

Truck configurator: SEO analysis and evaluation 06/2020.

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Various online dealers for trucks have long recognized the trend: Customers can use a 3D configurator online to design trucks according to their personal preferences.

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

Since a truck 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 truck configurators with Google’s 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 truck configurators according to the keyword planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Truck configurator	590	Low	0,74
Scania configurator	1.600	Low	0,03
Volvo truck configurator	720	Low	0,13
Daf configurator	320	Low	0,21
Mercedes truck configurator	320	Low	0,22
Scania truck configurator	210	Low	0,16
Peterbilt configurator	140	Low	0,44
Daf truck configurator	90	Low	0,37
Kenworth configurator	140	Low	0,44
Man truck configurator	170	Low	0,16
Kenworth truck configurator	50	Low	0,52

Keyword	Search Volume	Competition	CPC for high positions (in €)
Mercedes benz truck configurator	70	Low	0,23
Renault truck configurator	110	Low	0,13
Mercedes actros configurator	70	Low	0,13

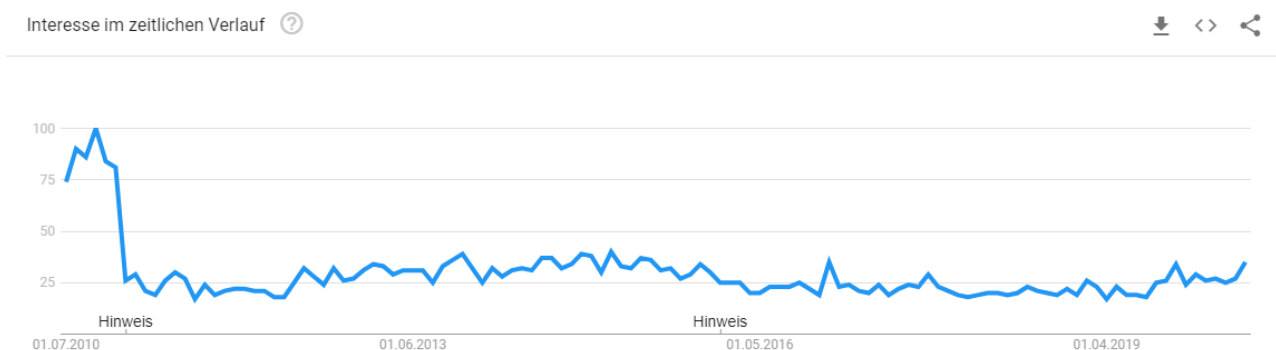
It is possible to find a lot of interesting keywords with little effort and only little competition. Most keywords refer to specific brands such as Mercedes. Also, the CPCs (costs per click with Google Ads) are extremely low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

Trend analysis with Google Trends.

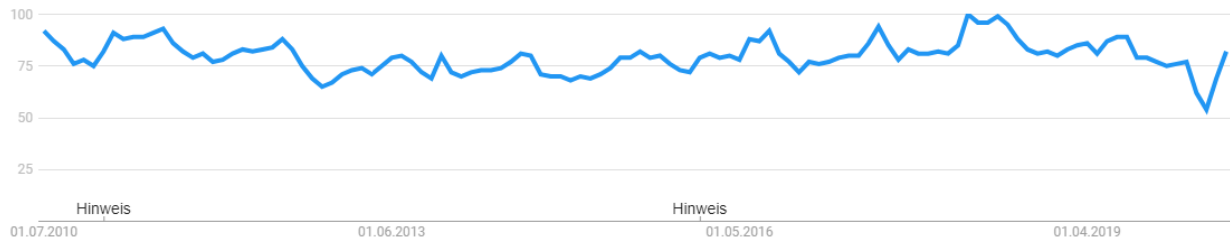
Truck configurator.



There has been stable and high demand for the keyword: “Truck configurator” since 01.07.2010.



The keyword: “Scania configurator” has also shown stable and high demand for several years. We get similar results after entering the keyword: “Volvo truck configurator” into the tool:

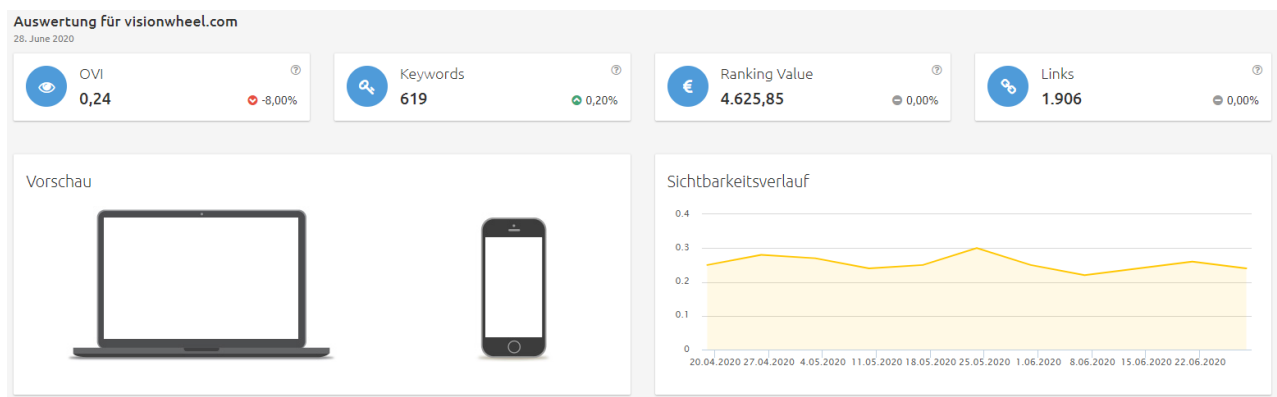


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

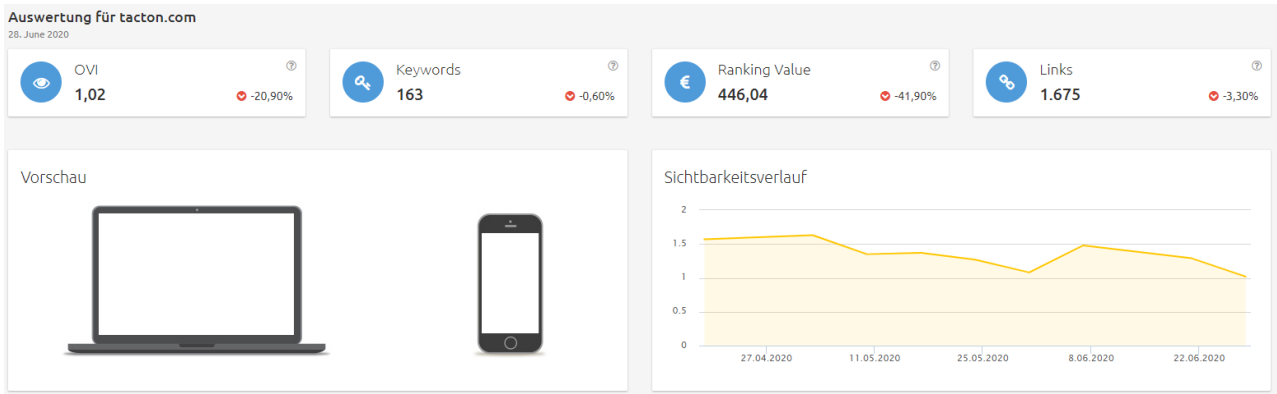
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Truck configurator” you will find the website visionwheel.com:



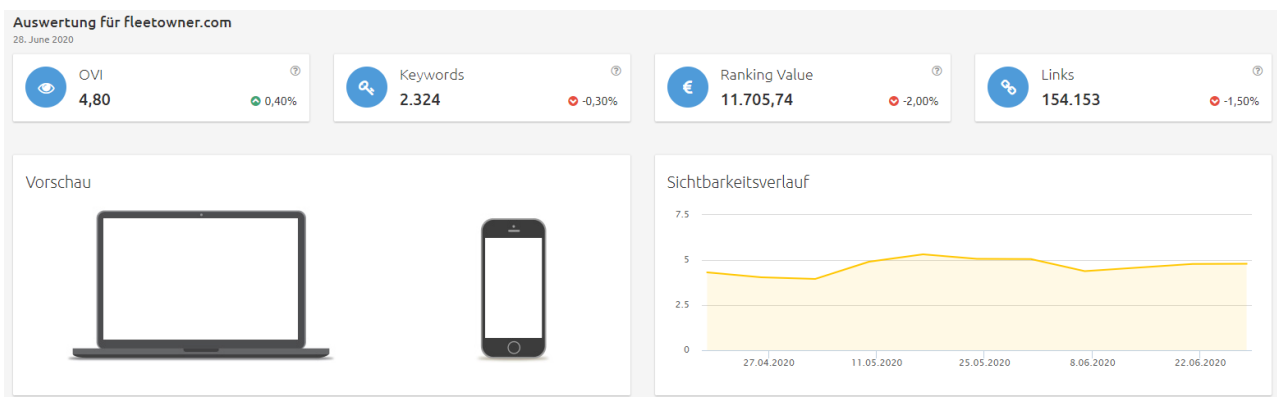
The website has a mediocre visibility.

