

Facade configurator: SEO analysis and evaluation

05/2020

viscircle.de/facade-configurator-seo-analysis-and-evaluation-05-2020/

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

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

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

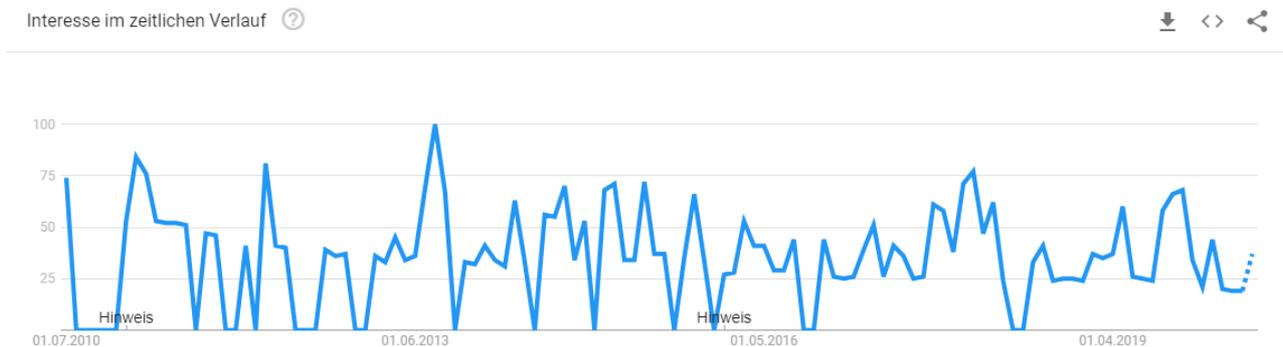
Keyword	Search Volume	Competition	CPC for high positions (in €)
Building facade design	210	Low	1,38
Modern facade design	210	Low	1,51
Glass facade design	50	Low	x
Hotel facade design	30	Low	x
Facade design architecture	110	Low	0,74
Facade lighting design	30	Middle	x
Home facade design	210	Middle	0,77
Classic house facades	110	Low	x
Commercial building facade design	50	Low	1,51

Keyword	Search Volume	Competition	CPC for high positions (in €)
House wall design	390	High	0,28

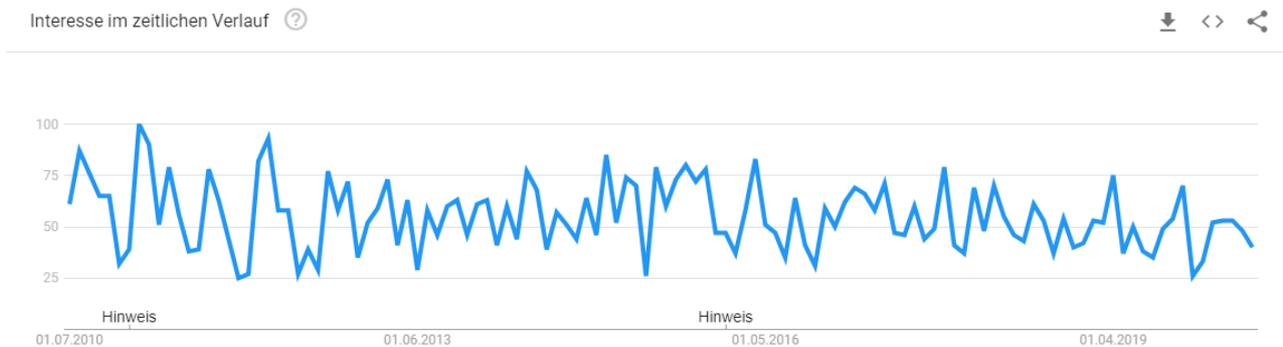
With little effort you can find many interesting keywords with low and medium competition. The CPCs (costs per click for Google Ads) are also relatively low, so that a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

