

# Watch configurator: SEO analysis and evaluation

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Many online-based watch retailers have long since recognized the trend: Customers can use a 3D configurator to design watches online according to their personal preferences, e.g. as a present or for themselves.

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

Since a watch configurator is integrated into the website via the homepage, the focus here is on online analysis.

In a first step, we will analyze the demand for watch 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 clock configurators according to the keyword planner of Google Ads:

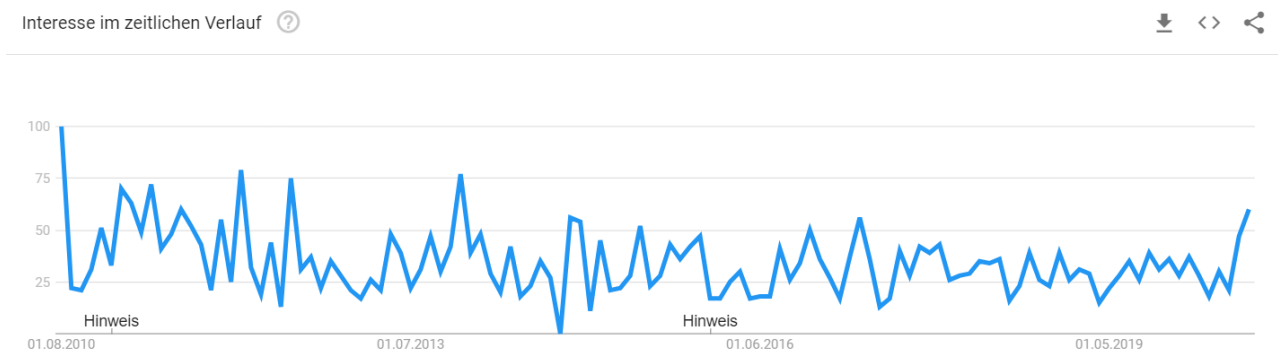
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Design your watch	210	High	0,12
Design your own watch	1.300	High	0,20
Customized watches	18.100	High	0,24
Create your own watch	320	High	0,18
Design your own watch brand	260	High	0,24
Custom watches online	210	High	0,13
Custom brand watches	260	High	0,13
Design your own watch face	110	High	0,50
Design own watch	140	High	0,13

Keyword	Search Volume	Competition	CPC for high positions (in €)
Create your own watch brand	140	High	0,13
Customize your own rolex	90	High	0,59
Customize your own watch	140	High	0,25

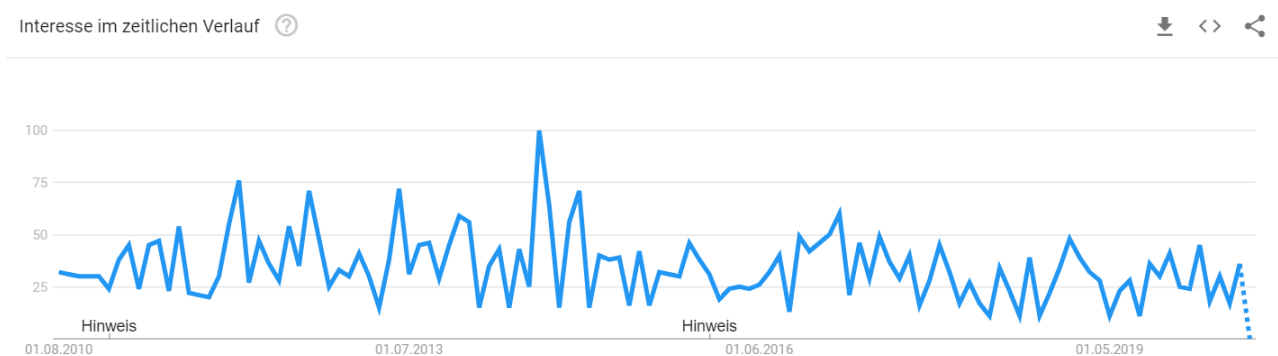
With little effort you can find many interesting keywords with high competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

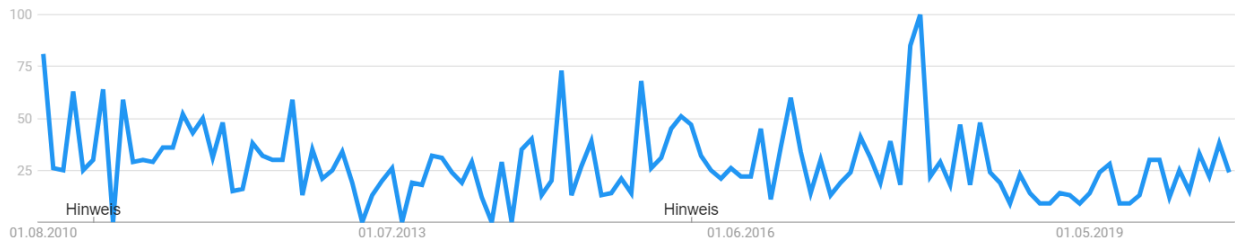
Design your watch.



