

Room planner: SEO analysis and evaluation 07/2020

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Various online suppliers of furniture have long recognized the trend: Customers can equip rooms online with a planning tool according to their individual needs.

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

Since a room planner 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 room planners using Google’s Keyword Planner on the basis of various keywords. This will be followed by a trend and competition 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 room planners according to the keyword planner of Google Ads:

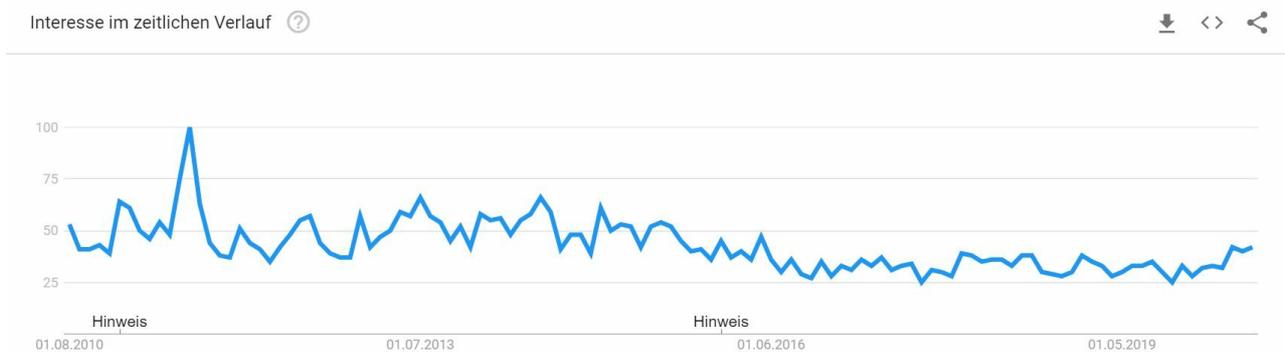
Keyword	Search Volume	Competition	CPC for high positions (in €)
Room planner	40.500	Low	0,05
3D room planner	6.600	Low	0,19
Online room planner	5.400	Low	0,09
Roomstyler 3d	3.600	Low	0,11
Room layout planner	3.600	Low	0,22
Roomstyler 3d home planner	2.900	Low	0,09
2D room planner	1.600	Low	0,24
Plan your room	4.400	Low	0,13
Room builder	1.300	Low	0,22
Room furniture planner	1.000	Middle	0,36
Best room planner	720	Low	0,18

Keyword	Search Volume	Competition	CPC for high positions (in €)
Virtual room planner	720	Low	0,35
Living room planner	2.900	Low	0,15
Apartment layout planner	880	Low	0,33
Plan my room	720	Low	0,25

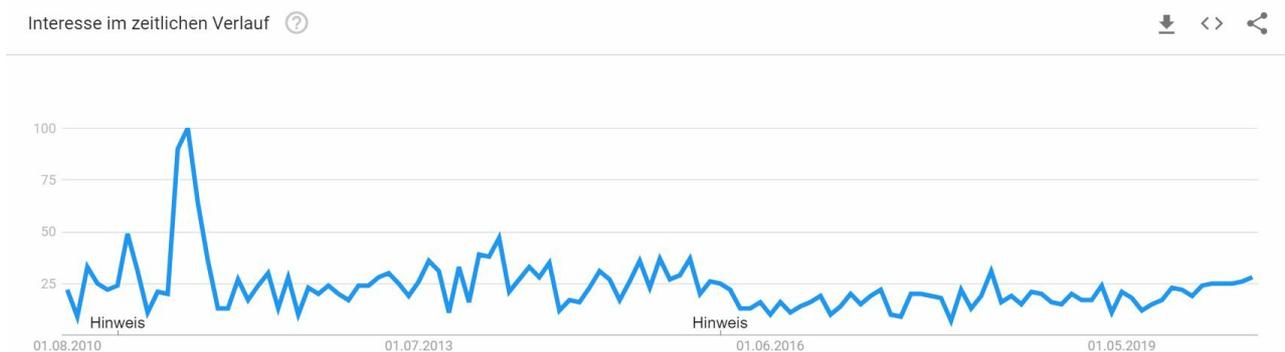
With little effort you can find a lot of interesting keywords with low, medium and high competition. Also, the CPCs (costs per click with Google Ads) are relatively low, so that with appropriate investments in Google Ads a positive RoI can be assumed.

