

Furniture configurator: SEO analysis and evaluation

07/2020

 viscircle.de/furniture-configurator-seo-analysis-and-evaluation-07-2020/

Many online-based online merchants have long recognized this trend: Customers can use a 3D configurator online to design furniture according to their personal preferences, e.g. for their new living room or bedroom.

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

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

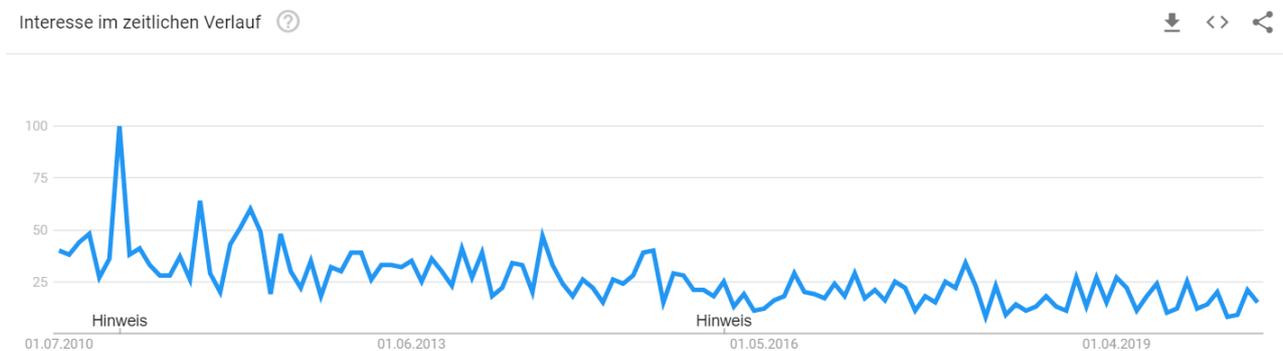
| Keyword | Search Volume | Competition | CPC for high positions (in €) |
|----------------------------------|----------------------|--------------------|--------------------------------------|
| Design your own furniture | 390 | High | 0,40 |
| Design your own sofa | 590 | High | 0,45 |
| Design your own couch | 390 | High | 0,39 |
| Design your own sectional sofa | 390 | High | 0,45 |
| Create your own sectional | 260 | High | 0,49 |
| Design your own furniture online | 110 | High | 0,31 |
| Create your own sofa | 140 | High | 0,42 |
| Design your own table | 110 | High | 0,27 |

| Keyword | Search Volume | Competition | CPC for high positions (in €) |
|-----------------------------|---------------|-------------|-------------------------------|
| Design your own sofa online | 70 | High | 0,42 |
| Create your own furniture | 90 | High | 0,46 |
| Create your own table | 90 | High | 0,37 |
| Design your own chair | 90 | High | 0,45 |

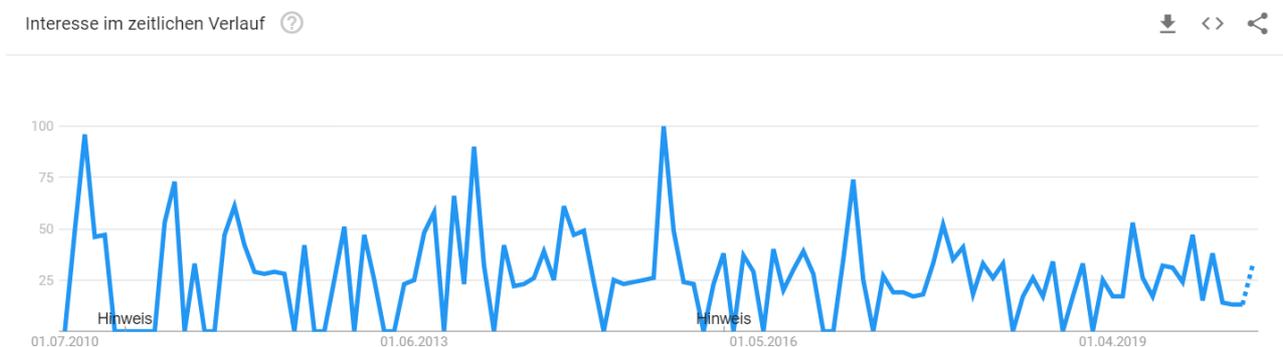
With little effort you can find a lot of interesting keywords with high and medium competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

Trend analysis with Google Trends.

