

Tiles configurator: SEO analysis and evaluation

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Various online-based floor tile dealers have long recognized the trend: Customers can design floor tiles according to their individual requirements online with a 3D configurator.

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

Since a floor tile 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 floor tile 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 floor tile configurators according to the keyword planner of Google Ads:

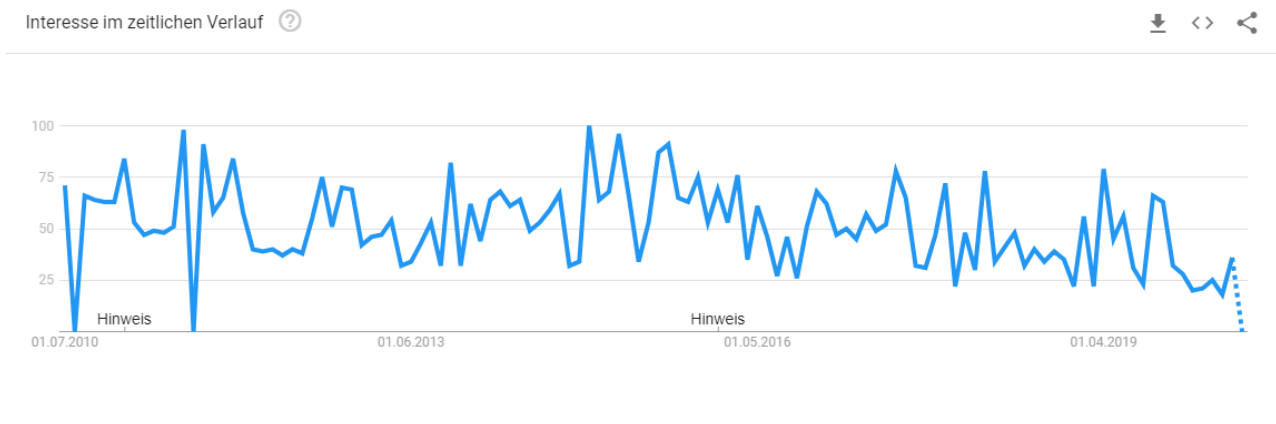
Keyword	Search Volume	Competition	CPC for high positions (in €)
Garage tile design	720	High	0,34
Wood and tile flooring ideas	50	High	0,60
White bathroom tile designs	210	High	0,26
Wood floor tile designs	1.000	High	0,21
Design tiles	8.100	High	0,24
Bathroom tiles design	49.500	High	0,18
Floor tiles design	40.500	High	0,11
Kitchen tiles design	40.500	High	0,19
Wall tiles design	27.100	High	0,08

Keyword	Search Volume	Competition	CPC for high positions (in €)
Floor tiles design for house	3.600	High	0,15
Shower tile designs	8.100	High	0,48
Tiles for bedroom	12.100	High	0,21
Tiles design for hall	5.400	Middle	0,15
Front wall tiles design	3.600	Middle	0,16
Bathroom wall tiles design	4.400	High	0,16

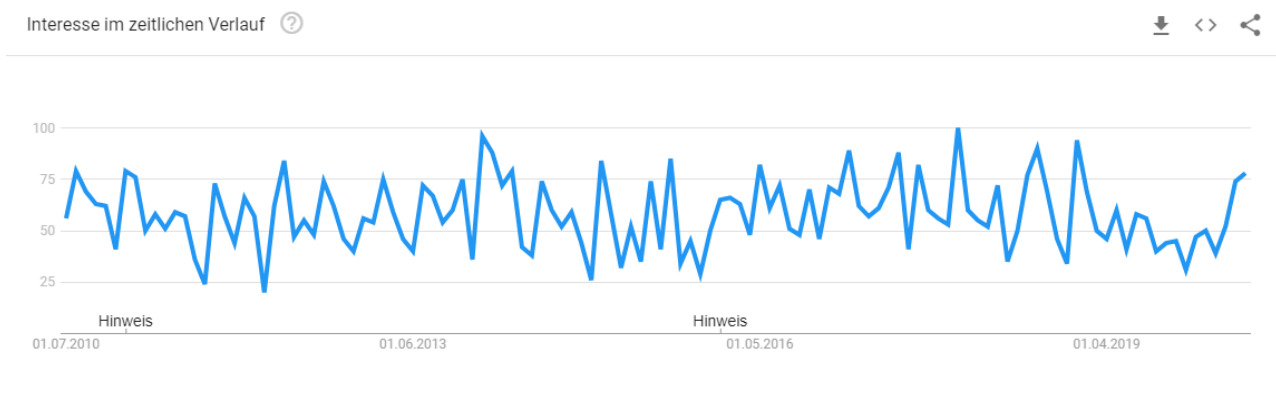
With little effort you can find many interesting keywords with mostly high competition. The CPCs (costs per click for Google Ads) are also relatively low, as a result a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

