

Stair Configurator: SEO Analysis and Evaluation

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Various online retailers for stairs have long since recognized the trend: Customers can design stairs online with a 3D configurator according to their individual needs.

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

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

Keyword	Search Volume	Competition	CPC for high positions (in €)
Build your own staircase	170	High	0,57
Stair design tool	590	High	0,49
Design your own staircase	40	High	0,54
Make your own stairs	70	High	0,47
Staircase design	110.000	Middle	0,55
Stair railing design	14.800	Middle	0,36
Spiral staircase design	3.600	High	0,73
Modern staircase design	8.100	Middle	0,58
Designs of stairs inside house	1.600	Middle	0,44

Keyword	Search Volume	Competition	CPC for high positions (in €)
Stair design for small house	2.400	Low	0,25
Steel staircase design	6.600	Low	0,44
Staircase wall design	3.600	Middle	0,39
Stairs grill design	5.400	Low	0,27
Stair tiles design	4.400	Middle	0,29

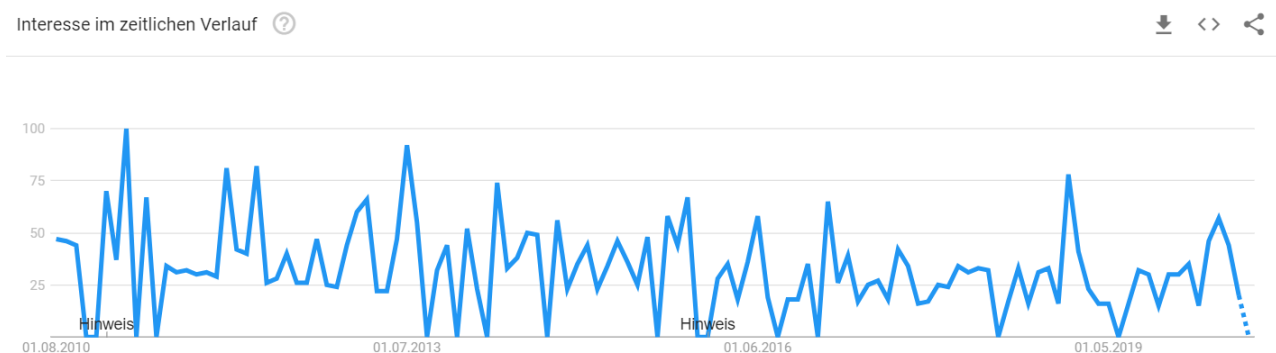
With little effort you can find a lot of interesting keywords with low, medium and high competition. Also, the CPCs (costs per click with Google Ads) are extremely low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

Trend analysis with Google Trends.

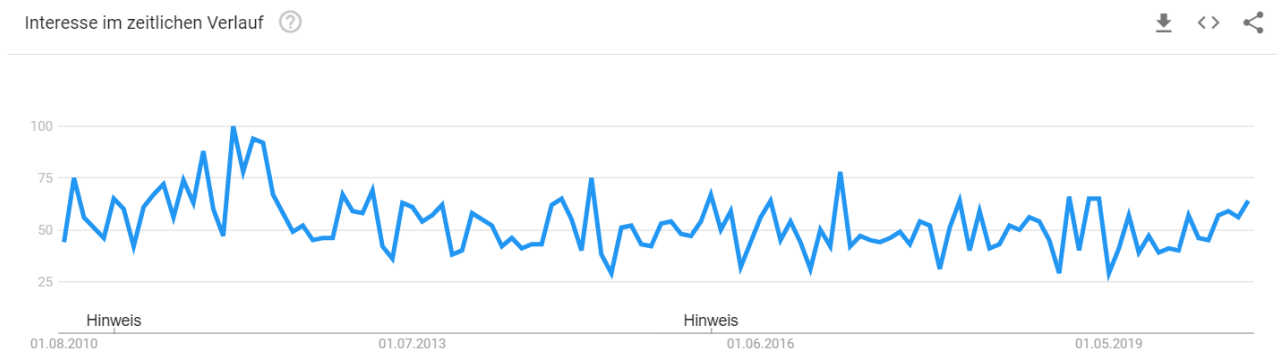
Stair design tool.



