

90-Day SEO Action Plan for Interior Designers

Introduction

This streamlined 90-day action plan is designed specifically for busy interior designers. Each week features manageable, high-impact tasks that will strengthen your online presence and help attract ideal clients. The plan is divided into three phases, each building upon the previous one to create sustainable momentum without overwhelming your schedule.

PHASE 1: FOUNDATION BUILDING (Month 1)

Week 1: Assessment & Planning

- ☐ Complete the Portfolio Audit Checklist to identify your digital strengths and opportunities
- ☐ Develop your Design Expertise Statement (using the workshop worksheet)
- ☐ Set up basic analytics to track your progress: * Google Analytics 4 (GA4): [Link to simple GA4 setup guide] * Google Search Console: [Link to simple GSC setup guide] * *Note: If you prefer not to handle this yourself, you can hire someone on Fiverr for approximately \$50-100 (TODO: add Fiverr link)*

Week 2: About Page Enhancement

- ☐ Update your About page with your expertise statement and credentials
- ☐ Add elements that signal E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness):
* Professional affiliations and memberships (ASID, IIDA, etc.) * Certifications and awards * Relevant education and training * Notable publications or features * Years of experience in specific design specialties
- ☐ Include a photo of yourself and your team (if applicable)

Week 3: Image & Speed Optimization

- ☐ Test your website speed using GTmetrix.com (free tool) * If your score is below a "B" grade, the most common fixes are: * Compress all images using TinyPNG.com * Consider upgrading to premium hosting if you're on basic hosting * Remove unnecessary plugins (if on WordPress)
- ☐ Optimize 5-10 key portfolio images: * Resize to maximum 2000px wide (maintain aspect ratio) * Compress using TinyPNG.com or similar tool * Rename files with descriptive names (e.g., "modern-kitchen-renovation-chicago.jpg") * *For WordPress users: Install a plugin like Smush or ShortPixel for bulk optimization*

Week 4: Basic On-Page SEO

- ☐ Update title tags and meta descriptions for these key pages: * Home page * About page * Services page(s) * 3-5 most important portfolio projects * *For WordPress: Install Yoast SEO plugin to easily edit these fields* * *For Squarespace: Find these in Settings → SEO*
- ☐ Add alt text to all images on these key pages * Include descriptive text about the design (e.g., "Custom built-in shelving in modern farmhouse living room") * Keep under 125 characters

Phase 1 Check-in

- ☐ Review your Google Analytics to establish baseline traffic metrics
 - ☐ Note your site speed score to track improvements
 - ☐ Make sure Google Search Console is properly set up and verifying your site
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PHASE 2: CONTENT DEVELOPMENT (Month 2)

Week 5: Portfolio Structure Enhancement

- ☐ Organize your projects into logical categories that showcase your specialties * If you have fewer than 10 projects, focus on ensuring each has complete, detailed information * If you have more than 10 projects, create categories that align with your expertise areas (e.g., "Modern Kitchen Renovations," "Luxury Primary Suites")
- ☐ Create a consistent template for all portfolio project pages that includes: * Project overview (location, scope, style) * Key design elements and solutions * Before/after context (if applicable) * Materials and furnishings used

Week 6: Project Page Optimization

- ☐ Select your 3 most impressive projects and enhance them with: * Expanded descriptions (250-500 words) * Client testimonials (with permission) * Challenge/solution narratives * Multiple high-quality images with descriptive alt text
- ☐ For each project, include relevant keywords naturally in: * Page title * Headings * First paragraph * Image file names and alt text

Week 7: Service Page Development

- ☐ Create or enhance dedicated pages for each of your core services * Each service should have its own page (e.g., "Kitchen Design," "Full Home Renovation") * Include pricing structure or ranges if possible * Describe your process for this specific service * Showcase relevant examples from your portfolio
- ☐ Add client FAQ sections to each service page
- ☐ Include clear calls-to-action on all service pages

Week 8: Google Business Profile Optimization

- ☐ Claim and verify your Google Business Profile if not already done * Go to business.google.com to get started
- ☐ Complete all profile information: * Business hours * Service areas (be specific with neighborhoods/cities) * Business description (use your expertise statement) * Services (create a complete list with descriptions)
- ☐ Add 5-10 portfolio images with proper descriptions to your profile
- ☐ Begin requesting reviews from past clients (aim for 3-5 initially)

