


T-shirt configurator: SEO analysis and evaluation

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Various online shops for glasses have long since recognized the trend: Customers can use a 3D configurator to design T-shirts online according to their individual preferences, e.g. for themselves or as gifts for others.

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

Since a T-shirt 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 T-shirt configurators with Google’s Keyword Planner using various keywords. This will be followed by a trend and competitor analysis of the most important competitors, some of which will be based on keywords.

Finally, an overall assessment is made on the basis of the findings.

Analysis with the Keyword Planner.

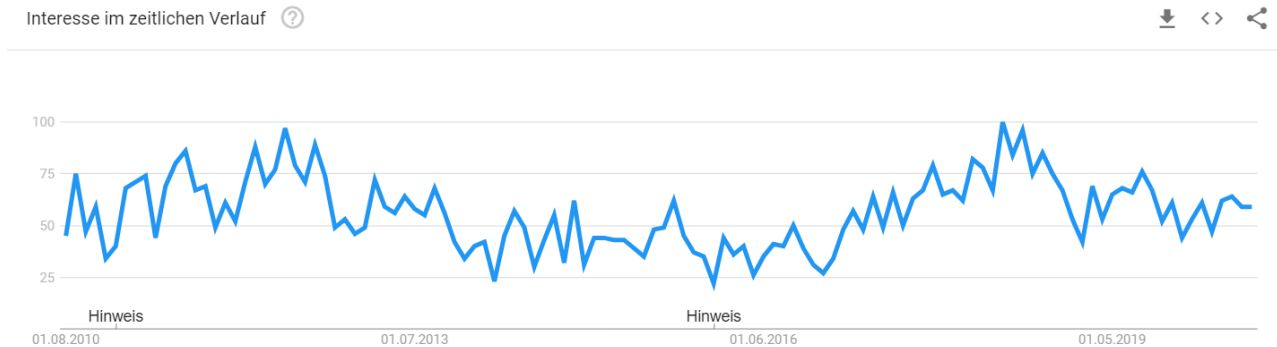
The following table contains relevant keywords related to T-shirt configurators according to the keyword planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
T shirt design online	27.100	High	0,33
T shirt printing online	18.100	High	0,34
Design your shirt	2.900	High	0,19
T shirt maker	40.500	High	0,40
Design your own shirt	40.500	High	0,37
Custom t shirt	368.000	High	0,66
Design a shirt	12.100	High	0,45
T shirt design maker	18.100	High	0,31

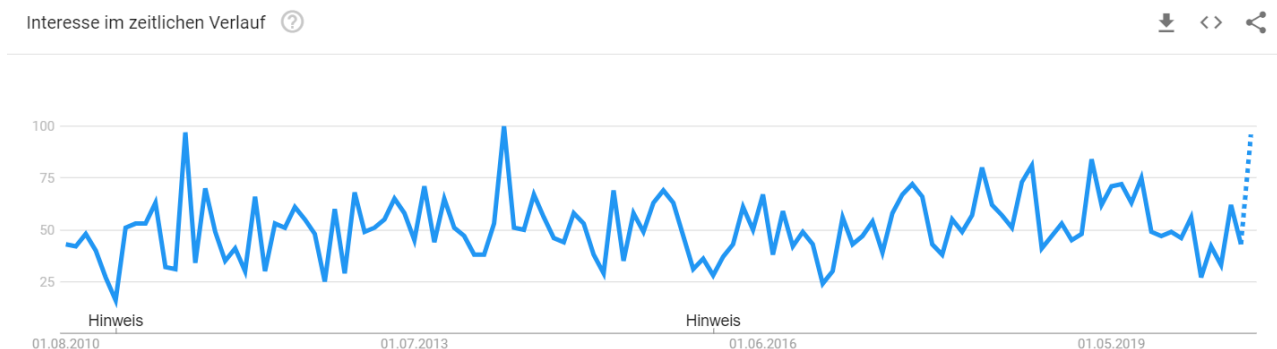
With little effort you can find many interesting keywords with high competition. The CPCs (costs per clicks on Google Ads) are to be considered too high in view of the service offered, so that buyers of individually designed T-shirts can assume relatively high prices.

