

# Wallpaper configurator: SEO analysis and evaluation 07/2020

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

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

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

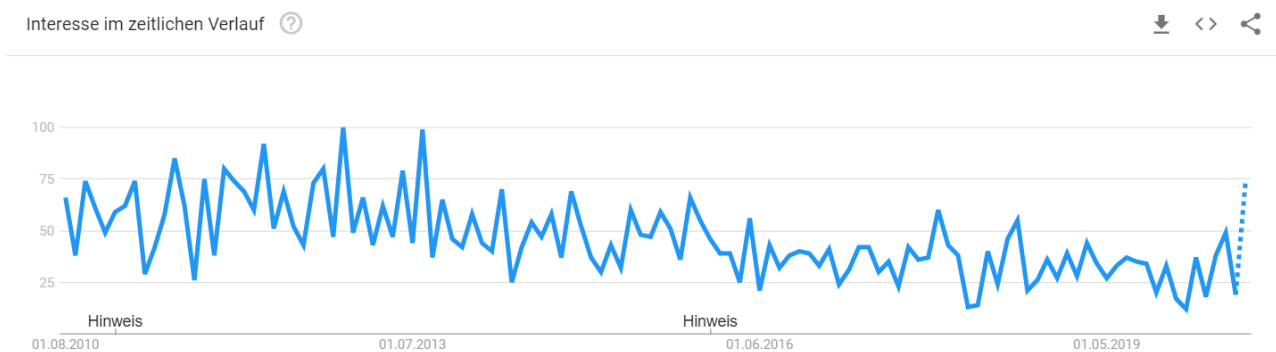
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Design your own wallpaper	1.300	High	0,19
Wallpaper design online	1.000	High	0,17
Print your own wallpaper	480	High	0,21
Custom made wallpaper	480	High	0,19
create your own wall sticker	210	High	0,17
Design your own wallpaper online	170	High	0,24
Design own wallpaper	210	High	0,19
design your own wall sticker	210	High	0,19
Design your own wall decal	210	High	0,29

Keyword	Search Volume	Competition	CPC for high positions (in €)
Wallpaper custom design	480	High	0,25

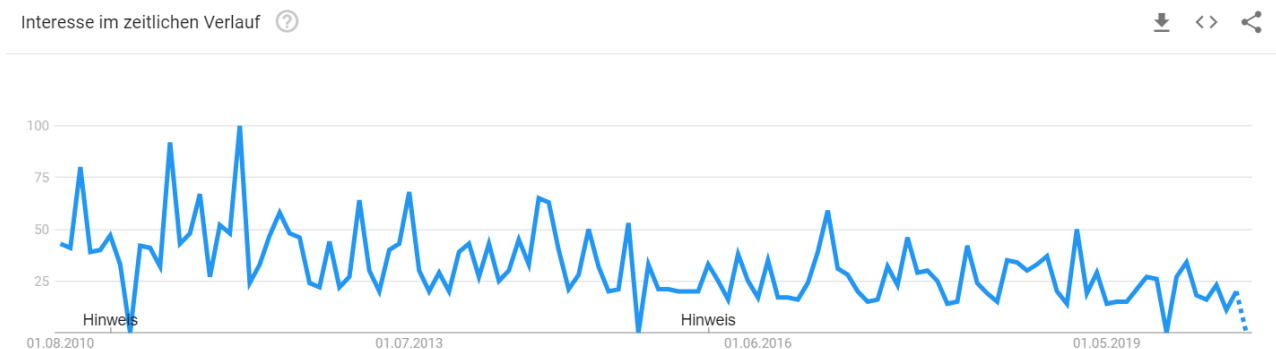
It is possible to find with little effort a lot of interesting keywords with exclusively high competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

Design your own wallpaper.



