

Motorcycle configurator: SEO analysis and evaluation 07/2020.

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Many motorcycle manufacturers and dealers have long recognized the trend: Customers can design motorcycles online with a 3D configurator according to their personal preferences.

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

Since a motorcycle configurator is usually 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 motorcycle 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 motorcycle configurators according to the keyword planner of Google Ads:

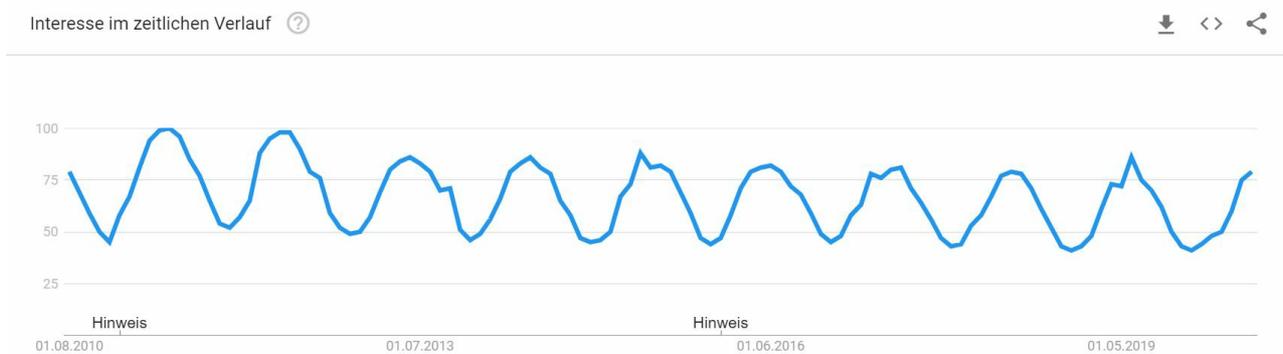
Keyword	Search Volume	Competition	CPC for high positions (in €)
Motorcycle configurator	260	Low	0,09
Harley davidson configurator	320	Low	0,16
Yamaha configurator	320	Low	0,05
Kawasaki configurator	260	Low	0,07
BMW bike configurator	90	Low	0,36
Honda motorcycle configurator	90	High	2,89
Honda bike configurator	50	Low	2,88
Design your own motorcycle	110	Low	0,47

Keyword	Search Volume	Competition	CPC for high positions (in €)
Motorcycle graphics design	480	Middle	0,17
Design your own motorcycle wrap	170	High	0,32

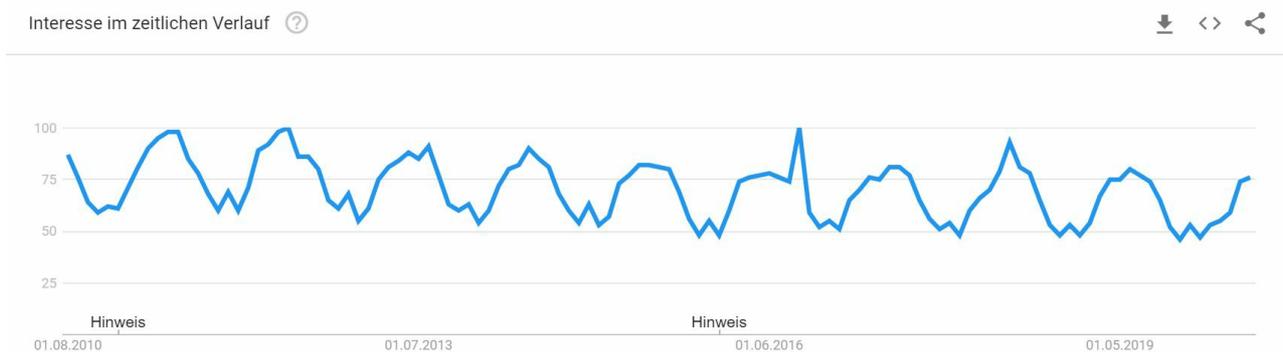
With little effort you can find many interesting keywords with high and low competition. However, most keywords also refer to specific manufacturers such as BMW. There also seems to be a certain demand for accessories like helmets. The CPCs (costs per clicks with Google Ads) are relatively low, as a result a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

