

Wheel configurator: SEO analysis and evaluation

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Many online-based wheel dealers have long since recognized the trend: Customers can use a 3D configurator online to customize rims according to their individual needs.

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

Since a wheel 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 wheel configurators with the Google 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 wheel Configurators according to the Keyword Planner of Google Ads:

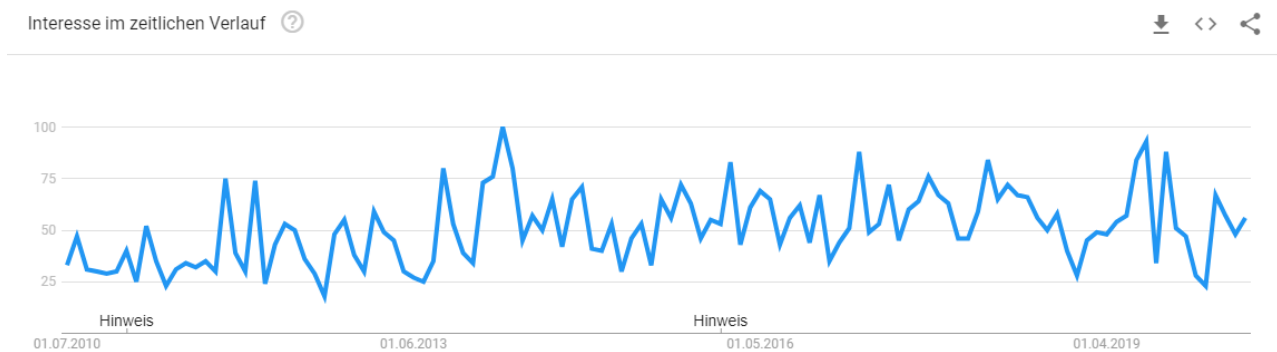
Keyword	Search Volume	Competition	CPC for high positions (in €)
Wheel configurator	3.600	Middle	0,18
Wheel visualizer configurator	480	Low	0,35
Rim configurator	480	Middle	0,16
3D wheel configurator	390	Middle	0,18
Car wheel configurator	320	Low	0,15
Wheel iconfigurator	480	High	0,20
Tire configurator	110	High	0,38
Discount tire wheel configurator	110	Middle	0,23
Truck wheel configurator	90	Low	0,21
Fuel wheel configurator	90	Middle	0,50

Keyword	Search Volume	Competition	CPC for high positions (in €)
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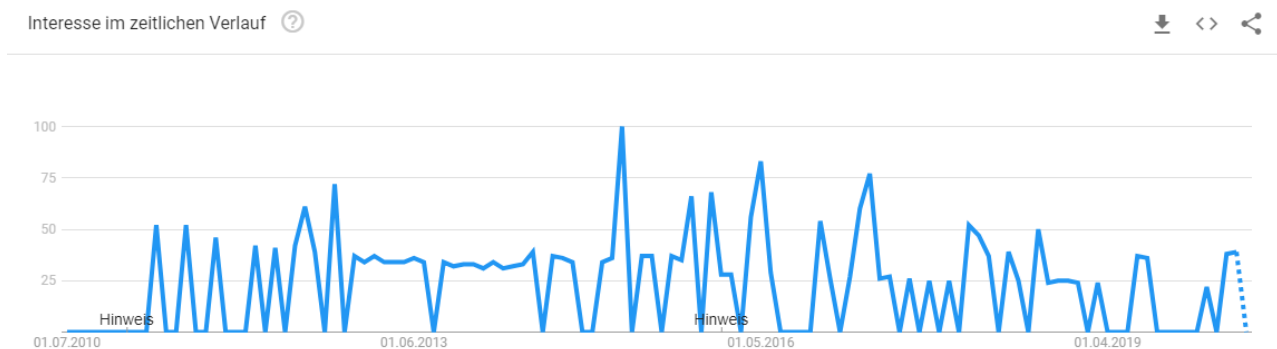
With little effort you can find many interesting keywords with low, medium and high competition. The CPCs (costs per clicks for Google Ads) are also relatively low, so that a positive ROI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

Wheel configurator.



There has been high and stable demand for the keyword: “wheel configurator” since 22.06.2010.



The keyword: “rim configurator” has also been in high and stable demand for several years. We get similar results after entering the keyword: “3D wheel configurator” into the tool.

