

Sticker Konfigurator: SEO-Analyse und Evaluation 07/2020

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Many online-based sticker providers have long recognized this trend: Customers can design stickers online with a 3D configurator according to their personal preferences, e.g. as birthday presents.

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

Since a sticker 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 Sticker 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 sticker configurators according to the Keyword Planner of Google Ads:

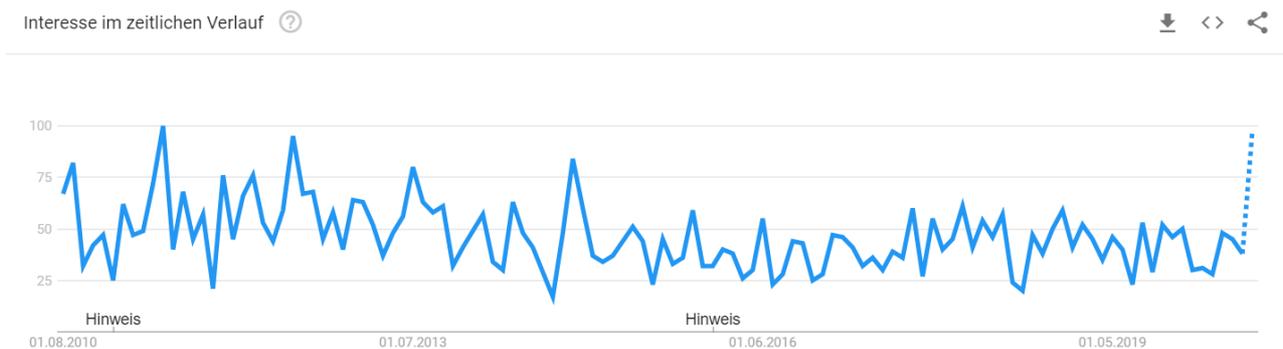
Keyword	Search Volume	Competition	CPC for high positions (in €)
Design your own sticker	2.900	High	0,28
Create your own stickers	4.400	High	0,36
Sticker design maker	480	High	0,32
Make your own vinyl stickers	480	High	0,26
Create your own bumper sticker	390	High	0,52
Custom sticker design	880	High	0,49
Sticker creator online	1.900	High	0,29
Design your own bumper sticker	320	High	0,43

Keyword	Search Volume	Competition	CPC for high positions (in €)
Design my own stickers	210	High	0,29
Create your own car sticker	210	High	0,25
Design own stickers	260	High	0,25
Customize your own sticker	320	High	0,36

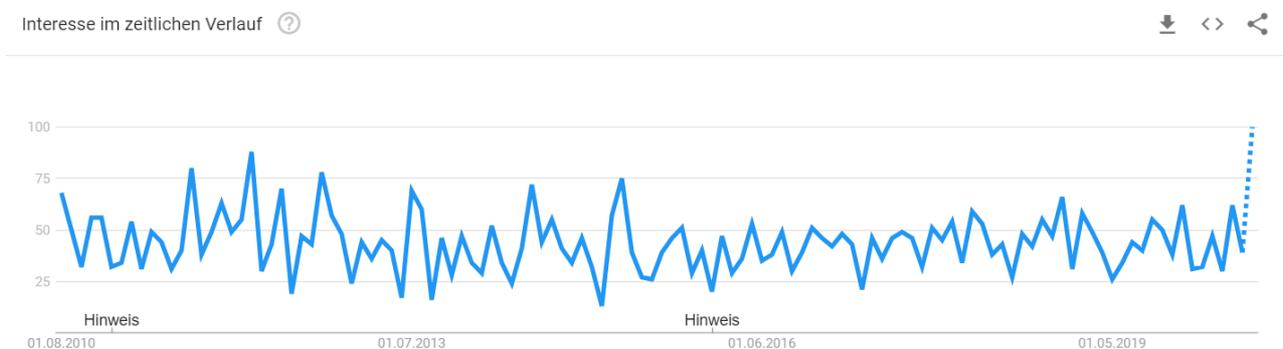
With little effort you can find many interesting keywords with high competition. The CPCs (cost per clicks on Google Ads) appear to be quite high in view of the service offered, this must inevitably have an impact on pricing.

Trend analysis with Google Trends.

