

# Door configurator: SEO analysis and evaluation

## 06/2020

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

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

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

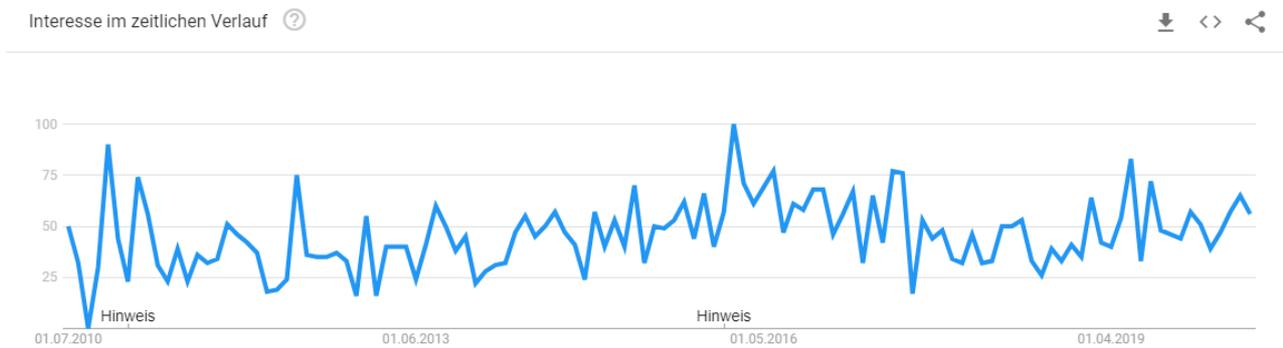
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Door configurator	70	High	0,46
Design your door	90	High	0,37
Best door design	9.900	Low	0,06
Door designer	201.000	Low	0,15
Solidor door designer	590	Low	0,49
Composite door designer	170	High	0,19
Composite door visualiser	110	Middle	0,20
Front door design tool	110	High	0,29

Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own front door	110	High	0,19

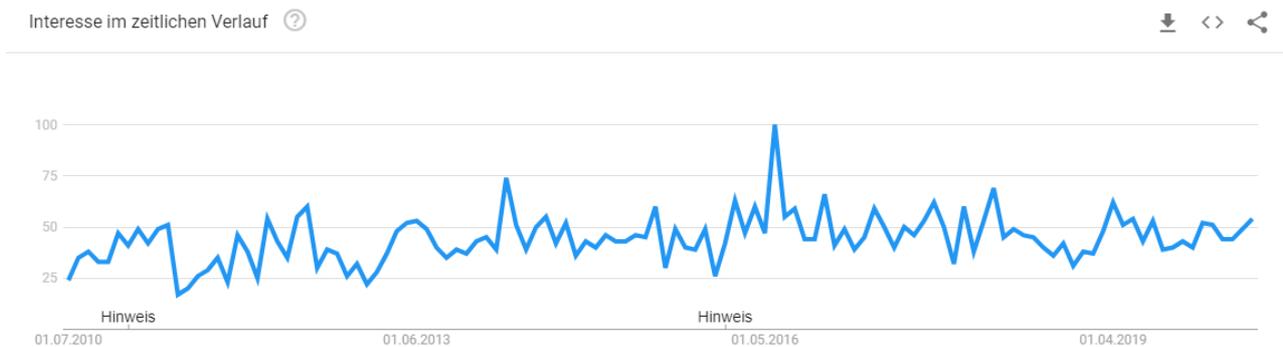
With little effort you can find many interesting keywords with high competition. Also, the CPCs (costs per click with Google Ads) are extremely low, as a result an appropriate investment in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

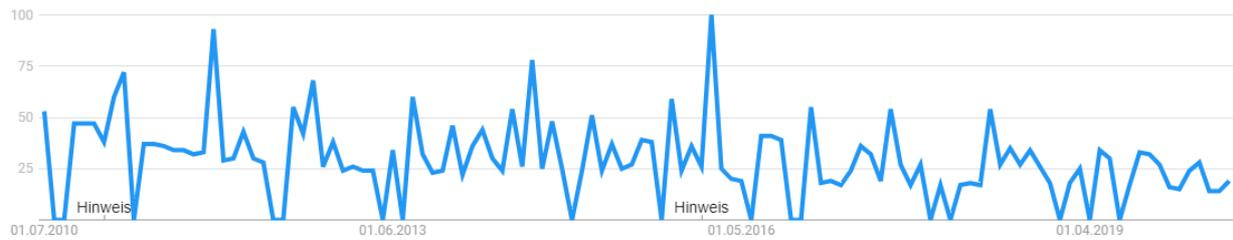
Best door design.