For the keyword: “Stair design tool” there has been a stable and high demand since 13.07.2020.



The keyword “spiral staircase design” has also been showing stable and high demand for several years. We get similar results after entering the keyword: “Staircase design” into the tool:

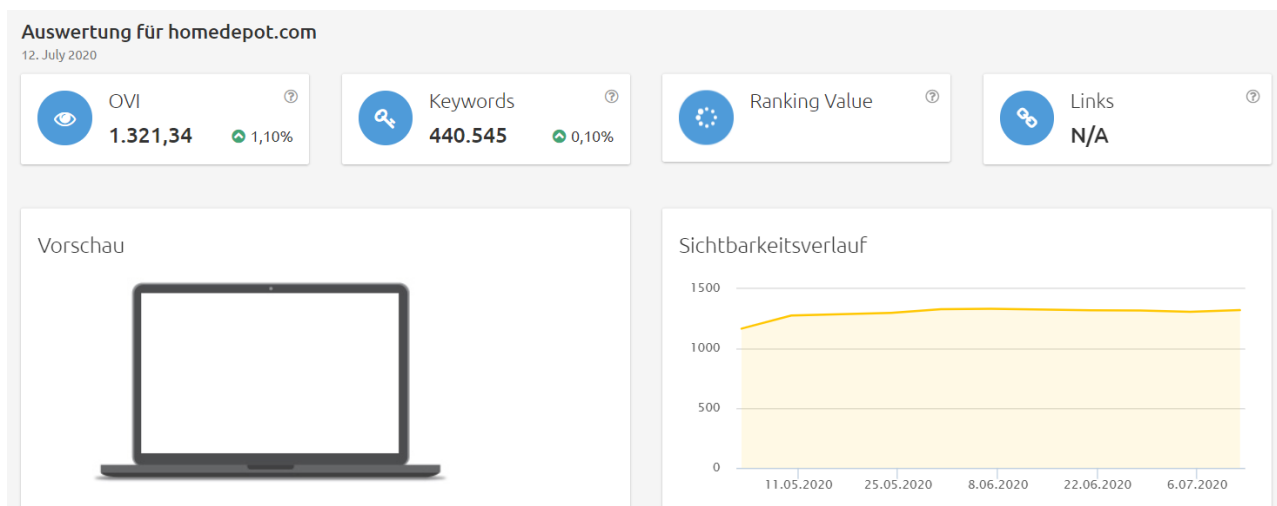


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

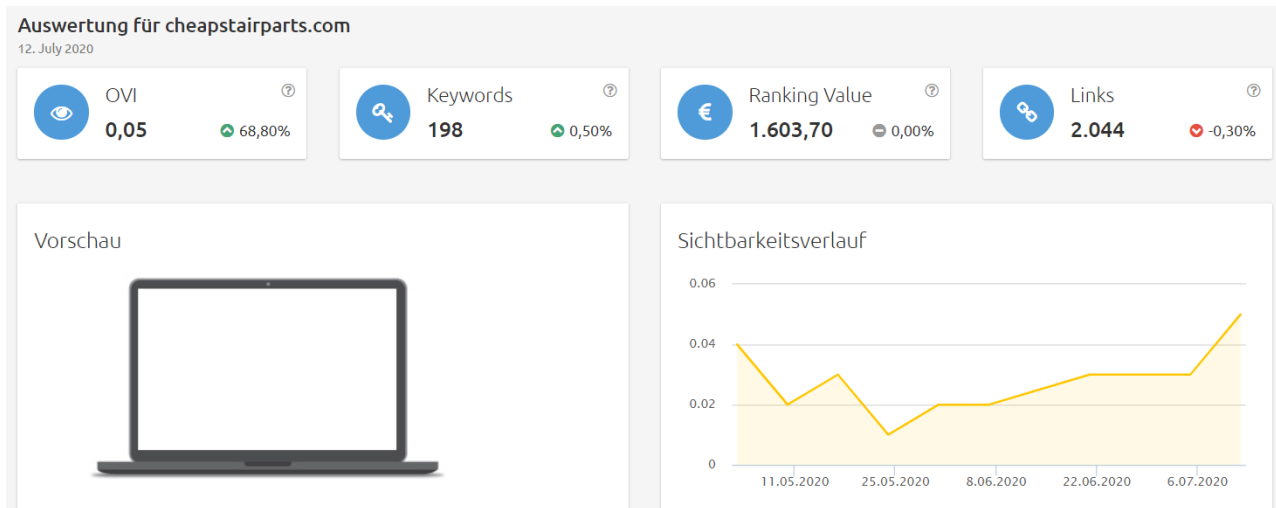
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Build your own staircase” you will find the website [homedepot.com](https://www.homedepot.com):