There has been constant and stable demand for the keyword: “Design your watch” since 13.07.2010.



The keyword: “Design your own watch” has also been in constant and stable demand for several years. We get similar results after entering the keyword: “Customized watches” into the tool:

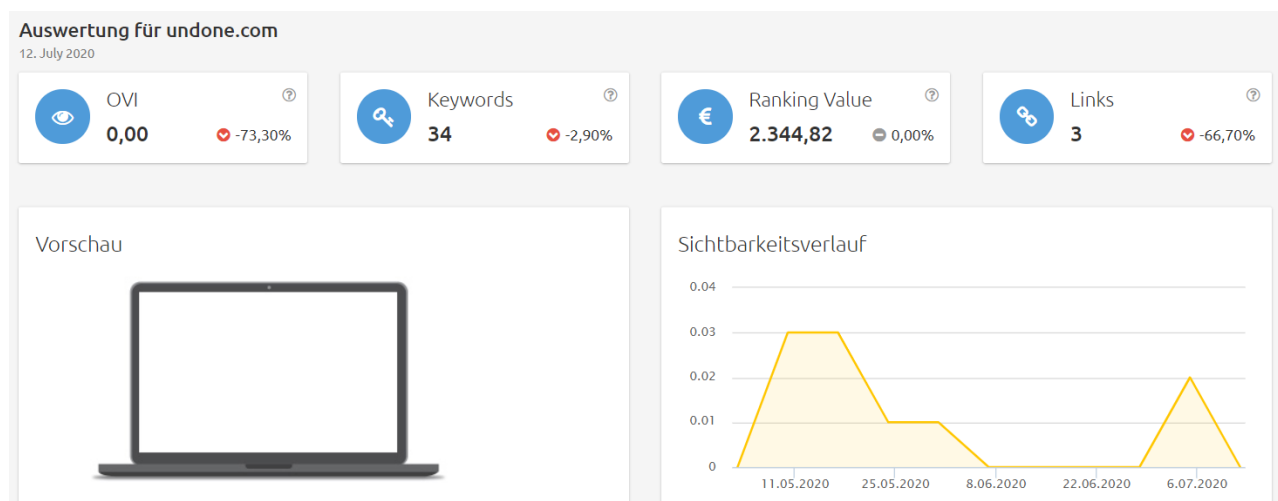


**Conclusion:** There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are quite low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

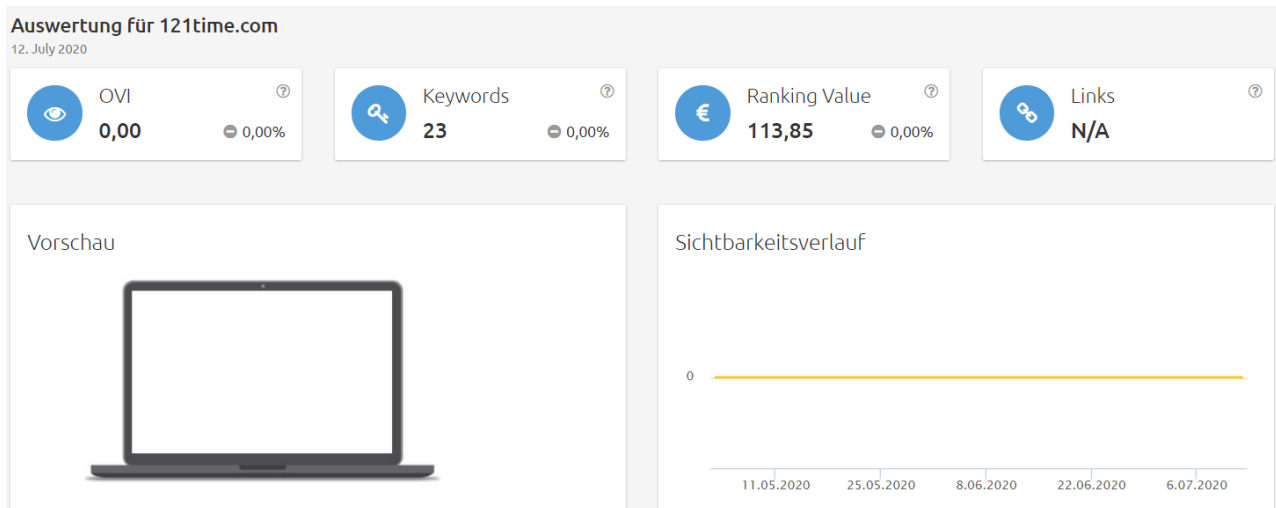
In the following we will take a closer look at the competitive situation. In order to get a more accurate picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