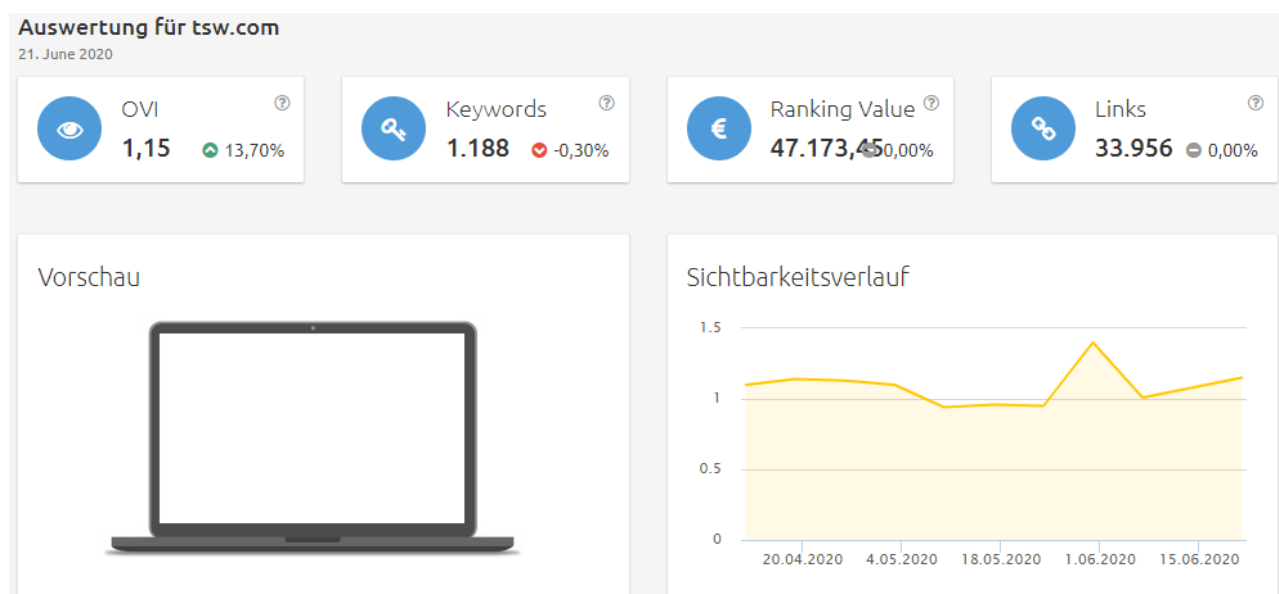


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

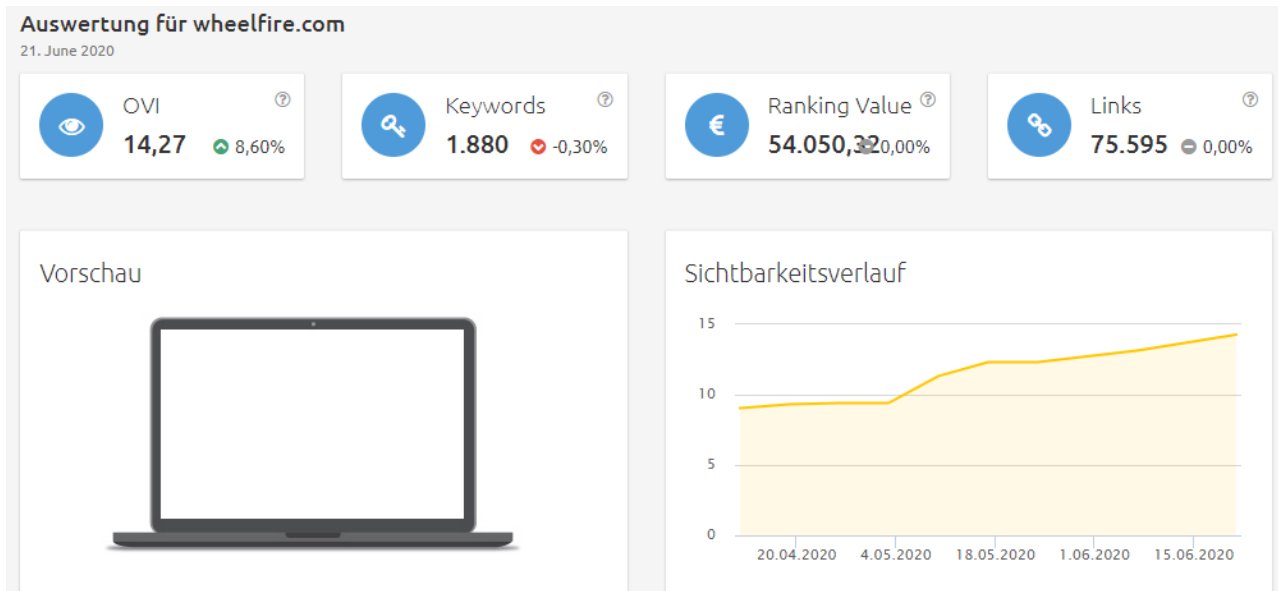
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 on the basis of different keywords.