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



The keyword: “Wallpaper design online” has shown a stable and high demand for several years. We get similar results after entering the keyword: “Custom made wallpaper” into the tool:

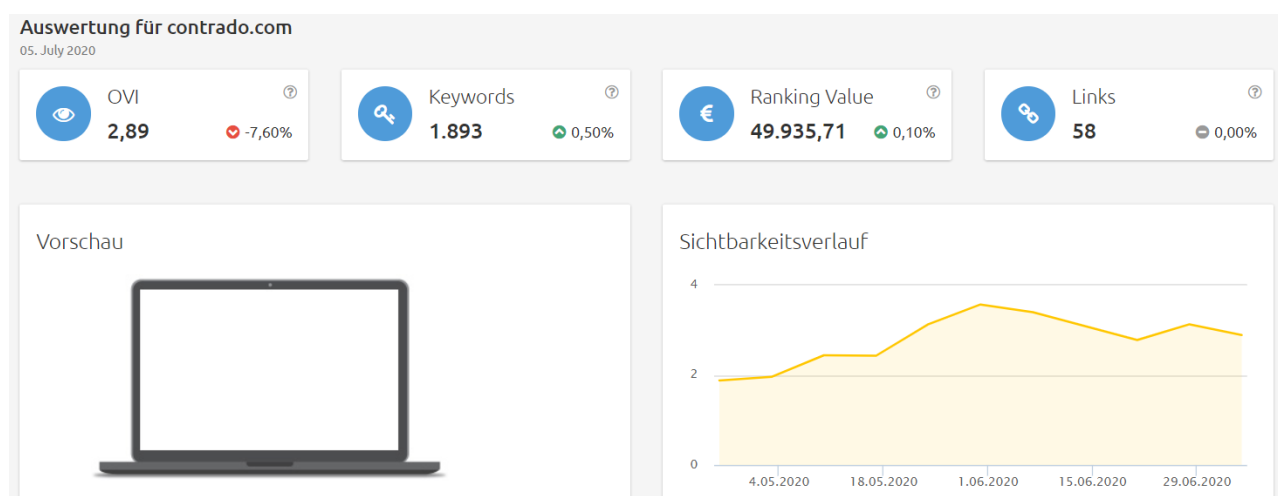


**Conclusion:** There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

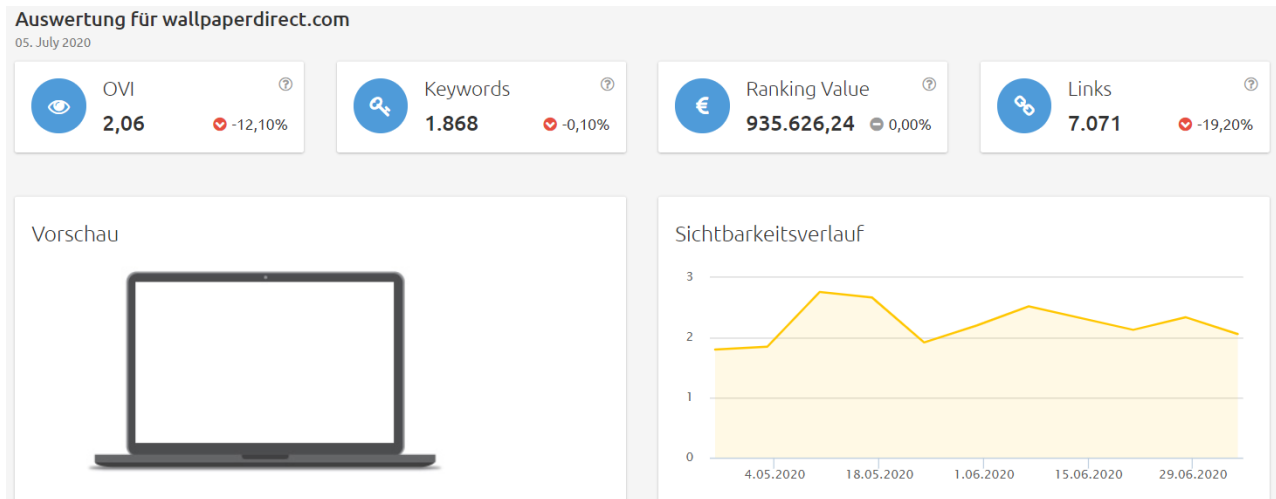
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Design your own wallpaper” you will find the website [contrado.com](http://contrado.com):



