

Tent configurator: SEO analysis and evaluation

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Many online-based tent dealers have long since recognized the trend: Customers can design tents online with a 3D configurator according to their personal preferences, e.g. for camping trips.

In this article we would like to analyze the potential of tent configurators from the perspective of corresponding online providers. The core question is: “*Is it worth investing in a tent configurator at this time?*”.¹ Explanations of the technical terms used in this article can be found by clicking on the following link.

Since a tent configurator is usually 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 tent configurators with Google’s Keyword Planner using various keywords. This will be followed by a trend and competition 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 tent configurators according to the keyword planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Custom made tent	210	High	1,11
Tent design	1.900	High	0,15
Design your own tent	50	High	0,21
Design your own camping tent	40	High	0,52
Tent designer	1.900	High	0,15

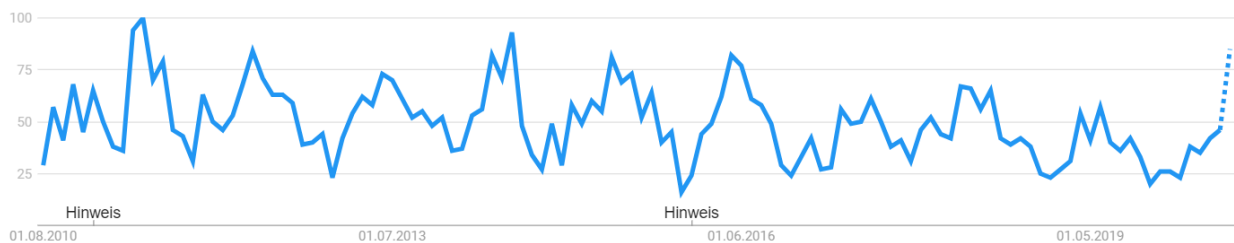
Some relevant keywords can be found, some of which have a high search volume. The CPCs (costs per click with Google Ads) are at an acceptable level.

Trend analysis with Google Trends.

Custom-made tent.



There has been high and stable demand for the keyword: “custom-made tent” since 17.07.2020.



There has also been a high and stable demand for the keyword: “Tent design” for many years. We get similar results for the keyword: “Tent designer”:

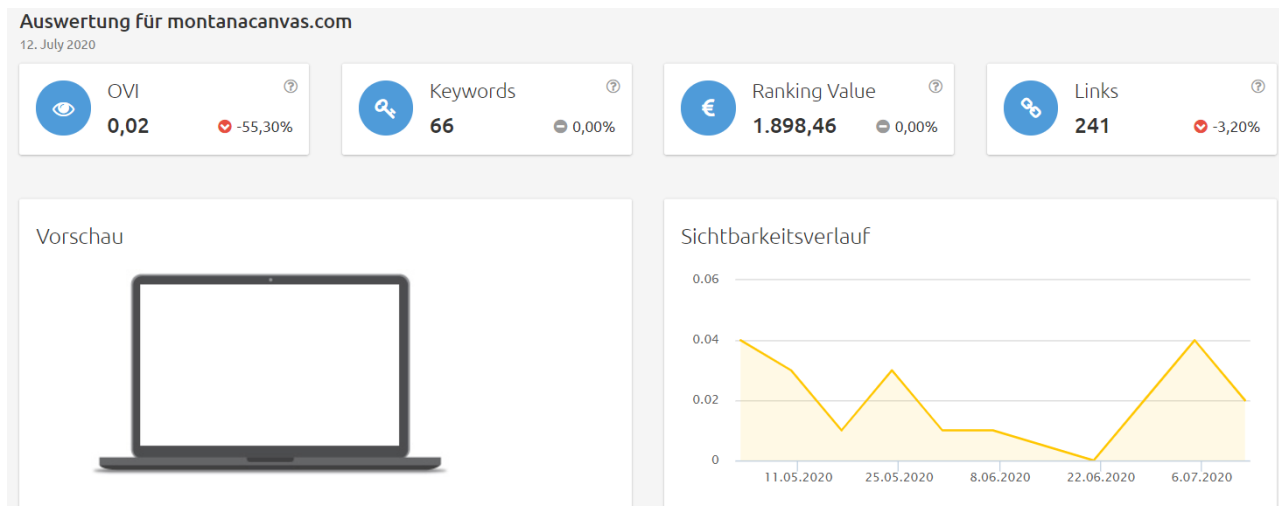


Conclusion: There are some relevant keywords with high and stable demand.

