

Garden house configurator: SEO analysis and evaluation 06/2020

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Many online-based providers of garden houses have long recognized the trend: Customers can configure facades online with a 3D configurator according to their individual preferences.

In this article we would like to analyze the potential of garden house configurators from the perspective of the respective online providers. The key question is: *“Is it worth investing in a garden house configurator at this point in time?”*.

Since a garden house 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 garden house configurators with the keyword planner from Google using different 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 garden shed configurators according to the keyword planner of Google Ads:

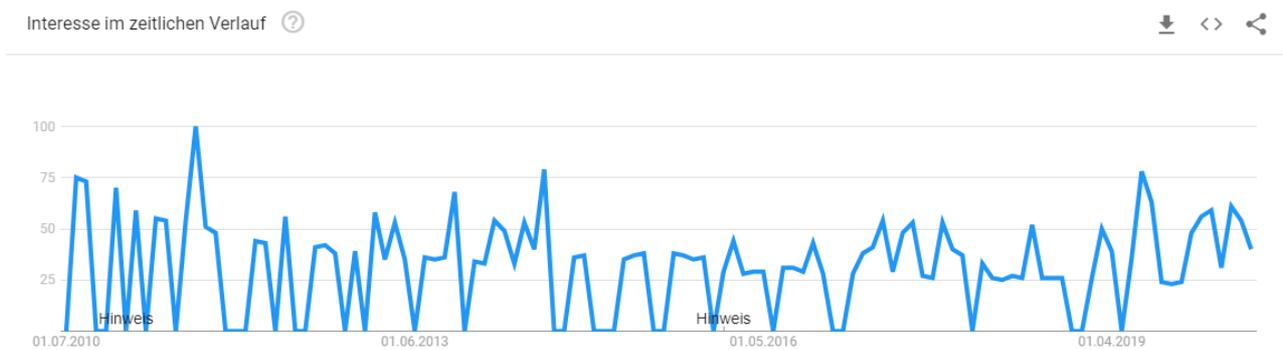
Keyword	Search Volume	Competition	CPC for high positions (in €)
shed configurator	70	Low	0,34
Design your own shed	590	High	0,27
Design my own shed	70	High	0,28
Design your own shed online	40	High	0,26
Design your own summer house	50	High	0,33
Make your own shed	320	High	0,33
Design your shed	70	High	0,27
Build your own she shed	90	High	0,39

Keyword	Search Volume	Competition	CPC for high positions (in €)
Build your own backyard shed	50	High	0,33
Make your own garden shed	40	High	0,25
Design your own shed online	40	High	0,26

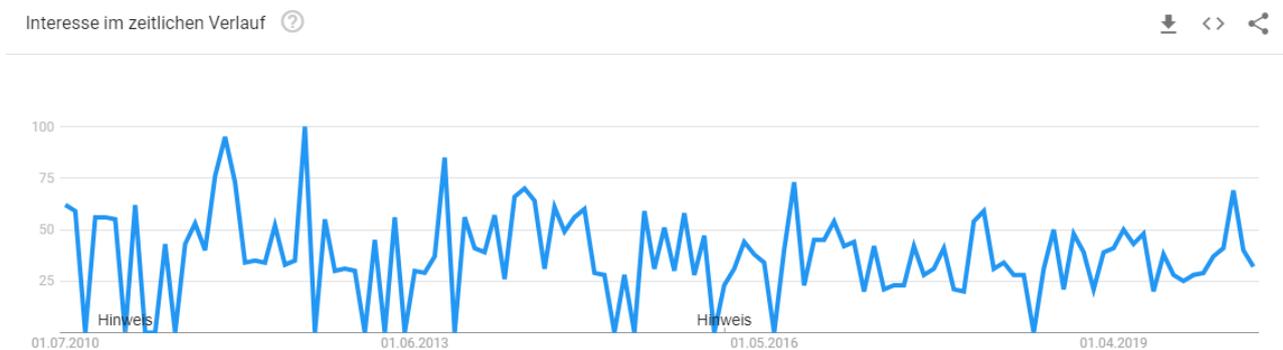
Some interesting keywords with high competition can be found with little effort. The CPCs (costs per click for Google Ads) are also relatively low, as a result a positive ROI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