Trend analysis with Google Trends.

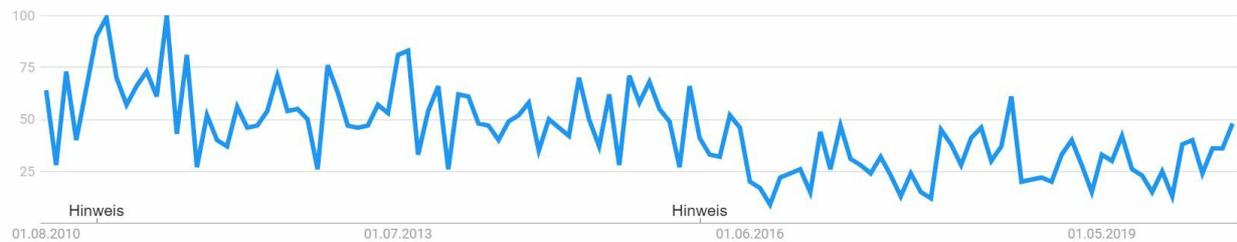
Room planner.



Demand for the keyword: “room planner” has been stable and high for several years.



The keyword: “3D room planner” has also been in stable and high demand for several years. We get similar results after entering the keyword: “Online room planner” into the tool:

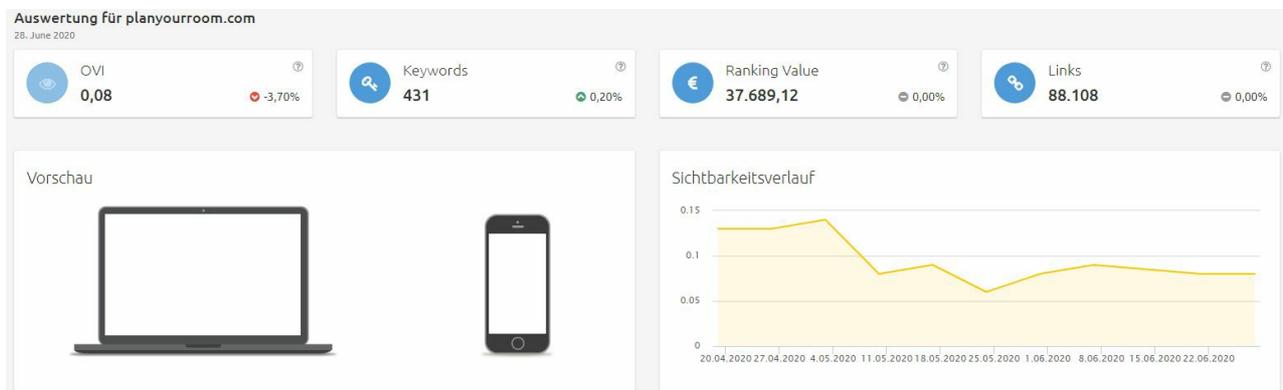


Conclusion: There are numerous interesting keywords with high and for years stable demand. In addition, the costs per click are relatively low with Google Ads, so that a positive ROI can be assumed for corresponding campaigns.

