

Window configurator: SEO Analysis and Evaluation

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Many internet-based dealers for windows have long since recognized the trend: Customers can configure windows according to their individual preferences online with a 3D configurator.

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

Since a window 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 window configurators with Google’s 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.

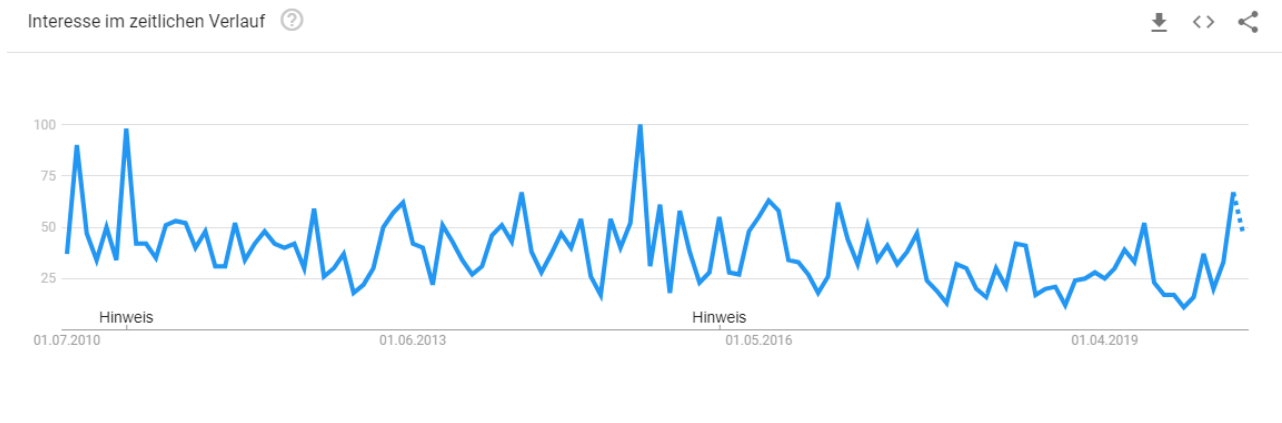
The following table contains relevant keywords related to window configurators according to the Keyword Planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Window configurator	140	Low	0,63
Build your own window	210	High	0,75
Make your own windows	260	High	1,05
Make your own window screen	170	High	0,34
Make your own screens	140	High	0,37
Make your own double glazed windows	40	High	0,68
Build your own window screen	70	High	0,32
Build your own screen	50	High	0,34
Make your own window well covers	50	High	1,40

With little effort you can find many interesting keywords with mostly high competition. The CPCs (costs per click with Google Ads) are also extremely low, so that a positive ROI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

Build your own window.



The keyword: “Build your own window” has been in high and stable demand since 22.06.2010.



The keyword: “Make your own windows” has been in high and declining demand in recent years. We get similar results after entering the keyword: “Make your own window screen” into the tool:

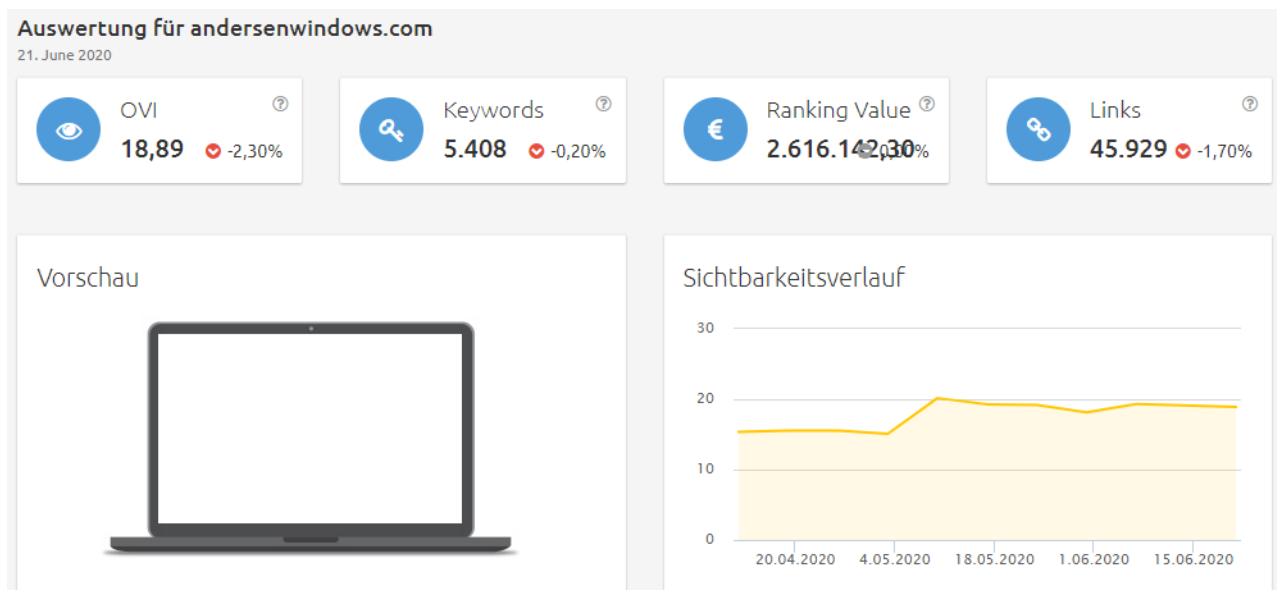


Conclusion: There are numerous interesting key terms with high and for years increasing demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

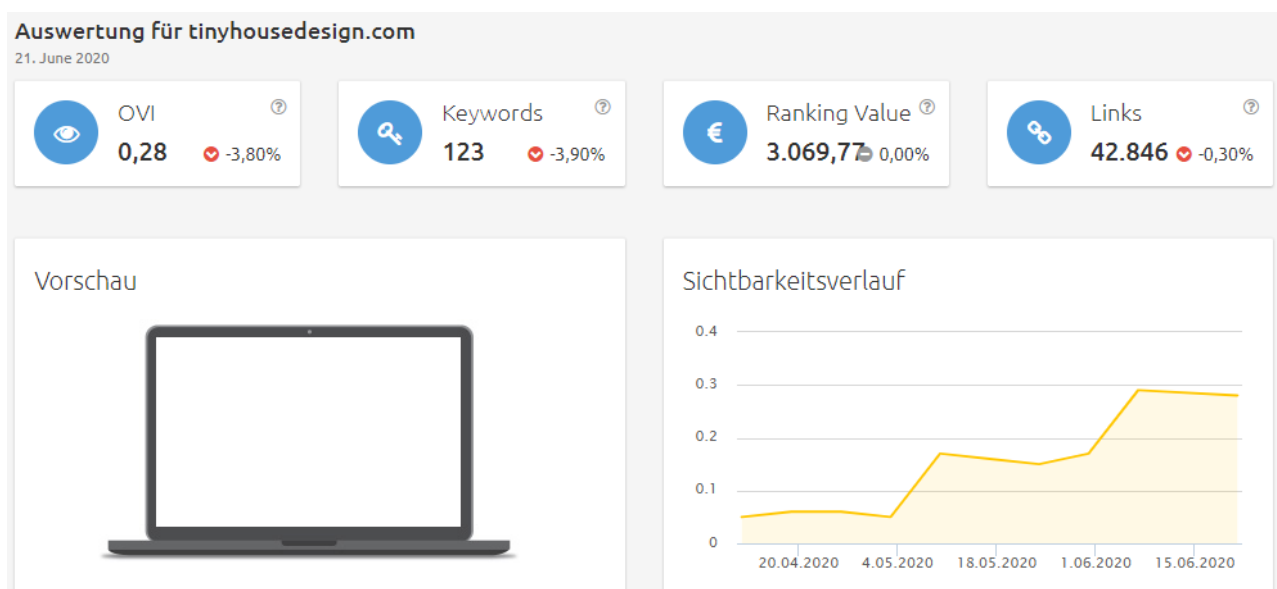
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 on the basis of different keywords.