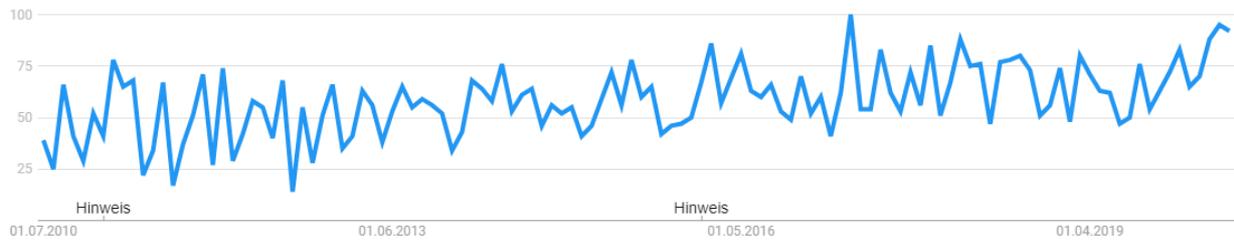
Building facade design.



Since 19.06.2010 there has been a high and stable demand for the keyword: “building facade design”.



The keyword “home facade design” has also shown stable and high demand in recent years. We get similar results after entering the keyword: “house wall design” into the tool:

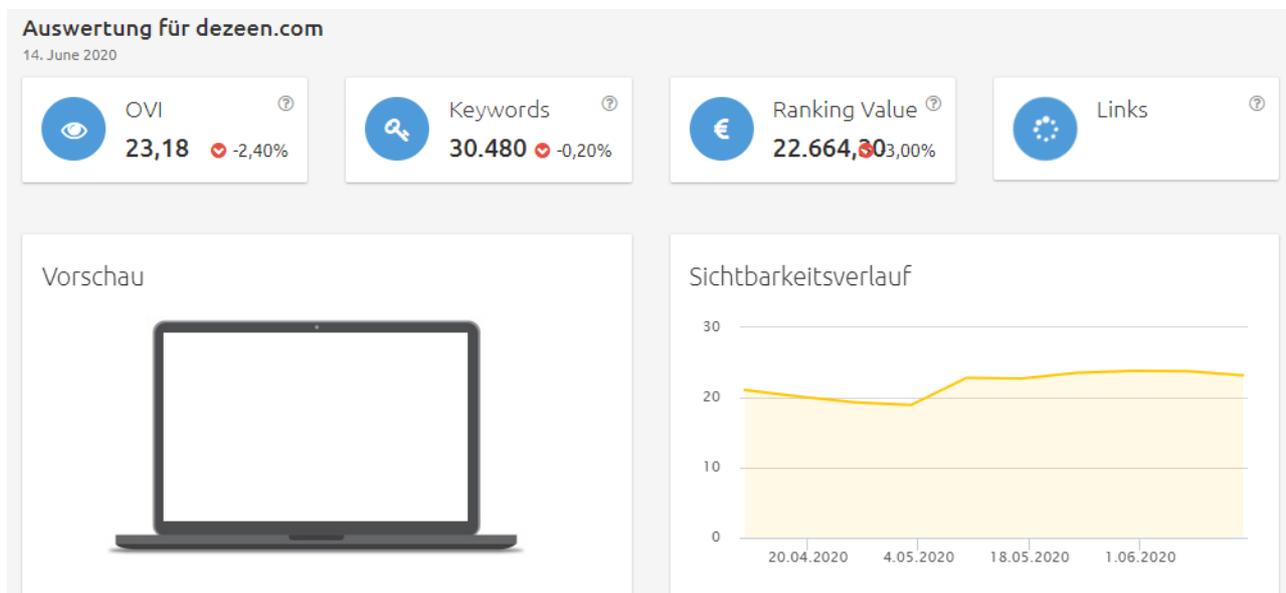


Conclusion: There are many interesting keywords with high and stable demand. In addition, the costs per click are extremely low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

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 from rank 1 to 10 on the basis of different keywords.