There has been a high and increasing demand for the keyword: “Best door design” since 26.06.2010.



The keyword: “door designer” has also been in high and increasing demand in recent years. We get similar results after entering the keyword: “Design your own front door” into the tool:

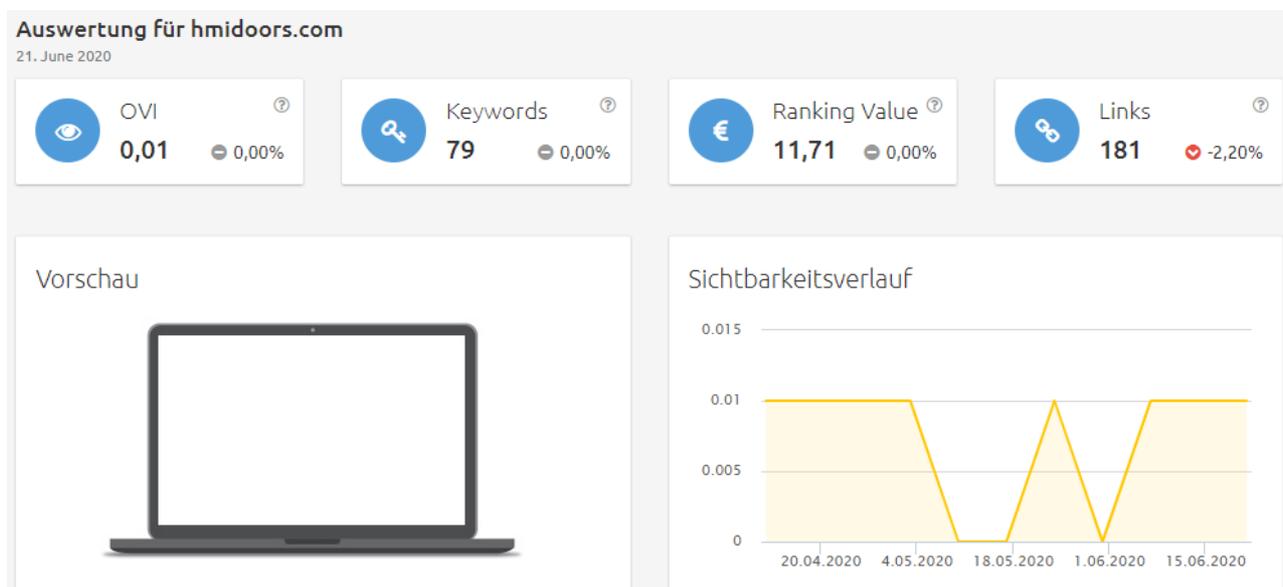


**Conclusion:** There are numerous interesting key terms with stable and for years increasing demand. In addition, the costs per click are extremely low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

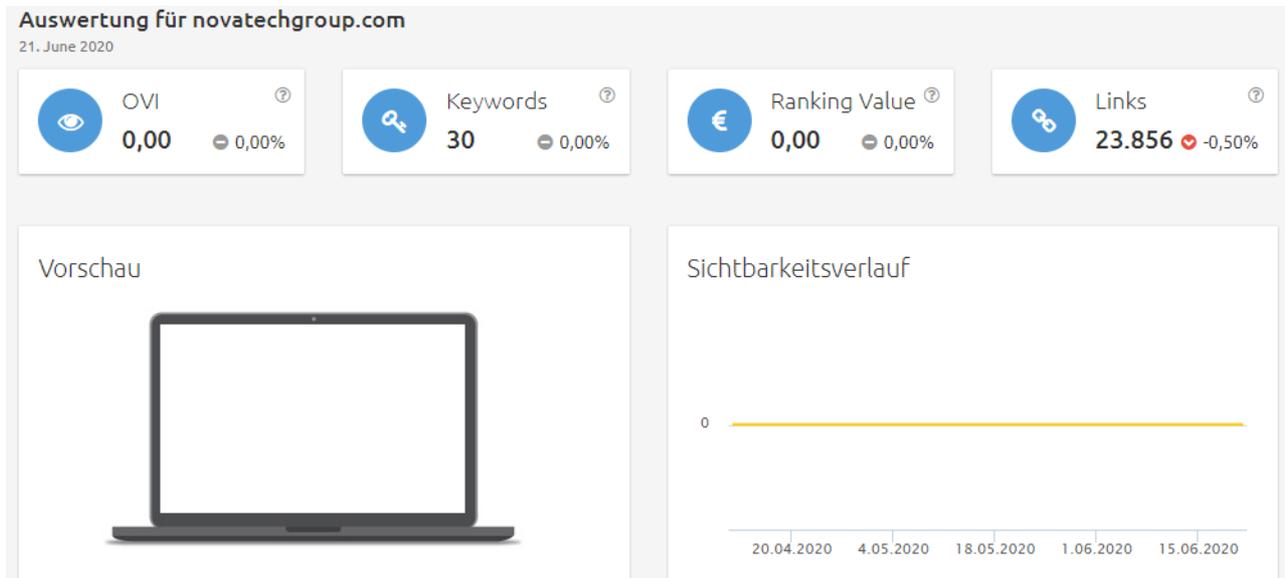
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Door configurator” you will find the website [hmidoors.com](http://hmidoors.com)



