

Bed configurator: SEO analysis and evaluation 06/2020

viscircle.de/bed-configurator-seo-analysis-and-evaluation-06-2020/

Various online retailers for beds have long since recognized the trend. Customers can design beds online with a 3D configurator according to their personal preferences, e.g. as a birthday present.

In this paper we would like to analyse the potential of bed configurators from the perspective of corresponding online providers. At its core is the question “*Is it worth investing in a bed configurator at the present time?*“

Since a bed configurator is integrated into the website via the homepage, the focus here is on online analysis.

In a first step, we will analyse the demand for bed configurators with Google’s Keyword Planner using various keywords. This is followed by a trend and competitor analysis of the most important competitors, in some cases in the form of a brief summary.

Finally, an overall assessment is made on the basis of the findings.

Analysis with the Keyword Planner.

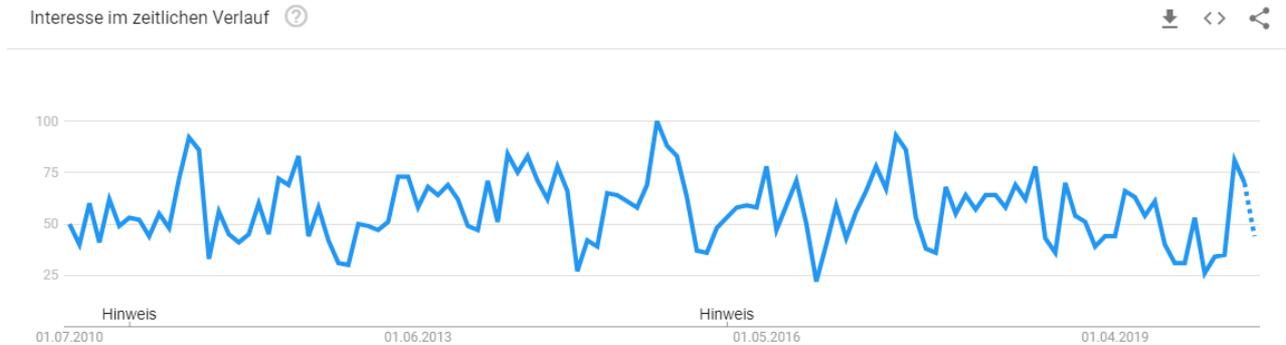
The following table contains relevant keywords related to bed configurators according to the keyword planner of Google Ads:

Keyword	Search Volume	Competition	CPC for high positions (in €)
Bed planner	720	High	0,54
Design your bed	70	High	0,30
Bedroom planner	2.400	Low	0,32
Ikea planner bedroom	1.300	High	0,42
Bedroom configurator	90	High	0,54
Bedroom planner tool	30	High	0,33
Design your bedroom	590	High	0,33
Create your bedroom	30	Middle	0,31

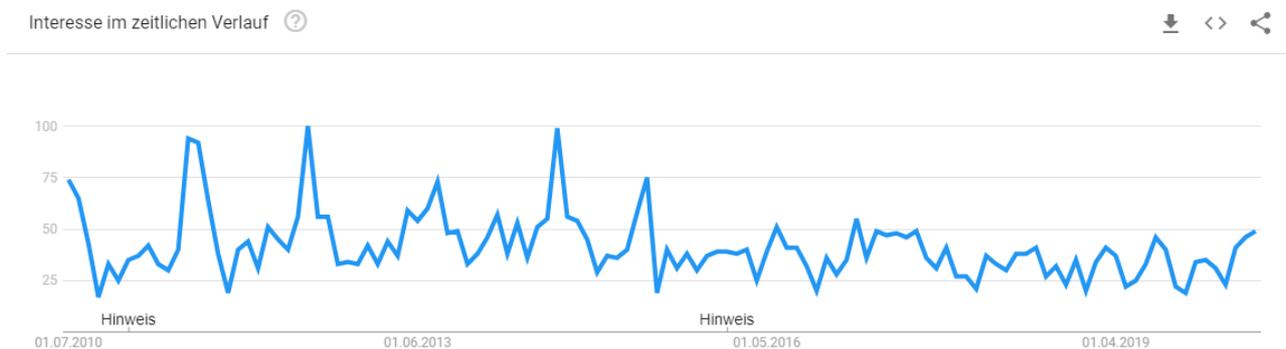
It is possible to find with little effort a lot of interesting keywords with exclusively high competition. The CPCs¹CPCs also refer to the top positions in Google Ads (cost per click in Google Ads) are relatively low, so that a positive RoI can be assumed with corresponding investments in Google Ads.

