

Garage configurator: SEO analysis and evaluation

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

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

Since a garage 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 garage 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.

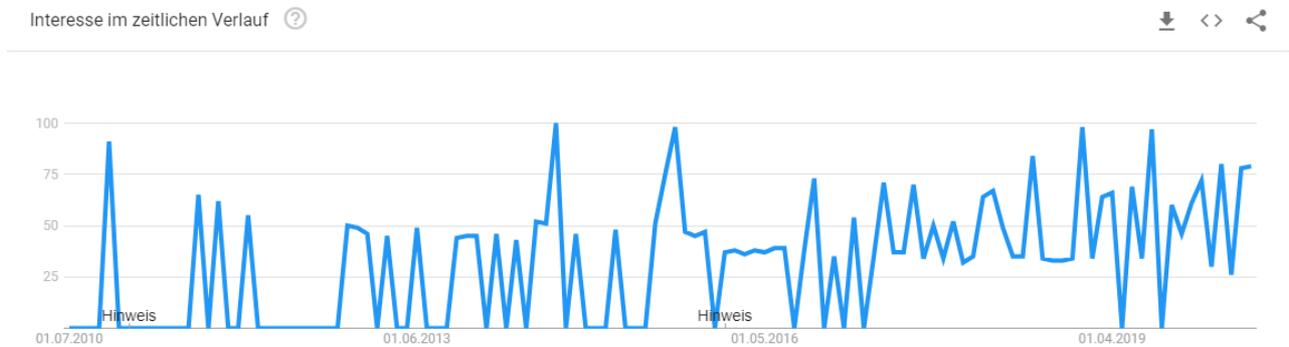
The following table contains relevant keywords related to Garage Configurators according to the Keyword Planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Garage configurator	50	Low	0,39
Design your garage	70	High	0,49
Garage design app	170	Middle	0,49
Design your own garage	140	High	0,43
Garage tile design	720	High	0,34
3D garage design	70	Middle	1,16
Virtual garage designer	40	Low	0,74
Garage floor planner	2.400	High	0,46
Garage design online	210	Middle	0,42

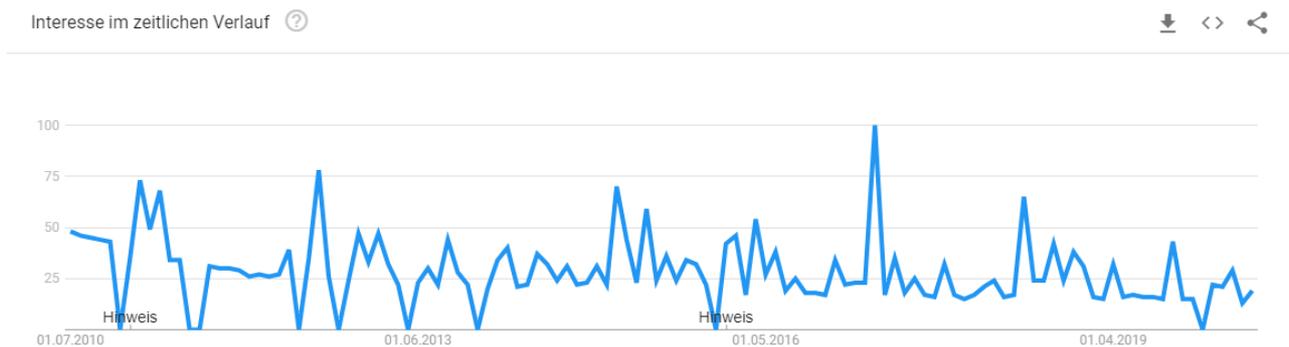
With little effort you can find a lot of interesting keywords with low, medium and high competition. Also, the CPCs (costs per click with Google Ads) are extremely low, as a result appropriate investments in Google Ads a positive RoI can be assumed.

Trend analysis with Google Trends.

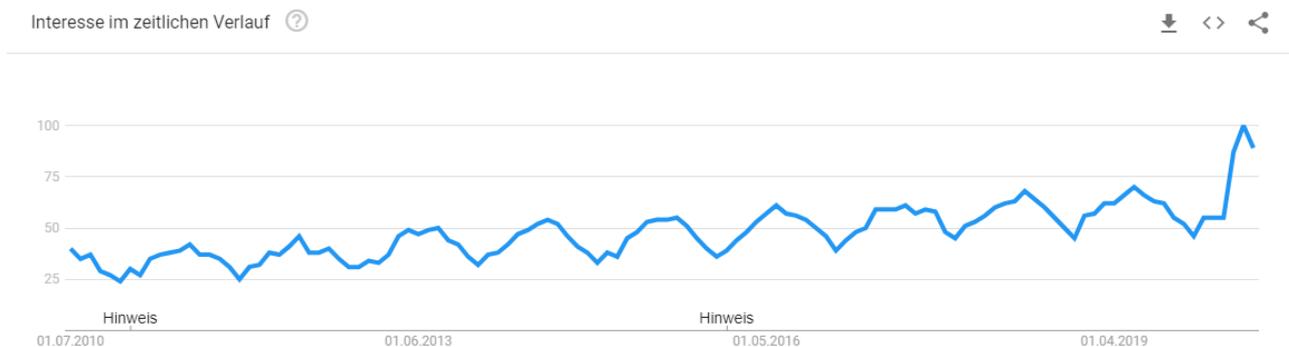
Garage design app.