Phase 2 Check-in

- ☐ Review Google Analytics for traffic changes to enhanced pages
 - ☐ Check if your improved pages are being indexed in Google Search Console
 - ☐ Note how many portfolio projects and service pages have been optimized
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PHASE 3: AUTHORITY BUILDING (Month 3)

Week 9: Local Relevance Building

- ☐ Create a location-specific page for your primary service area * Title: "Interior Design Services in [City/Neighborhood]" * Include local context and how your designs work with local architecture * Mention local vendors, showrooms, or resources you work with * Reference local projects with photos and brief descriptions
- ☐ Consider a "Design Resources in [City]" guide that can be useful to both clients and search engines * List recommended local vendors, showrooms, and craftspeople * Include brief descriptions of why you recommend them * If possible, notify these businesses about their inclusion for potential link-building

Week 10: Content Creation

- ☐ Create one substantial piece of content based on frequently asked client questions * Choose from: blog post, design guide, or portfolio case study * Aim for 800-1200 words of valuable, informative content * Use the AI Prompt Library from the workshop to help draft content * Include relevant images with proper optimization
- ☐ Share this content on social media and with your email list

Week 11: Strategic Partnerships

- ☐ Identify 5-10 complementary businesses for potential partnerships: * Architects * Contractors * Real estate agents * Home stagers * Furniture retailers * Custom craftspeople

- ☐ Reach out to 3 potential partners with collaboration ideas: * Guest content exchange * Mutual referral arrangement * Co-hosting a virtual event * Joint project case study
- ☐ Create a "Preferred Partners" page on your website (excellent for local SEO)

Week 12: Review & Planning

- ☐ Check Google Analytics and Search Console data: * Note pages with increasing traffic * Identify new keyword rankings * Review user behavior metrics (time on site, bounce rate)
- ☐ Look for content that's performing well and plan similar pieces
- ☐ Schedule 1-2 hours monthly for ongoing maintenance: * Publishing new project pages * Requesting client reviews * Creating occasional fresh content

Phase 3 Check-in

- ☐ Compare traffic metrics to your baseline from Phase 1
 - ☐ Note new referring domains (links) in Google Search Console
 - ☐ Review inquiry sources - are any coming from improved pages?
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Implementation Resources

Free Tools You Can Use

- **Website Testing:** GTmetrix.com
- **Image Compression:** TinyPNG.com
- **Keyword Research:** Ubersuggest free version, AnswerThePublic.com
- **Analytics:** Google Analytics 4, Google Search Console
- **AI Writing Assistance:** ChatGPT, Claude, or similar (use the AI Prompt Library)

When to Consider Professional Help

Consider hiring freelance help for these specific tasks if you're short on time:

- Setting up analytics (approximately \$50-100)
- Technical website fixes (varies based on platform and issues)
- Initial keyword research (approximately \$150-300)
- Content writing for service pages (approximately \$75-200 per page)

Look for specialists with interior design industry experience on platforms like Upwork or Fiverr

Maintaining Momentum

- Schedule just 2-3 hours per week for these activities
 - Batch similar tasks together (e.g., do all image optimization at once)
 - Consider delegating some tasks to team members or assistants
 - Use the AI tools from the workshop to speed up content creation
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Progress Tracking

Monthly Metrics Tracker

Metric	Baseline	Month 1	Month 2	Month 3
Website visitors				
Average time on site				
Portfolio page views				
Contact form submissions				
Google Business Profile views				
Number of Google reviews				
Keywords ranking in top 30				

Next Steps After 90 Days

After completing this initial 90-day plan, focus on:

1. **Content Calendar:** Create a simple schedule for adding new portfolio projects and occasional helpful content
2. **Review Generation:** Set up a systematic process for requesting reviews from new clients
3. **Local Partnerships:** Continue building relationships with complementary businesses
4. **Geographic Expansion:** If desired, create location pages for secondary markets you serve
5. **Conversion Optimization:** Refine your contact forms and calls-to-action based on what's working

Remember: Consistency is more important than perfection. Even small, regular improvements will compound over time to significantly enhance your online presence and lead generation.