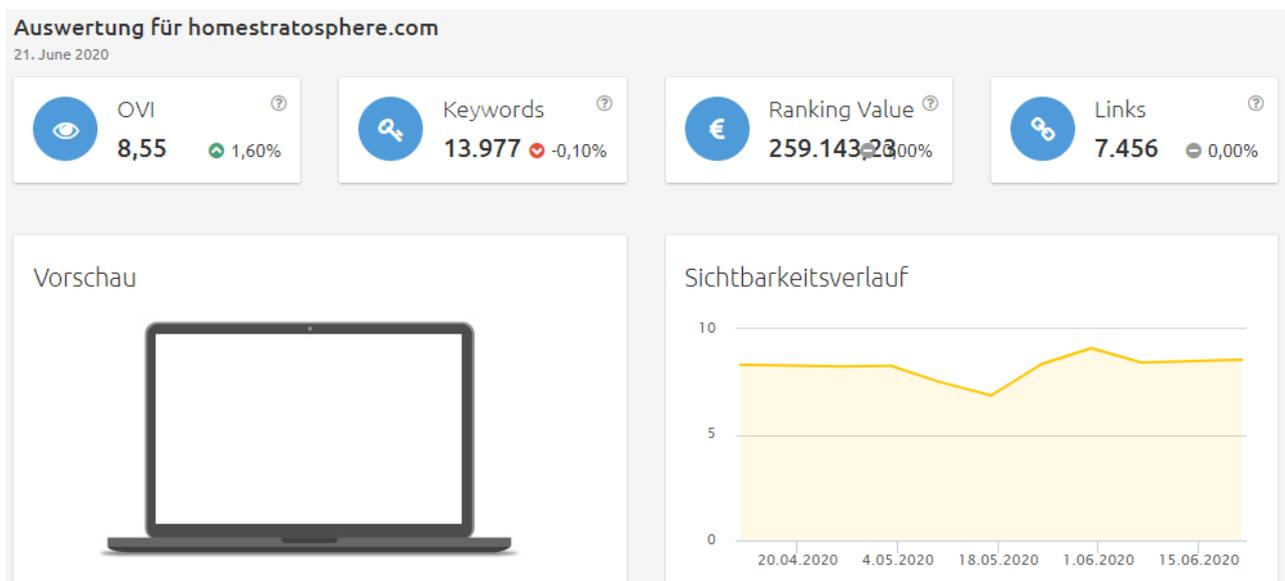
The website has very low visibility, which has remained at a constant level in recent months.

On the fifth place when entering the search term: “Front door design tool” you will find the domain [novatechgroup.com](http://novatechgroup.com):

