

2024

INTERIOR DESIGNERS

SEO GUIDE

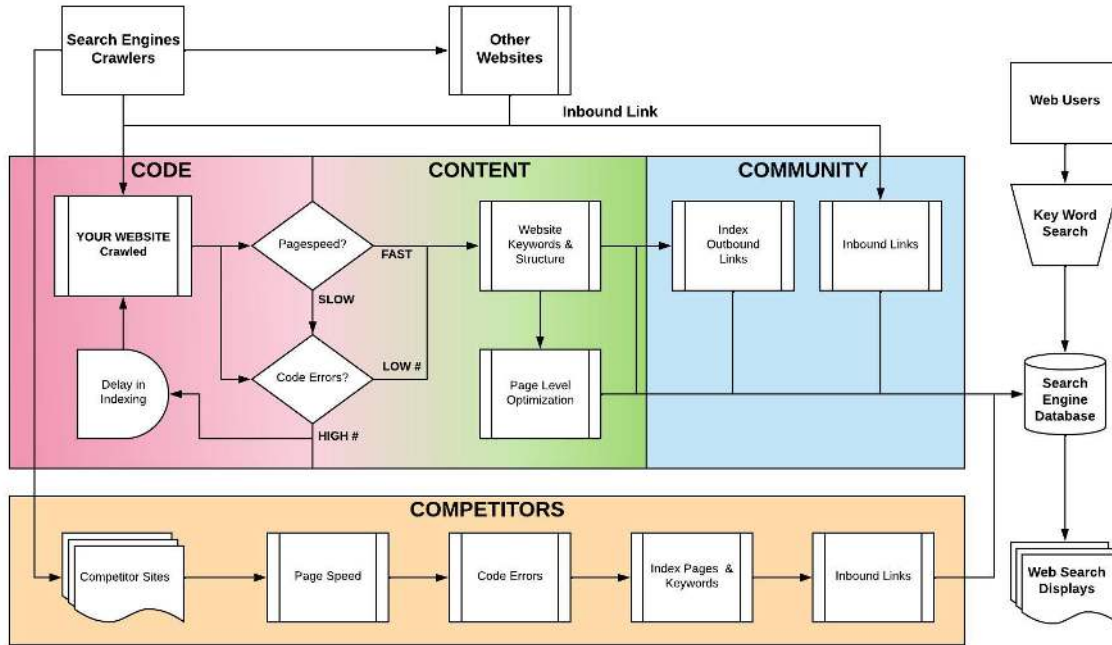


Why/How SEO Is Important

Search Engines are crawling your website looking for content and links to other websites. If your website is not Search Engine Optimized, you are missing out and won't be found for keywords that are important.

Our Methodology

- Code:** Fix code errors and increase crawl frequency and depth.
- Content:** Keyword rich content to be found for a specific phrase(s).
- Community:** Improve inbound links with higher quality content.
- Competitors:** See what your competitors are doing, do it a little better.



Version 3.0

Copyright © 2023 Waymaker SEO LLC
Please do not copy or redistribute without permission

Why SEO is Important for Interior Designers

Interior designers are immersed in the exciting, transformative process of creating beautiful spaces for their clients. This endeavor, while fulfilling, involves intricate challenges such as placing and tracking orders, managing client expectations and changes, and juggling myriad other tasks—including marketing efforts.

SEO (Search Engine Optimization) is crucial in this landscape because it enables your target audience to find you through specific keywords. These keywords often imply the searcher's intent. For example, "Interior Designer [City Location]" suggests someone is seeking a designer in their vicinity. Conversely, "Interior Design Ideas" might indicate an individual looking for inspiration for a DIY project.

Implementing SEO tactics is straightforward, but prioritizing and dedicating effort to this aspect can be complex. This guide is designed to assist you in your SEO endeavors.

SEO CHALLENGES FOR INTERIOR DESIGNERS

1. IMAGE-INTENSE WEBSITE

Portfolio pages are crucial for showcasing your work to clients. Indeed, a picture is worth a thousand words, and your work is invaluable. However, each image consumes bandwidth, potentially slowing down the user experience—this is particularly problematic on mobile devices.

Some Quick Fixes:

- A. **Implement Lazy Loading:** This technique allows images to load sequentially as they appear on the user's screen, improving page load times.
- B. **Optimize Image Sizes:** Photos from professional shoots or high-quality phone images often aren't web-optimized. Resizing and compressing these files can significantly speed up your site without sacrificing visual quality.
- C. **Curate Your Gallery:** Treat your website's portfolio like an art gallery. Avoid uploading every version of every image; select those that narratively contribute to your project's story. If a particular sofa appears in numerous photos, consider whether each image offers a unique perspective.

2. MARKET DIFFERENTIAL - WHAT ELSE MAKES YOU DIFFERENT?

Your design style and creative vision undoubtedly set you apart, but what else makes choosing you a compelling proposition for potential clients?

Some Quick Fixes:

- A. **Define Your Unique Selling Points (USP):** Articulate what makes your services distinct and develop a keyword strategy around these aspects to enhance your SEO.
- B. **Emphasize Benefits:** Highlight what clients gain from working with you that they might not obtain elsewhere. Beyond delivering aesthetically pleasing spaces, what additional value do you offer?

3. LONGER BUYING CYCLE: LEAD TO CLIENT JOURNEY

Interior design services typically involve an extended conversion timeline. It's rare for someone to impulsively decide on a complete home renovation. Potential clients might ponder over the financial and temporal implications of such projects, visiting your website and social channels multiple times as they deliberate.