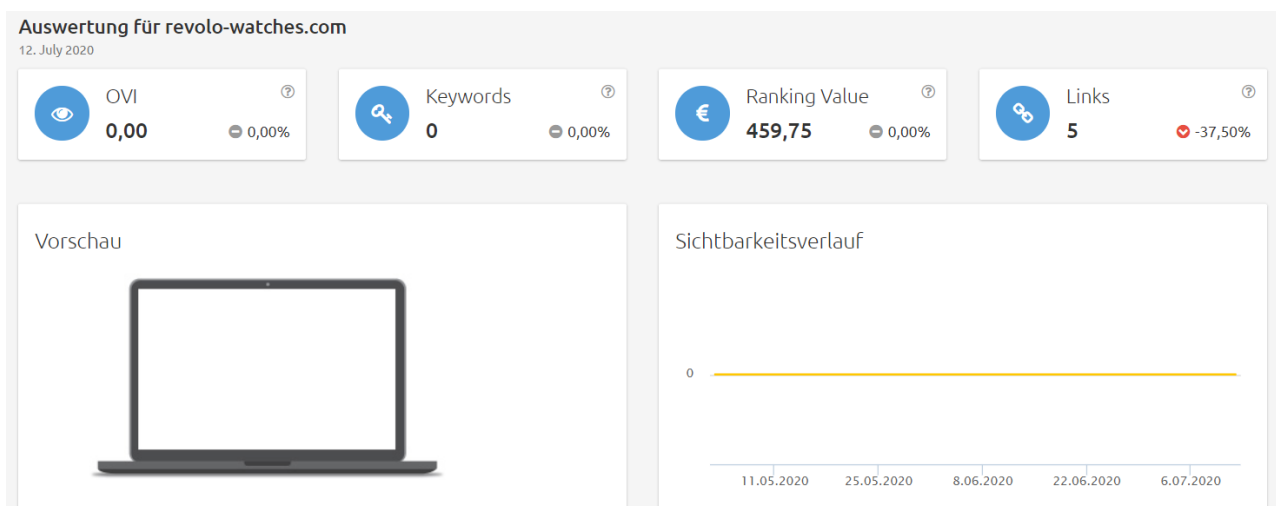
The website has low visibility, which has remained at a consistently low level in recent months.

In fifth place when entering the search term “Design your own watch” you will find the domain [121time.com](http://121time.com):

