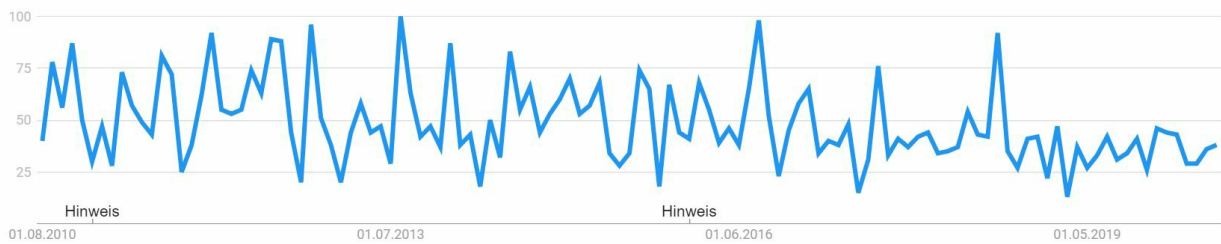
Laptop configuration.



There has been stable and high demand for the keyword: “laptop configuration” since 2010.



The keyword: “Configure notebooks” has shown stable and high demand since 2010. Similar results are obtained for the keyword: “Make your own notebook”:

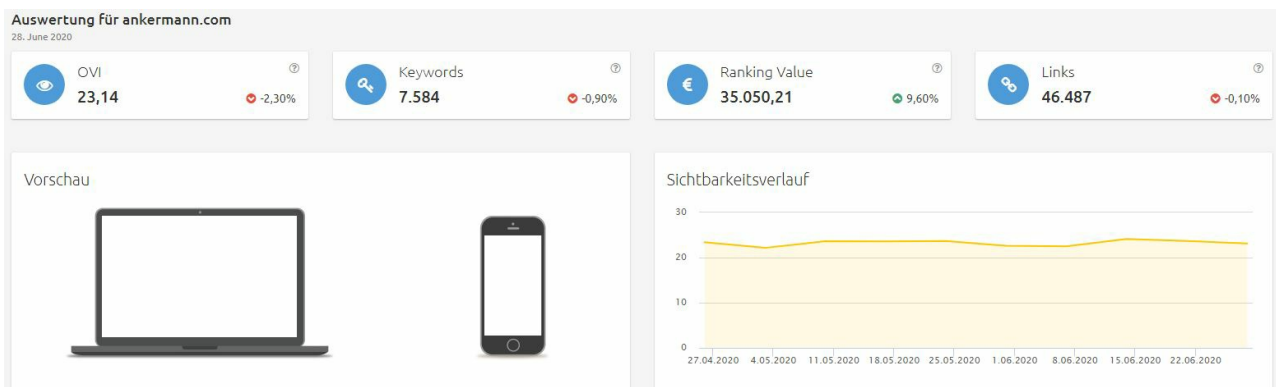


**Conclusion:** There are numerous interesting key terms with existing, but successively decreasing demand. The click costs for Google Ads are very low in relation to the expected revenues, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

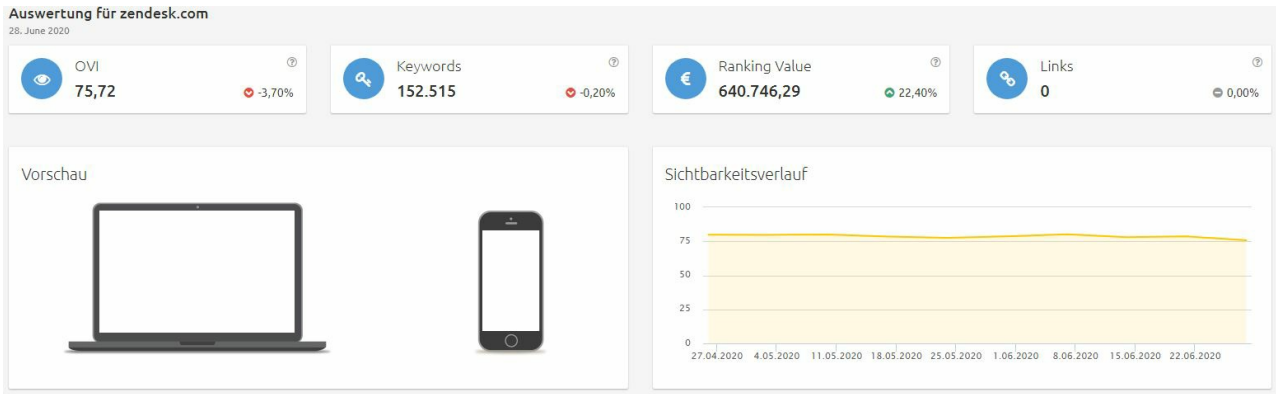
In the following we will take a closer look at the competitive situation. In order to get a more accurate picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Notebook configurator” you will find the website [ankermann.com](http://ankermann.com):