Competition analysis:

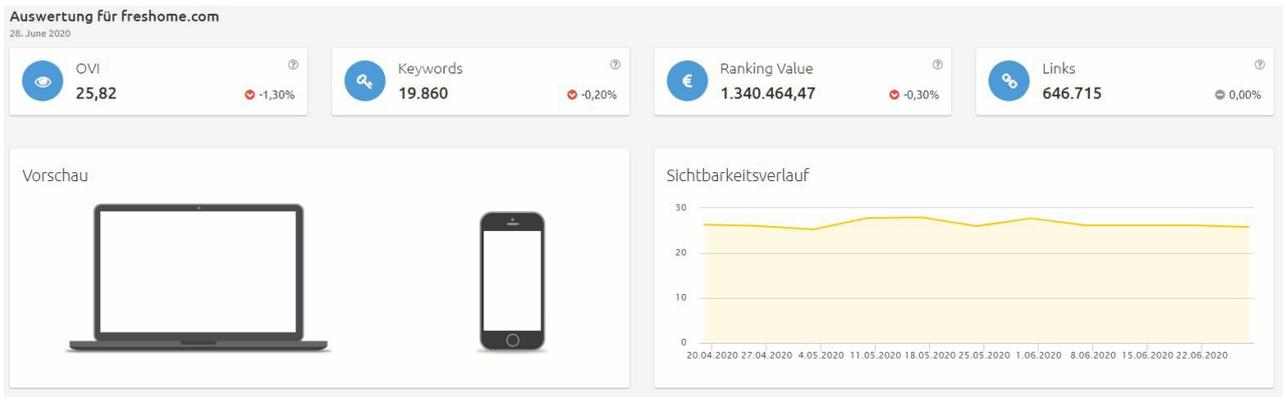
In the following we will take a closer look at the competitive situation. In order to get a more precise picture, we will analyze the websites from rank 1 to 10 based on different keywords.

On the first place when entering the keyword: “Room planner” you will find the website planyourroom.com:



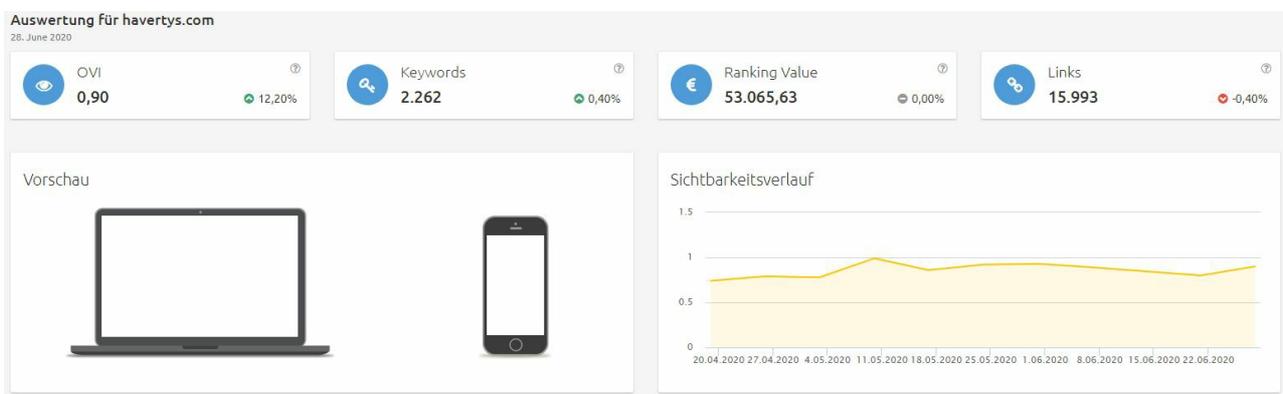
The website has good visibility, which has been at a consistently high level over the last few months.