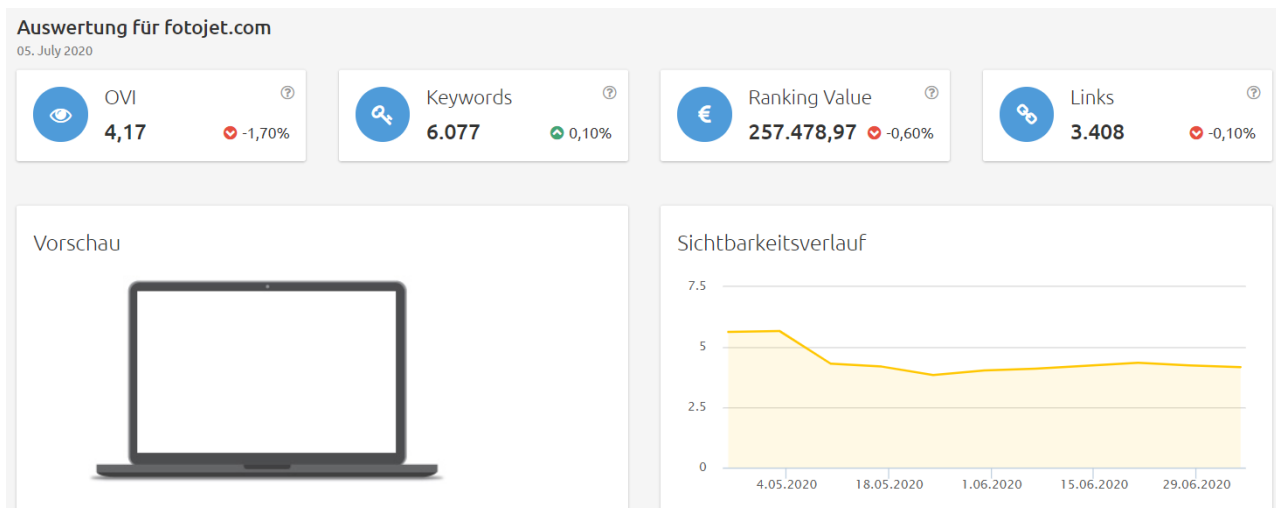
The website has a good visibility.

In fifth place when entering the search term: “Wallpaper design online” you will find the domain [wallpaperdirect.com](http://wallpaperdirect.com):