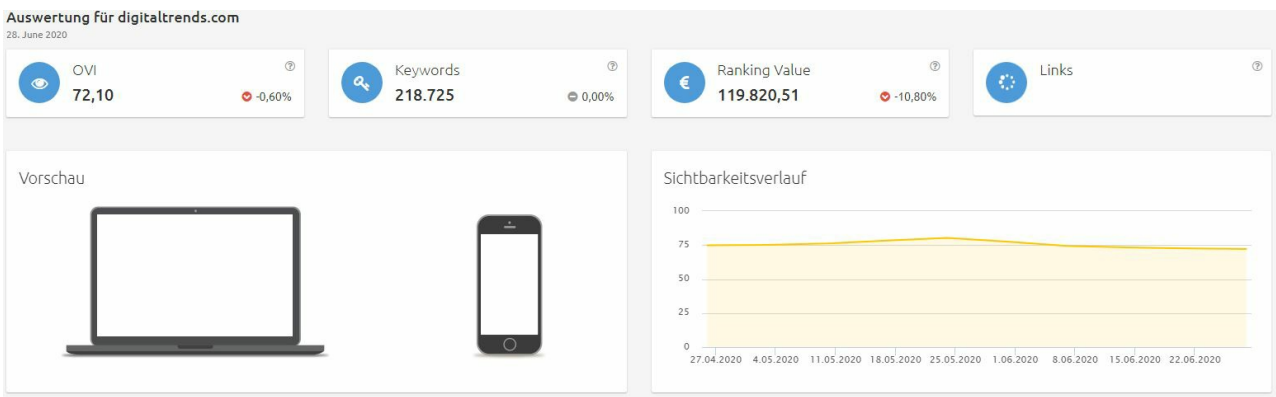
The website has a very good visibility.

In fifth place when you enter the search term: “laptop configuration” you will find the domain [zendesk.com](http://zendesk.com):

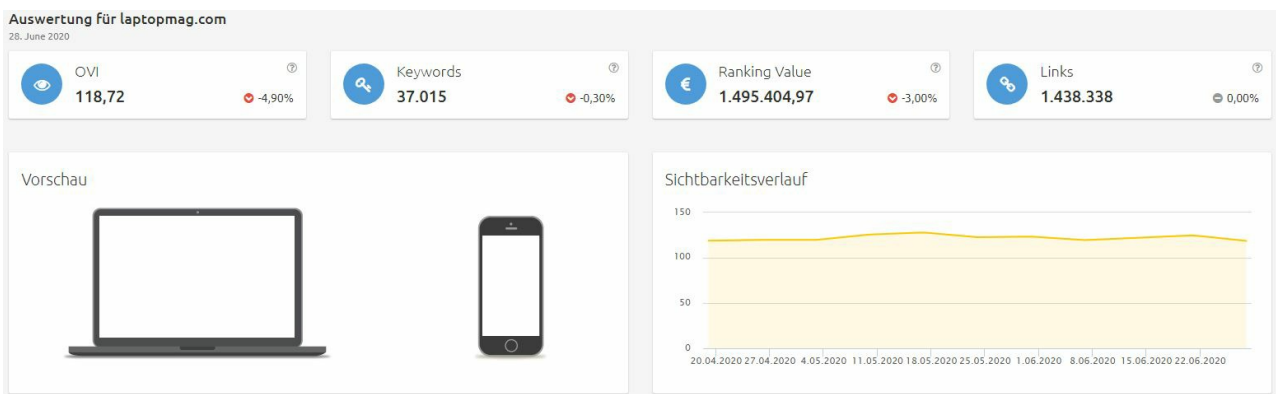


The domain has a very high visibility. With 152,515 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Latest laptop configuration”.

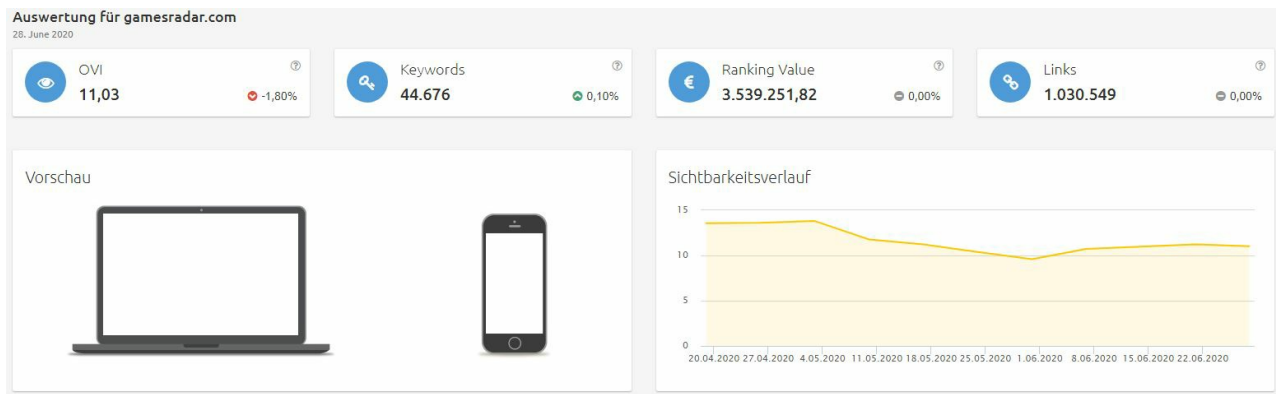


The domain digitaltrends.com currently also has very good visibility. Now let’s take a closer look at the second place in the keyword: “Best laptop configuration”:



laptopmag.com is also a website that has very good visibility.

Finally, we consider the ninth place for the keyword: “Gaming laptop configuration”. This ranking currently occupies gamesradar.com:



gamesradar.com is a domain with very good visibility.

**Conclusion:** Only websites with very high visibility are found at the top of the search results.

**Overall assessment:** Overall, there has been a high and stable demand for notebook configurators on the Internet for years. This demand is currently already being met by a number of suppliers, most of them have 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.

Notebook configurators on the Internet therefore still offer enormous potential for market entrants. However, it should be noted that there is strong competition. Therefore, potential market entrants should consider this step very carefully.

We are specialized in the planning and implementation of notebook configurators in real-time 3D.

You can contact us directly via the following link:  
[viscircle.de/contact](https://viscircle.de/contact)