In fifth place when entering the search term: “Scania configurator” you will find the domain tacton.com:

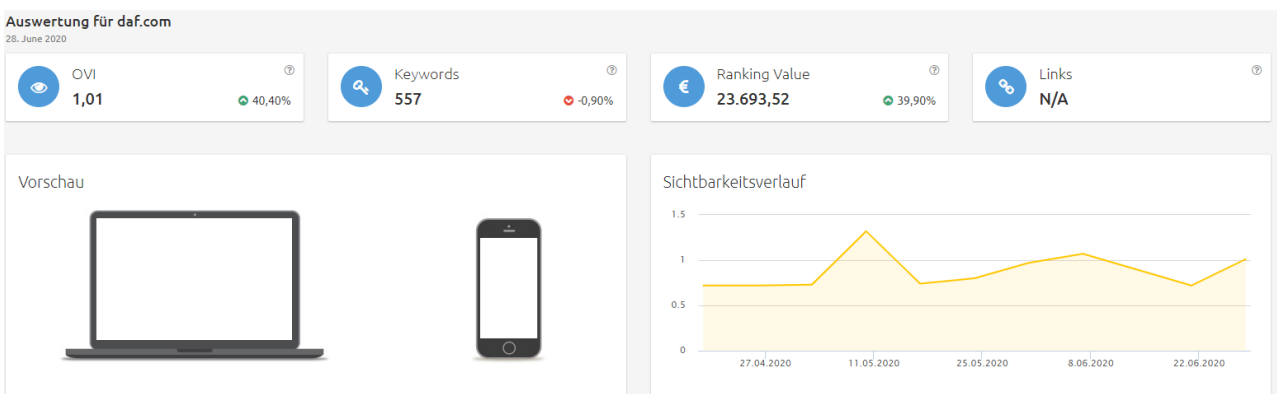


The domain has a rather weak visibility. With 163 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Volvo truck configurator”.

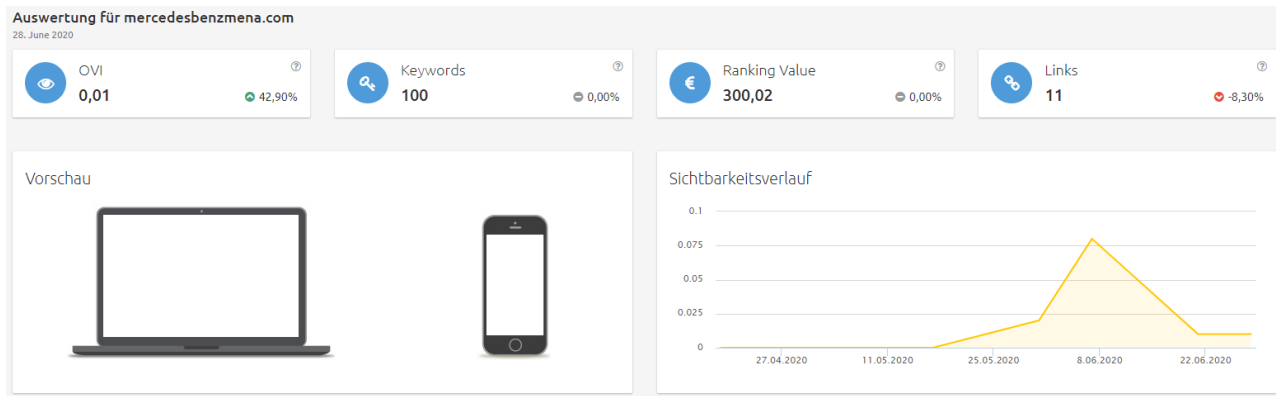


The domain fleetowner.com currently also has good visibility. Now let’s take a closer look at the second place at the keyword: “Daf configurator”:



daf.com is also a website that has very good visibility.

Finally, we consider the ninth place for the keyword: “Mercedes truck configurator”. This ranking is currently occupied by mercedesbenzmena.com:



mercedesbenzmena.com is a domain with low visibility.

Conclusion: For the most relevant configurator-related keywords, most of them are global brand manufacturers such as Scania or Daf, which have websites with good visibility. However, there are also dealers like mercedesbenzmena.com, whose websites have low visibility.

Overall assessment: There is a high overall demand for truck configurators on the Internet. This demand is already being met by mostly global brand manufacturers such as Daf or Scania, all of whom have highly visible websites.

However, domains with low visibility are sometimes found at the top of search results, depending on which keyword is entered.

Thus, even today, search engine optimization for suppliers of truck configurators still offers an enormous potential that is far from being exhausted.

The situation is different for paid ads with Google Ads. With high search volumes, there are numerous interesting keywords with low CPC.

The implementation of truck configurators makes particular sense for manufacturers, but dealers could also benefit from offering configurable Daf or Scania truck configurators.

We are specialized in the planning and implementation of real-time 3D configurators.

You can contact us directly via the following link:

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