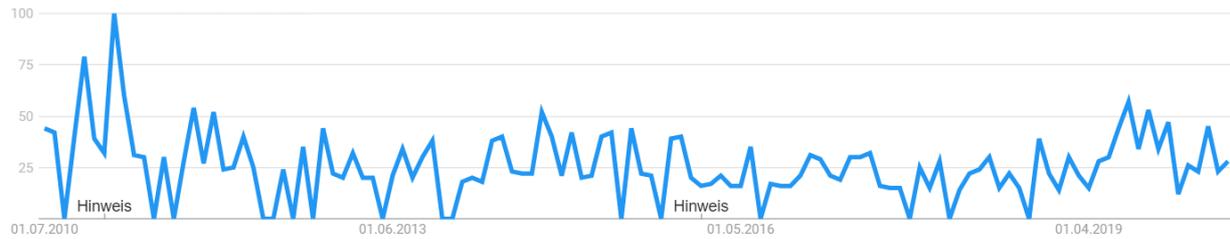
Design your own furniture.



There has been constant and high demand for the keyword: “Design your own furniture” since 2010.



The keyword: “Design your own sofa” has also been in constant and high demand for several years. We get similar results after entering the keyword: “Design your own couch” into the tool:

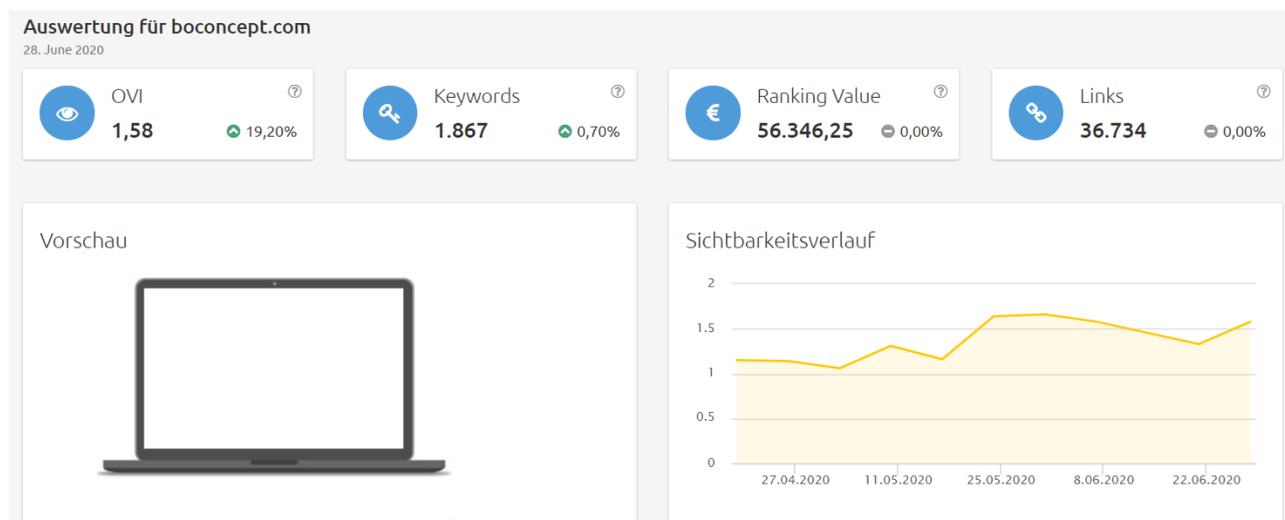


Conclusion: There are numerous interesting key terms with high and for years increasing demand. In addition, the costs per click are acceptable for Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

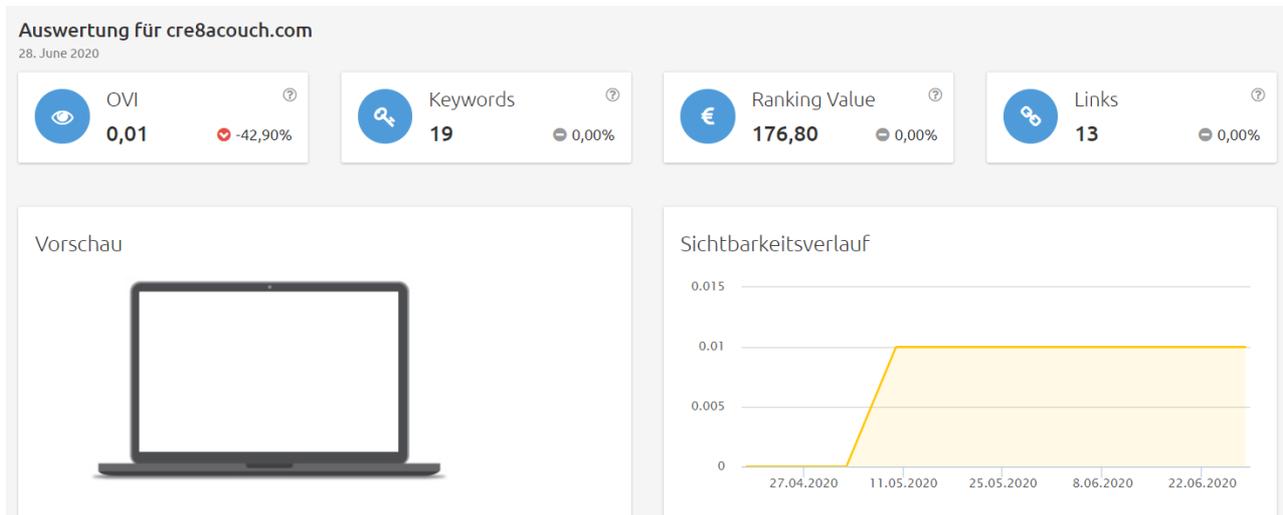
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