On the first place when entering the keyword: “Building facade design” you will find the website deezen.com:



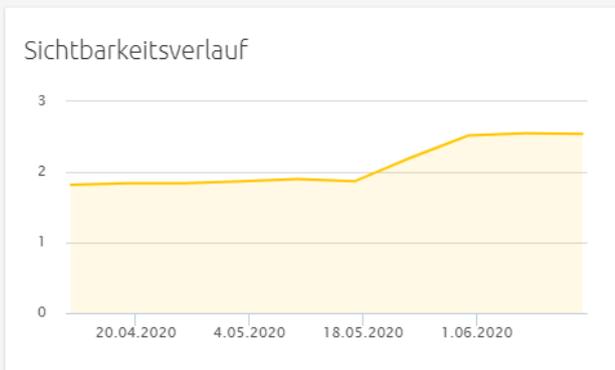
The website has a very good visibility, which has remained at a constant level over the last few months.

In fifth place when entering the search term: “Modern facade design” you will find the domain home-designing.com:

Auswertung für home-designing.com

14. June 2020

 OVI Ⓢ 2,54 📉 -0,20%	 Keywords Ⓢ 4.403 📈 0,10%	 Ranking Value Ⓢ 1.242,77 📊 0,00%	 Links Ⓢ
---	--	--	--



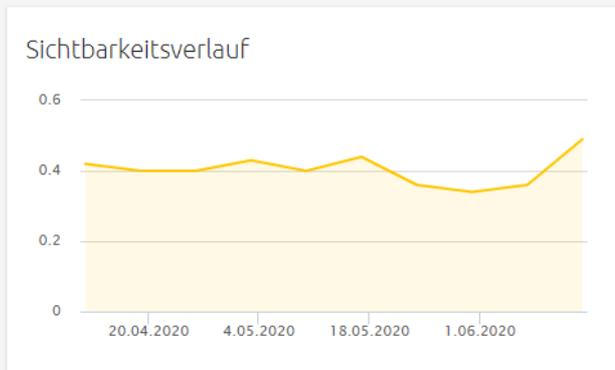
The domain has a mediocre visibility. With 4,403 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “home facade design”.