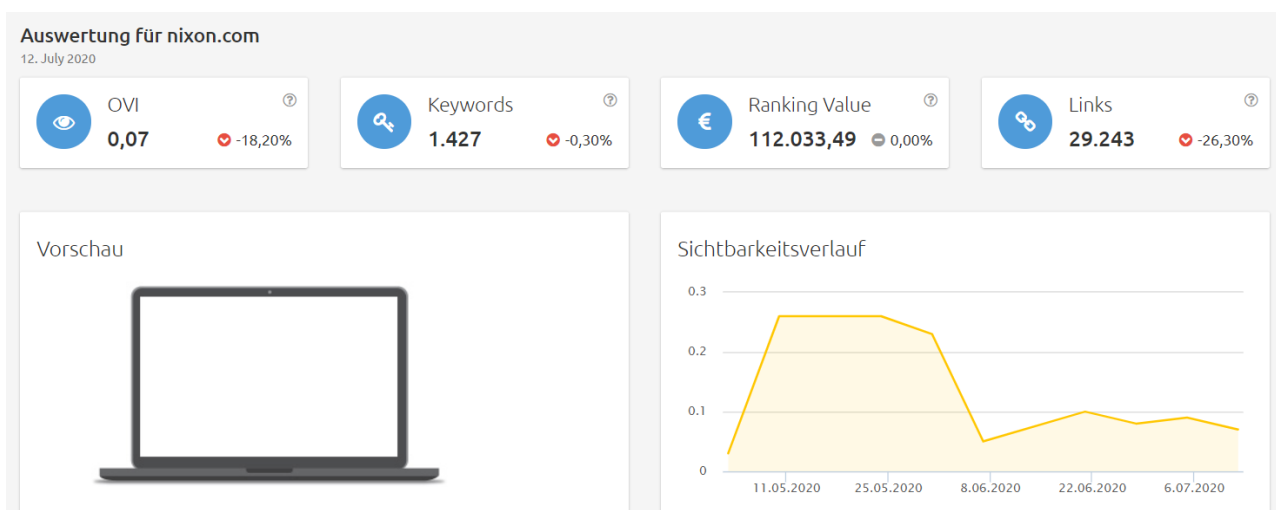


The domain has a low visibility. With 23 keywords the website is in the top 100 of Google.

Now we take a closer look at the seventh rank of the keyword: “Customized Watches”.

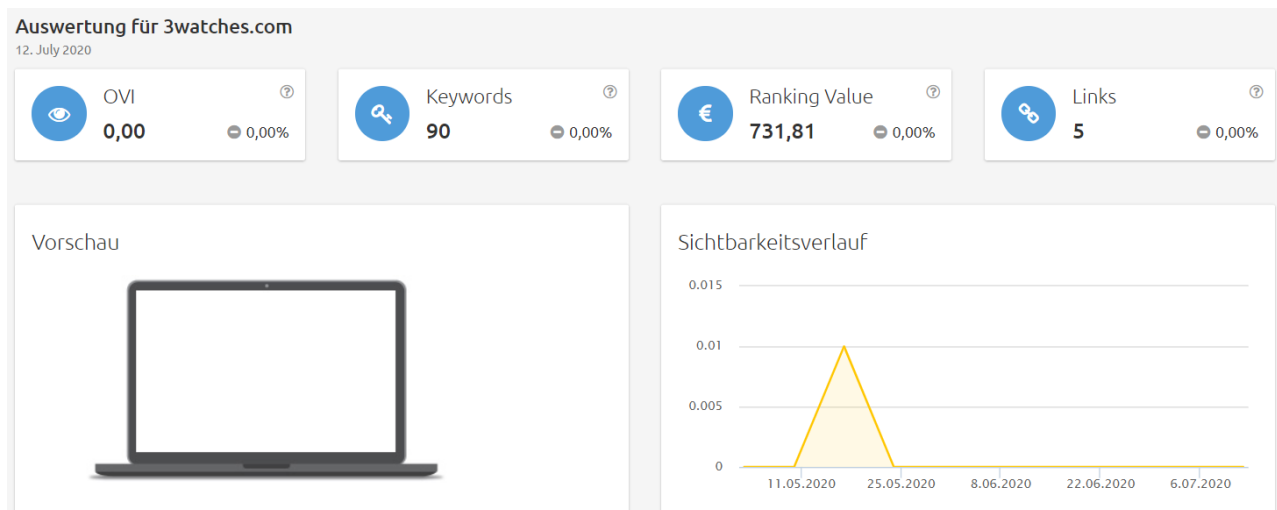


The domain revolo-watches.com currently also has good visibility. Now let’s take a closer look at the second place at the keyword “Create your own watch”:



nixon.com is a website that has good visibility.

Finally, we consider the ninth place for the keyword: “Design your own watch brand”. This ranking is currently occupied by 3watches.com:



3watches.com is a domain with low visibility.

**Conclusion:** Most of the relevant keywords include websites with low visibility.

**Overall assessment:** Overall, there is a high and stable demand for watch configurators on the Internet. This demand is currently already being met by some suppliers with mostly low visibility.

Whereby with high probability good positions in the ranking should also be possible for keywords like “Design your watch” or “Customized watches”.

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

Watch configurators on the Internet still offer enormous potential for newcomers to the market today. However, the online marketing strategy should be well-thought-out and professionally implemented with the appropriate investments.

We are specialized in the planning and implementation of watch configurators and have already realized several projects in the past.

You can contact us directly via the following link:  
[viscircle.de/contact](https://viscircle.de/contact)