Trend analysis with Google Trends.

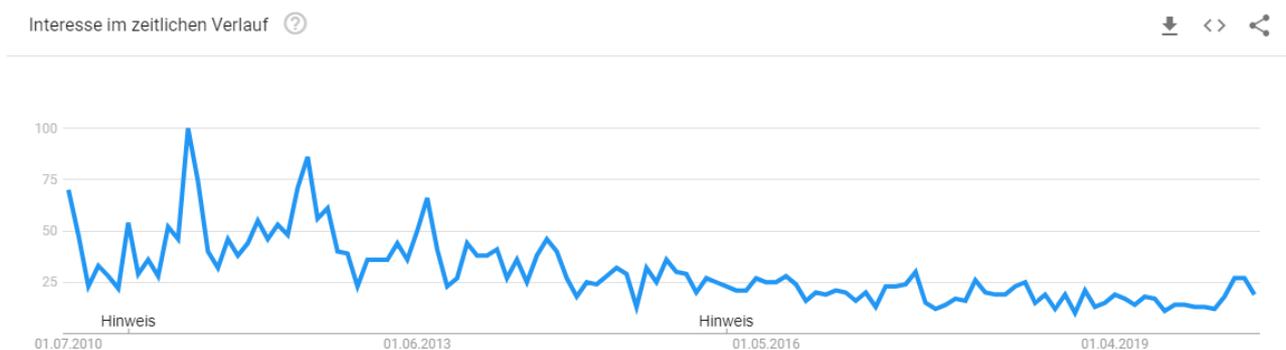
Bed planner.



There has been high demand for the keyword “bed planner” since 17.06.2020.



The keyword “bedroom planner” has also shown stable and high demand for several years. We get similar results after entering the keyword “design your bedroom” into the tool:

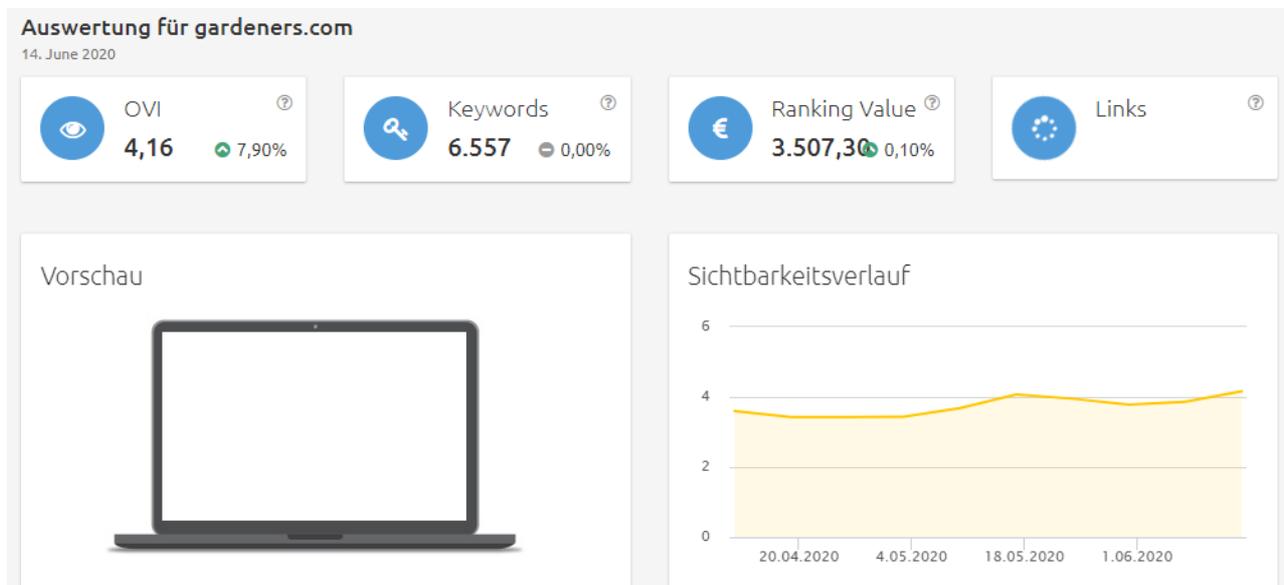


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

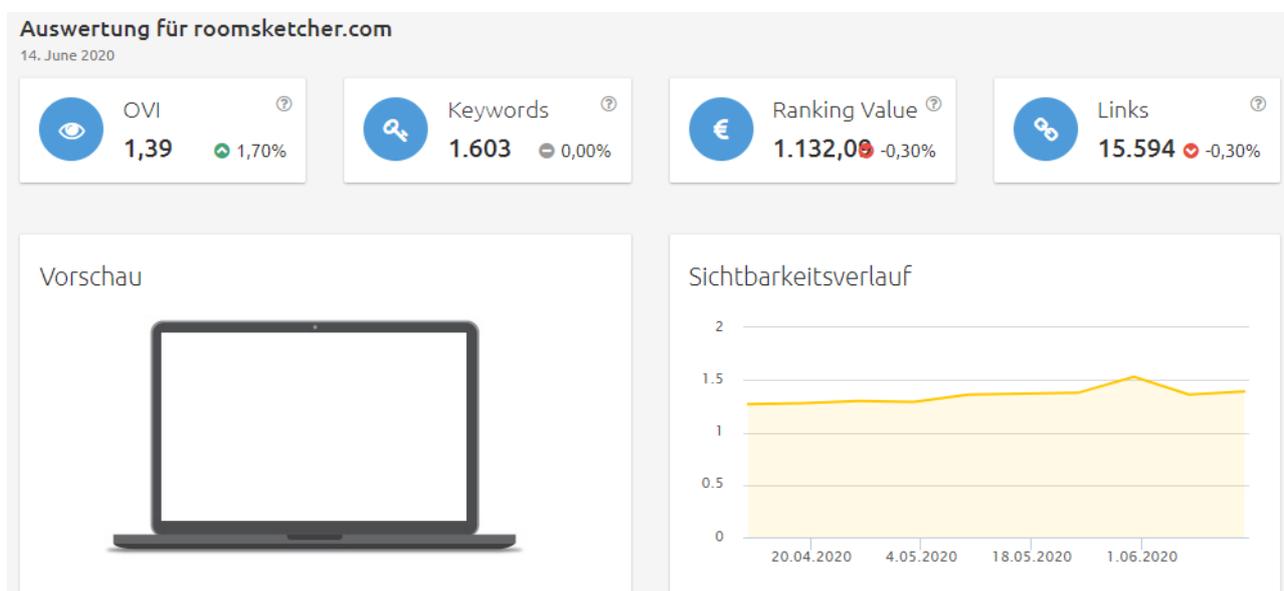
In the following we will take a closer look at the competitive situation. In order to get a more accurate picture, we will analyse the websites in places 1 to 10 in a keyword analysis.

On the first place when entering the keyword “Bed planner” you will find the website gardeners.com



The website has a mediocre visibility.