Competition analysis:

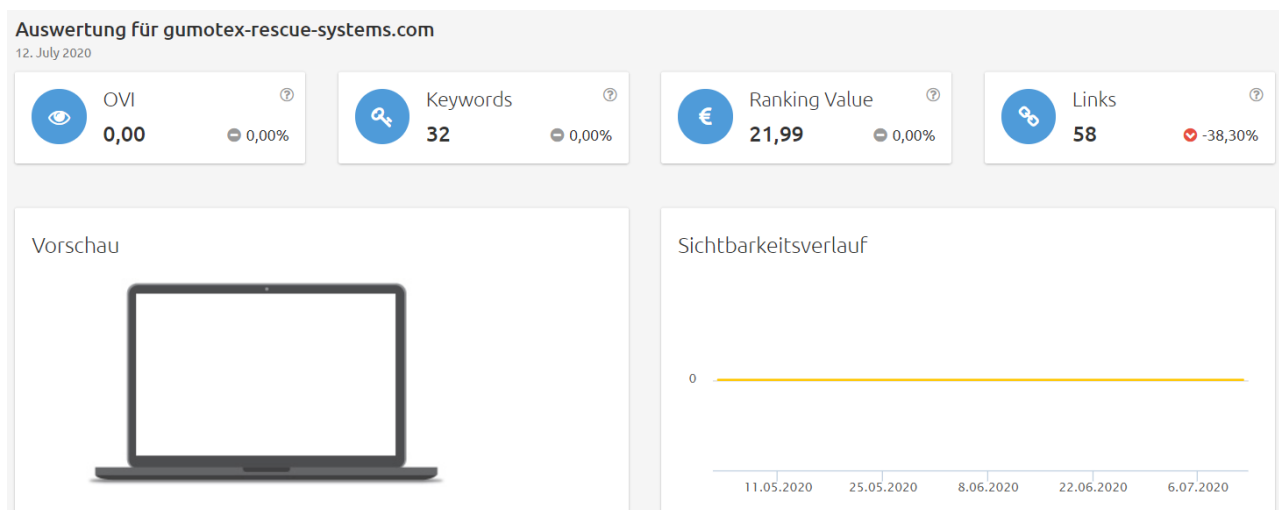
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword “Custom made tent” you will find the website montanacanvas.com:



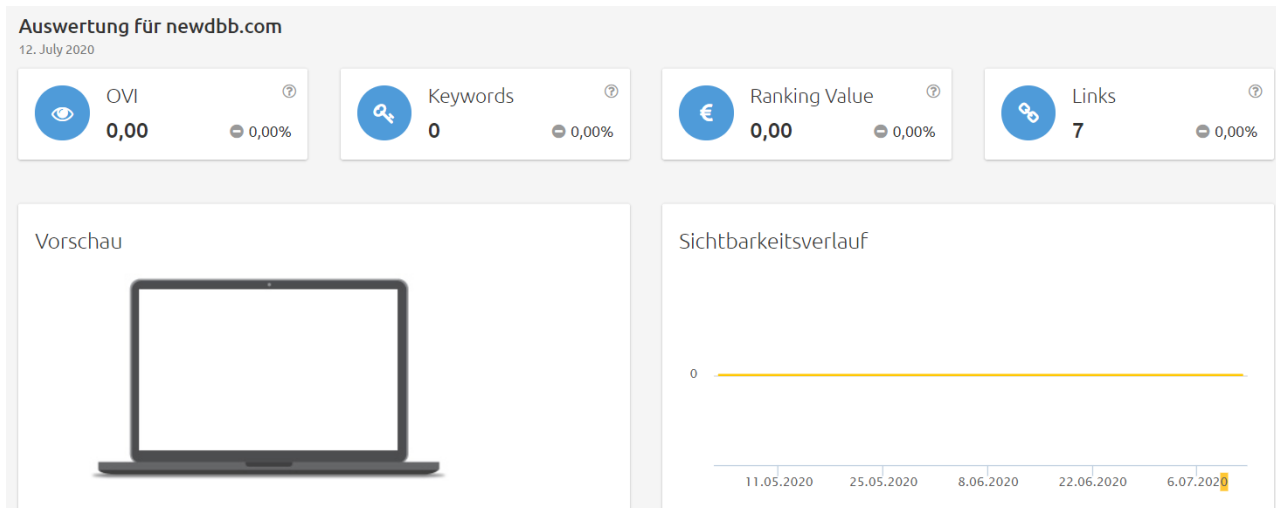
The website has low visibility, with both ascending and descending trends in recent months.

On the fifth place when entering the search term: “Tent configurator” you will find the domain gumotex-rescue-systems.com:

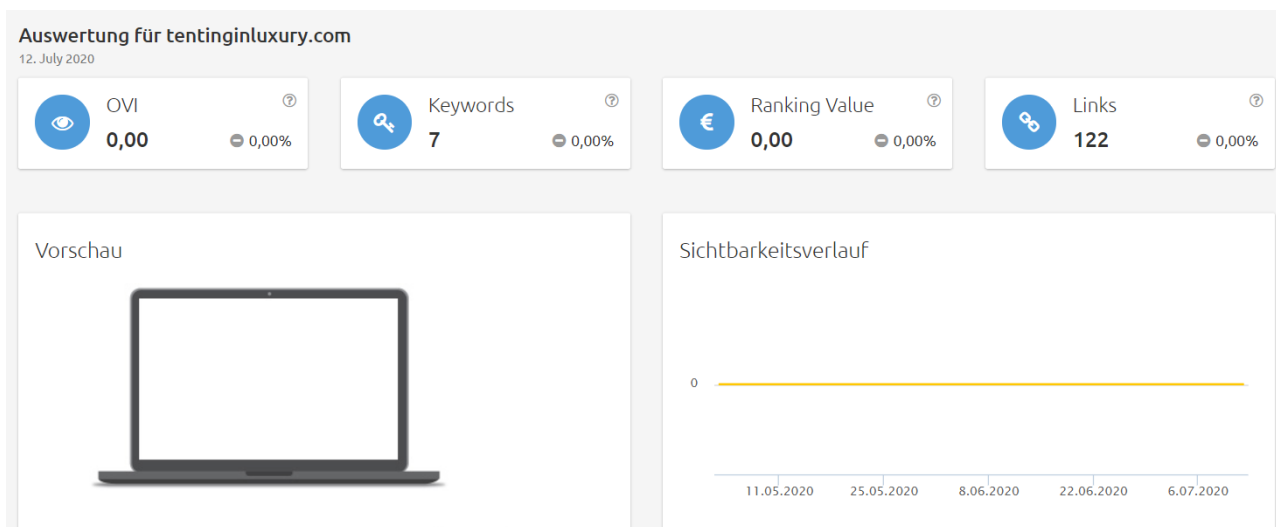


The domain has a weak overall visibility. With 32 keywords the website is in the top 100 of Google.

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

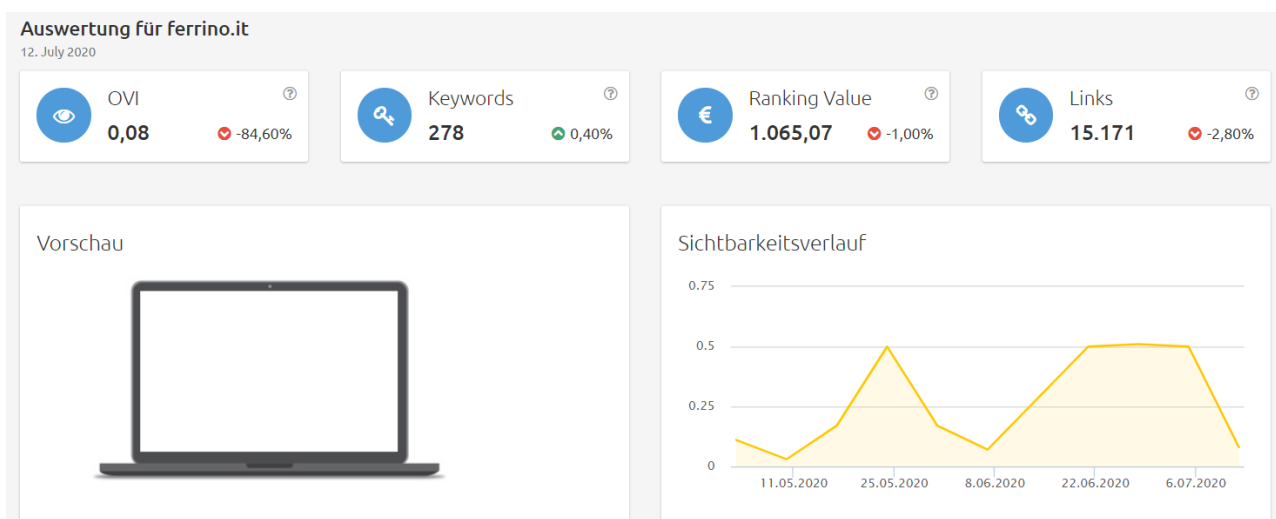


The domain newdbb.com currently has very low visibility. Now we take a closer look at the second place of the keyword: “Design your own camping tent”:



tentinginluxury.com is a website that has a very low visibility.

Finally, we consider the ninth place of the keyword: “Camping tent configurator”. This ranking is currently occupied by ferrino.it:



ferrino.it is a domain with low visibility.

Conclusion: For all key terms there are providers with weak or very weak visibility.

Overall assessment: There is little demand on the Internet for tent configurators. This demand is already being met by some suppliers with low visibility.

It is quite likely that new websites will be able to achieve good results for all relevant keywords as: “Tent configurator” with very little effort after a short time.

The CPCs of keywords in Google Ads are at an acceptable level.

In view of the results, website operators should think carefully about whether they want to invest money in a tent configurator. It does not make much sense at the moment to focus the entire business concept on the tent configurator, as the direct demand for tent configurators is simply too low at the moment. However, if the online shop for tents runs well and the website has many visitors, more conversions can certainly be achieved overall with a tent configurator.

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