

Table configurator: SEO analysis and evaluation

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

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

Since a table 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 table 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 with reference to table configurators according to the Keyword Planner of Google Ads:

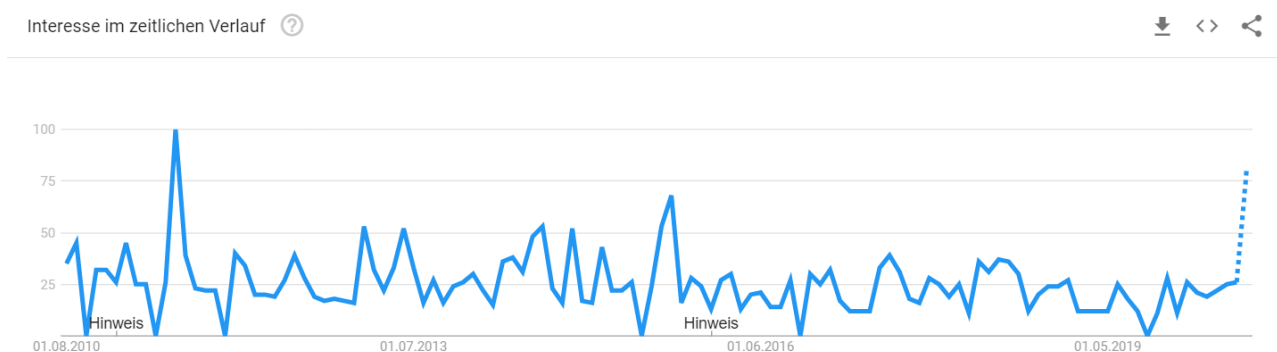
Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own desk	480	High	0,40
Ikea desk planner	590	Middle	0,79
Ikea design your own desk	260	High	0,83
Ikea create your own desk	260	High	0,63
Create your own desk	170	High	0,32
Design your own desk online	50	High	0,51
Design your own table	110	High	0,33
Create your own table	90	High	0,39

Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own dining table	70	High	0,37
Desk configurator	210	High	0,41
Table configurator	20	Low	0,25
Custom made table	880	High	0,38
Custom made dining table	880	High	0,37
Custom wood table	1.300	High	0,45

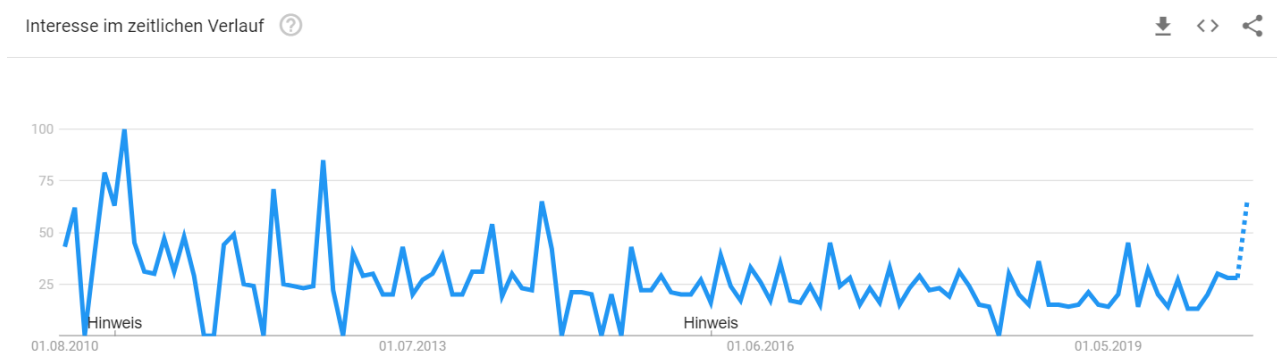
With little effort, you can find many interesting keywords with almost exclusively high competition. The CPCs (costs per click with Google Ads) are also extremely low, as a result a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

