

Cup configurator: SEO analysis and evaluation

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Many online-based cup suppliers have long since recognized the trend: Customers can design cups according to their personal preferences online with a 3D configurator, e.g. as a birthday present.

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

Since a cup configurator is usually 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 cup 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 results.

Analysis with the Keyword Planner.

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

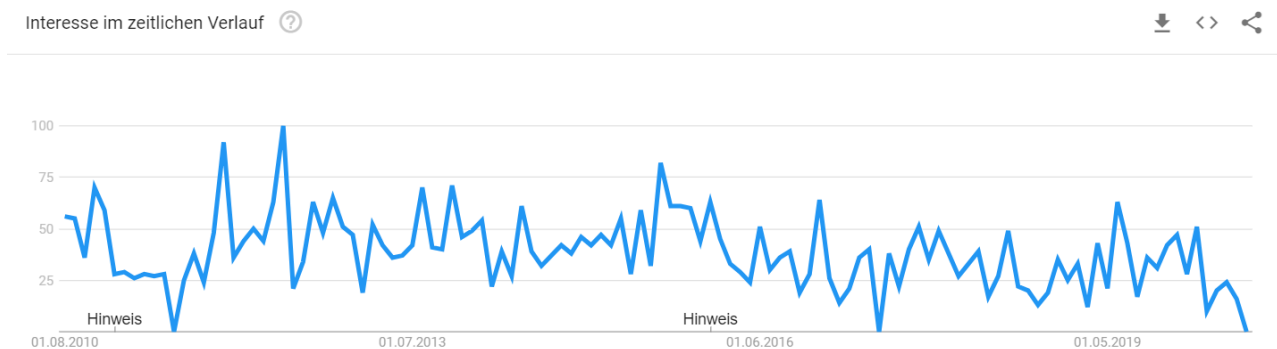
Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own cup	590	High	0,36
Cup printing design	590	High	0,20
Design your own tea cup and saucer	140	High	0,35
Design your own keep cup	110	High	0,08
Create your own cup	210	High	0,40
Design your own coffee cup	210	High	0,45
Cup printing online	480	High	0,04
Design your own reusable coffee cup	50	High	0,24
Design your own paper cup	70	High	0,36

Keyword	Search Volume	Competition	CPC for high positions (in €)
Customized cups online	140	High	0,05
Design a coffee cup	5.400	High	0,30
Designed coffee mugs	6.600	High	0,35

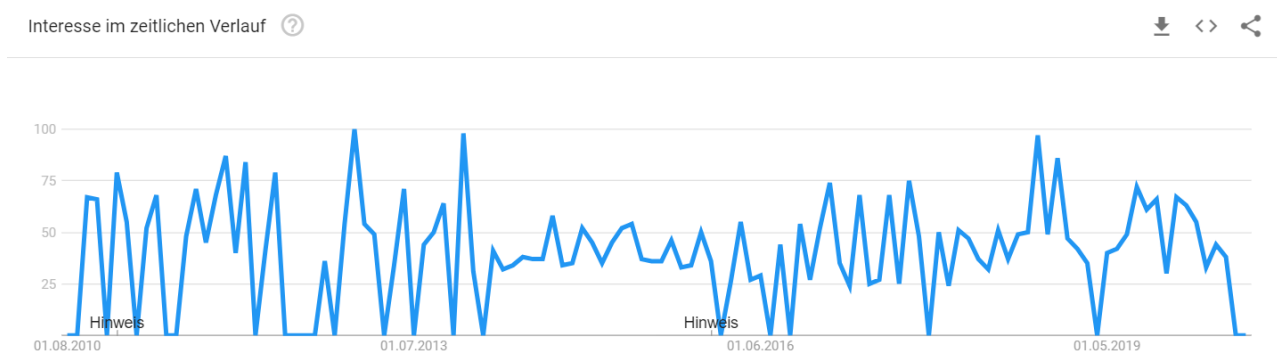
With little effort you can find many interesting keywords with high competition. The CPCs (costs per click with Google Ads) are very low, as a result a positive RoI can be assumed for corresponding campaigns.

Trend analysis with Google Trends.