Some Quick Fixes:

- A. Analyze Client Acquisition:** Examine how you acquired your last ten clients. Identify their initial questions and concerns. Address these topics directly on your website with keyword-rich content.
- B. Dominate Search Engine Results Pages (SERPs):** Enhance your visibility for specific search queries related to your services, such as "Small Galley Kitchen Design Atlanta." Consider targeting clusters of related keywords.
- C. Engage with Potential Clients at Various Stages:** Recognize that not every site visitor is ready to commit immediately. Create content that addresses the concerns of prospects at different decision-making stages.
- D. Develop a Lead Acquisition Strategy:** Utilize a CRM or lead tracking system to monitor interactions. Tailor your marketing efforts to nurture these leads towards conversion.

By continually expanding your content to address the needs and concerns of your audience, you'll remain a prominent choice for potential clients throughout their decision-making process.

GENERAL SEO BEST TIPS

Focus on crafting content that resonates with your target audience while ensuring it's optimized for search engines.

- Monitor your progress using tools like Google Analytics and Google Search Console, both of which are complimentary and user-friendly.
- Remember, the quality of your content is more important than its quantity, and relevance takes precedence over volume.

TRACK EFFORTS

Google Analytics	Google Search Console
Tracks incoming traffic (Behavioral Flow)	Tracks Search terms (Impressions and Clicks)
Landings Pages	Tracks Pages displayed (Impressions and Clicks)
Time on Site	Shows you some errors on the site
Social Traffic	
Referral Traffic	

BROADER MARKETING GOAL

What are you trying to achieve?	Tips	Think About
Understand how the website is brining in new potential business.	<ul style="list-style-type: none"> • Add Google Search Console to your website (FREE) • Add Google Analytics to your site 	<ul style="list-style-type: none"> • How many impressions (views) does the site get for certain words? • How many clicks? • How are people finding/ coming to the website?
Increase Traffic to the Site	<ul style="list-style-type: none"> • Create content around specific keywords and phrases • Organize your existing content into categories around keywords 	What traffic are you trying to get and what do you want them to do when they get to the website?
Increase Conversions: Traffic to Leads	Most popular web pages should lead to a Call to Action (CTA)	Which pages are people landing on and what are they doing on that page? Where do they go next?
Better close rate for leads	<ul style="list-style-type: none"> • Ensure portfolio pages are linked to next steps. 	How does the website help close potential leads?
Gaining better clients or bigger/ better projects	Build a Ideal Client Profile (ICP) and identify what they want/need and create keyword content to this points	Do you want to rank for general terms or for specific project and client types?

CODE

It's about User Experience	Goal - Ease to use and Error Free	
Fix Broken Links	Internal Links (Increase)	External Links (As needed)
Page Speed	Pages load quick on mobile	Pages load quick on desktop
ADA Compliance	Inclusive Web Design	Bigger Audience
Follow recommend file sizes	Optimize for web viewing	Loads quick and clear

CONTENT - KEYWORDS & IMAGES & VIDEOS

Keyword Research	Goal: Quality > Quantity	
Use keyword research tools to find variations of keywords	Use Search Volume as proxy for intent	High Search Volume = More people using the word in searches
Use Google Trends to identify popular keywords	Use these words in your content (website and social media)	Use hashtags on social sites with these words
Check Search Console for "Queries"	Shows keywords typed that showed your site	Work on improving conversion (Page Title & Meta Description)
Check Search Console for "Pages"	These pages show in search results	Use Social Media to promote under performing pages
Videos & Podcasts should have keyword rich descriptions	Social content hosted on website should have descriptions, internal links to similar content	Leverage Visual/Audio and compliment with written content. Ex: Timestamps, share resource links mentioned, etc.

COMMUNITY - BACKLINKS (LINKS TO YOUR WEBSITE)

Backlinks and Connections	Goal: Relevancy > Quantity	
Create content that is backlink worthy	Top # XYZ Guide, Best of , or Product Reviews	What's in it for another website to link to your page?
Build connection with other sites that have same target audience but do not compete	Create a network of people to share content and backlinks	
Audit backlinks to your site	See which pages people are back linking to	Ensure CTA's and Customer Journey mapping are in place

COMPETITORS

Scope competition	Goal: Buddy up to their rank	
Audit competitors for keywords	Measure against your site and look for usage gaps	Explore why there is a gap and leverage for your strategy
Audit competitors for backlinks	Measure against your site and look for usage gaps	Explore why there is a gap and leverage for your strategy

OTHER RESOURCES

Code	ScreamingFrog (Freemium)	Screamingfrog.co.uk/seo-spider/	Crawls your website and reports back errors.
Keywords	Market Muse (Freemium)	marketmuse.com	Tool for keyword research and content creation. Limited free version.
Backlinks	AHRefs	ahrefs.com	SEO Dashboard includes PPC, Social Media, and More
	SEMRush	semrush.com	SEO Dashboard includes PPC, Social Media, and More
Competitors	Any Tool	Competitor URL	Use their data for your SEO strategy

TRACKING

Google Analytics (Free)	analytics.google.com	<ul style="list-style-type: none"> • Install a tracking code so you can learn how your website is doing. • Track visitors, where they are coming from, and what they are doing on your site.
Google Search Console (Free)	search.google.com/search-console/about	<ul style="list-style-type: none"> • Track your website visits, performance, and id issues. • Review site indexing and more
Google Page Speed Insights (Free)	developers.google.com/speed/pagespeed/insights/	<ul style="list-style-type: none"> • Test your website for page loading speed. Get some tips on how to improve the user experience.

Have a Question?

I'm here to help. Please consider a 15 minute consultation or meeting to ask your SEO questions.



[HTTPS://CALENDLY.COM/CTHINKGROUP/15MIN](https://calendly.com/cthinkgroup/15min)

Joshua Monge
SENIOR SEO CONSULTANT

JOSHUAM@WAYMAKERSEO.COM