

Wall configurator: SEO analysis and evaluation

07/2020

viscircle.de/wall-configurator-seo-analysis-and-evaluation-07-2020/

Various online suppliers of walls have long recognized the trend: Customers can equip online with a wall configurator according to their individual needs.

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

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

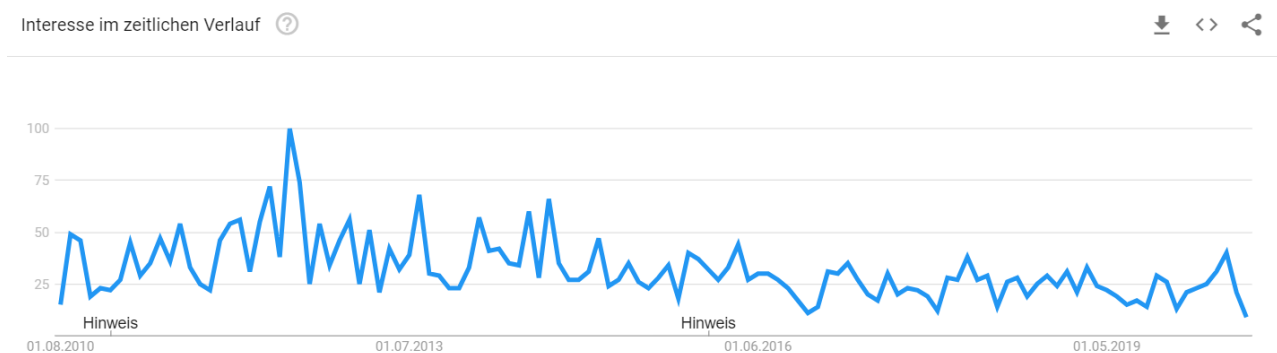
Keyword	Search Volume	Competition	CPC for high positions (in €)
Samsung video wall configurator	390	Low	0,58
LG video wall configurator	170	Low	0,68
NEC video wall configurator	110	Low	1,30
Design your wall	320	Hoch	0,21
Create your own wall decal	210	High	0,19
Design your own wall sticker	210	High	0,20
Design your own wall decal	210	High	0,30
Wallpaper custom design	480	High	0,23
Wall designer online	110	High	0,19
Wall banner designs	480	High	0,28

Keyword	Search Volume	Competition	CPC for high positions (in €)
Print your own wallpaper at home	140	High	0,27
Custom wall designs	140	High	0,49
Custom wall stencil	480	High	0,24
Design your own wall tapestry	40	High	0,30
Wall dressing mirror design	90	High	–

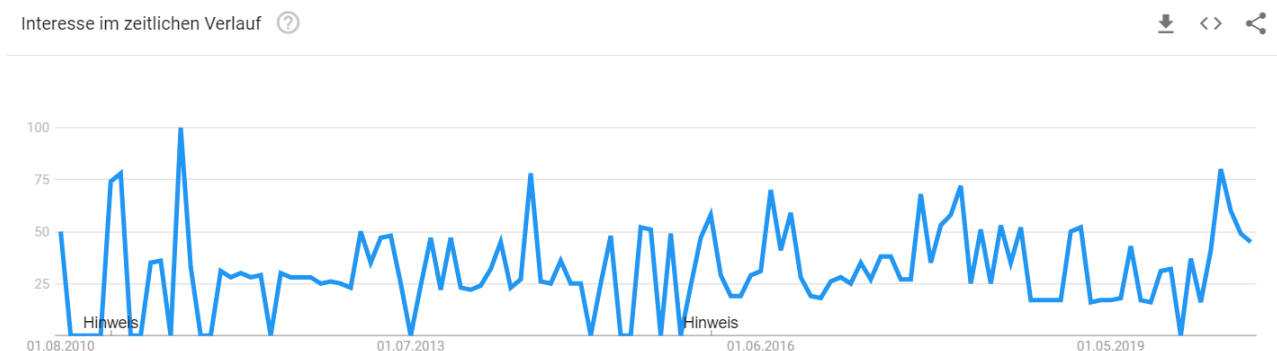
With little effort you can find many interesting keywords with low and high competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive ROI can be assumed.

Trend analysis with Google Trends.

Design your wall.