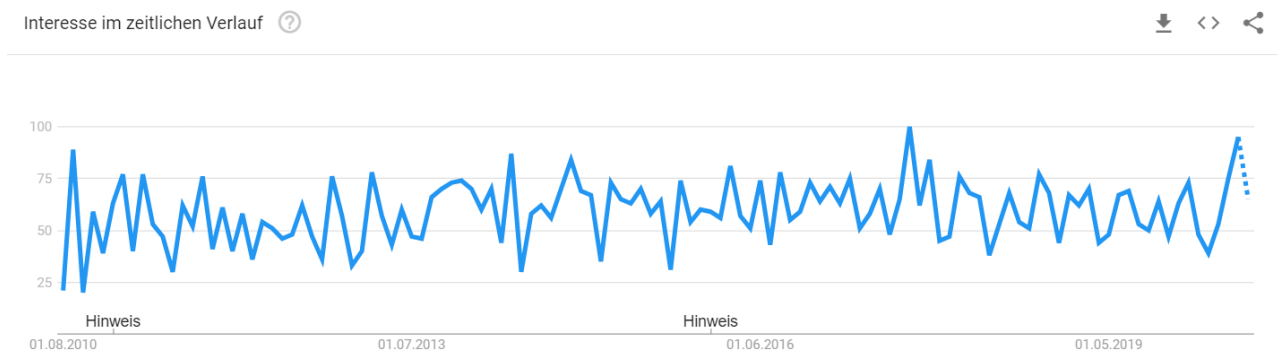
Design your own desk.



There has been a high and stable demand for the keyword: “Design your own desk” since 08.2020.



The keyword: “Create your own desk” has shown a stable and high demand for several years. We get similar results after entering the keyword: “Custom made table” into the tool:

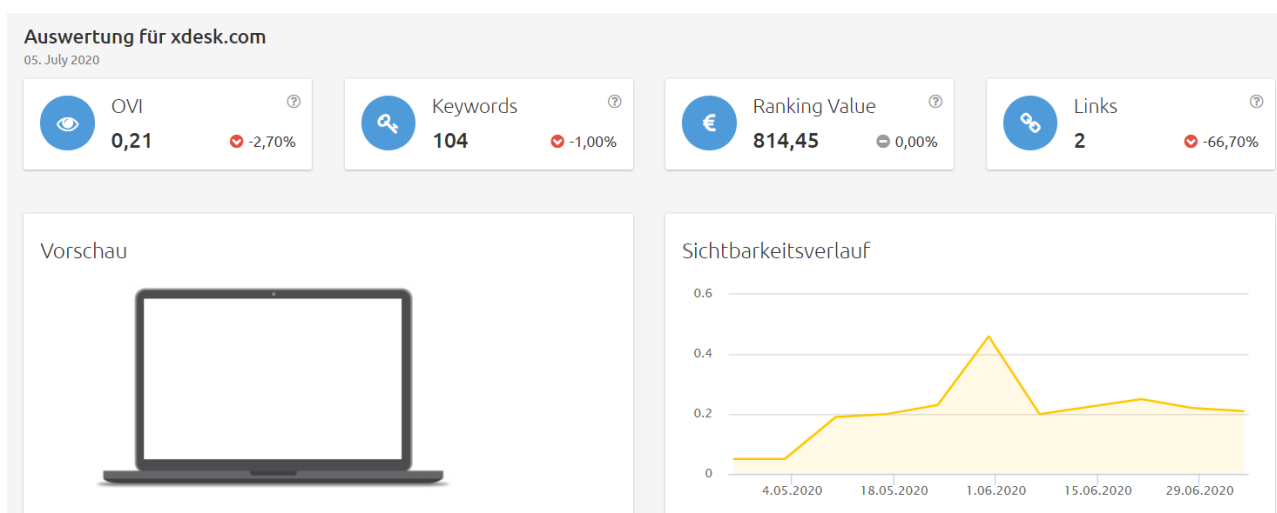


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

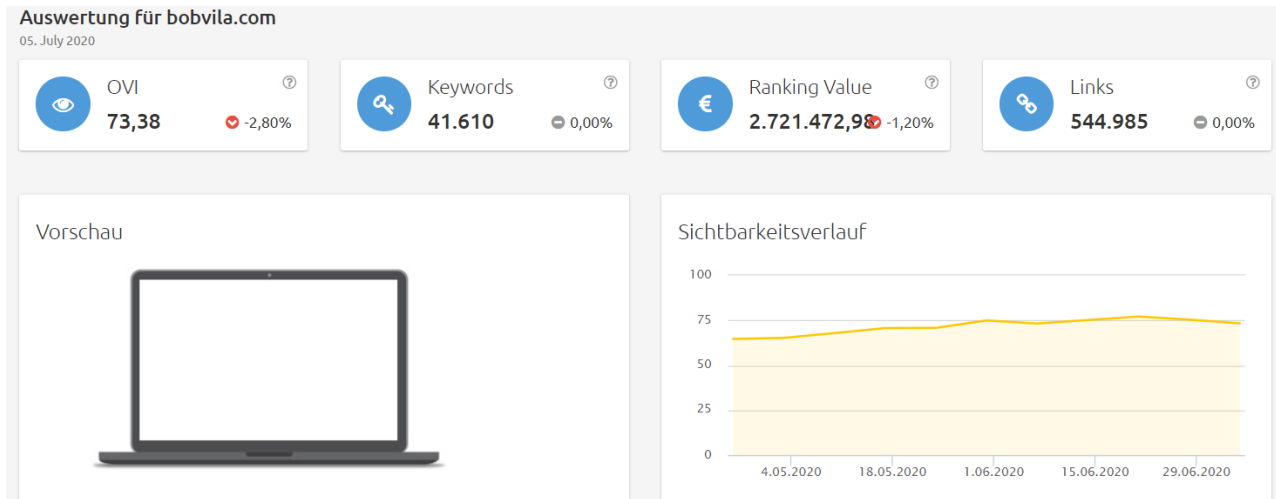
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



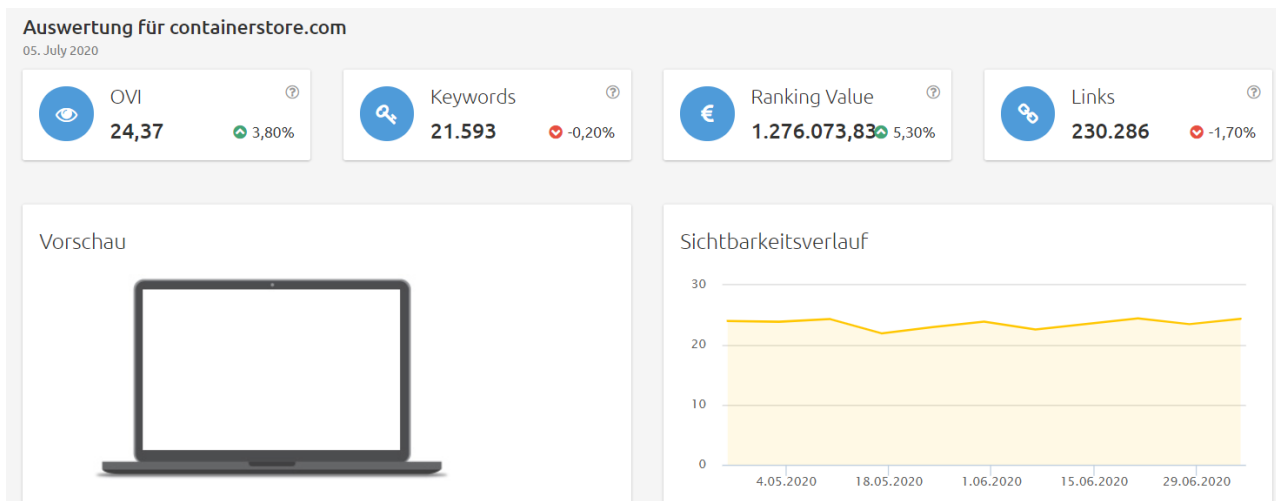
The website has low visibility, which has remained at a consistently low level in recent months.

In fifth place when entering the search term: “Create your own desk” you will find the domain bobvila.com:

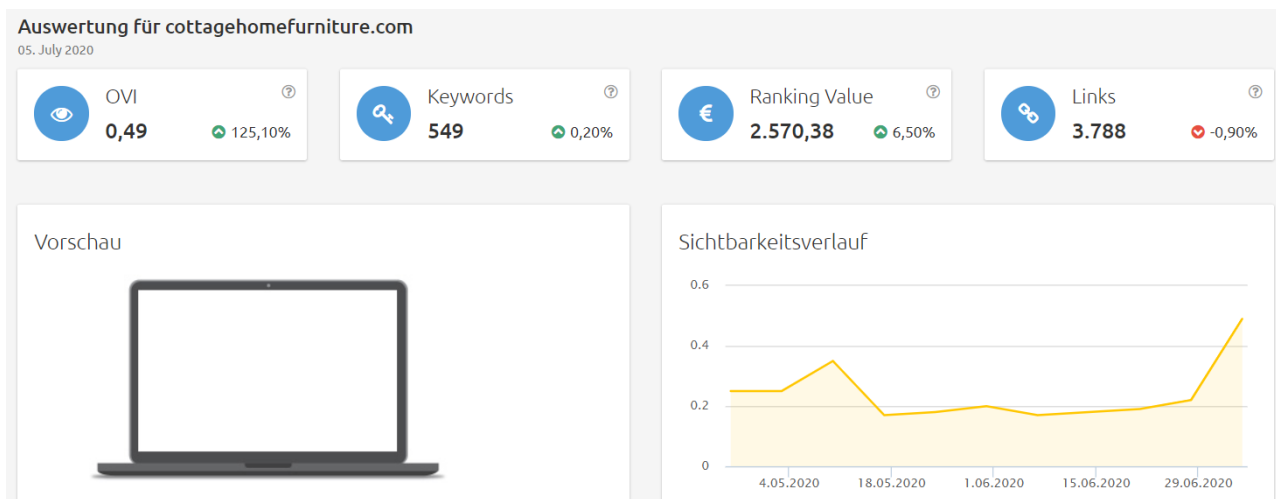


The domain has a very good visibility. With 41.610 keywords the website is in the top 100 of Google.

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

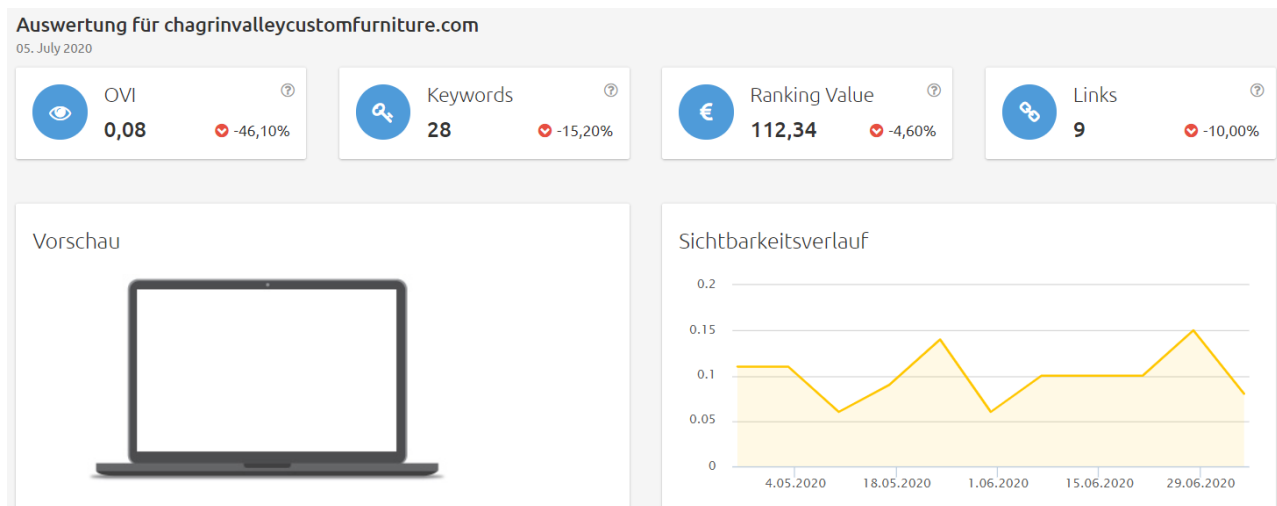


The domain containerstore.com currently also has very good visibility. Now let’s take a closer look at the second place for the keyword: “Design your own table”:



cottaghomefurniture.com is a website with low visibility.

Finally, we consider the ninth place for the keyword: “Create your own table”. This ranking is currently occupied by chagrinvalleycustomfurniture.com:



chagrinvalleycustomfurniture.com is a domain with very low visibility.

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

Overall assessment: Overall, there is a high and stable demand for table configurators on the Internet. This demand is currently already being met by some providers with more or less high visibility.

It is highly likely that keywords such as “Design your own desk” or “Ikea desk planner” will achieve good positions in the ranking.

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

Table configurators on the Internet therefore still offer enormous potential for 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