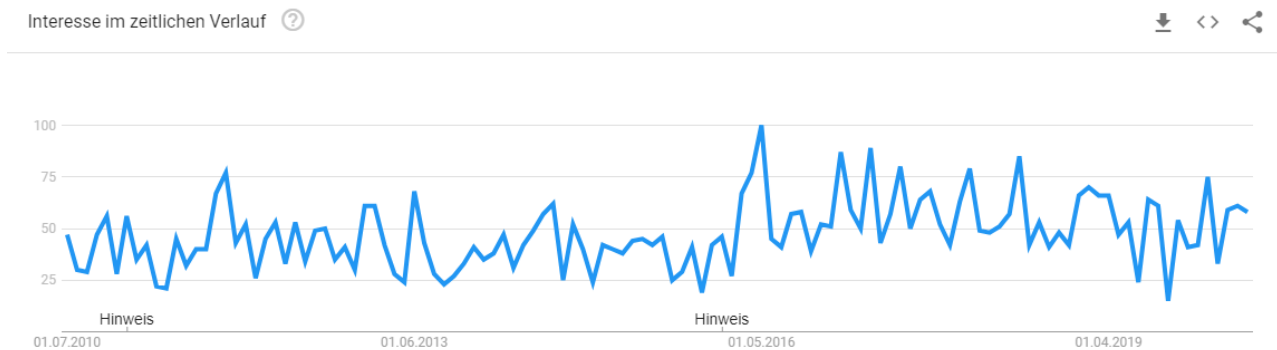
Wood floor tile designs.



For the keyword: “Wood floor tile designs” there has been a stable and high demand for several years.