The keyword: "Garage design app" has been in high demand since 24.06.2010.



The keyword: "Design your own garage" has shown high and stable demand in recent years. We get similar results after entering the keyword: "Garage floor planner" into the tool:

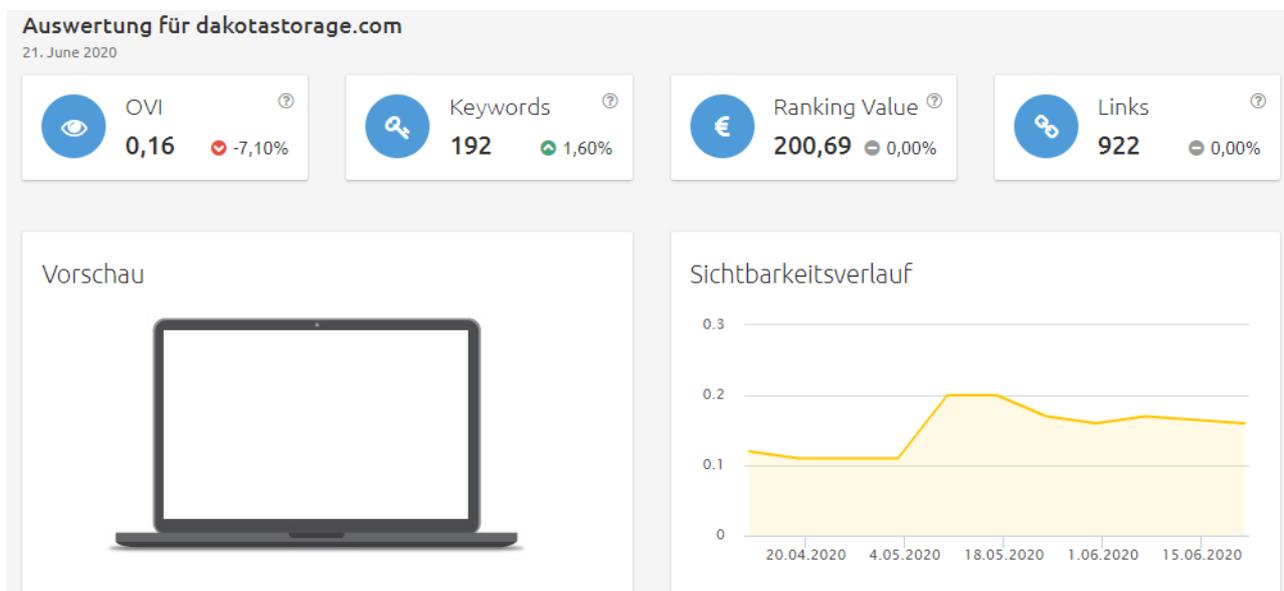


Conclusion: There are numerous interesting key terms with high demand. In addition, the costs per click are low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

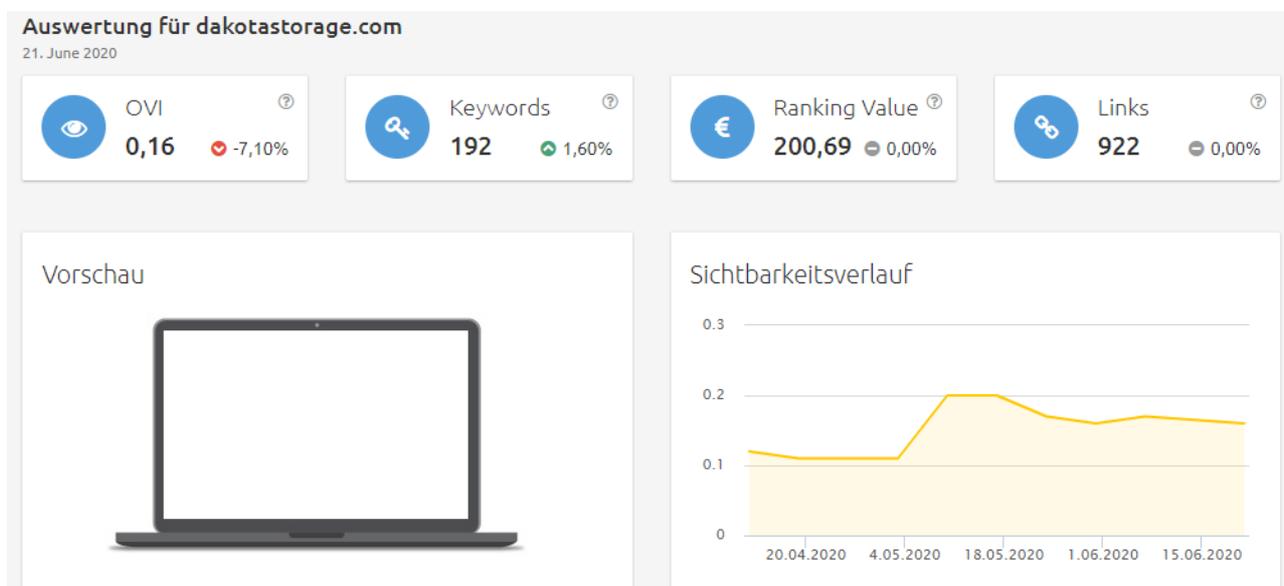
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword :”Garage configurator” you will find the website dakotastorage.com:



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

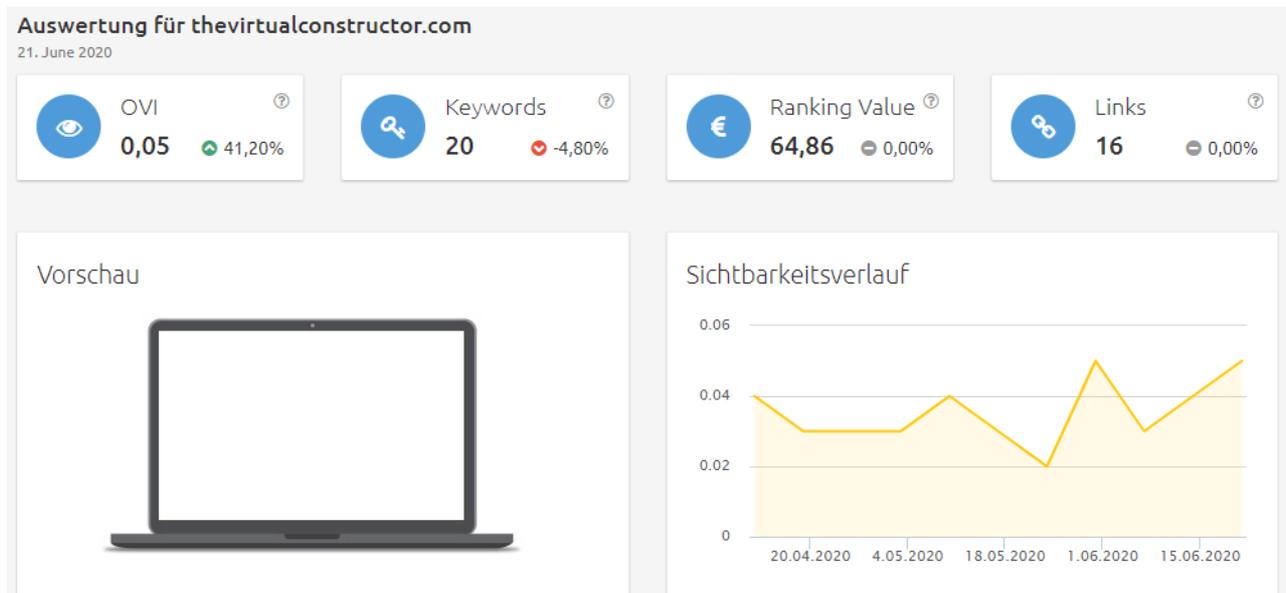
On the fifth place when entering the search term: “Garage design app” you will find the domain garagespot.com:



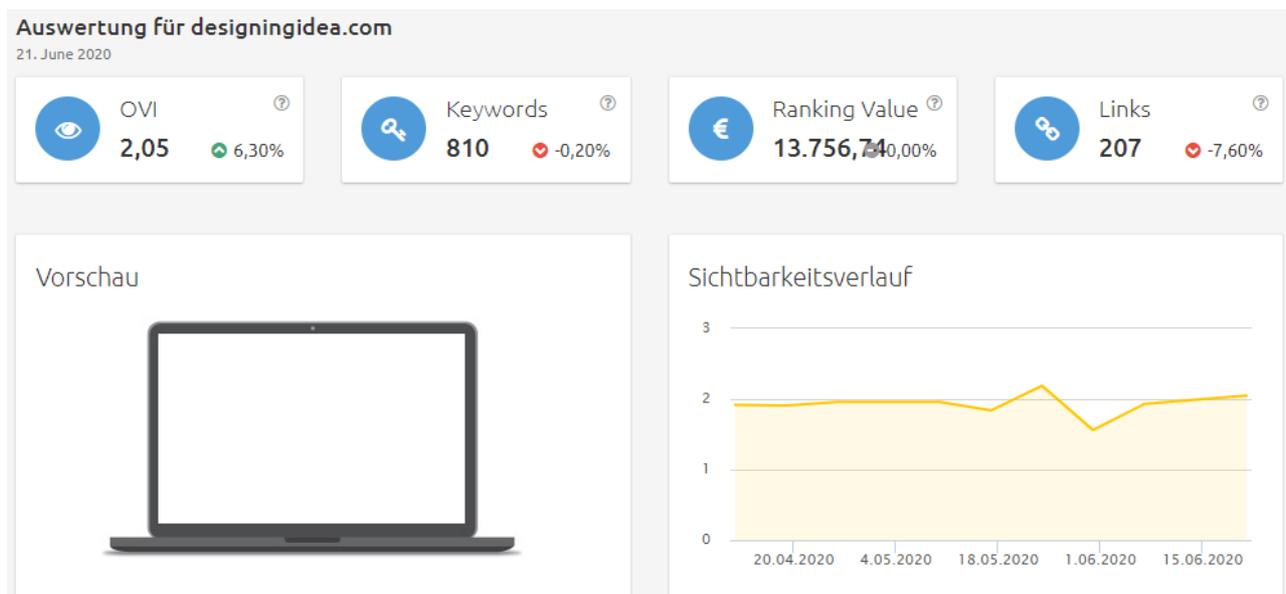
The domain has a low visibility. With 192 keywords the website is in the top 100 of

Google.

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

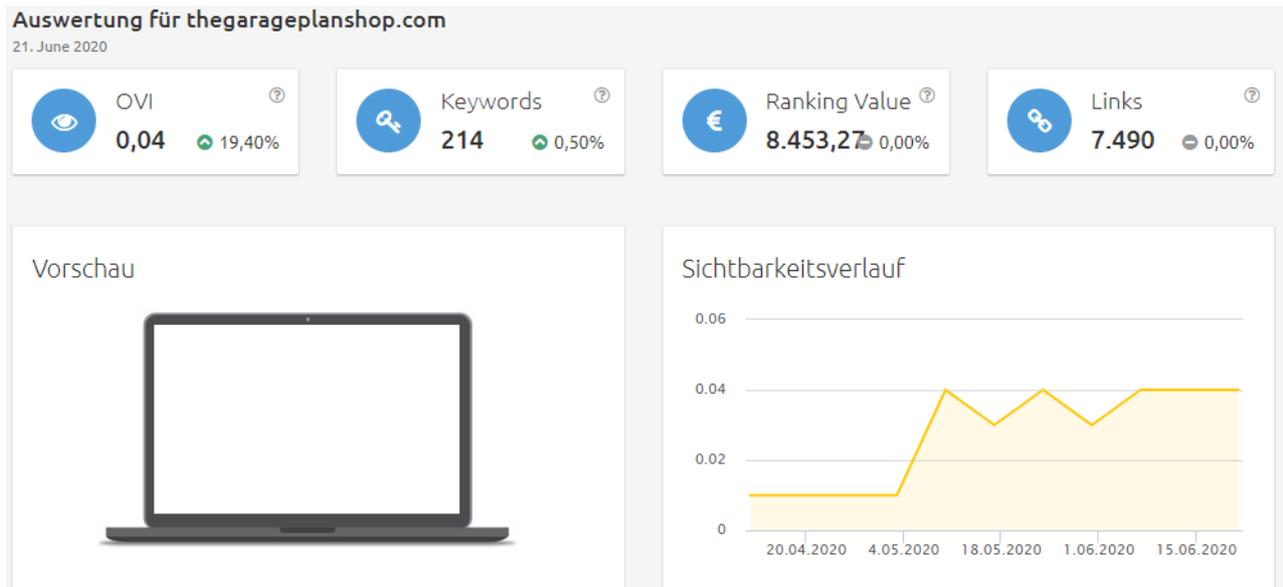


The domain thevirtualconstructor.com currently also has low visibility. Now we take a closer look at the second place for the keyword: “3D garage design”:



designingidea.com is a website with average visibility.

Finally, we consider the ninth place for the keyword: “Garage floor planner”. This ranking is currently occupied by thegarageplanshop.com:



thegarageplanshop.com is a domain with low visibility.

Conclusion: For the relevant key terms, providers with mostly weak visibility have been able to reach top positions.

Overall assessment: There is a high demand for garage configurators on the Internet. This demand is already being met by a number of providers with mostly low visibility.

With a high probability good rankings in the top 10 on Google can be achieved for relevant money keywords such as “Garage configurator” or “Design your own garage”.

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

Garage 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