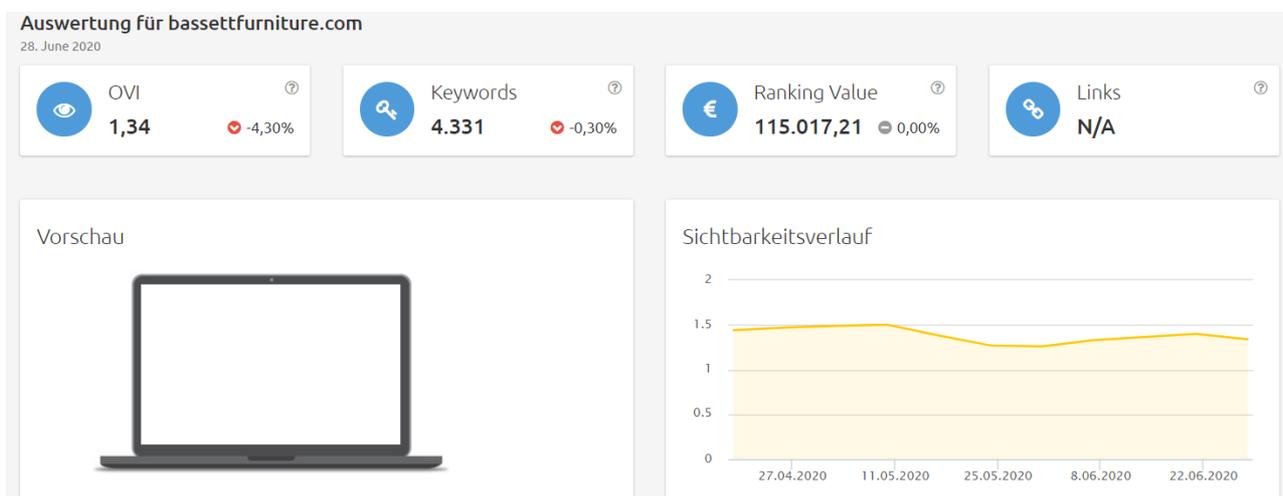
The website has a very high visibility, which has remained at a consistently high level in recent months.

In fifth place when entering the search term: “Design your own sofa” you will find the domain cre8acouch.com:

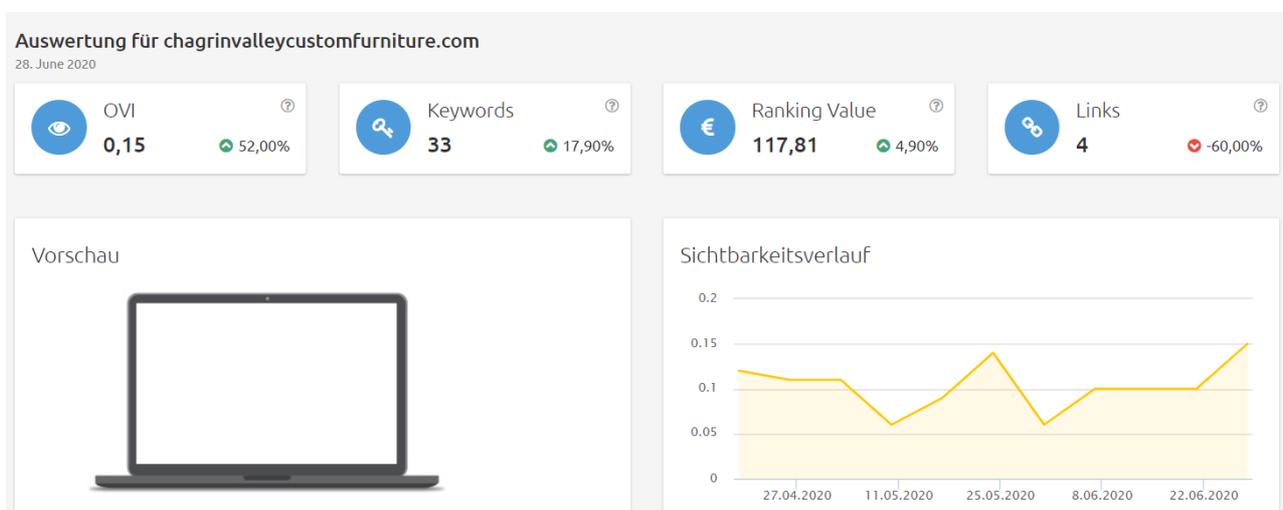


The domain has a low visibility. With 19 keywords the website is in the top 100 of Google.

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

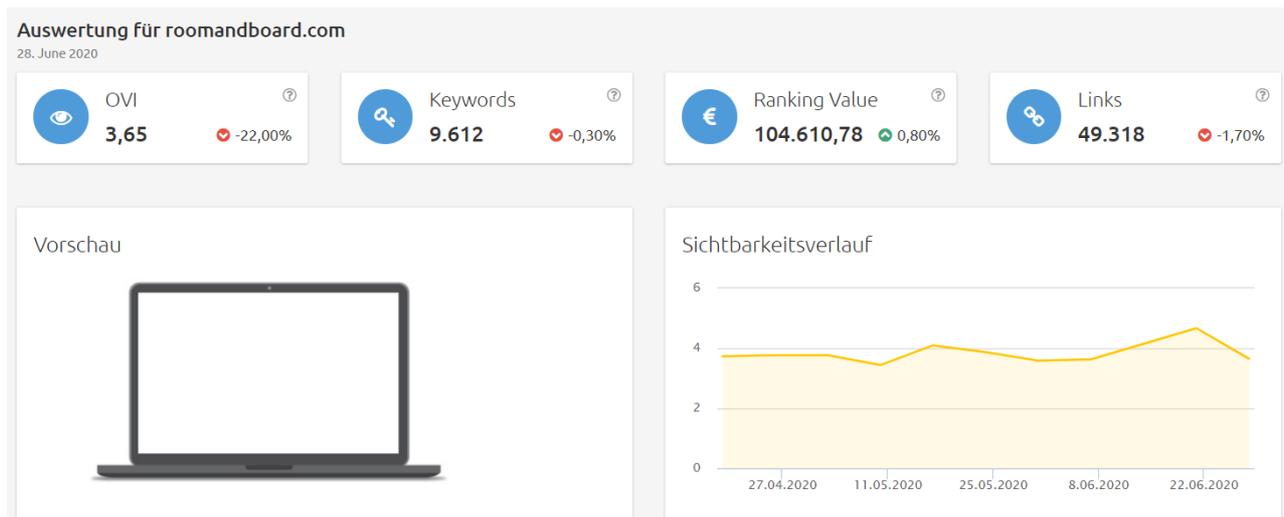


The domain bassettfurniture.com currently also has good visibility. Now let’s take a closer look at the second place for the keyword: “Design your own furniture online”:



chagrivalleycustomfurniture.com is a website with low visibility.

Finally, we consider the ninth place for the keyword: “Create your own sofa”. This ranking currently occupies roomandboard.com:



roomandboard.com is a domain with good visibility.

Conclusion: For some key terms, even providers with weak and average visibility have been able to achieve good positions.

Although there are some domains with very high visibility like roomandboard.com, there are also many domains with rather low visibility in the top 10 on Google in addition to the relevant keywords.

Overall assessment: There is a high and stable demand for furniture configurators or especially cabinet or sofa configurators on the Internet. This demand is already being met by some suppliers with more or less high visibility.

However, domains with low visibility are sometimes found at the top of search results, depending on the keyword entered.

With an intelligent selection of keywords e.g. in the long tail area, many interested visitors could be made aware of their own configurator.

Whereby with high probability good positions in the ranking should also be possible for keywords like “Design your own furniture” or “Design your own sofa”.

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

Furniture configurators on the Internet thus offer enormous potential for newcomers to the market at the present time. However, the online marketing strategy should be well-thought-out and professionally implemented with the appropriate investments.

We are specialized in the planning and implementation of furniture configurators and have already realized several projects in the past. As a reference we recommend our furniture configurator for the Belgian company Joli.

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