Trend analysis with Google Trends.

T-shirt design online.



Since 07.07.2010 there is a stable and high demand for the keyword: “Design T-Shirt online”.



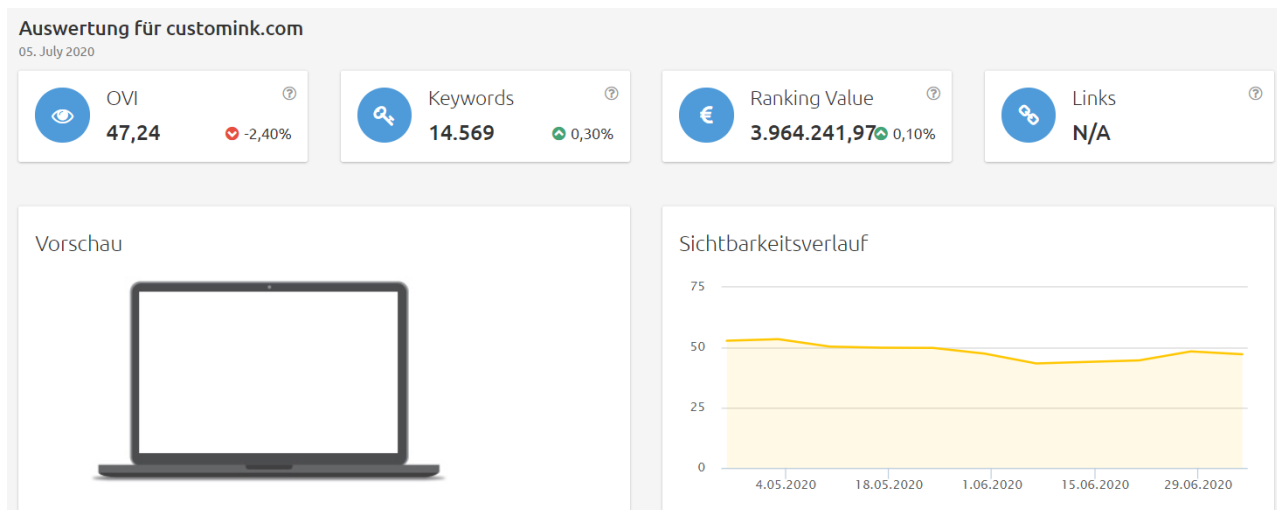
The keyword: “T-shirt printing online” has shown a high and stable demand for several years.

Conclusion: There are many interesting keywords with high and stable demand. The costs per click are quite high if the underlying performance is used as a basis for assessment.

Competition analysis:

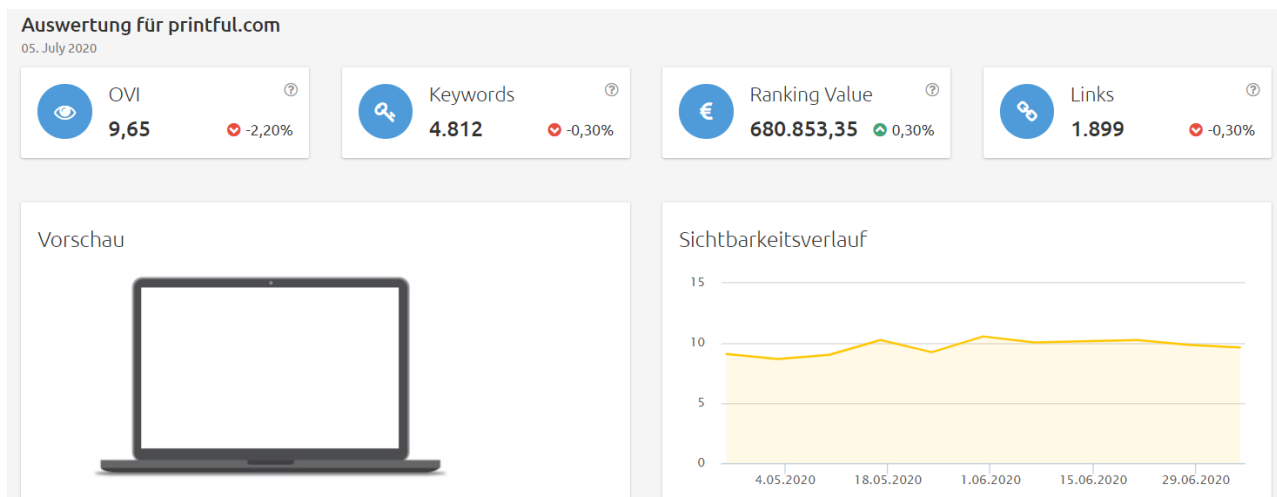
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “T-shirt design online” you will find the website customink.com:



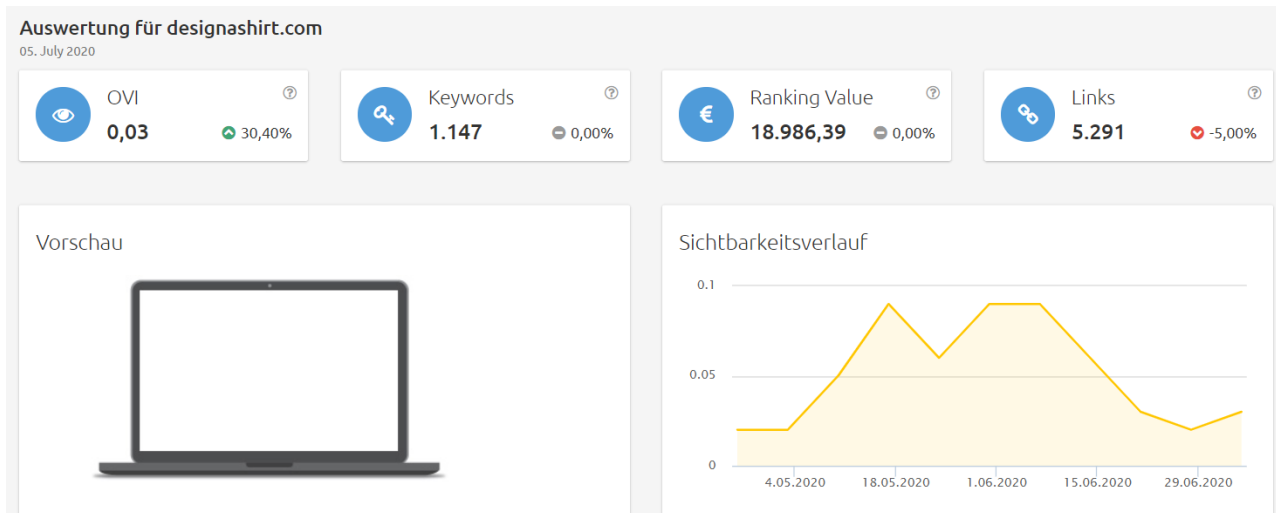
The website has a very high visibility, which has been at a very high level in recent years.

In fifth place when entering the search term “T shirt printing online” you will find the domain printful.com:

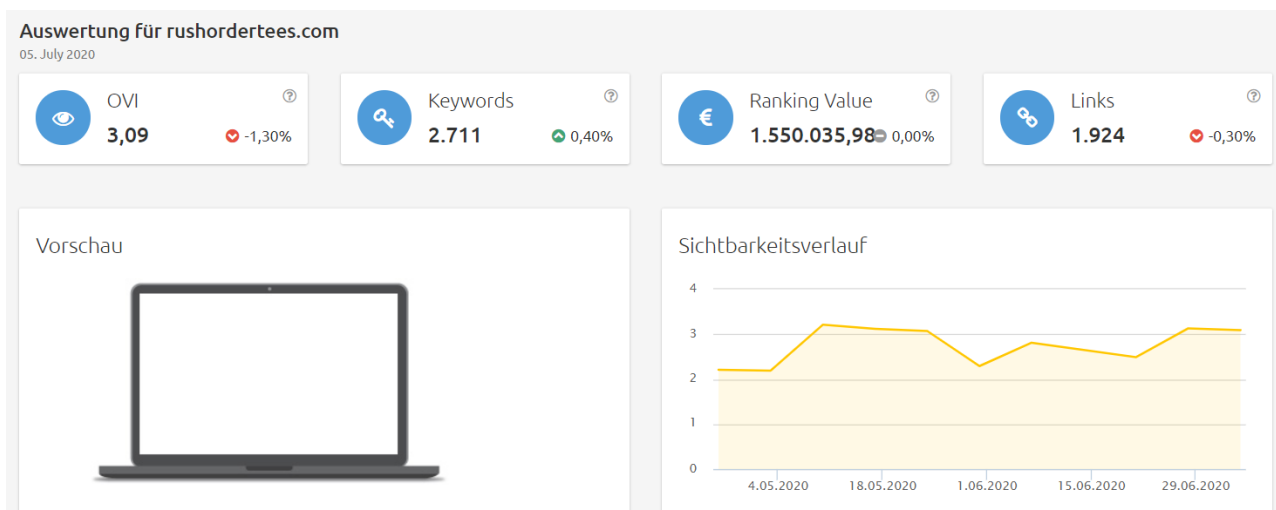


The domain has a very high visibility. With 4,812 keywords the website is in the top 100 of Google.

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

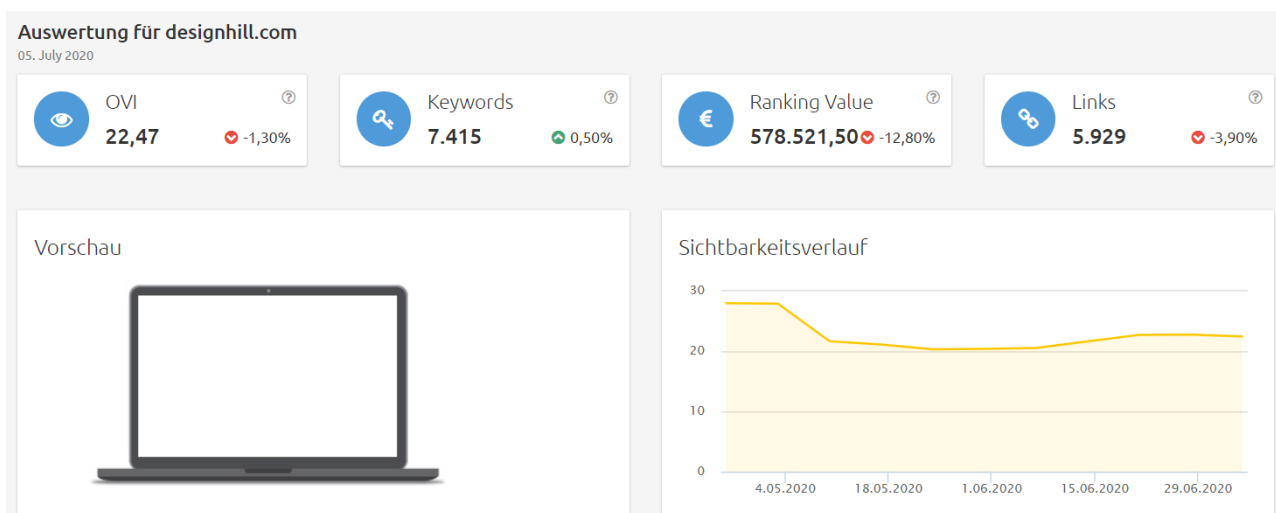


The domain designashirt.com currently also has a high visibility. Now we take a closer look at the second place for the keyword “T-shirt maker”:



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

Finally, we consider the ninth place for the keyword: “Design your own shirt”. This ranking is currently occupied by designhill.com:



designhill.com is also a domain with a very high visibility.

Conclusion: There is a high level of competition for all relevant keywords.

There are numerous providers with partly excellent visibility.

Overall assessment: There is a very high demand for T-shirt configurators on the Internet. This demand is already being met by many suppliers with very high visibility.

In addition, the CPC costs must be regarded as too high overall in relation to the service provided.

In view of these findings, an investment in a T-shirt configurator is not advisable.

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