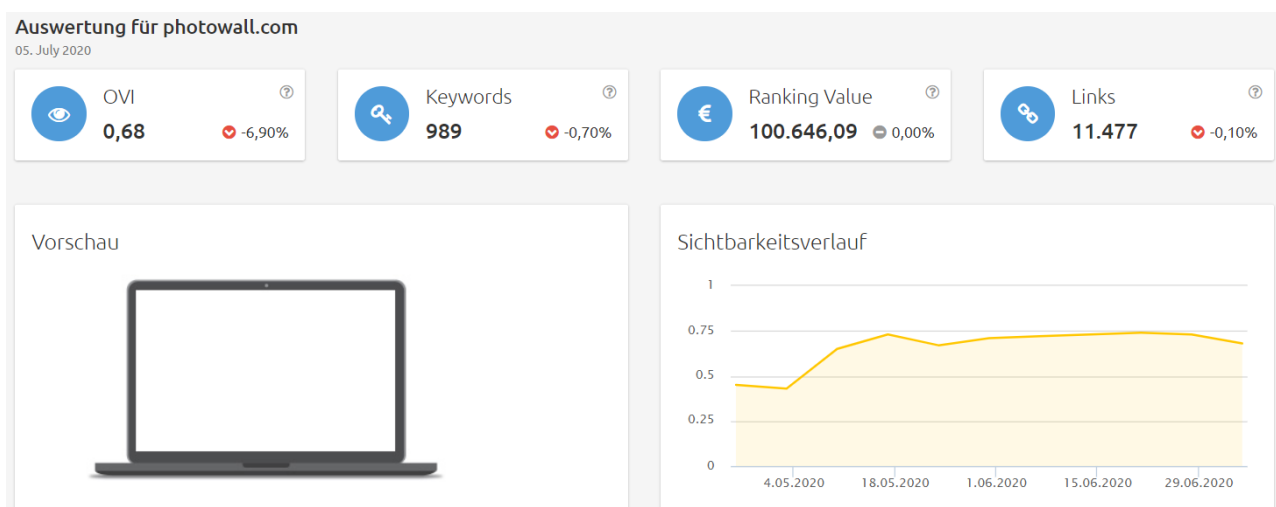


The domain has a very good visibility. With 1.868 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Print your own wallpaper”.

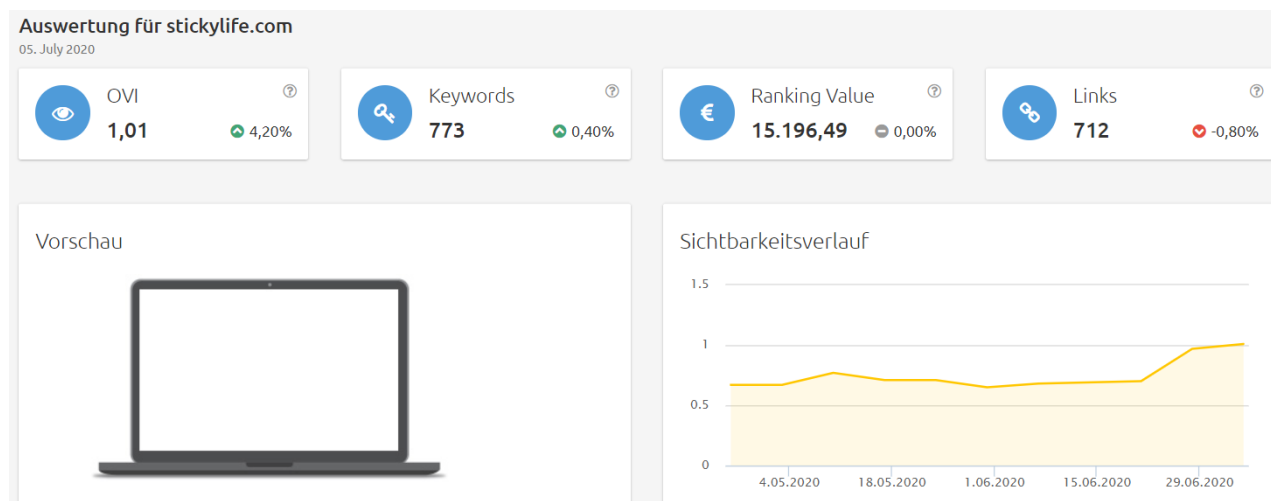


The domain fotojet.com currently also has a very high visibility. Now let's take a closer look at the second place for the keyword: “Custom made wallpaper”:



photowall.com is a website with good visibility.

Finally, we consider the ninth place for the keyword: “Create your own wall sticker”. This ranking currently occupies stickylyfe.com:



stickylyfe.com is a domain with good visibility.

**Conclusion:** Among the relevant keywords you will find websites with good or very good visibility.

**Overall assessment:** Overall, there is a high and stable demand for wallpaper configurators on the Internet. At the moment, this demand is already being met by suppliers with good visibility.

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:

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