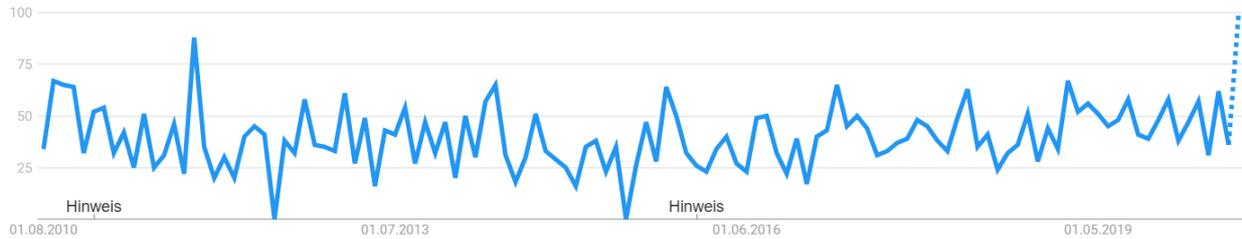
Design your own sticker.



There has been constant and high demand for the keyword “Design your own sticker” since 06.07.2010.



The keyword “Create your own stickers” has also been in high and stable demand for several years. We get similar results after entering the keyword “Custom sticker design” into the tool:

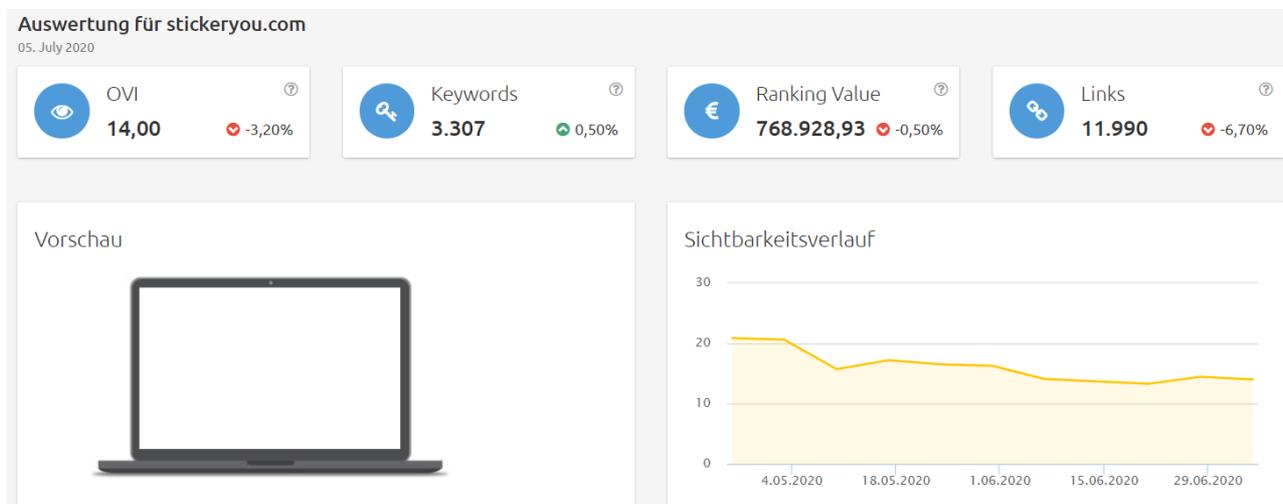


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are acceptable for Google Ads with appropriate pricing, as a result a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