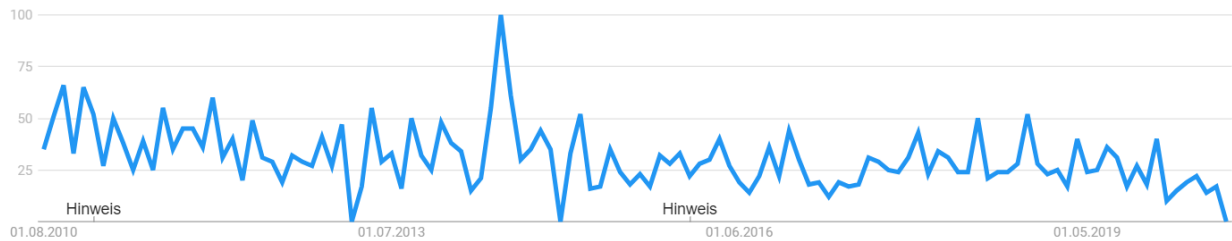
Design your own cup.



There has been high and stable demand for the keyword: “Design your own cup” since 08.07.2010.



The keyword: “Design a coffee cup” has also been in high and stable demand for several years. We get similar results after entering the keyword: “Create your own cup” into the tool:

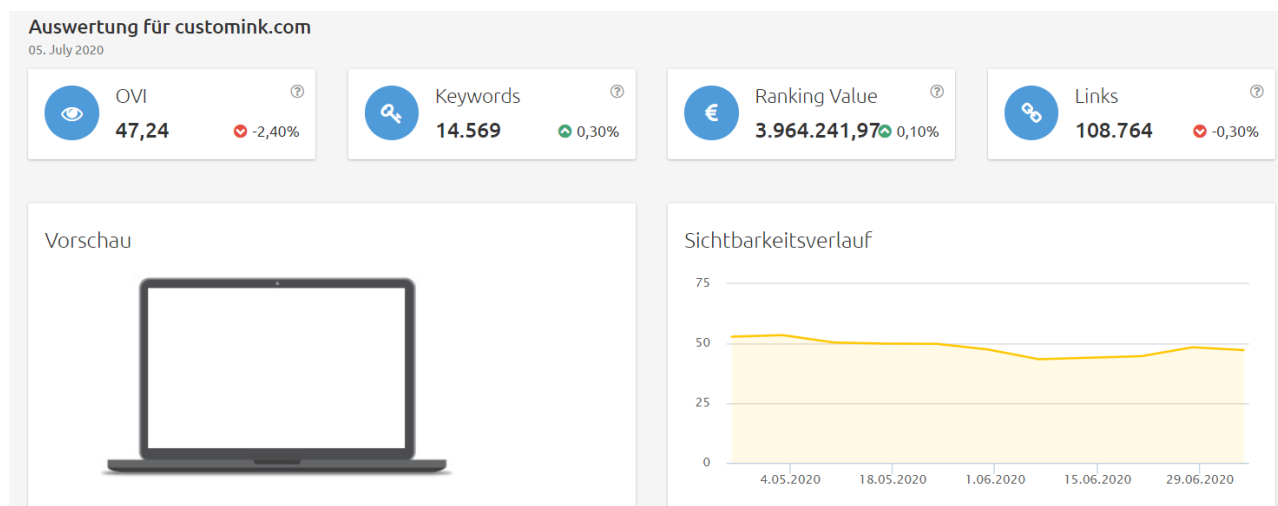


Conclusion: There are numerous interesting key terms with high and partly increasing demand. In addition, the costs per click are acceptable for Google Ads with appropriate pricing, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