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

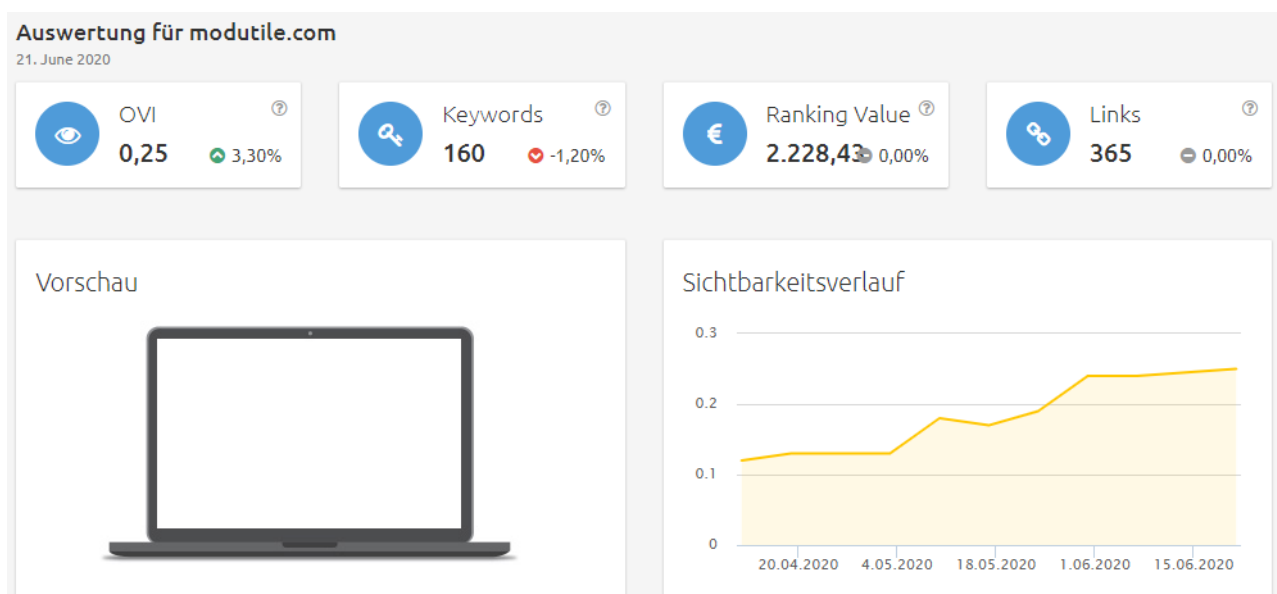


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

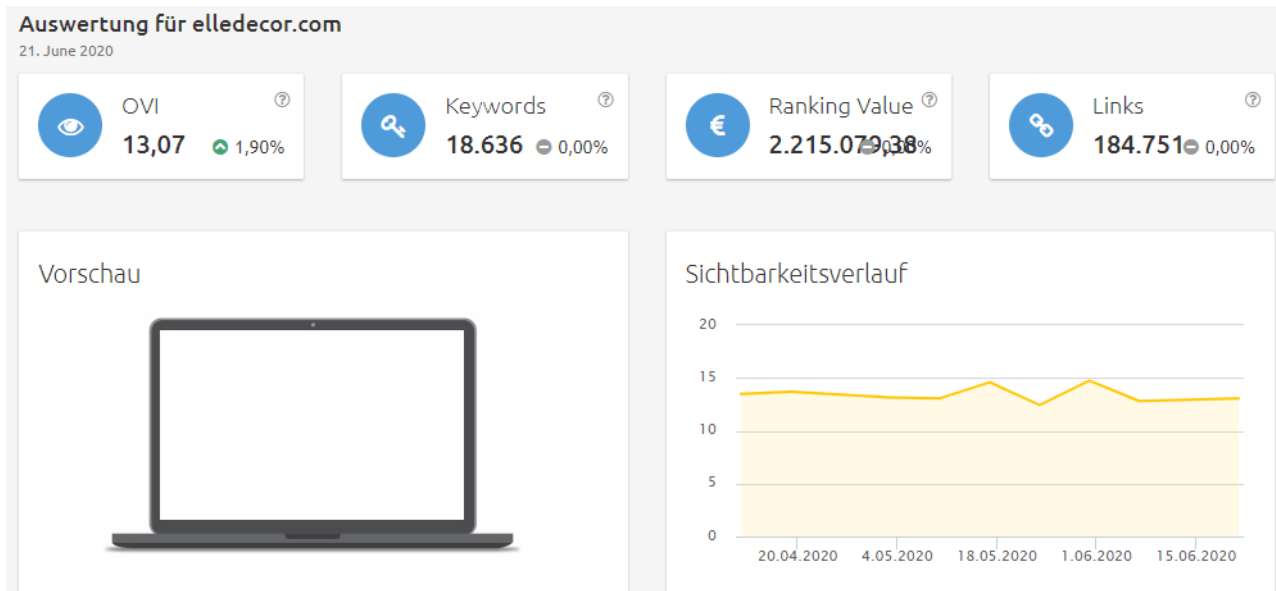
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 on the basis of different keywords.