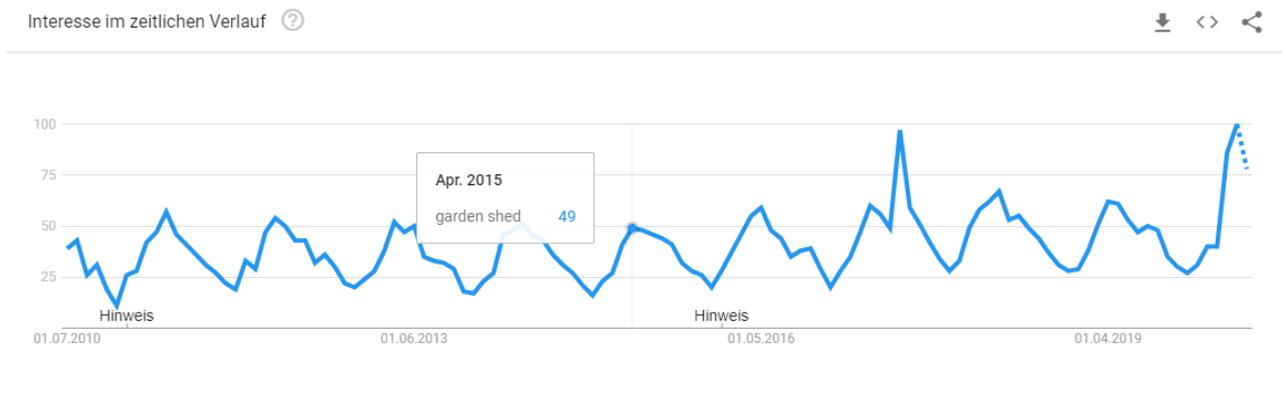
Design your own shed.



There has been high and stable demand for the keyword: “Design your own shed” since 24.06.2010.



The keyword: “Make your own shed” has also shown stable and high demand in recent years. We get similar results after entering the keyword: “Make your own garden shed” into the tool:

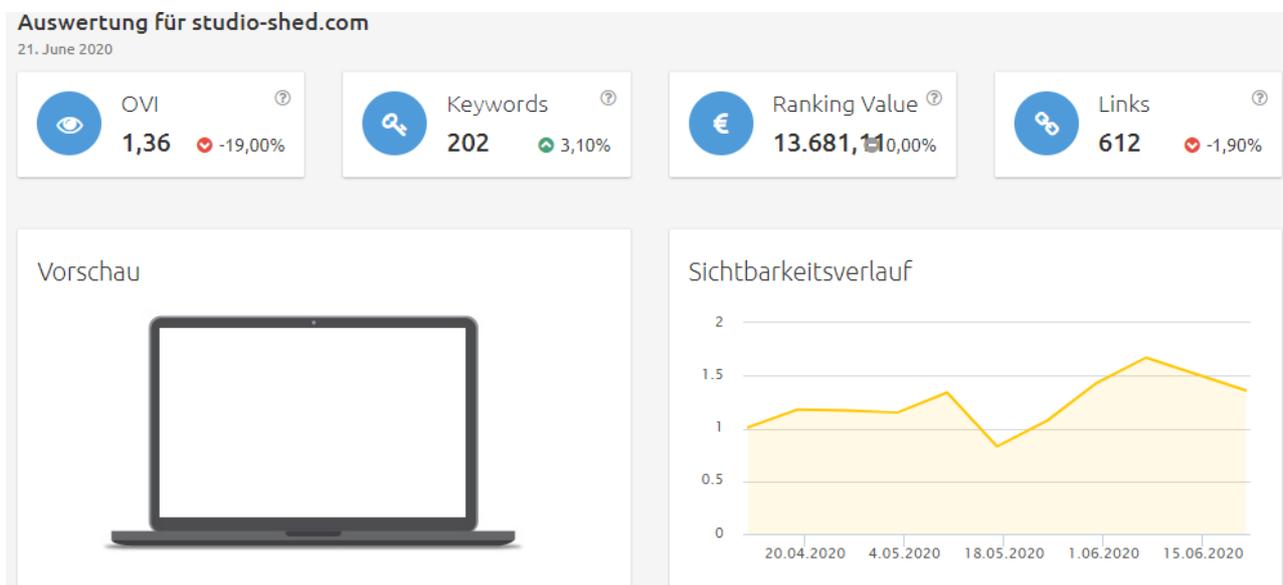


Conclusion: There are many interesting keywords with high and stable demand. In addition, the costs per click are relatively low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

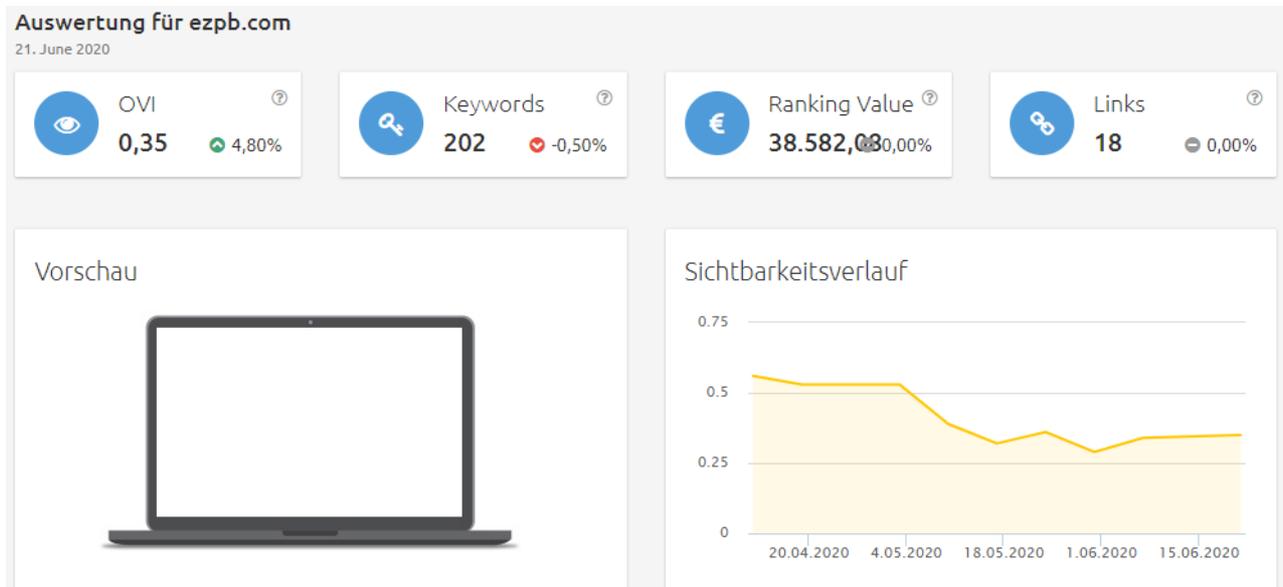
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “shed configurator” you will find the website studio-shed.com:



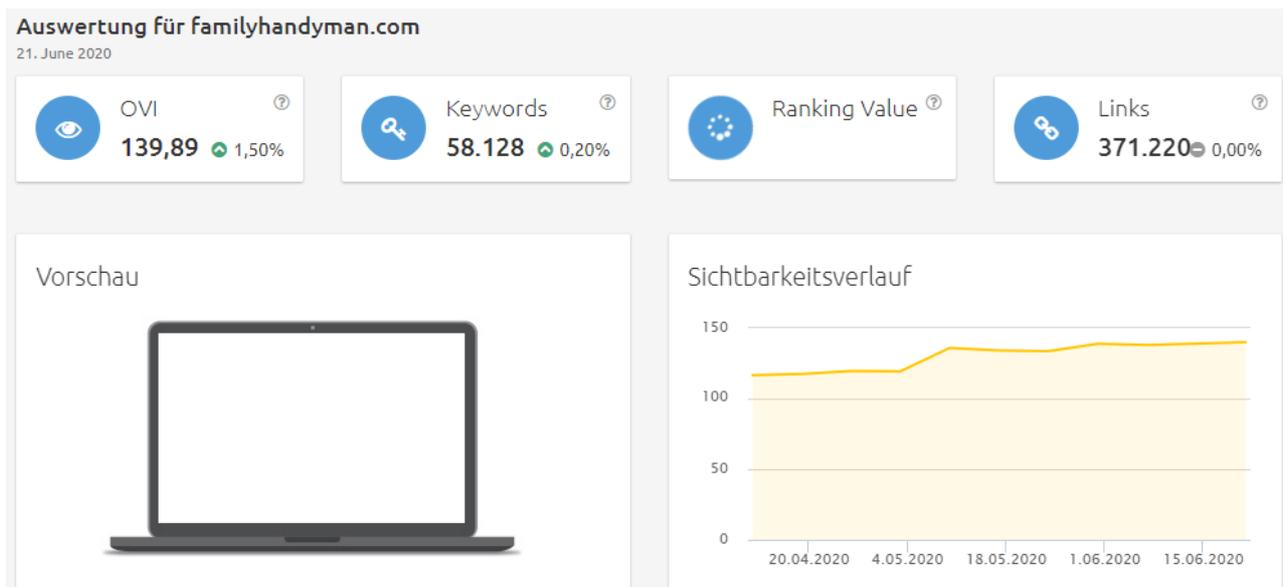
The website has an average visibility, which has remained at a constant level over the last few months.

In fifth place when you enter the search term: “Design your own shed” you will find the domain ezpb.com:

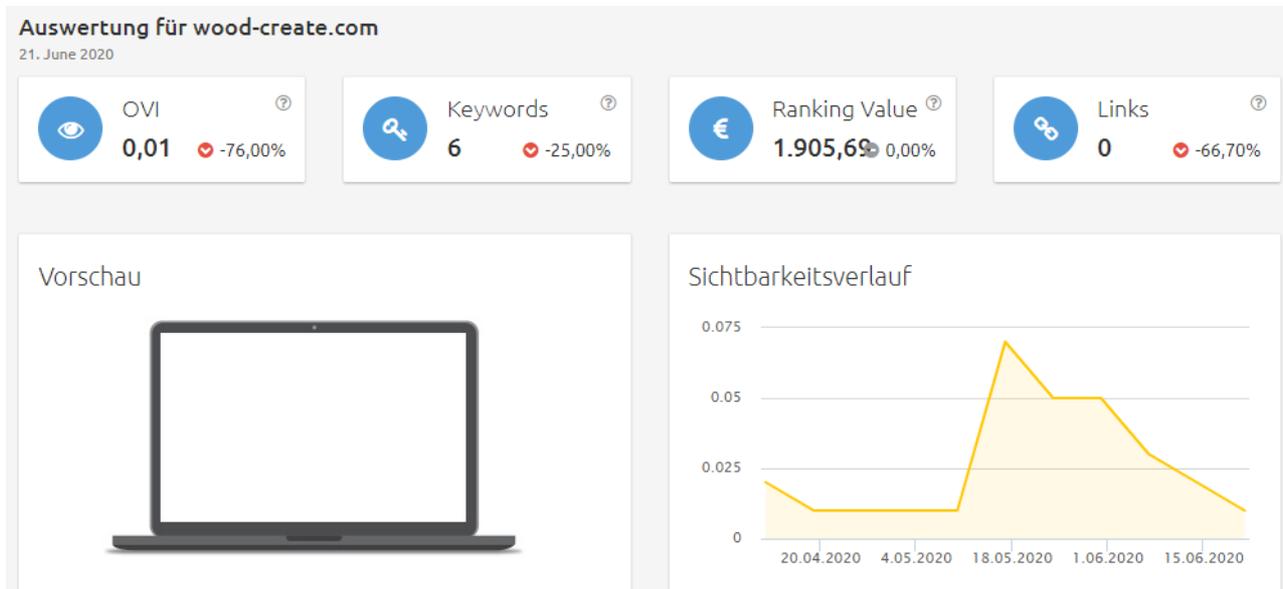


The domain has a rather weak visibility. With 202 keywords the website is in the top 100 of Google.

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

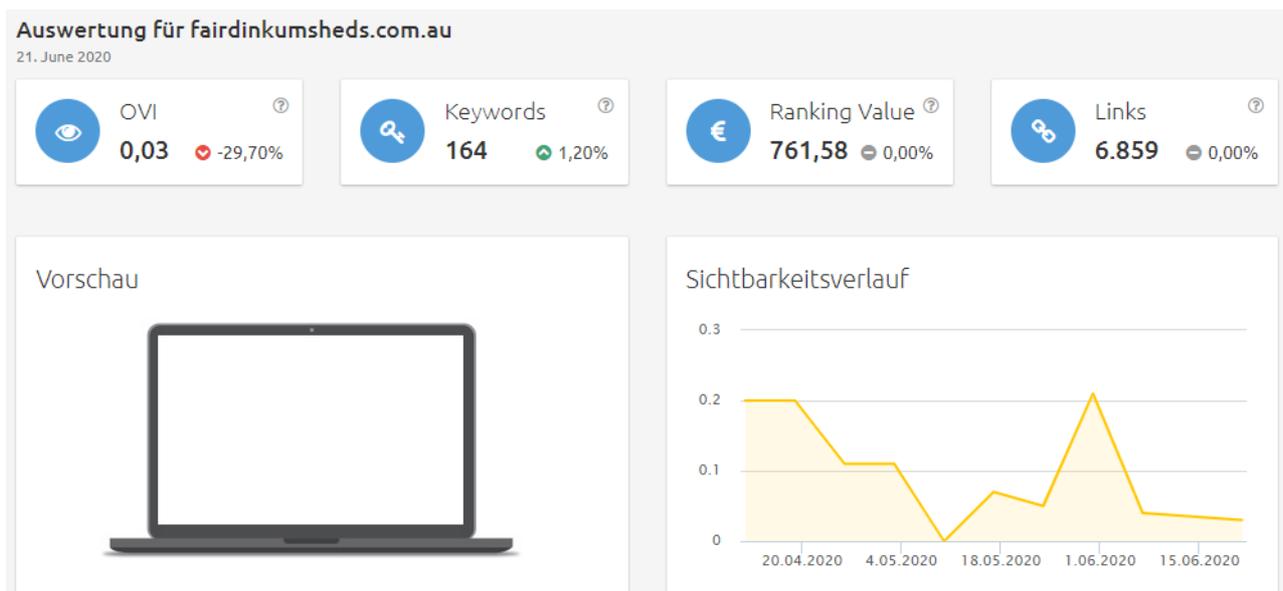


The domain familyhandyman.com currently also has a high visibility. Now we take a closer look at the second place of the keyword: “Make your own garden shed”:



wood-create.com is a website with low visibility.

Finally, we consider the ninth place for the keyword: “Design your own shed online”. This ranking currently occupies fairdinkumsheds.com.au:



fairdinkumsheds.com.au is a domain with low visibility.

Conclusion: For most of the key terms, providers with low visibility have been able to reach top positions in Google rankings.

Overall assessment: There is a stable demand for garden house configurators on the Internet. This demand is already being met by some suppliers with rather low visibility. Only familyhandyman.com currently has very good visibility.

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

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

Garden shed configurators on the Internet thus offer an enormous potential for newcomers to the market that is far from being 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