

# Carpet configurator: SEO analysis and evaluation 07/2020

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Various online-based carpet dealers have long recognized the trend: Customers can design carpets according to their individual requirements online with a 3D configurator.

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

Since a carpet 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 carpet configurators with the Google Keyword Planner 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 carpet configurators according to the keyword planner of Google Ads:

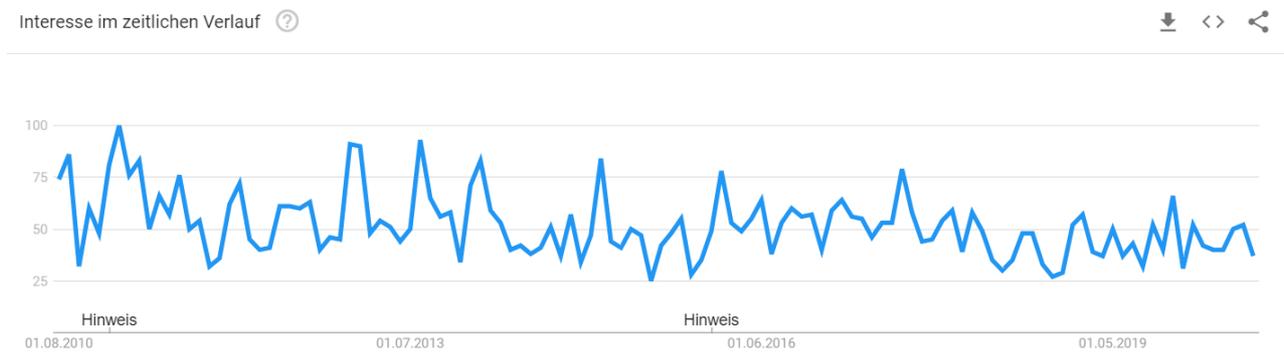
<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC for high positions (in €)</b>
Design your own carpet	110	High	0,38
Custom carpet design	210	High	0,42
Custom made carpets	320	High	0,26
Customised carpet	3.600	High	0,51
Design a carpet	20	High	0,35
Carpet designer	4.400	High	0,24
Custom made carpet	320	Hoch	0,55
Custom made carpet rugs	40	High	0,45
Tailor made carpet	30	High	1,40
Custom made area rug	140	High	0,53

Keyword	Search Volume	Competition	CPC for high positions (in €)
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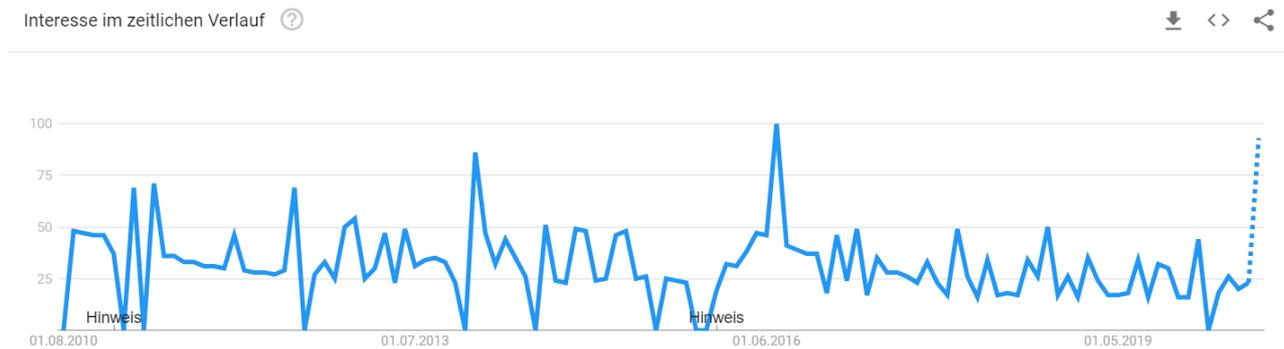
It is possible to find with little effort a lot of interesting keywords with exclusively high competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

