

Sofa configurator: SEO analysis and evaluation

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Various online shops for sofas have long recognized the trend: Customers can design sofas online with a 3D configurator according to their personal preferences, e.g. as a birthday present.

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

Since a sofa 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 sofa configurators with Google’s Keyword Planner using various keywords. This is 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 sofa configurators according to the keyword planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own sofa	480	High	0,43
Design your own couch	320	High	0,42
Design your own sectional sofa	320	High	0,48
create your own sofa	110	High	0,44
Design your own sofa online	50	High	0,43
Create your own couch	90	High	0,44
Design own sofa	50	High	0,47
Create couch	110	High	0,56
Build your own couch	1.300	High	0,39

Keyword	Search Volume	Competition	CPC for high positions (in €)
Build your own corner sofa	70	High	0,48
Create your own couch	90	High	0,44
Build your own modular sofa	90	High	0,56
Design your couch	40	High	0,35

With little effort you can find many interesting keywords with exclusively high competition. The CPCs (costs per click for Google Ads) are also relatively low, so that a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

Design your own sofa.



There has been high and stable demand for the keyword: “Design your own sofa” since 18.06.2010.



The keyword: “Design your own couch” has also shown stable and high demand for several years. We get similar results after entering the keyword: “Build your own couch” into the tool:



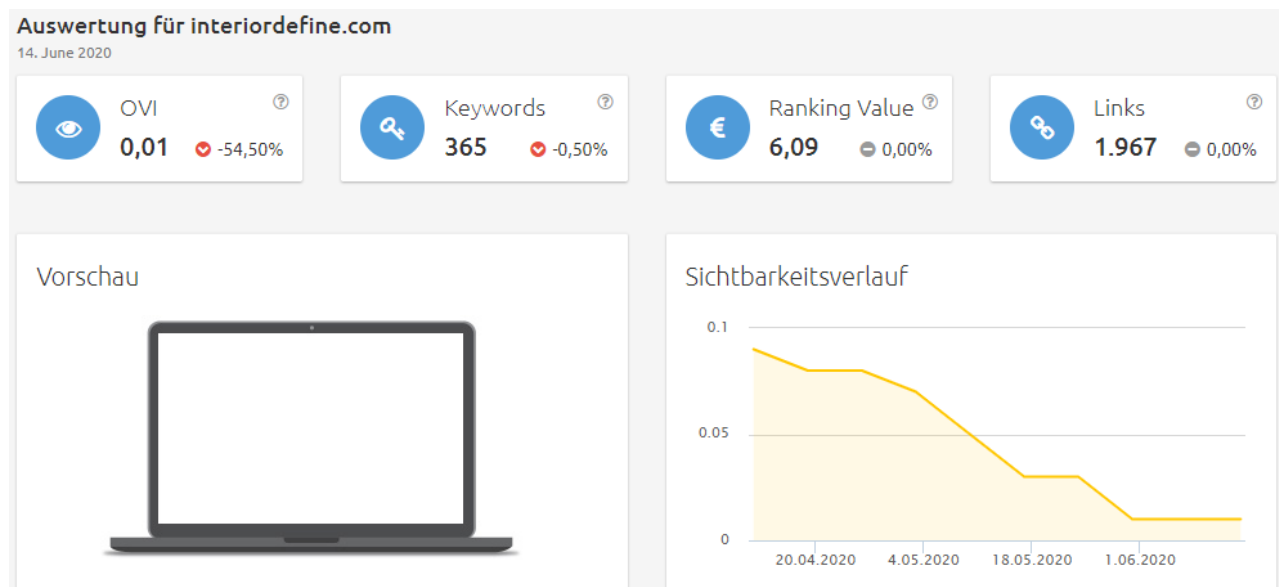
Conclusion: There are numerous interesting key terms with high and for years increasing demand. In addition, the costs per click are acceptable for Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

For free initial consultation

Competition analysis:

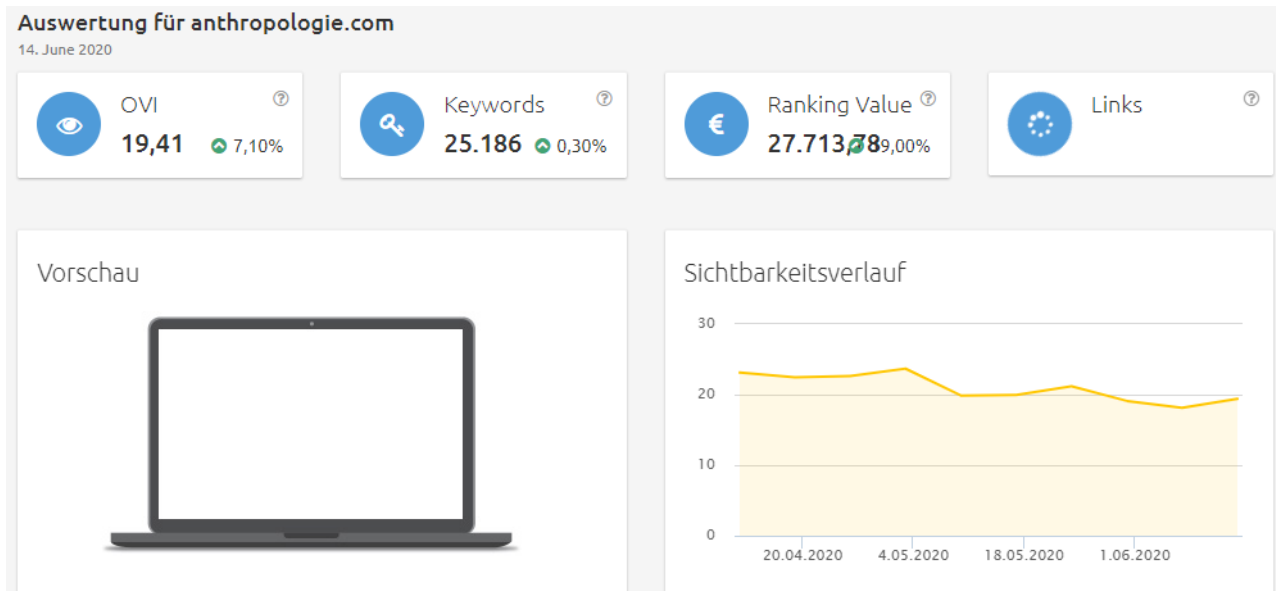
In the following we will take a closer look at the competitive situation. In order to get a more accurate picture, we will analyze the websites from rank 1 to 10 on the basis of different keywords.

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



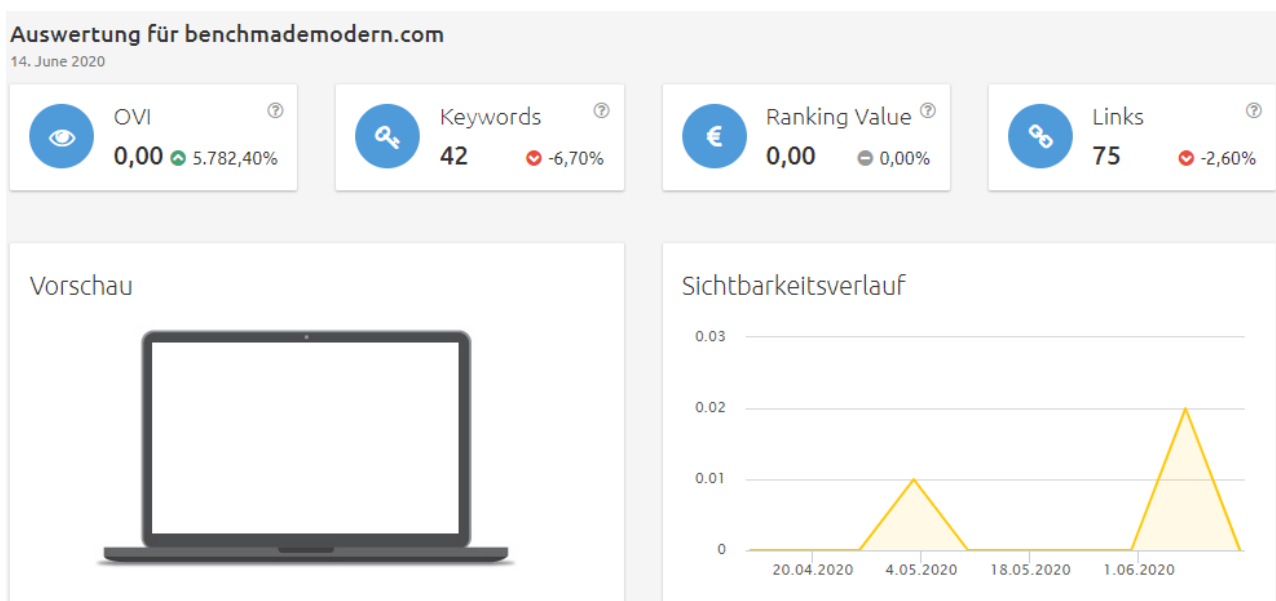
The website has a very low visibility.

In fifth place when entering the search term: “Design your own couch” you will find the domain anthropologie.com:

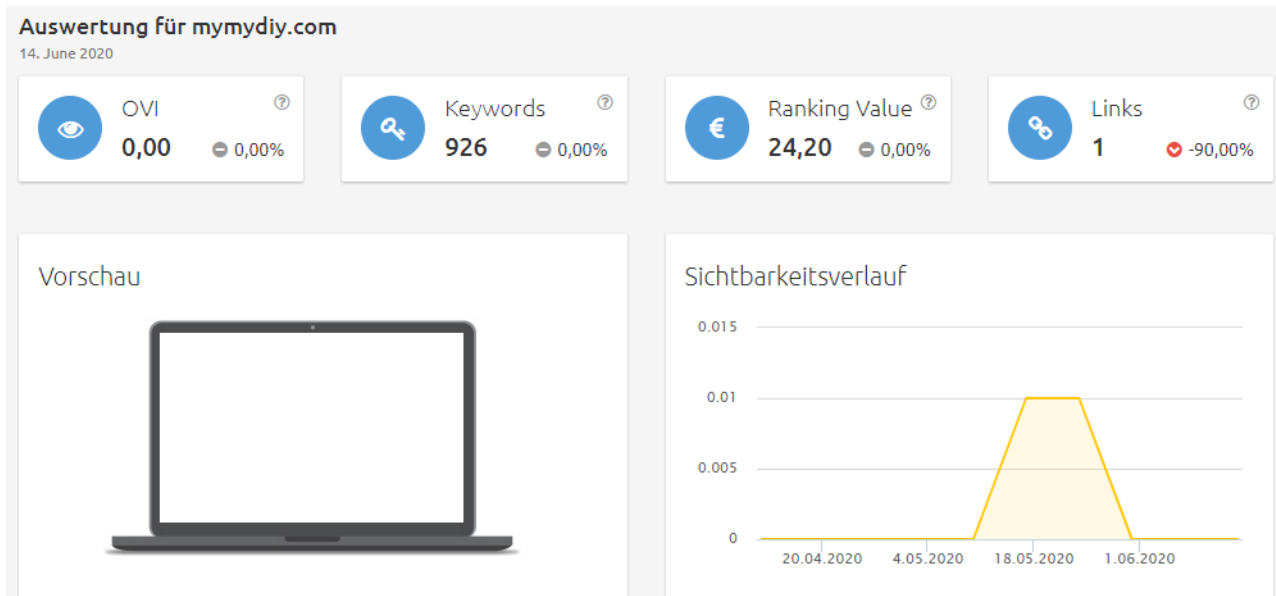


The domain has a very good visibility. With 25,186 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Design your own sofa online”.

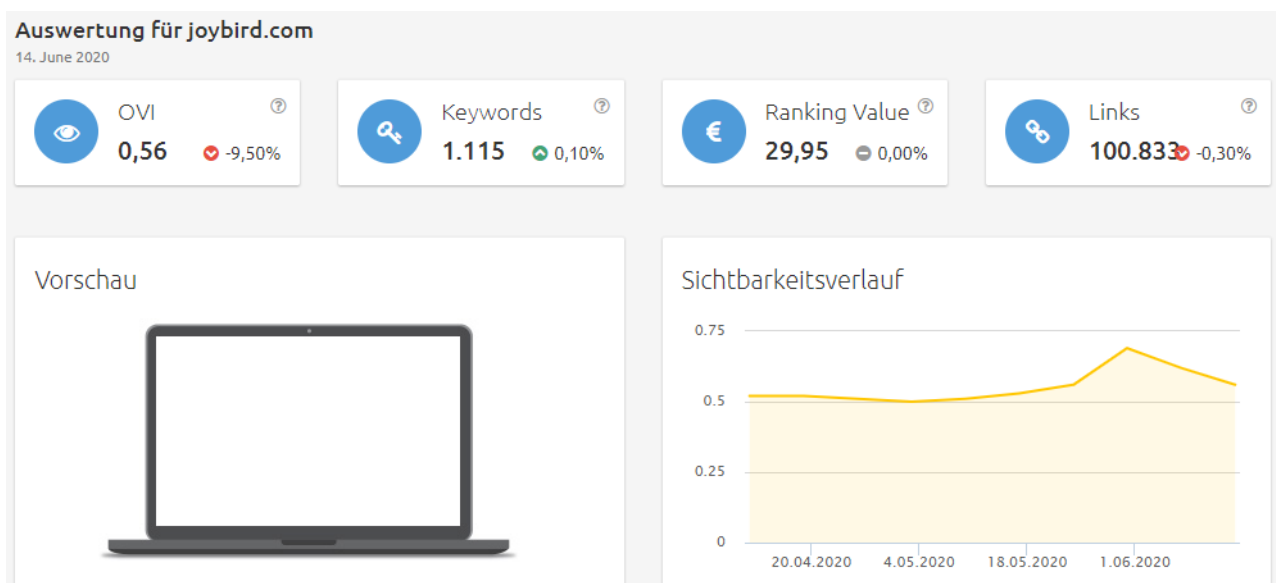


The domain benchmademodern.com currently also has a very low visibility. Now we take a closer look at the second place at the keyword: “Build your own corner sofa”:



mymydiy.com is also a website that has very low visibility.

Finally, we consider the ninth place of the keyword: “Design your couch”. This ranking is currently occupied by joybird.com:



joybird.com is a domain with low visibility.

Conclusion: For almost all key terms, websites with relatively low visibility have achieved good positions.

Overall assessment: Overall, there is a high and stable demand for sofa configurators on the Internet. At the moment, this is already being served by a number of providers with mostly low visibility.

There are many domains with low visibility at the top of search results, depending on the keyword entered.

It is highly likely that keywords such as “design your own sofa” or “create your own sofa” will achieve good rankings in Google search results.

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

Sofa configurators on the Internet therefore still offer enormous potential for market newcomers.

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

You can contact us directly via the following link:

viscircle.de/contact