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



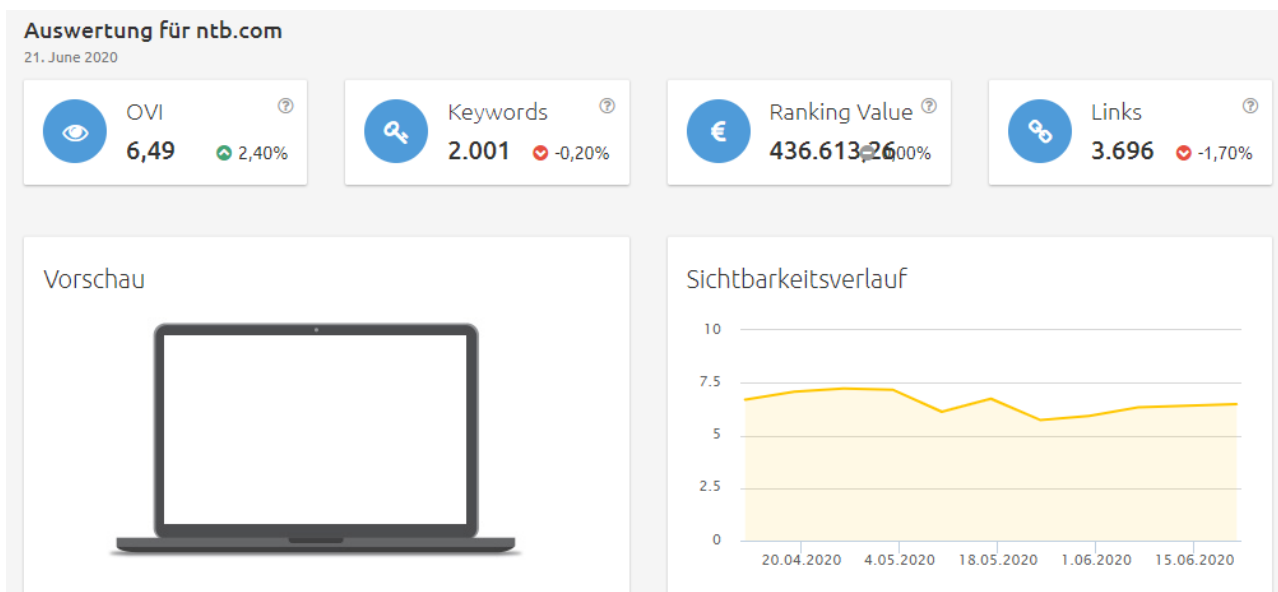
The website has a high visibility.

On the fifth place when entering the search term: “3D wheel configurator” you will find the domain wheelfire.com:

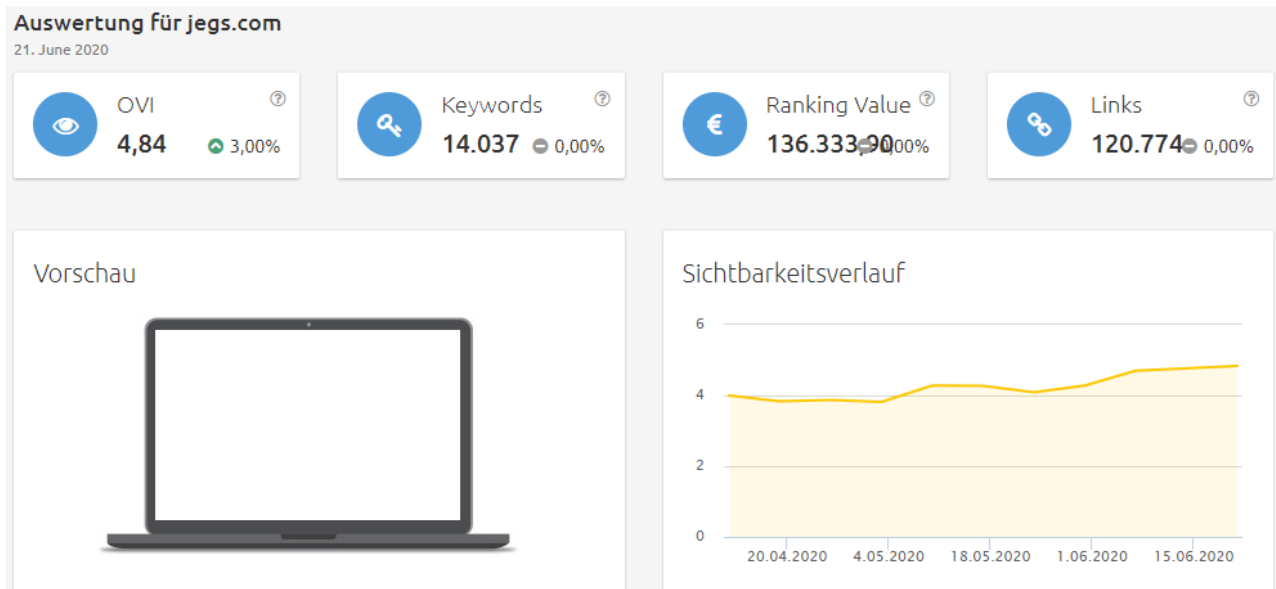


The domain has a very high visibility. With 546 keywords the website is in the top 100 of Google.

Now we analyze the seventh place of the keyword: “Rim configurator” a bit closer.

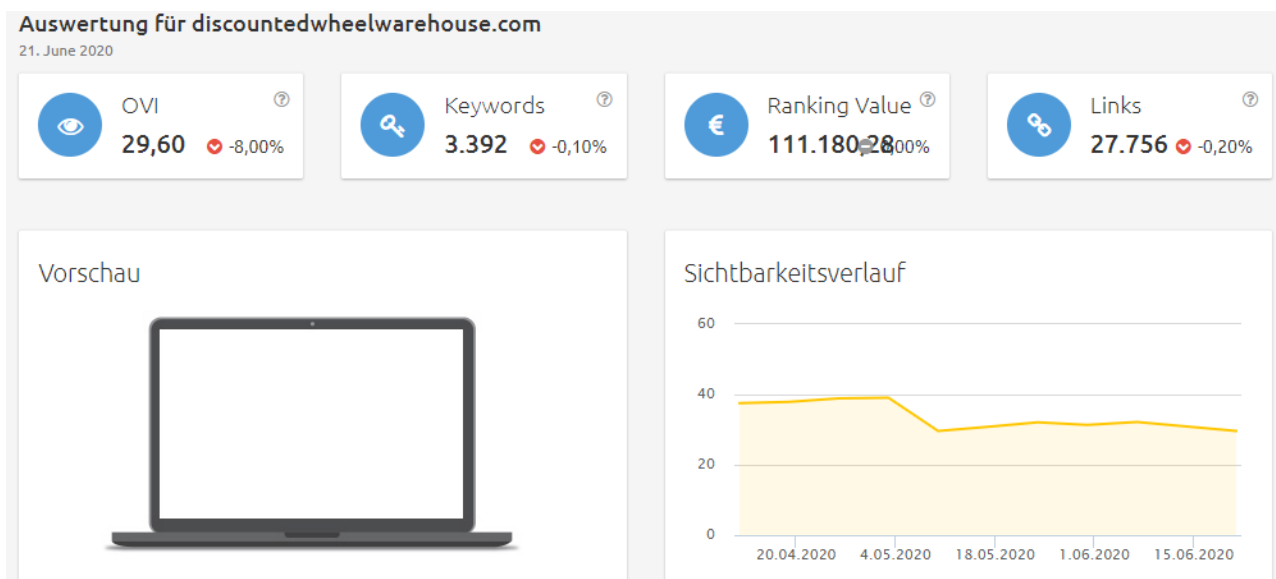


The domain ntb.com currently also has very good visibility. Now we will take a closer look at the second place of the keyword: “Tire configurator”:



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

Finally, we consider the ninth place of the keyword: “Truck wheel configurator”. This ranking is currently occupied by discountedwheelwarehouse.com



discountedwheelwarehouse.com is a domain with a very good visibility.

Conclusion: For all key terms you will find websites with exclusively very good visibility.

Overall assessment: Overall, there is a high and stable demand for wheel configurators on the Internet. This demand is already being met by suppliers with only very good visibility.

With an intelligent selection of keywords e.g. in the longtail area, many interested visitors could be made aware of their own configurator.

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

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

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