### Trend analysis with Google Trends.

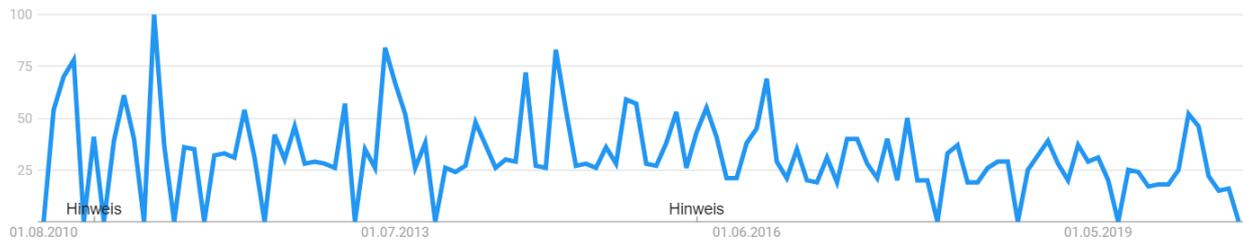
Carpet designer.



For the keyword: “Carpet designer” there has been a stable and high demand for several years.



The keyword: “custom carpet design” has also been showing stable and high demand for several years. We get similar results after entering the keyword: “Custom made carpet” into the tool:

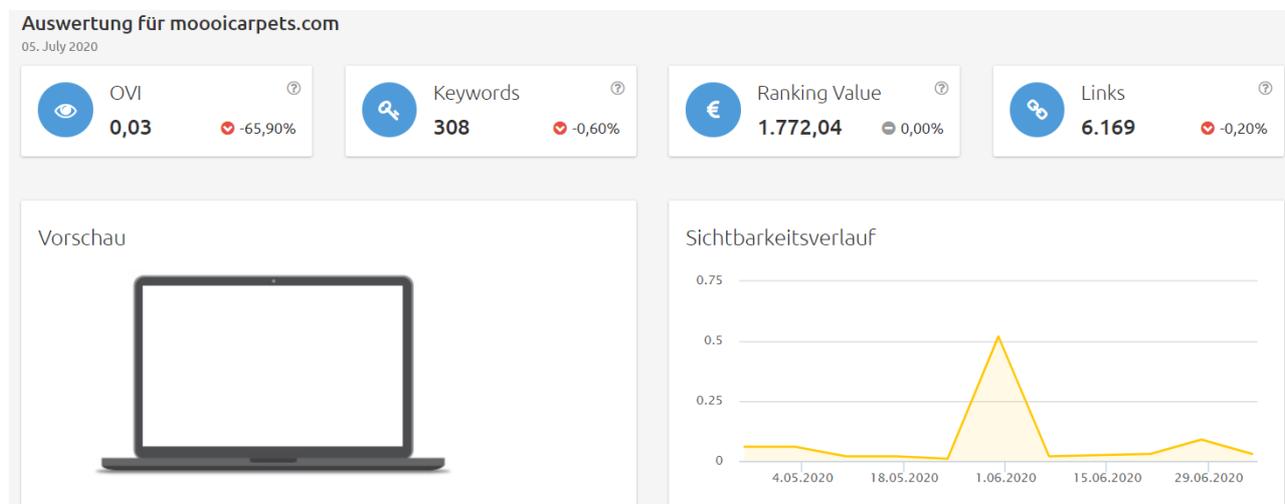


**Conclusion:** There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are relatively low with Google Ads, as a result a positive ROI can be assumed for corresponding campaigns.

### Competition analysis:

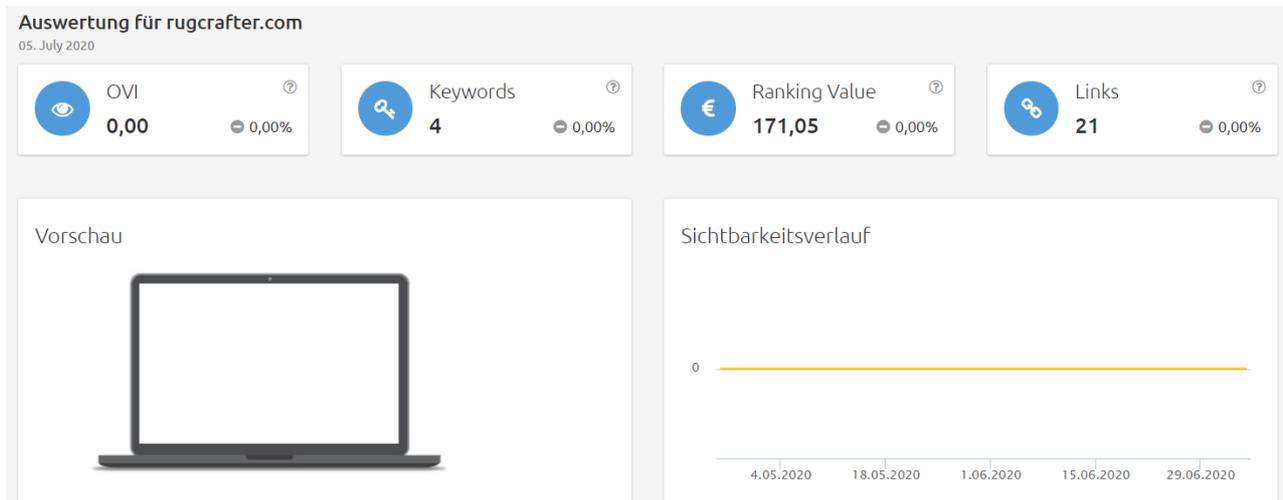
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