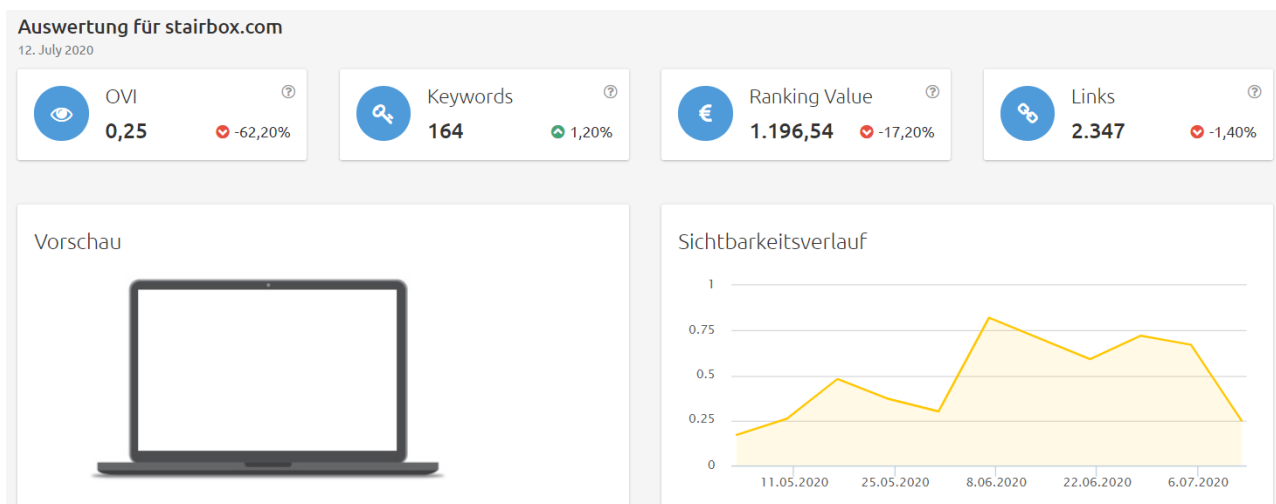
The website has very good visibility, which has remained at a consistently high level in recent months.

On the fifth place when entering the search term: “Stair design tool” you will find the domain [cheapstairparts.com](https://www.cheapstairparts.com):