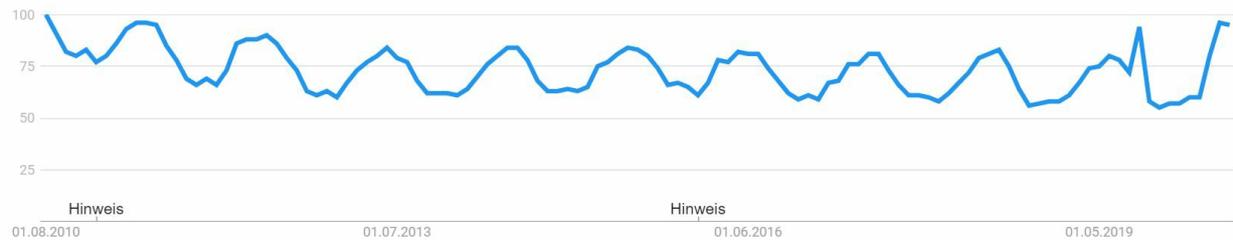
Motorcycle configurator.



For the keyword: “Motorcycle configurator” there has been a constant and seasonally fluctuating demand since 2010.



The keyword: “Harley-Davidson configurator”, on the other hand, has shown a stable demand for several years. We get similar results after entering the keyword “Yamaha configurator” into the tool:

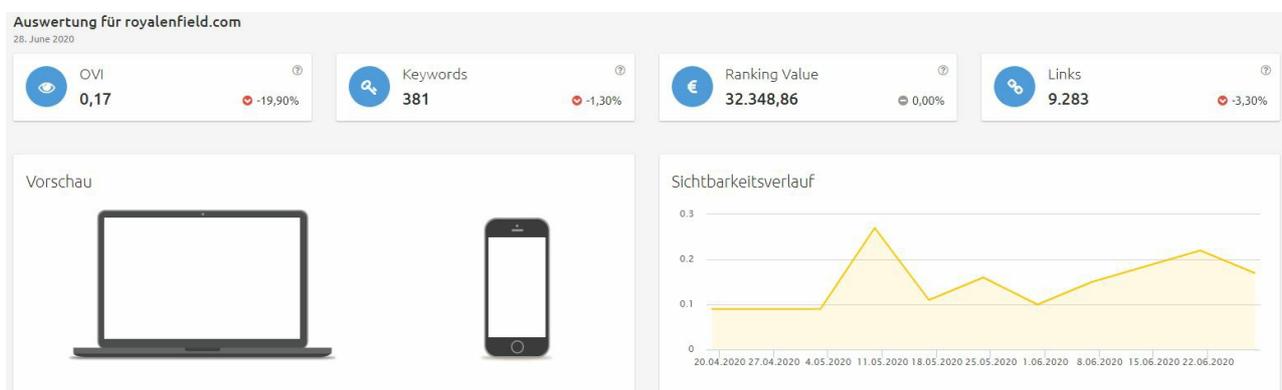


Conclusion: There are numerous interesting key terms with high and partly for years increasing demand. In addition, the costs per click are quite low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