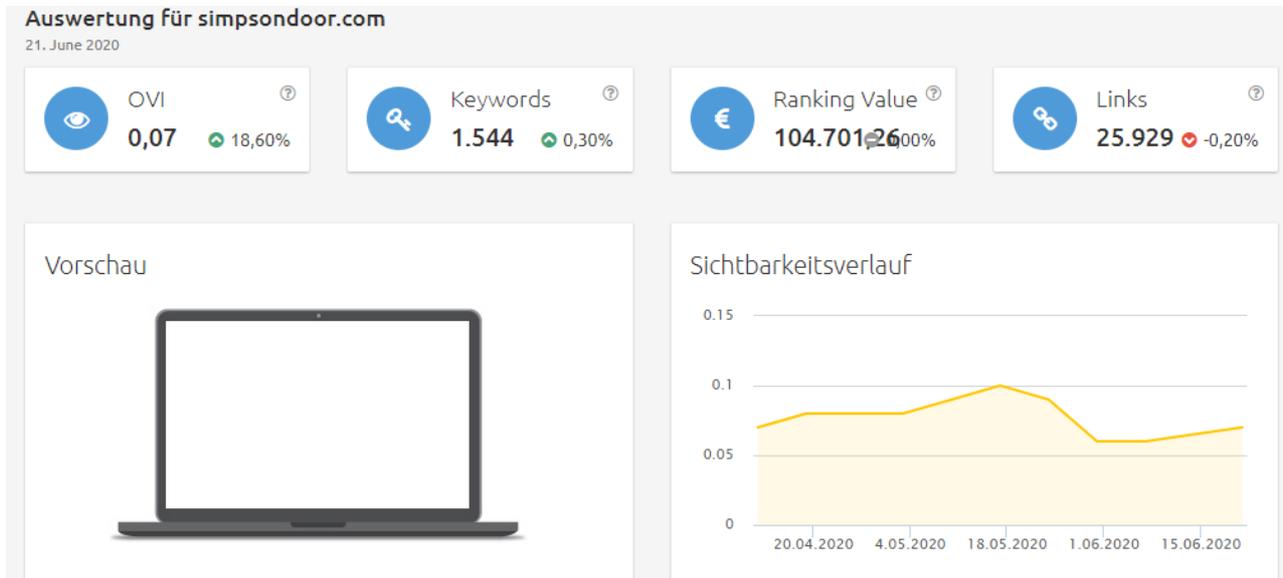


The domain also has a very low visibility. With 30 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Design your own front door”.

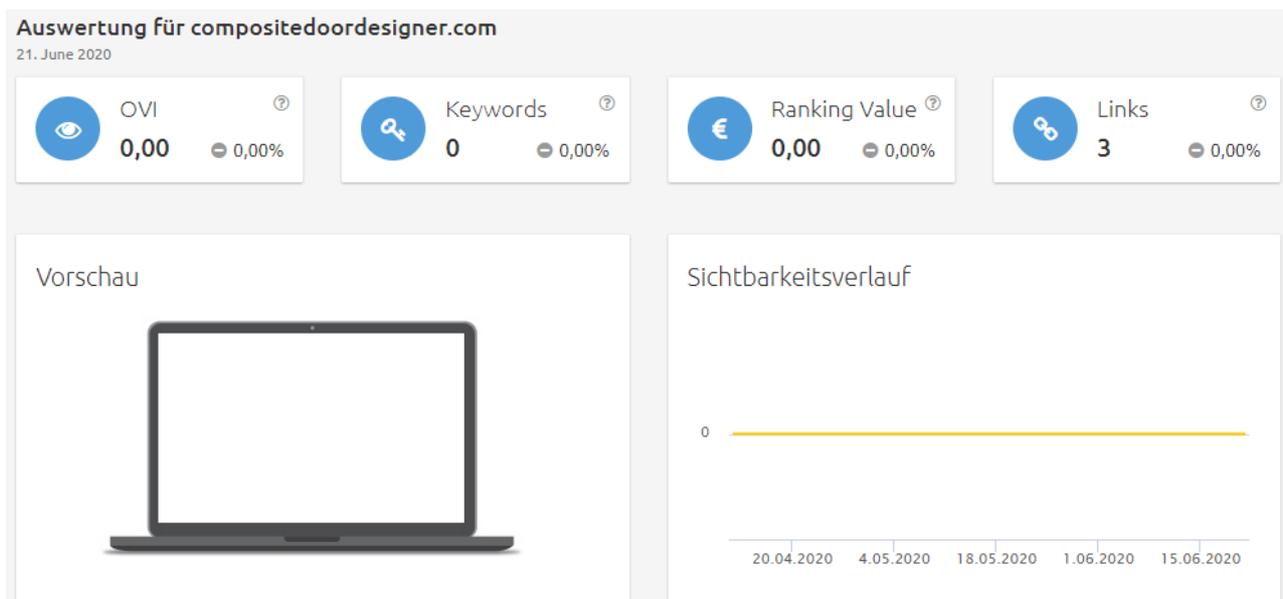


The domain homestratosphere.com currently also has very good visibility. Now let's take a closer look at the second place for the keyword: “Design your door”:



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

Finally, we consider the ninth place for the keyword: “Composite door visualizer”. This ranking is currently occupied by compositedoor designer.com:



compositedoor designer.com is a domain with very low visibility.

**Conclusion:** For most key terms, providers with very low visibility have been able to reach top positions. Only homestratosphere.com is a website with very good visibility.

**Overall assessment:** There is a high demand for door configurators on the Internet, some of which has been growing for years. This demand is currently already being met by a number of providers, most of them have very low visibility.

With a high probability good rankings in the top 10 on Google can be achieved for relevant money keywords such as “door configurator” or “composite door designer”.

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

Door 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](http://viscircle.de/contact)