In the first place when you enter the keyword: “Garage tile design” you will find the website modutile.com:



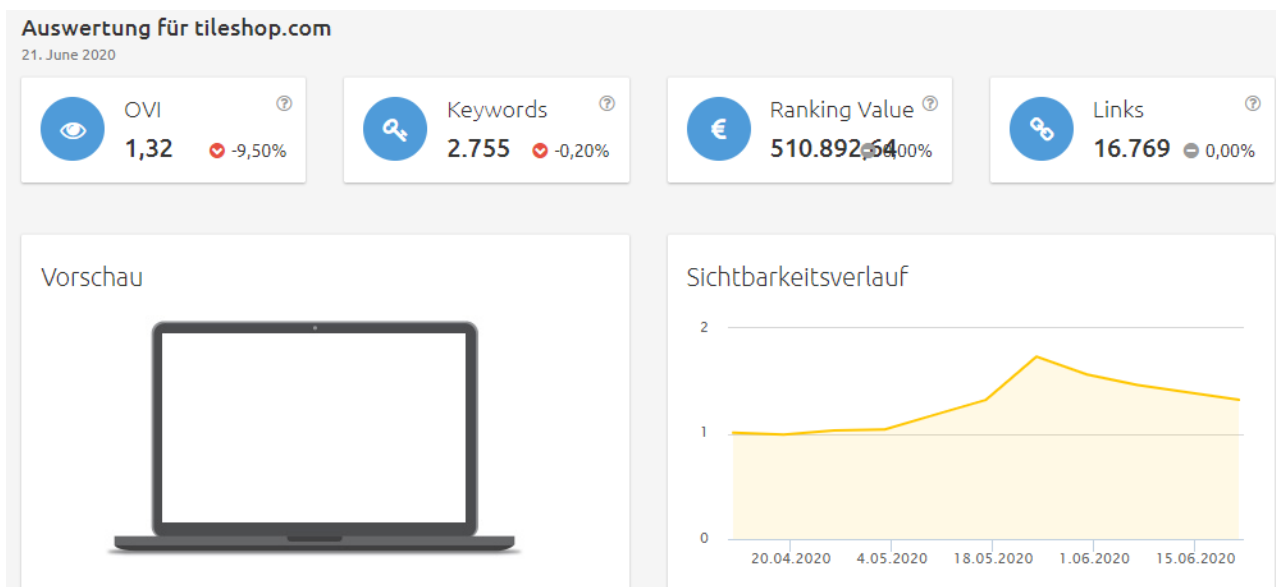
The website has an average visibility.

In fifth place when entering the search term: “White bathroom tile designs” you will find the domain elledecor.com:

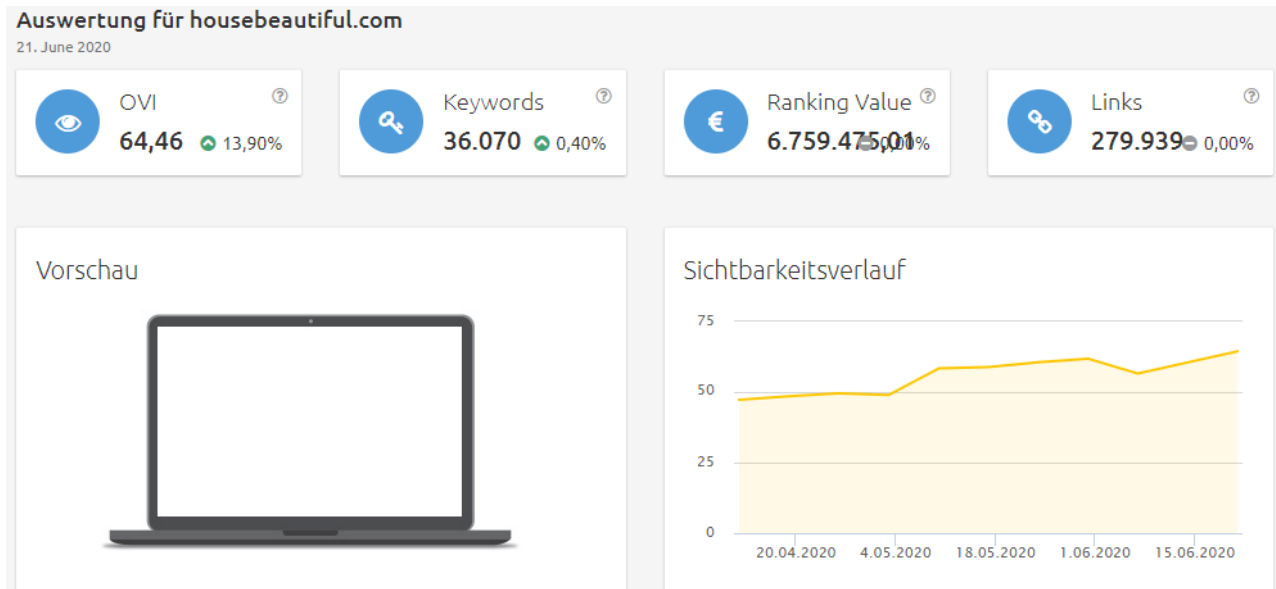


The domain has a very good visibility. With 18.636 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Bathroom tiles design”.

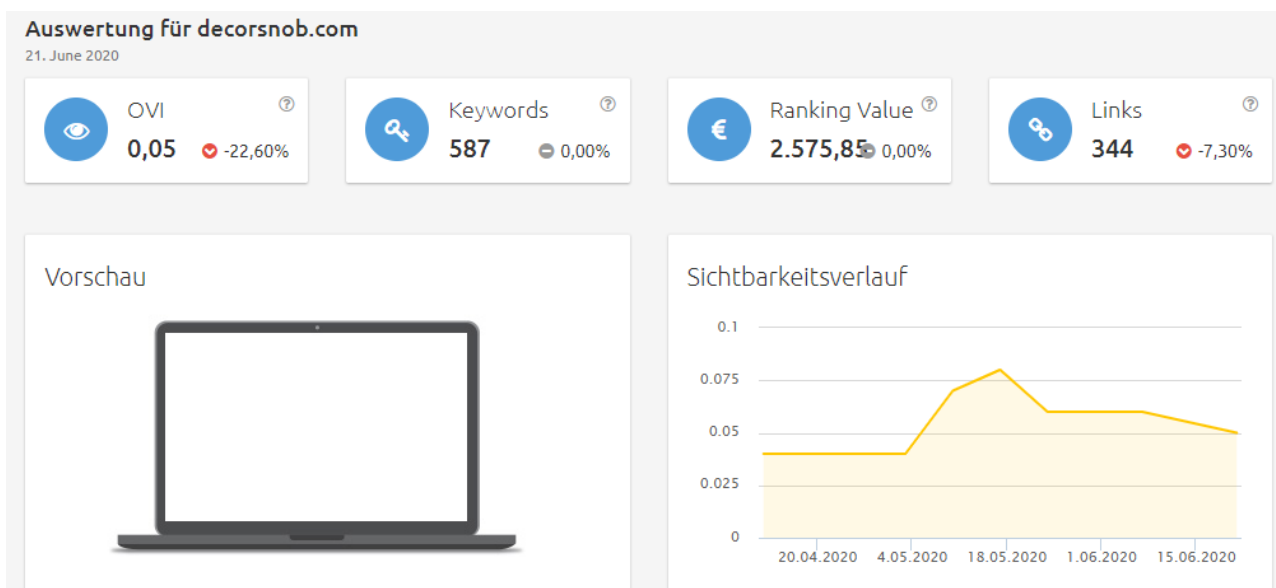


The domain tilishop.com currently also has a very good visibility. Now we take a closer look at the second place of the keyword: “Kitchen tiles design”:



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

Finally, we consider the ninth place of the keyword: “Shower tile designs”. This ranking is currently occupied by decorsnob.com:



decorsnob.com is a domain with good visibility.

Conclusion: Among the relevant keywords, you will find websites with both weak, average and good visibility.

Overall assessment: There is a high and stable overall demand for tile configurators on the Internet. This demand is already being met by providers with varying degrees of visibility.

There is a high probability that keywords like “garage tile design” or “bathroom tiles design” will get good rankings in Google search results.

Thus, tile configurators still offer enormous potential for newcomers to the market today.

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

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