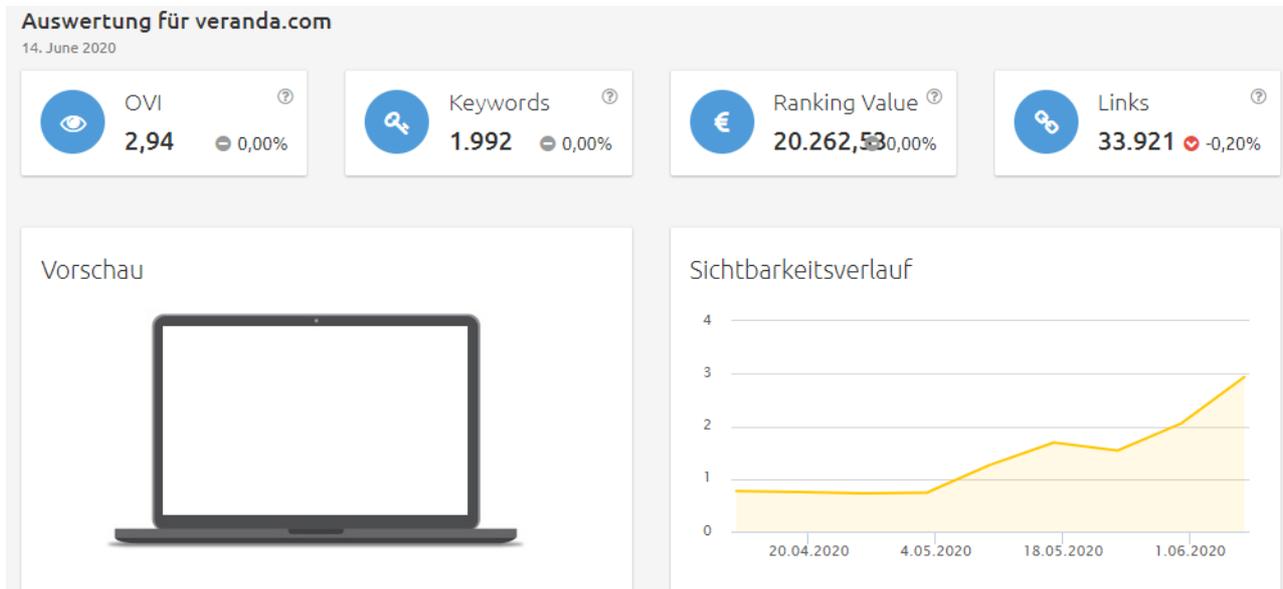
Auswertung für metricon.com.au

14. June 2020

 OVI Ⓢ 0,49 📈 34,30%	 Keywords Ⓢ 363 📈 0,30%	 Ranking Value Ⓢ 0,85 📊 0,00%	 Links Ⓢ 5.947 📉 -1,10%
---	--	--	--

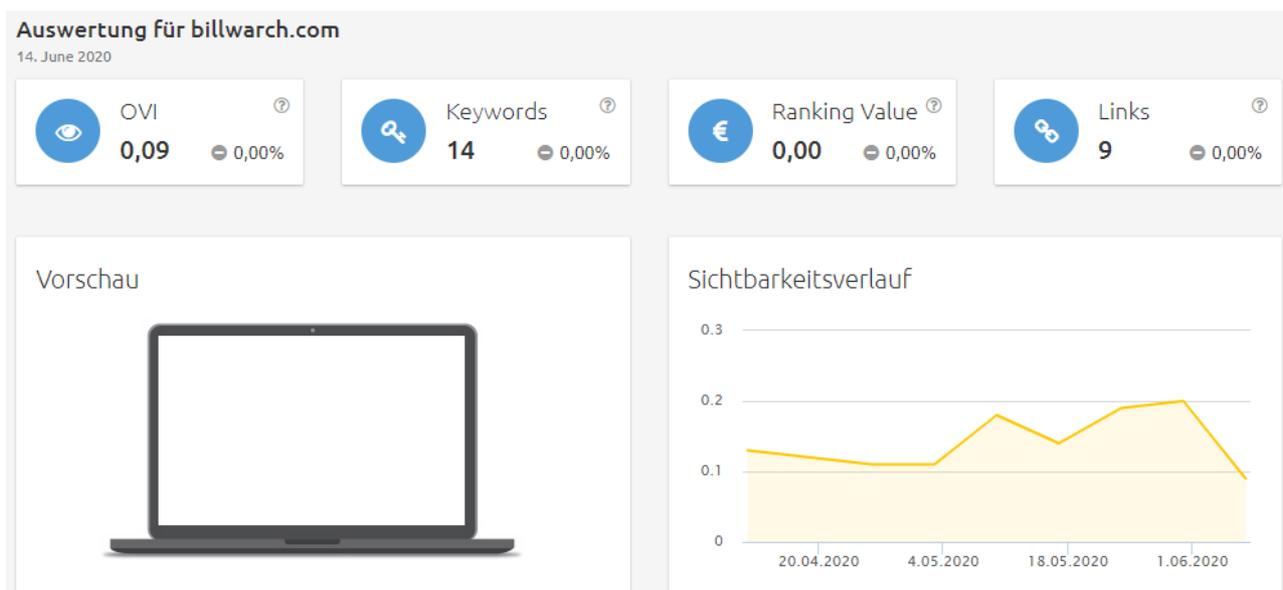


The domain metricon.com.au currently also has a very low visibility. Now we take a closer look at the second place for the keyword: “Classic house facades”:



veranda.com is a website that has good visibility.

Finally, we consider ninth place of the keyword: “Commercial building facade design”. This ranking is currently occupied by billwarch.com:



billwarch.com is a domain with very low visibility.

Conclusion: For most key terms, providers with very low to good visibility have been able to reach top positions.

Overall assessment: There is a high and stable demand for facade configurators on the Internet. This demand is already being met by some suppliers with low to good visibility.

There is a high probability that good rankings can be achieved in Google SERPs for relevant money keywords such as “building facade design” or “modern facade design”.

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

Facade 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