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



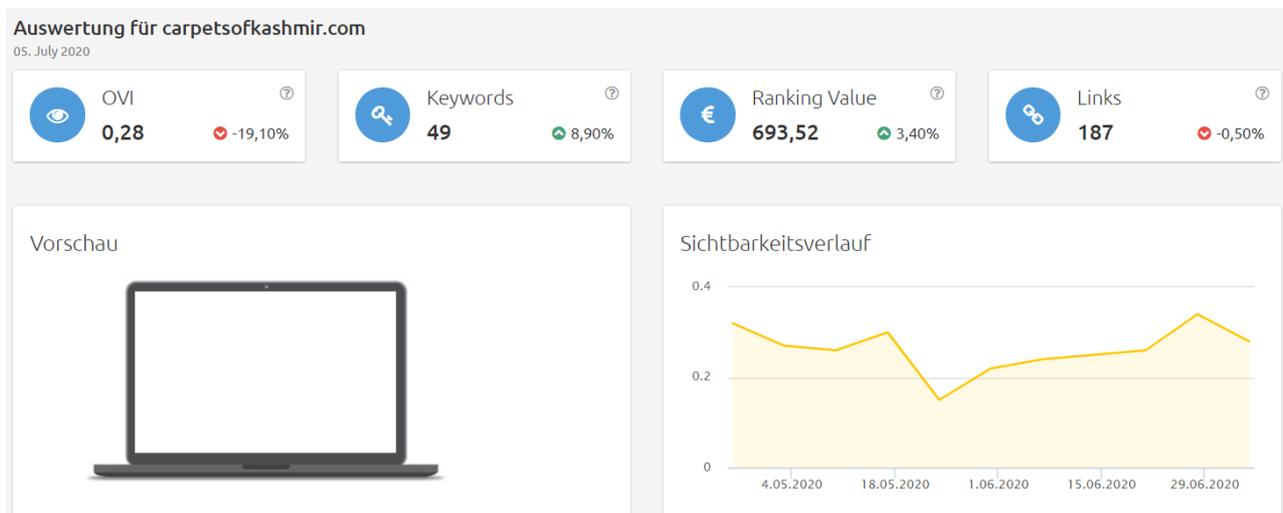
The website has a rather low visibility.

In fifth place when you enter the search term: “Custom carpet design” you will find the domain rugcrafter.com:

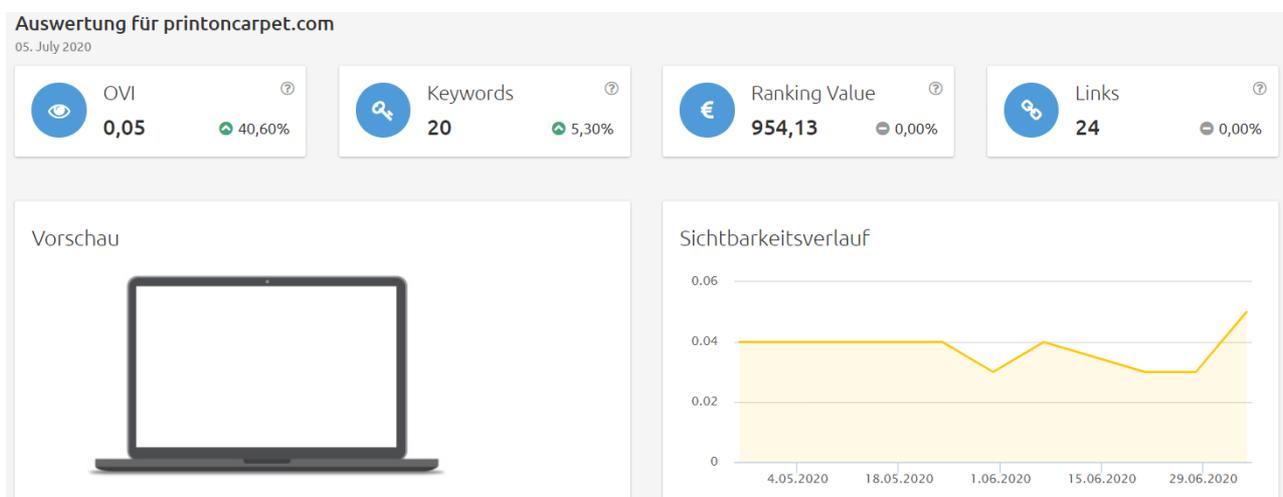


The domain also has a low visibility. With 4 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword: “Custom made carpets”.

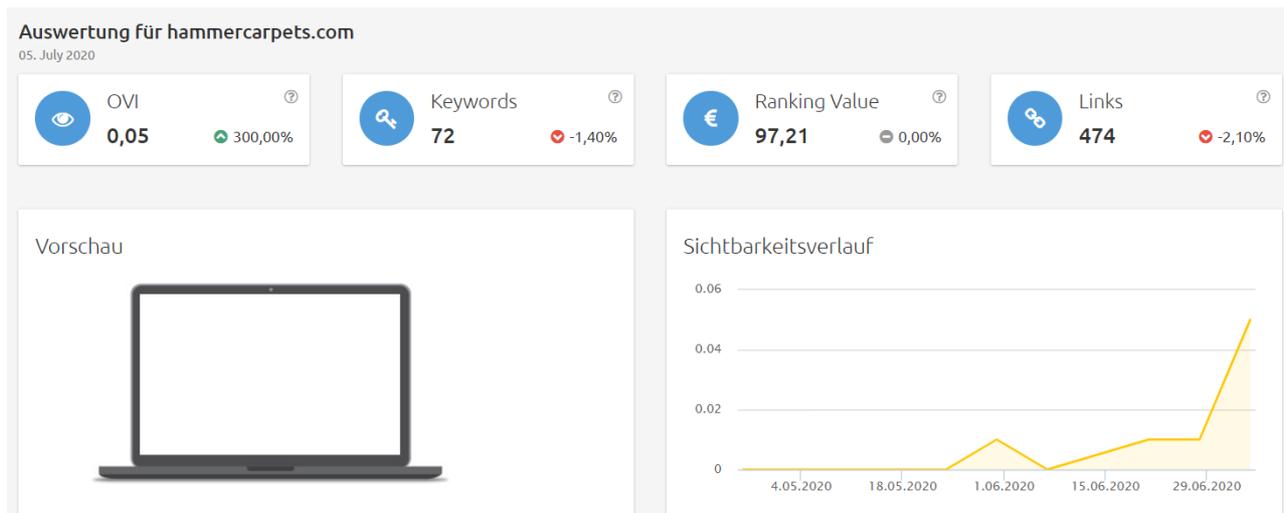


The domain carpetsofkashmir.com currently also has low visibility. Now we will take a closer look at the second place at the keyword: “Customized carpet”:



printoncarpet.com is a website with very low visibility.

Finally, we consider the ninth place for the keyword: “Design a carpet”. This ranking is currently occupied by hammercarpets.com:



hammercarpets.com is a domain with a very low visibility.

**Conclusion:** For the relevant key terms, providers with mostly weak visibility.

**Overall assessment:** Overall, there is a high and stable demand for carpet configurators on the Internet. This demand is currently served by suppliers with low visibility.

It is highly likely that keywords such as “Design your own carpet” or “Customised carpet” will result in good rankings in Google search results.

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

Thus carpet configurators still offer enormous potential for newcomers to the market today.

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](https://viscircle.de/contact)