In fifth place when you enter the search term: “3D room planner” you will find the domain freshome.com:

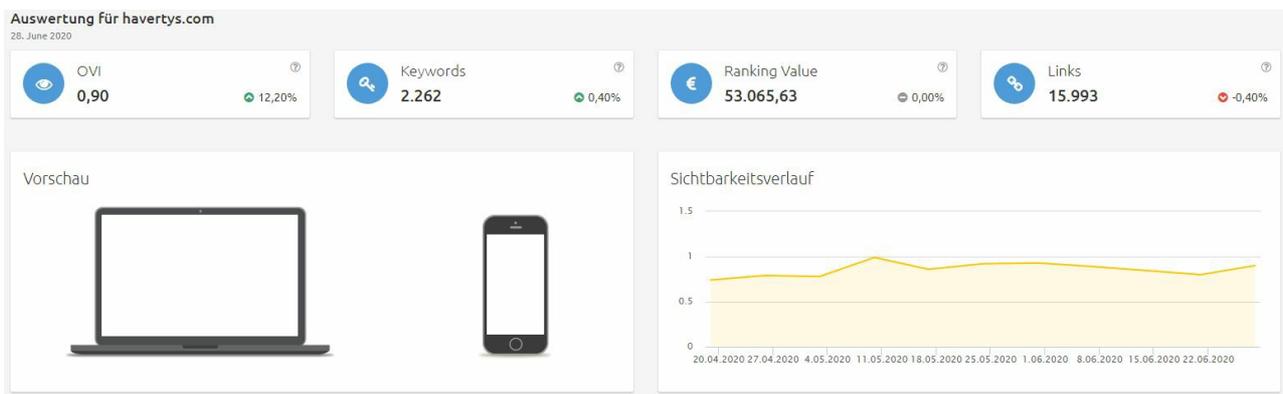


The domain also has very good visibility. With 19,860 keywords the website is in the top 100 of Google.

Now we take a closer look at rank seven of the keyword “Online room planner”.

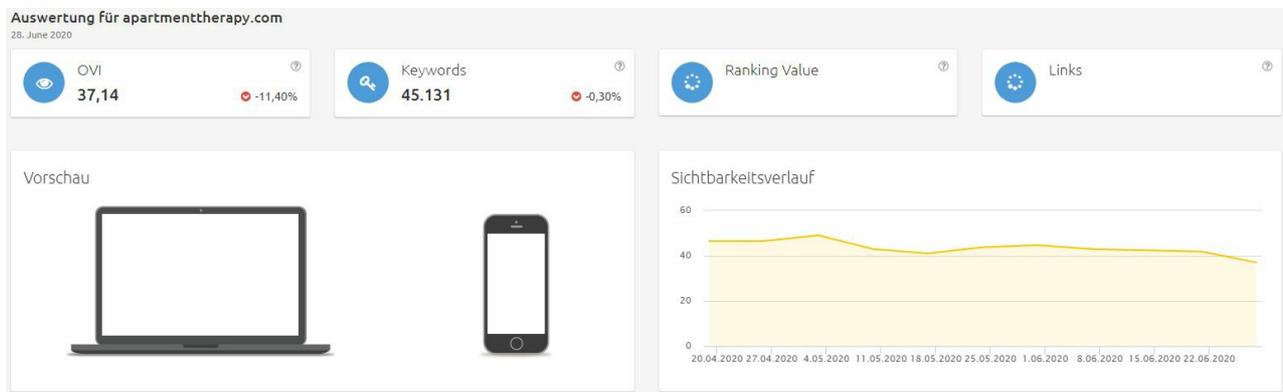


The domain havertys.com currently also has very good visibility. Now we take a closer look at the second place at the keyword: “Roomstyler 3D”:



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

Finally, we consider the ninth place for the keyword: “Room layout planner”. This ranking currently occupies apartmenttherapy.com:



apartmenttherapy.com is a domain with a very good visibility.

Conclusion: Among the relevant keywords you will find websites with mostly very good visibility.

Overall assessment: Overall, there is a high and stable demand for room planners on the Internet. This demand is already being met by a number of providers, most of them have very good visibility.

It will be very difficult with relevant keywords like “room planner” or “3D room planner” to get good positions in the rankings of common search engines like Google.

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

We are specialized in the planning and implementation of real-time 3D configurators and have realized numerous projects in the past. As a reference we recommend our 3D room planner for Nobilis.

You can contact us directly via the following link:

viscircle.de/contact