For the keyword: “Design your wall” there has been a stable and high demand for several years.



The keyword: “Wallpaper custom design” has also been showing stable and high demand for several years. We get similar results after entering the keyword: “Custom wall stencil” into the tool:

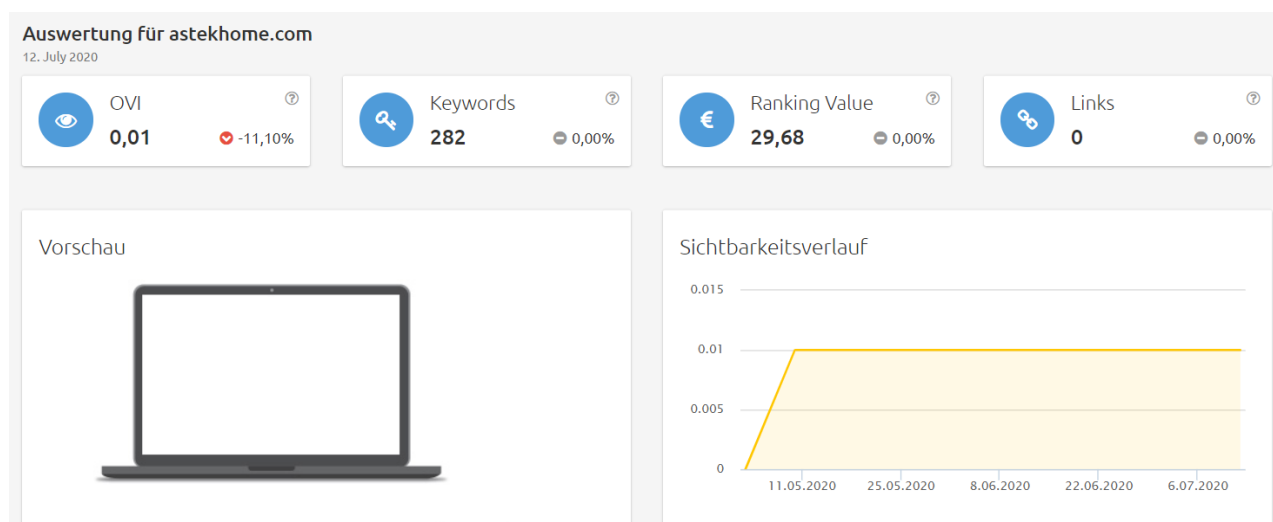


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

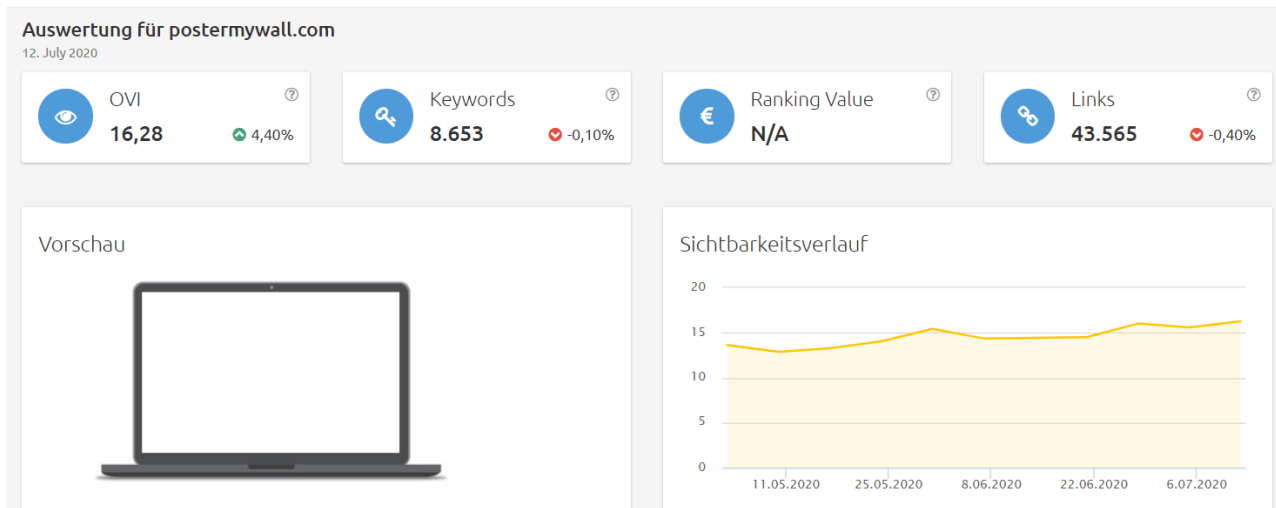
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Design your wall” you will find the website astekhome.com:



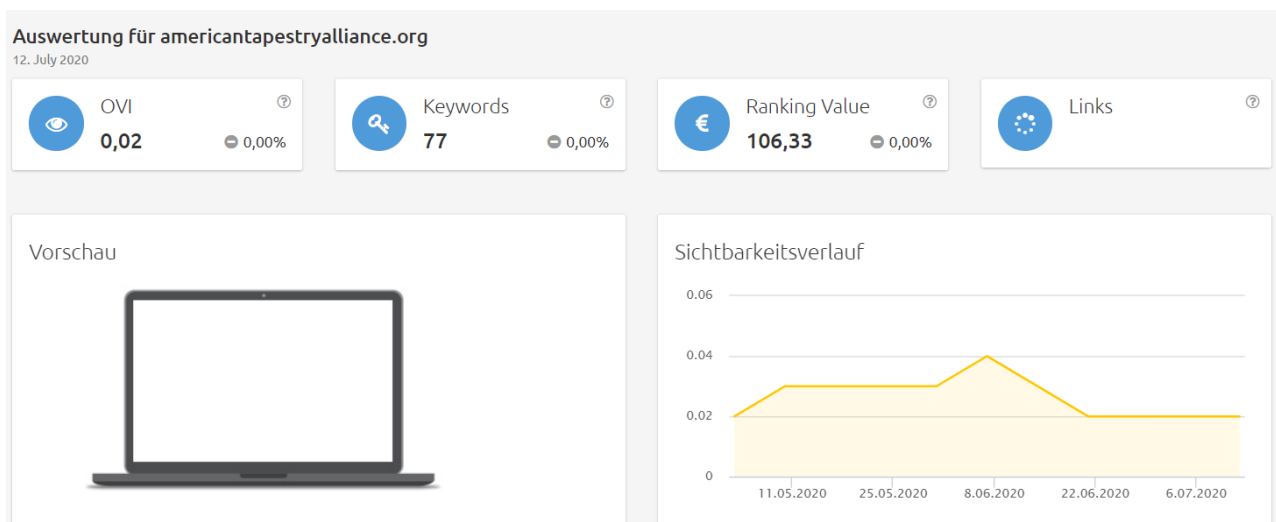
The website has a low visibility, which has been at a low level in recent months.

In fifth place when entering the search term: “Wall banner designs” you will find the domain postermymwall.com:

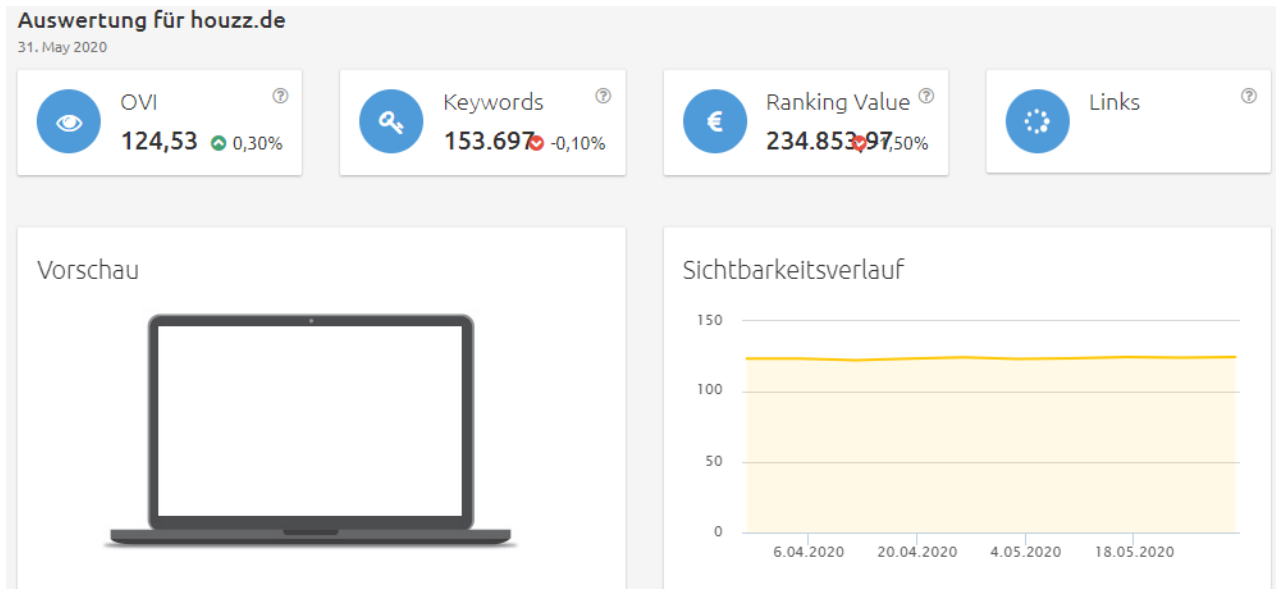


The domain also has very good visibility. With 8,653 keywords the website is in the top 100 of Google.

Now we analyze the seventh place in the keyword: “Design your own wall tapestry” a little closer.

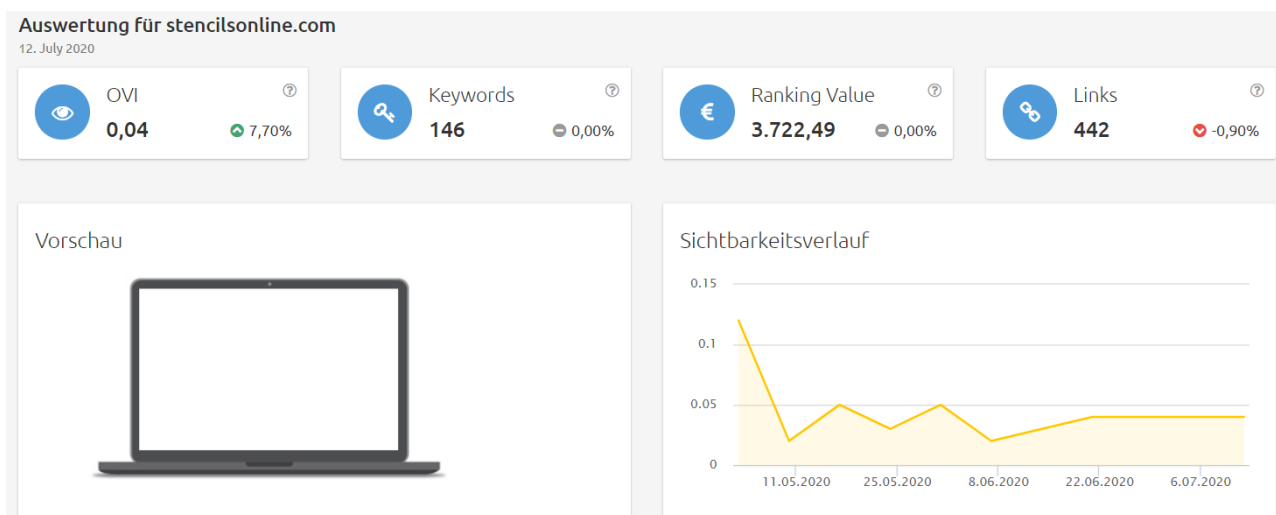


The domain americantapestryalliance.org currently also has low visibility. Now let’s take a closer look at the second place at the keyword: “Print your own wallpaper at home”:



houzz.de is a website that has very good visibility.

Finally, we consider the ninth place for the keyword: “Custom wall stencil”. This ranking is currently occupied by stencilsonline.com:



stencilsonline.com is a domain with low visibility.

Conclusion: The relevant keywords include websites with varying degrees of visibility.

Overall assessment: Overall, there is a high and stable demand for wall configurators on the Internet. This demand is already being met by a number of providers with both weak and good visibility.

It should be possible to achieve good rankings for keywords such as “design your wall” or “wallpaper custom design” with little effort.

Due to the relatively low click costs, investments should 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