

# Doormat configurator: SEO Analysis and Evaluation

## 06/2020

[viscircle.de/doormat-configurator-seo-analysis-and-evaluation-05-2020/](https://viscircle.de/doormat-configurator-seo-analysis-and-evaluation-05-2020/)

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

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

Since a doormat 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 doormat 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.**

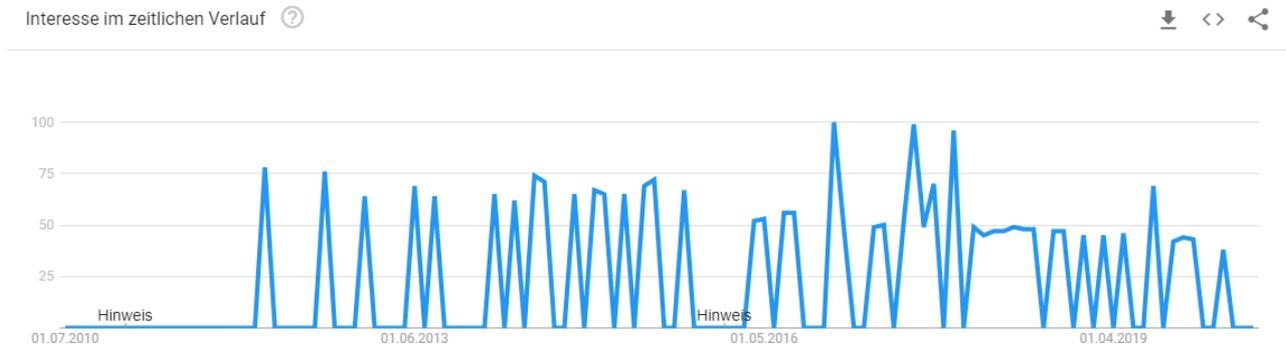
The following table contains relevant keywords related to doormat configurators according to the keyword planner of Google Ads:

<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Design your own doormat	480	High	0,45
Create your own doormat	170	High	0,48
Design your own doormat online	70	High	0,53
Design door mat	170	High	0,28
Doormat design	4.400	Middle	0,18
Designer door mat	880	High	0,33
Door mat new design	320	Low	0,13
New design door mat	170	Low	0,13

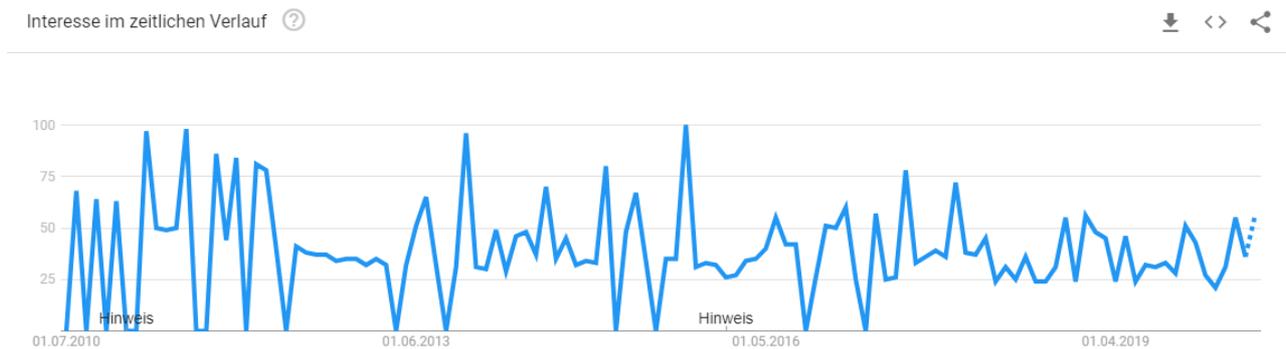
With little effort you can find many interesting keywords with low, medium and high competition. The CPCs (costs per click with Google Ads) are also quite low, as a result a positive RoI can be assumed with corresponding investments in Google Ads.