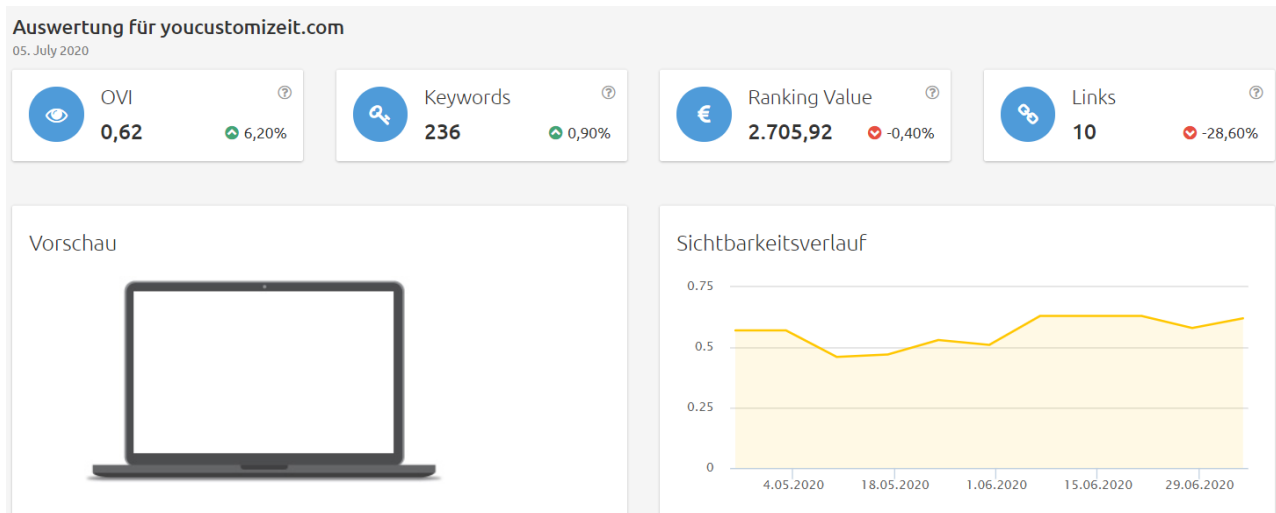
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when you enter the keyword: “Design your own cup” you will find the website customink.com:



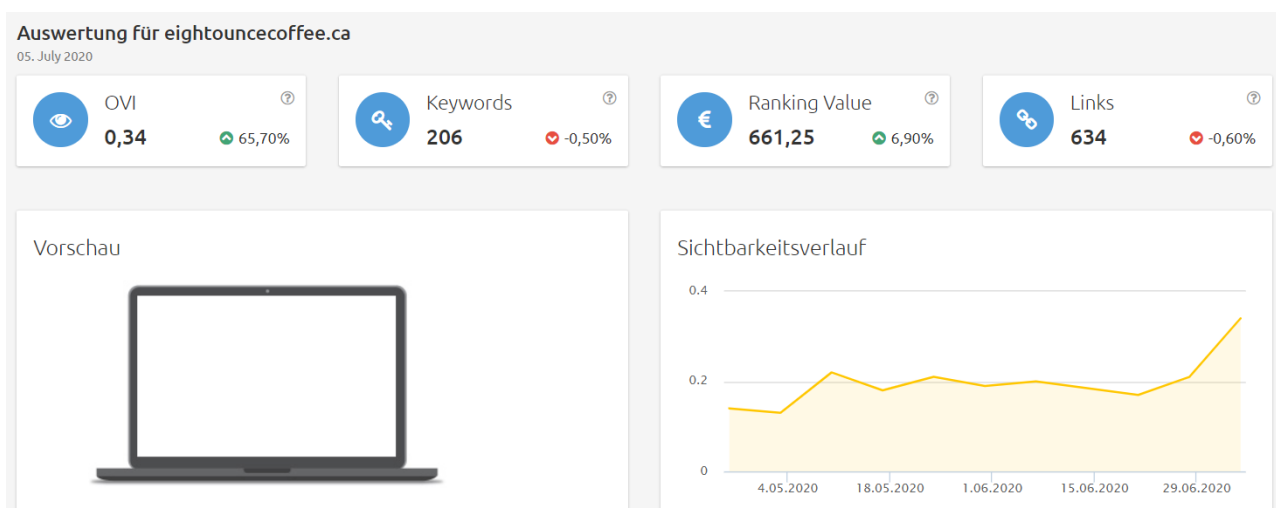
The website has a very high visibility, which has remained at a consistently high level in recent months.

In fifth place when entering the search term: “Design your own tea cup and saucer” you will find the domain youcustomizeit.com:

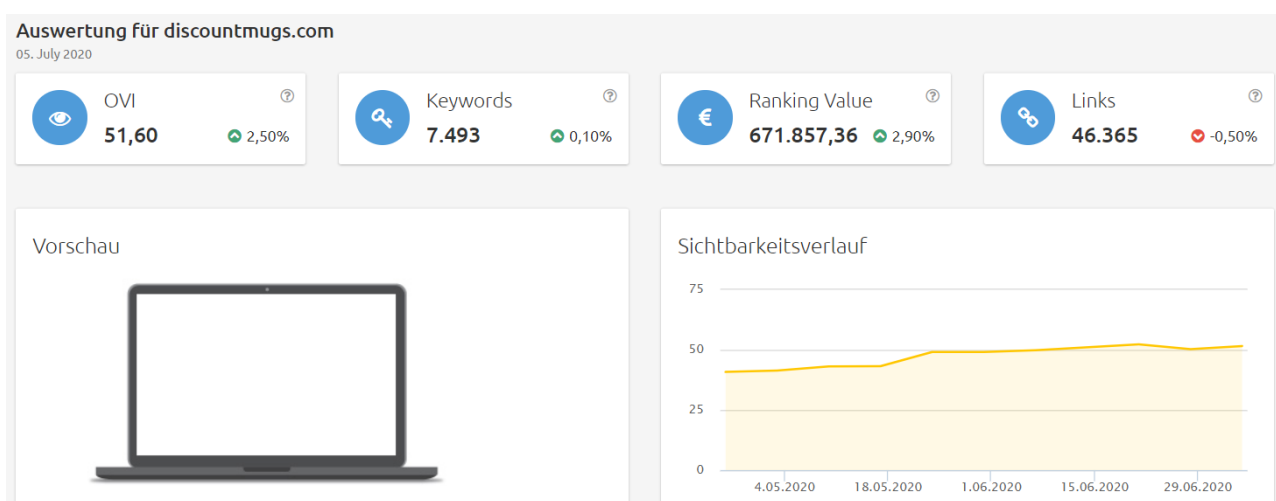


The domain has a low visibility. With 236 keywords the website is in the top 100 of Google.

Now we take a closer look at the seventh rank of the keyword: “Design your own keep cup”.

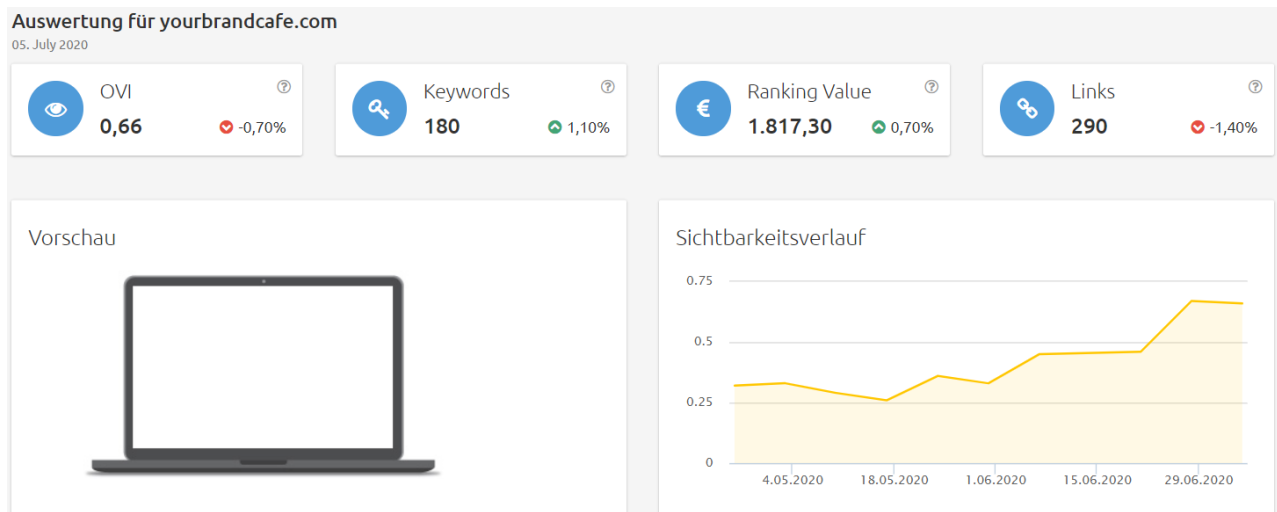


The domain eightouncecoffee.ca currently also has low visibility. Now let's take a closer look at the second place at the keyword: “Create your own cup”:



Also discountmugs.com is a website that has a very high visibility.

Finally, we consider the ninth place for the keyword: “Design your own coffee cup”. This ranking is currently occupied by yourbrandcafe.com:



Yourbrandcafe.com is a domain with low visibility.

Conclusion: For all key terms, there are both low and high visibility websites.

Overall assessment: Overall, there is a high and stable demand for cup configurators on the Internet. This demand is already being met by some suppliers with varying degrees of visibility.

The click costs with Google Ads are extremely low, so that you should invest in Google Ads campaigns.

Thus, the market for cup configurators still offers enormous potential today. We are specialized in the planning and implementation of real-time 3D configurators and offer you free advice.

You can contact us directly via the following link:
viscircle.de/contact