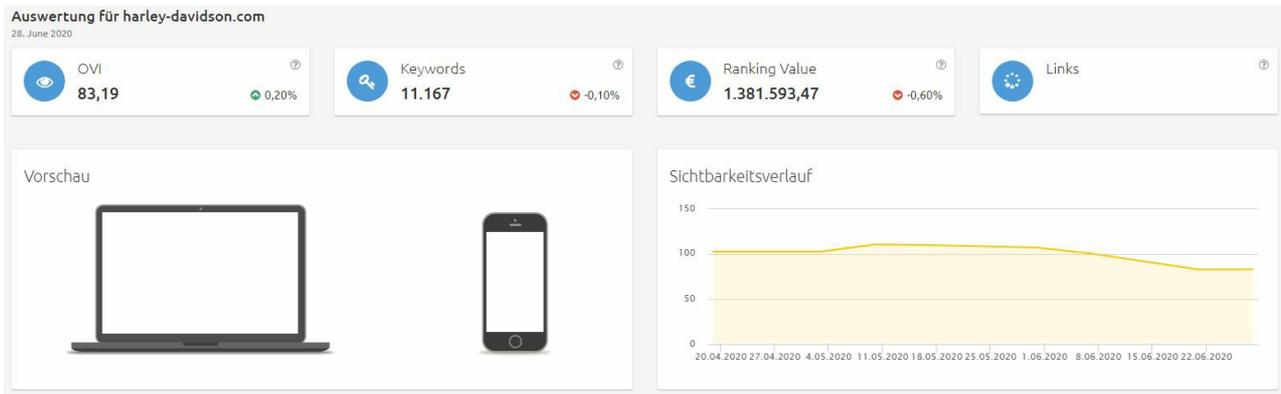
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword “Motorcycle configurator” you will find the website royalenfield.com:



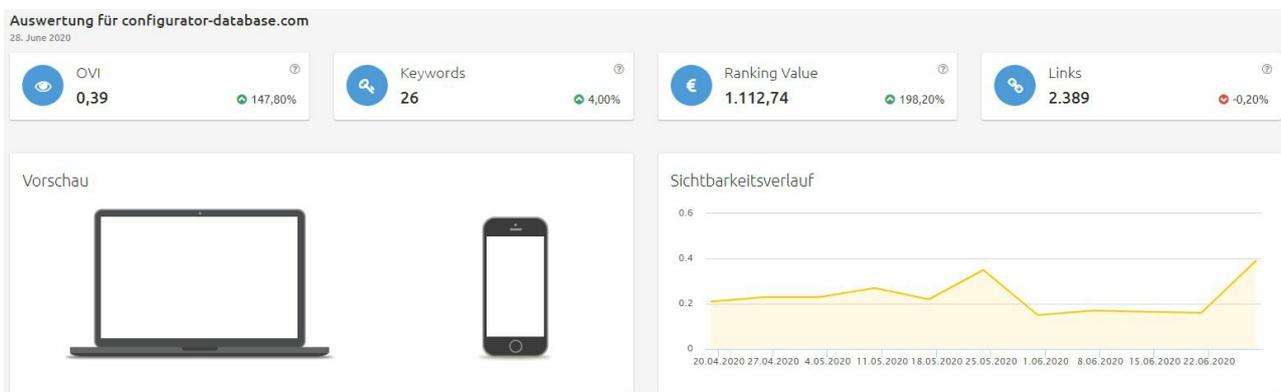
The website has a very high visibility, which has remained at a consistently high level in recent months.

On the fifth place when entering the search term: “Harley-Davidson configurator” you will find the domain harley-davidson.com:

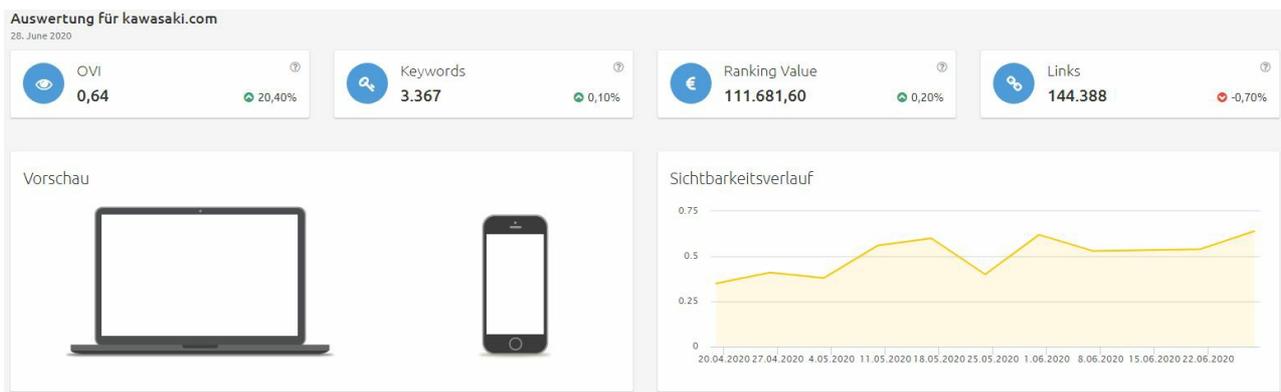


The domain has a very good overall visibility. With 11,167 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword “Yamaha configurator”

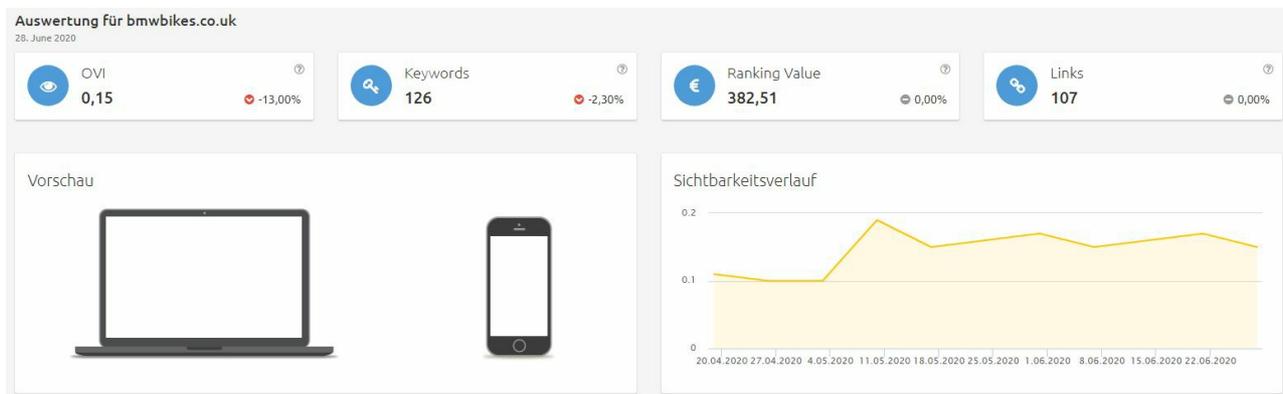


The domain configurator-database.com currently has low visibility. Now we will take a closer look at the second place at the keyword: “Kawasaki configurator”:



kawasaki.com is a website that has very good visibility.

Last but not least we consider the ninth place for the keyword: “BMW bike configurator”. This ranking is currently occupied by bmwbikes.co.uk:



bmwbikes.co.uk is a domain with an overall low visibility.

Conclusion: For the most relevant configurator-related keywords, you will find for the most part global brand manufacturers such as BMW or Harley-Davidson, who have websites with very good visibility. However, there are also websites with low visibility such as bmwbikes.co.uk.

Overall assessment: There is a high overall demand for motorcycle configurators on the Internet. This demand is already being met by mostly global brand manufacturers such as BMW and Honda, who all have websites with very good visibility.

However, some domains with low visibility can also be found at the top of search results, e.g. bmwbikes.co.uk.

All in all, the situation in the context of search engine optimization is very difficult, since the first pages on Google are already covered by the global brand manufacturers for the most part. Here, advertisers should increasingly focus on longtail keywords.

The situation is different for paid ads with Google Ads. With high search volumes, there are numerous interesting keywords with low CPC.

The implementation of motorcycle configurators makes particular sense for manufacturers, but dealers could also benefit from offering configurable BMW or Honda motorcycle models.

We are specialized in the planning and implementation of real-time 3D configurators.

You can contact us directly via the following link:

viscircle.de/contact