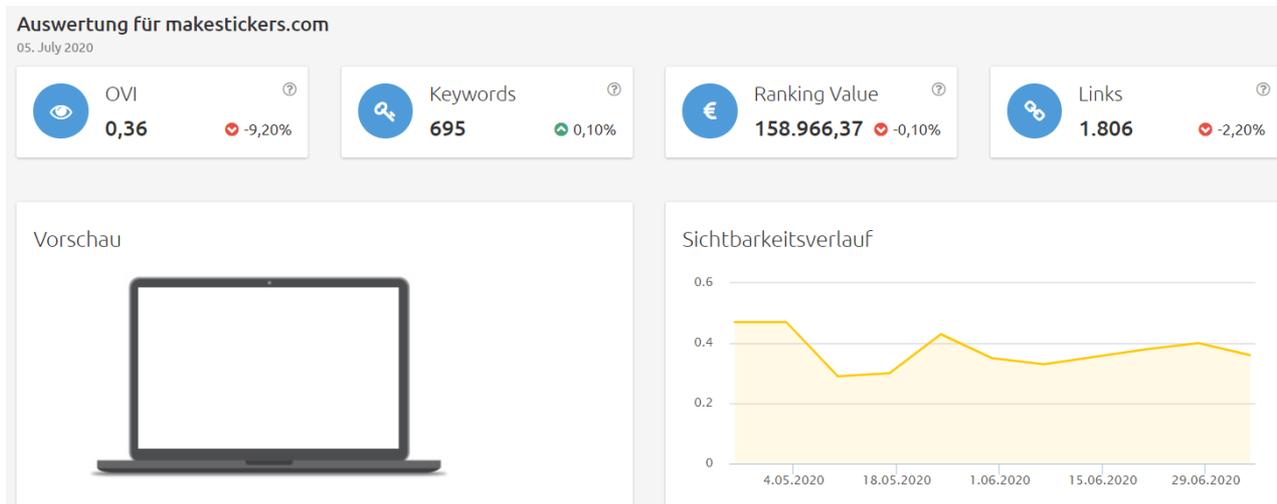
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



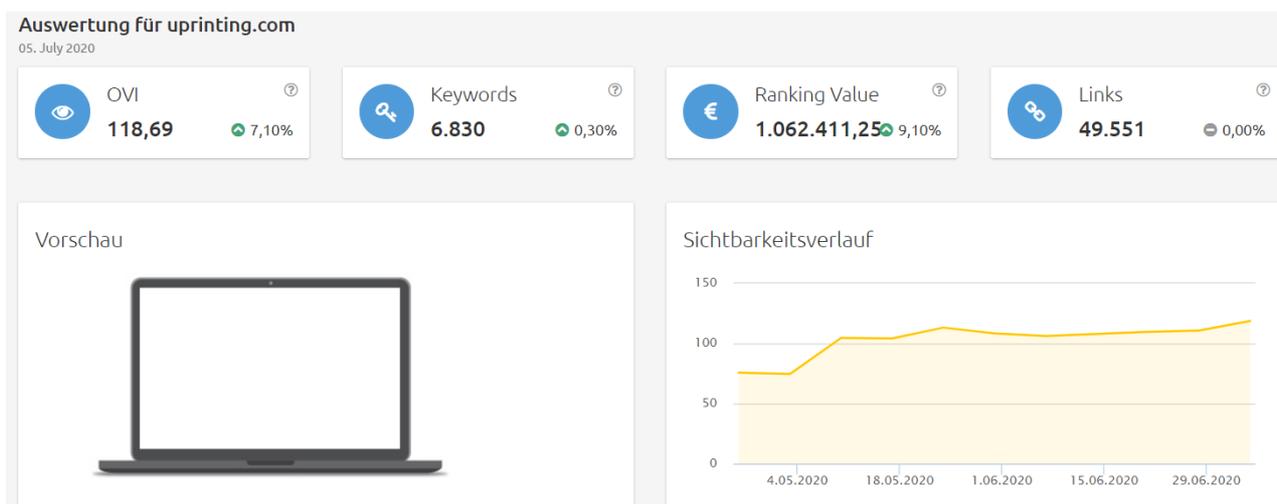
The website has a very high visibility, which has remained at a consistently high level in recent months.

In fifth place when entering the search term: “Create your own stickers” you will find the domain makestickers.com:

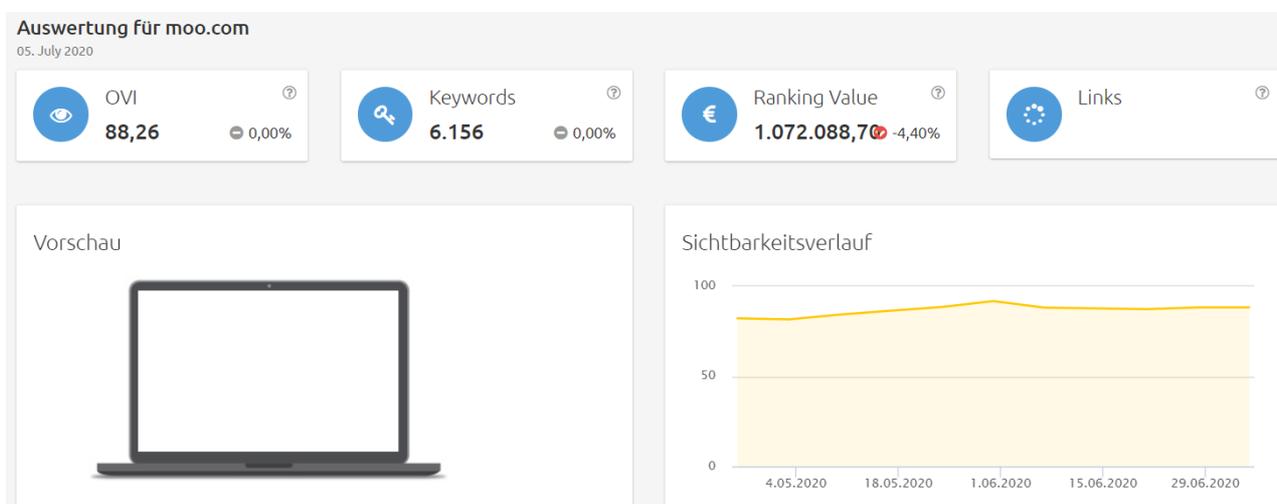


The domain has a good visibility. With 695 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword “Sticker design maker” a little closer.

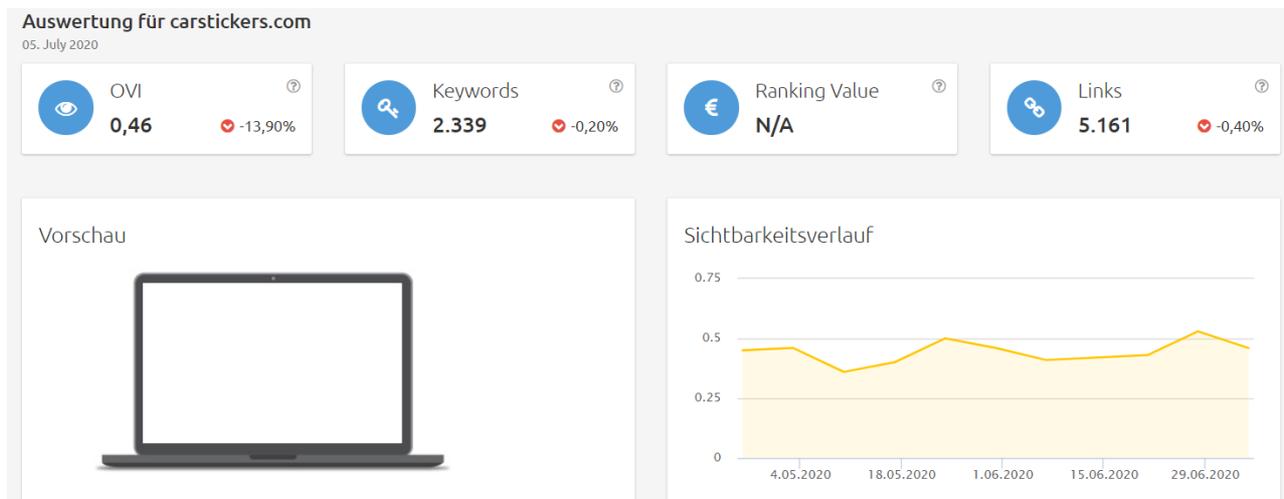


The domain uprinting.com currently also has a very high visibility. Now let’s take a closer look at the second place for the keyword: “Custom sticker design”:



moo.com is also a website that has very high visibility.

Finally, we consider the ninth place for the keyword: “Sticker creator online”. This ranking is currently occupied by carstickers.com:



carstickers.com is a domain with good visibility.

Conclusion: For all keywords there are only domains that have a very high visibility.

Overall assessment: Overall, there is a high and stable demand for sticker configurators on the Internet. This demand is already being met by numerous providers with very high visibility.

The click costs with Google Ads seem at first glance to be quite high in view of the service offered. If the relatively high click costs are reflected in the pricing, investments might make sense, but this requires a more in-depth analysis.

The market for sticker configurators on the Internet is already saturated. There are numerous providers with websites that have a very good visibility. Against this background, we advise newcomers to the market not to take this step. However, if already established providers are considering the implementation of a real-time 3D configurator, we will be happy to assist you.

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