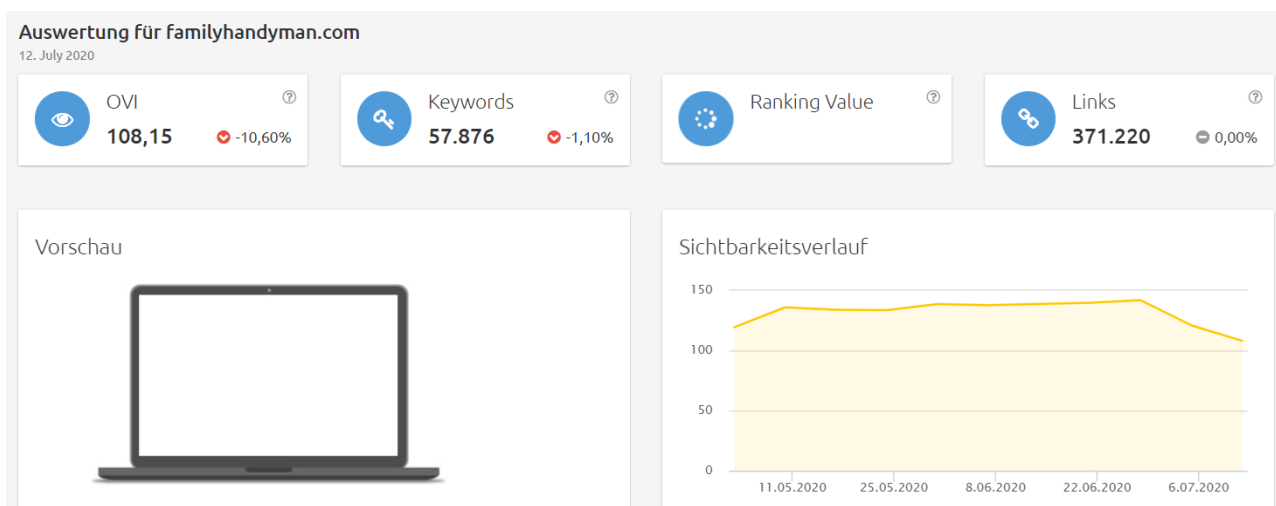


The domain has a rather weak visibility. With only 198 keywords the website is in the top 100 of Google.

Now we take a closer look at the seventh rank of the keyword: “Design your own staircase”.

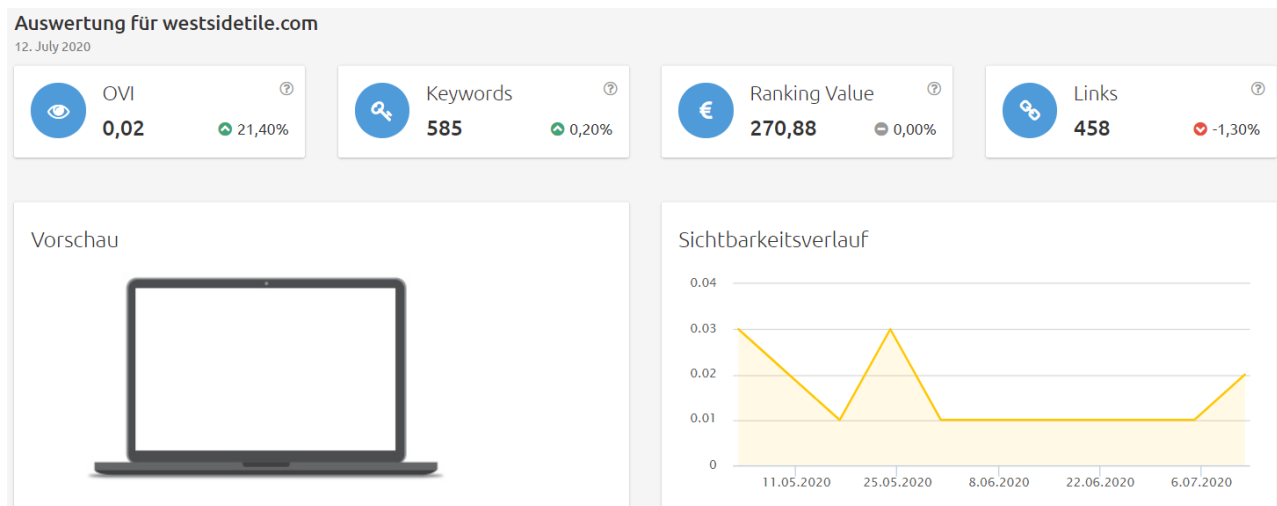


The domain stairbox.com currently also has low visibility. Now let’s take a closer look at the second place at the keyword: “Make your own stairs”:



familyhandyman.com is a website that has very good visibility.

Finally, we consider the ninth place for the keyword: “Stair tiles design”. This ranking is currently occupied by westsidetile.com:



westsidetile.com is a domain with low visibility.

Conclusion: Among the relevant keywords you will find more websites with mostly weak visibility. Only homedepot.com currently has good visibility.

Overall assessment: Overall, there is a high and increasing demand for stair configurators on the Internet. This demand is already being met by a number of providers with mostly low visibility.

It is highly likely that keywords such as “Build your own staircase” or “Stair design tool” will achieve good positions in the ranking.

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

Stair configurators on the Internet therefore still offer enormous potential for new market entrants.

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