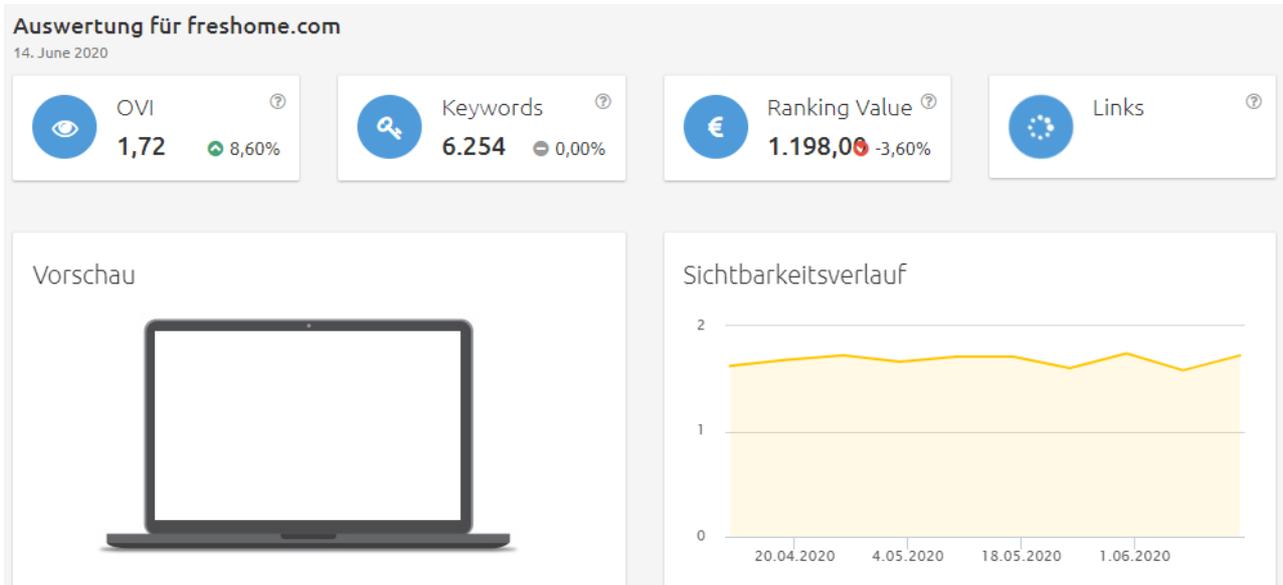
In fifth place when entering the search term “design your bed” you will find the domain roomsketcher.com:



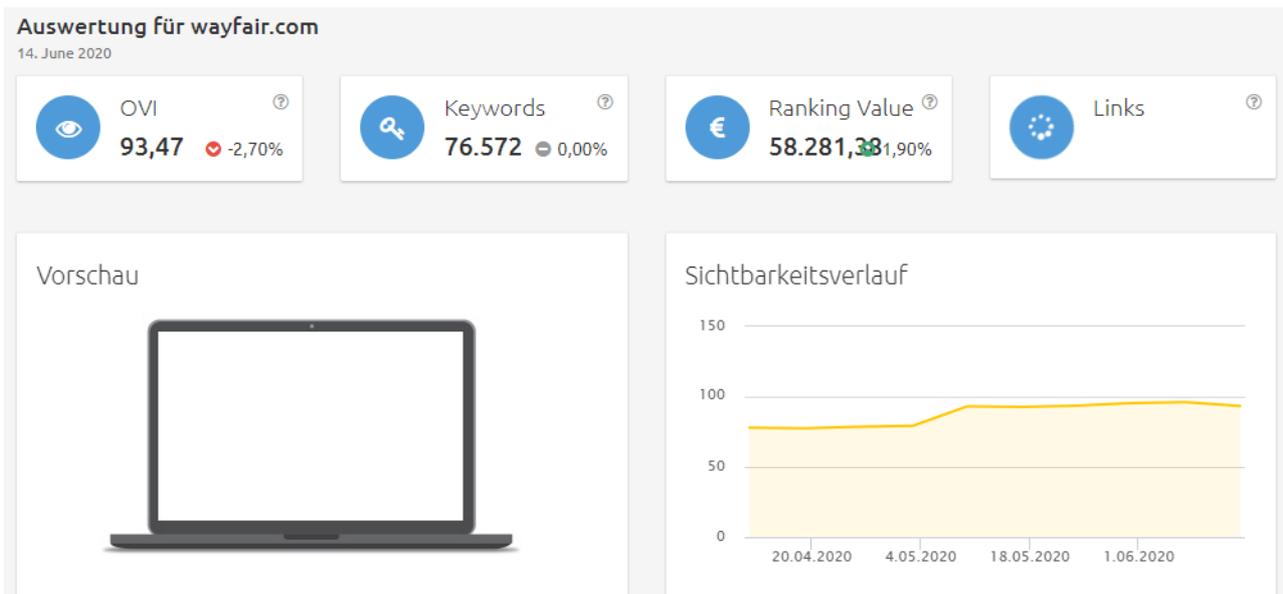
The domain has a rather mediocre visibility. With 1,603 keywords the website is in the