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



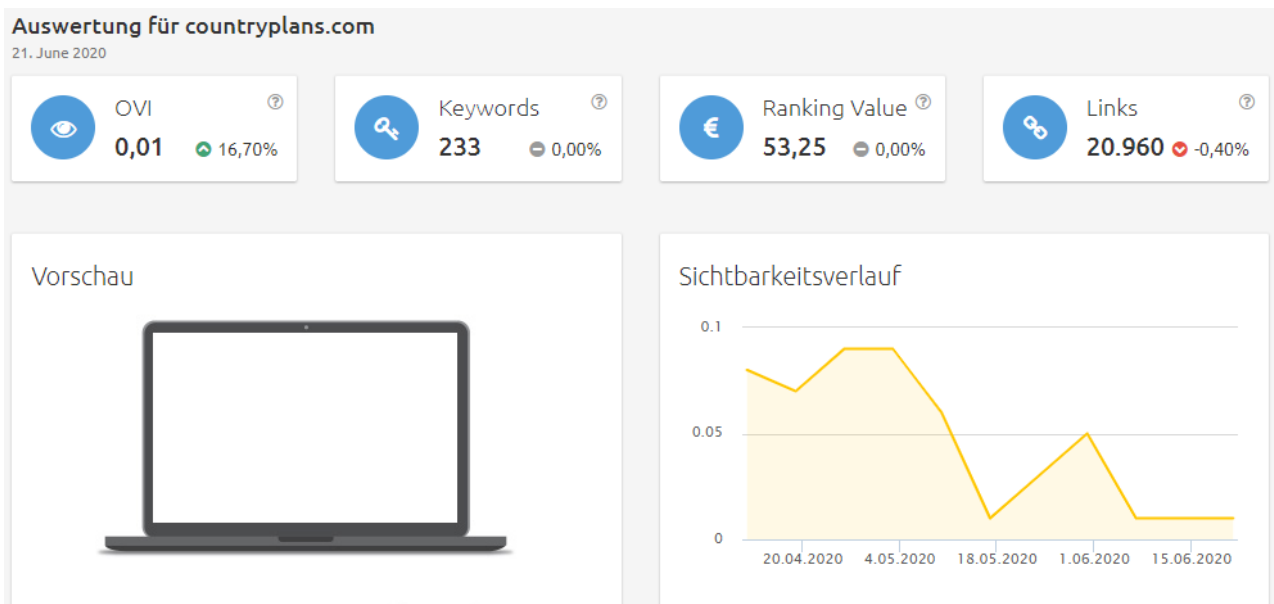
The website has a very good visibility, which has remained at a very high level over the last few months.

On the fifth place when entering the search term: “Build your own window” you will find the domain tinyhousedesign.com:

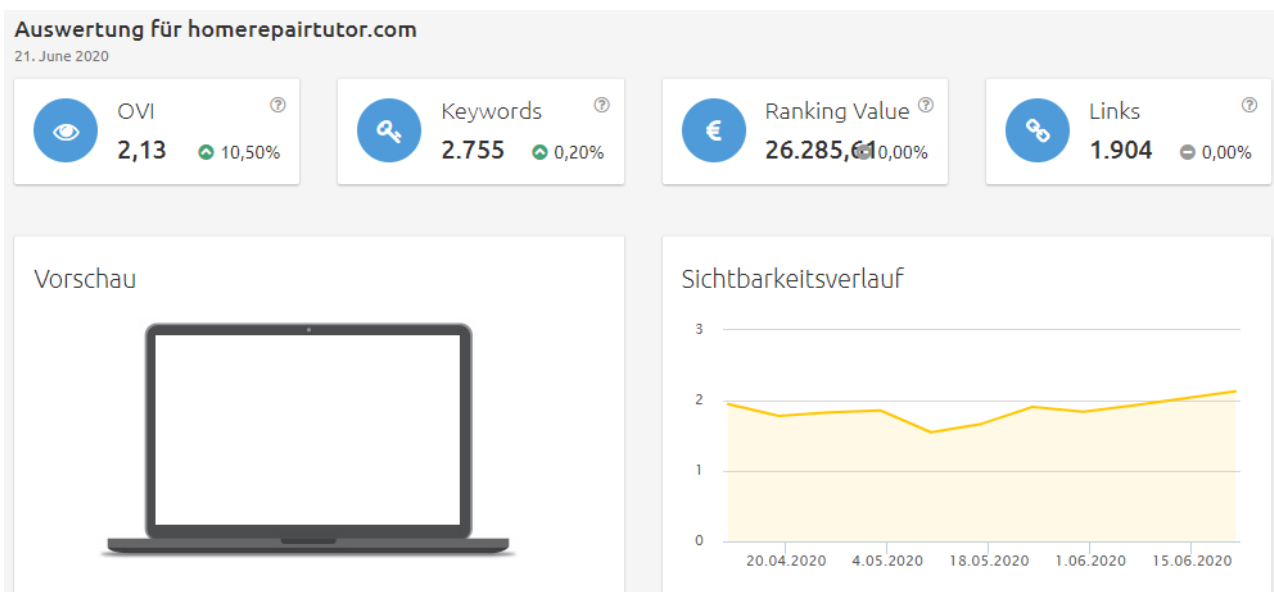


The domain has an average visibility. With 123 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword “Make your own windows” a little closer.

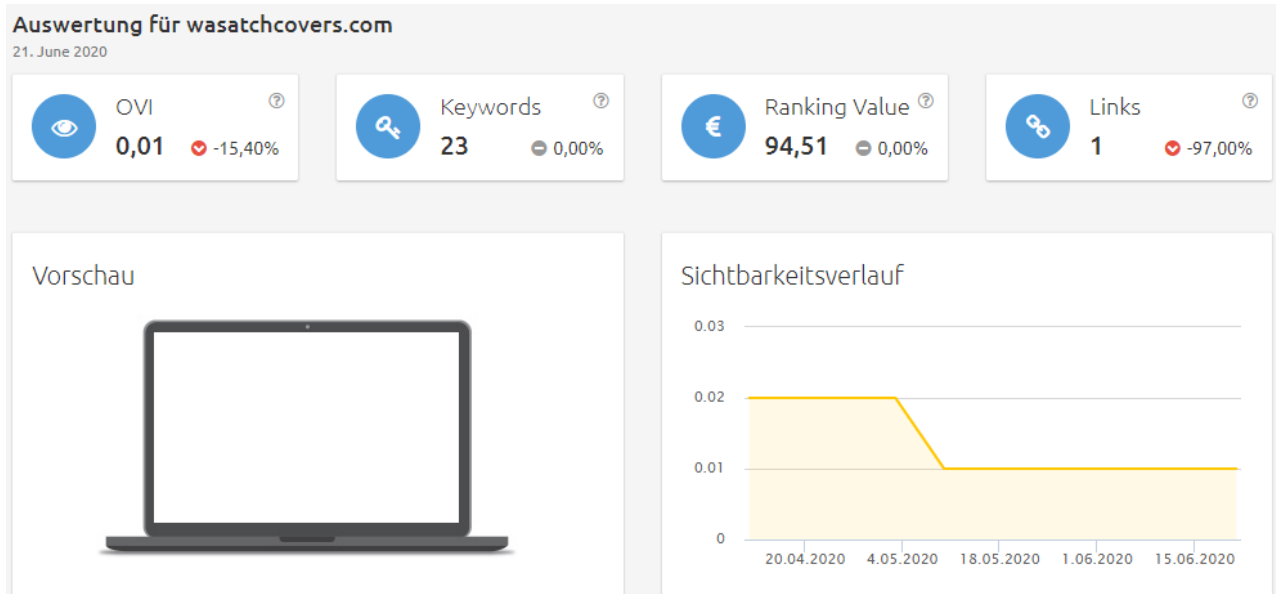


The domain countryplans.com currently also has low visibility. Now we take a closer look at the second place of the keyword: “Build your own window screen”:



homerepairtutor.com is a website that has a high visibility.

Finally, we consider the ninth place for the keyword: “Make your own window well covers”. This ranking is currently occupied by wasatchcovers.com:



wasatchcovers.com is a domain with low visibility.

Conclusion: The key terms include providers with weak to very good visibility.

Overall assessment: There is a high and for years stable demand for window configurators on the Internet. This demand is already being met by providers with varying degrees of visibility.

With a high probability good rankings in the top 10 on Google can be achieved for relevant money keywords such as “Build your own window” or “Make your own screens”.

In addition, investments should also be made in Google Ads due to the low click costs.

Window configurators on the Internet thus offer an enormous potential for newcomers to the market that is far from exhausted.

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

You can contact us directly via the following link:

viscircle.de/contact