### Trend analysis with Google Trends.

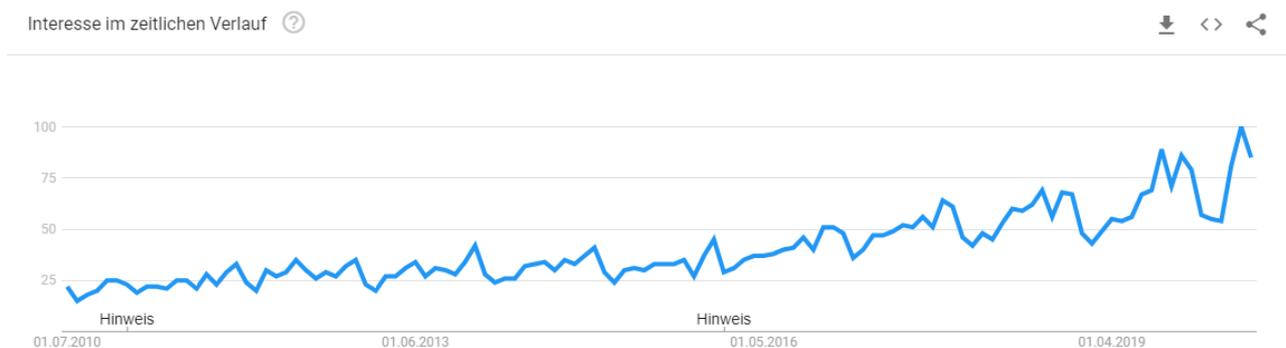
Design your own doormat.



There has been high demand for the keyword: “Design your own doormat” since 23.06.2010.



The keyword: “Doormat design” has also been in high demand in recent years. We get similar results after entering the keyword: “Create your own doormat” into the tool:

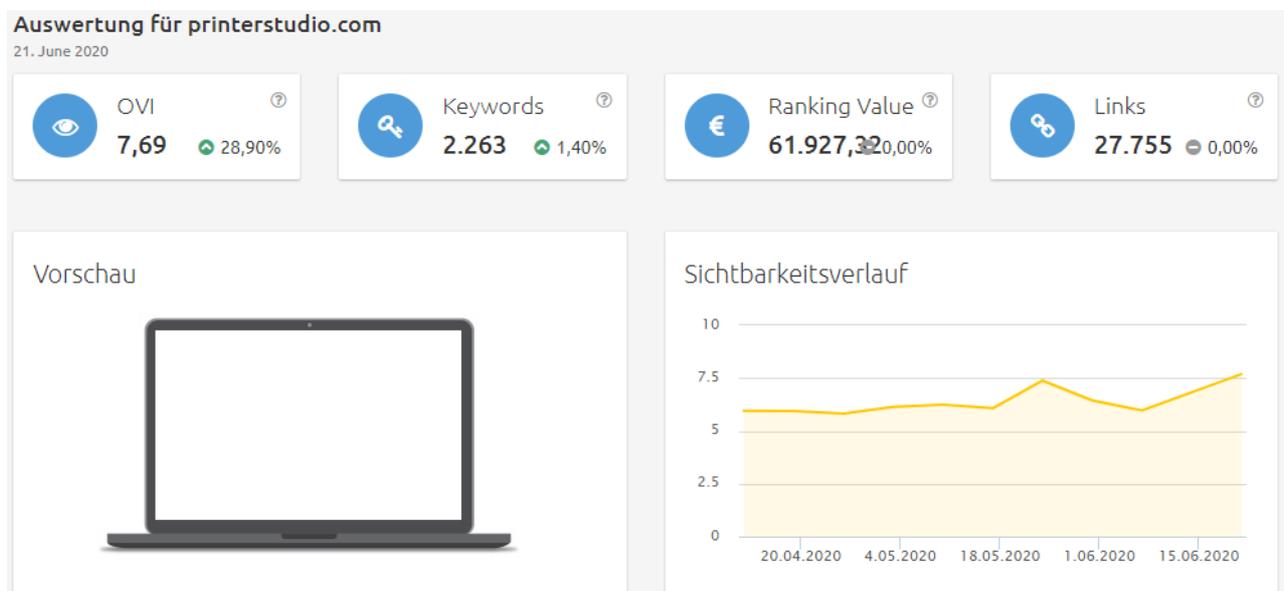


**Conclusion:** There are numerous interesting key terms with high demand. In addition, the costs per click are quite low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

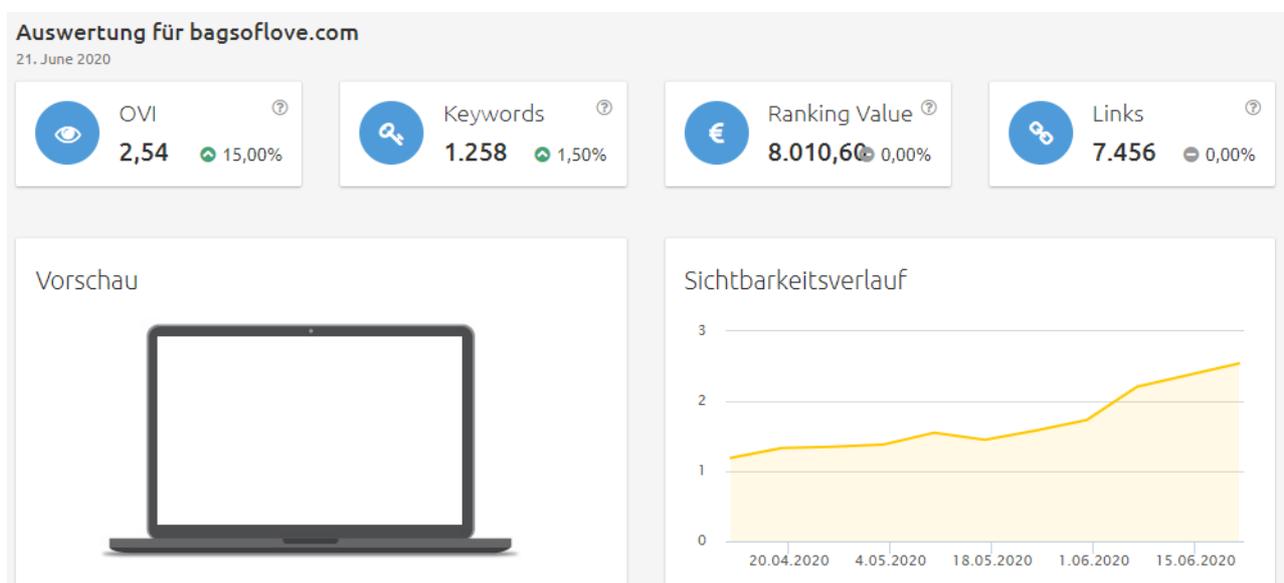
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword “Design your own doormat” you will find the website printerstudio.com:



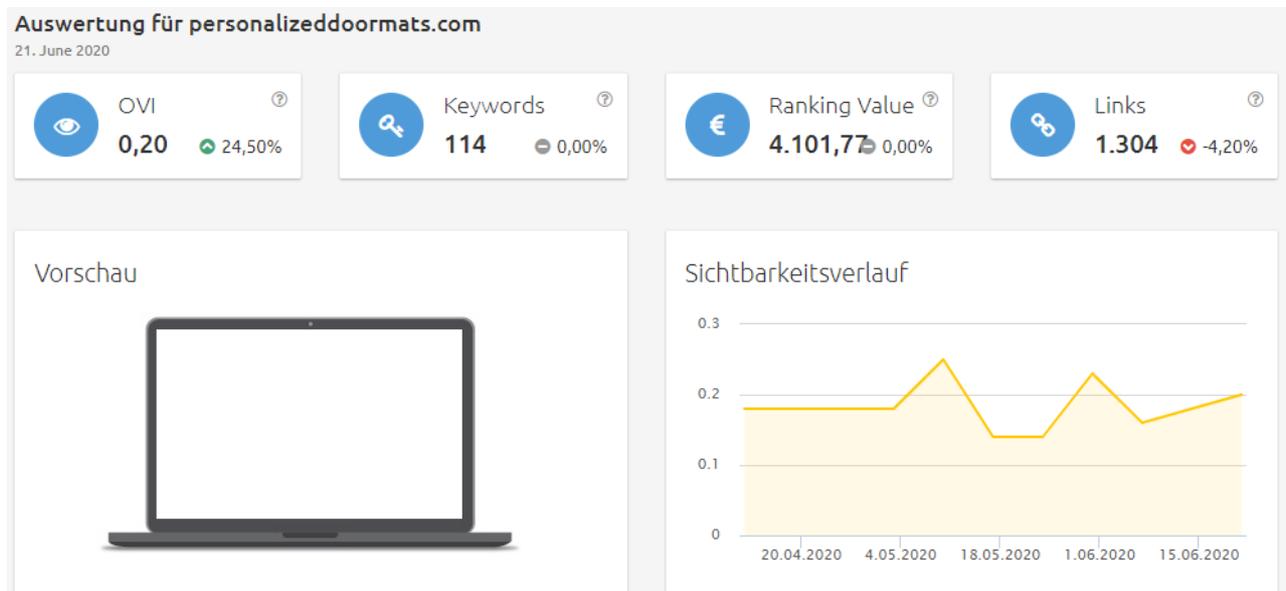
The website has good visibility, which has remained at a constant level over the last few months.

On the fifth place when entering the search term: “Create your own doormat” you will find the domain bagsoflove.com:

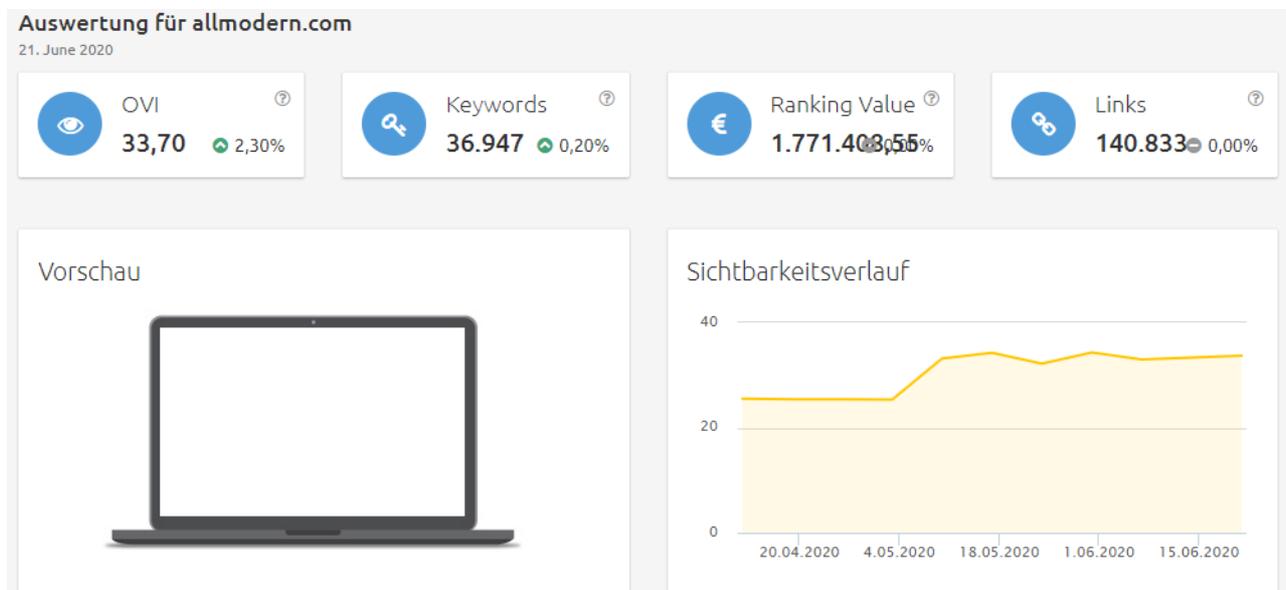


The domain has good visibility. With 1.258 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Design door mat” a little closer.

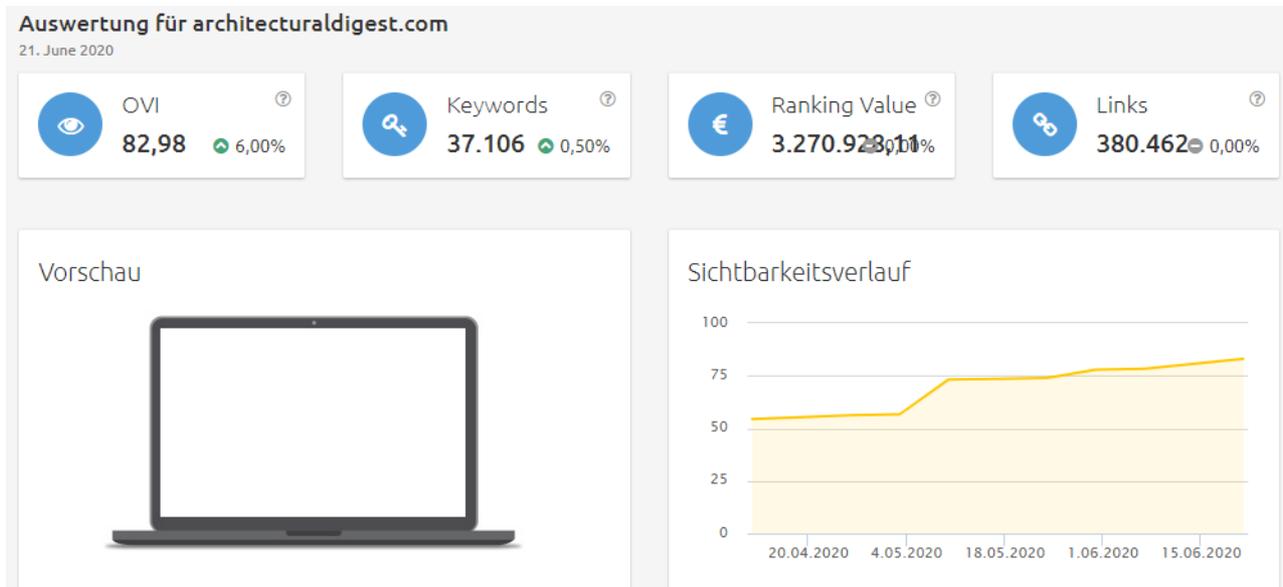


The domain personalizeddoormats.com currently also has a rather average visibility. Now let's take a closer look at the second place of the keyword: “Designer door mat”:



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

Finally, we consider the ninth place for the keyword: “New design door mat”. This ranking is currently occupied by architecturaldigest.com:



architecturaldigest.com is a domain with very good visibility.

**Conclusion:** The relevant keywords include both websites with average and very high visibility.

**Overall assessment:** There is a high and stable demand for floor mat configurators on the Internet. This demand is currently already being met by a number of suppliers with varying degrees of visibility.

In view of the results, it is very likely that good rankings for money keywords such as “Design your own doormat or “Create your own doormat” can be realized.

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

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](https://viscircle.de/contact)