top 100 of Google.

Now we analyze the seventh place in the keyword “Bedroom planner” a little closer.

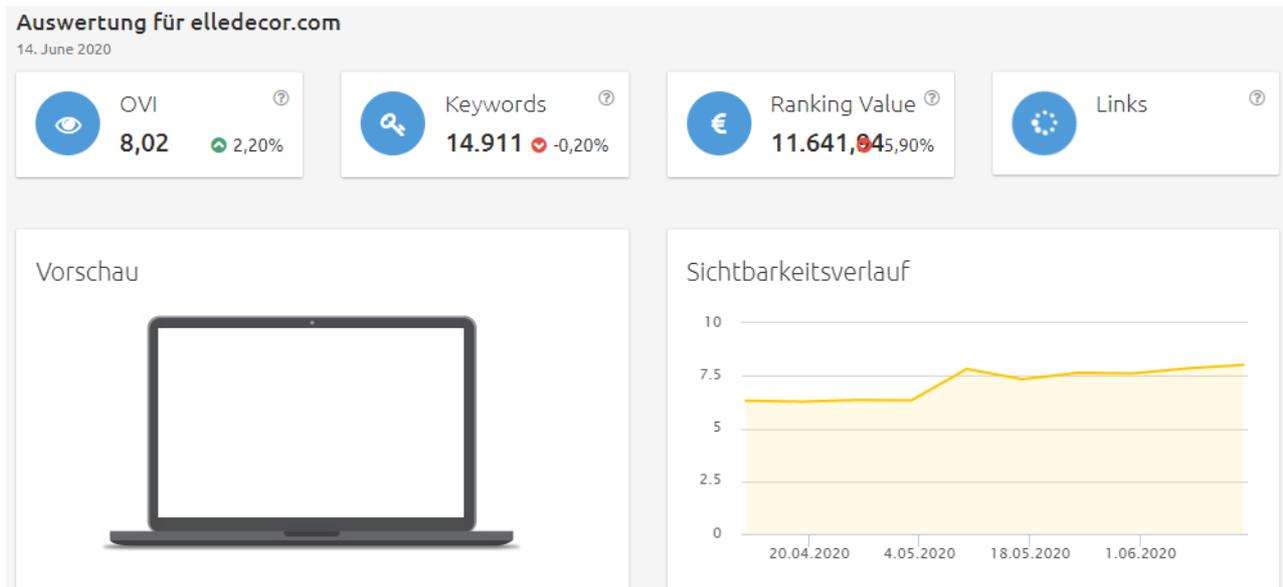


The domain freshome.com currently also has a rather mediocre visibility. Now let's take a closer look at the second place for the keyword “Bedroom configurator”:



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

Finally, we consider the ninth place for the keyword “design your bedroom”. This ranking is currently occupied by elledecor.com:



elleddecor.com is a domain with good visibility.

Conclusion: There are some domains with very high visibility like elleddecor.com, but in addition to the relevant keywords there are also many domains with rather mediocre visibility in the Top 10 on Google.

Overall assessment: Overall, there is a high and stable demand for bed configurators on the Internet. At present, this is already being served by some providers with more or less high visibility.

There are many domains with low visibility at the top of search results, depending on the keyword entered.

It is highly probable that new websites will achieve good positions in the ranking for certain keywords such as “bed planner” or “design your bed”.

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

Bed configurators on the Internet therefore still offer enormous potential for market entrants.

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

Contact us and get free advice.