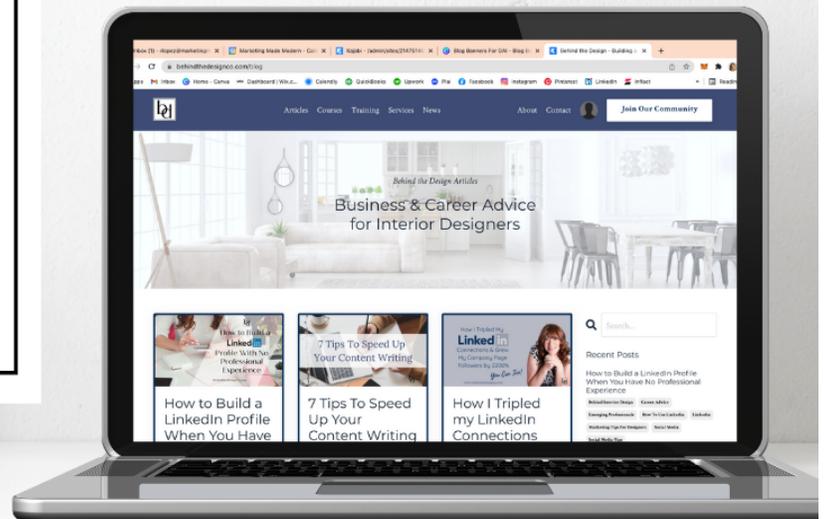




BEHIND THE DESIGN

20 Simple Ways Interior Designers Can Drive More Website Traffic



Let's Do This!

Have you ever heard of the saying “If you’re not part of the solution, then you’re part of the problem”? Well, the same goes for our clients. If we’re not actively providing valuable resources that help them solve their problems, then are we even doing anything?

With this free guide, I hope to do just that, provide you with valuable information on what you can do to improve your website traffic so that you can be on your way to being a valuable ally to your clients. Now let's get started!



1. Dial-in Your Target Audience

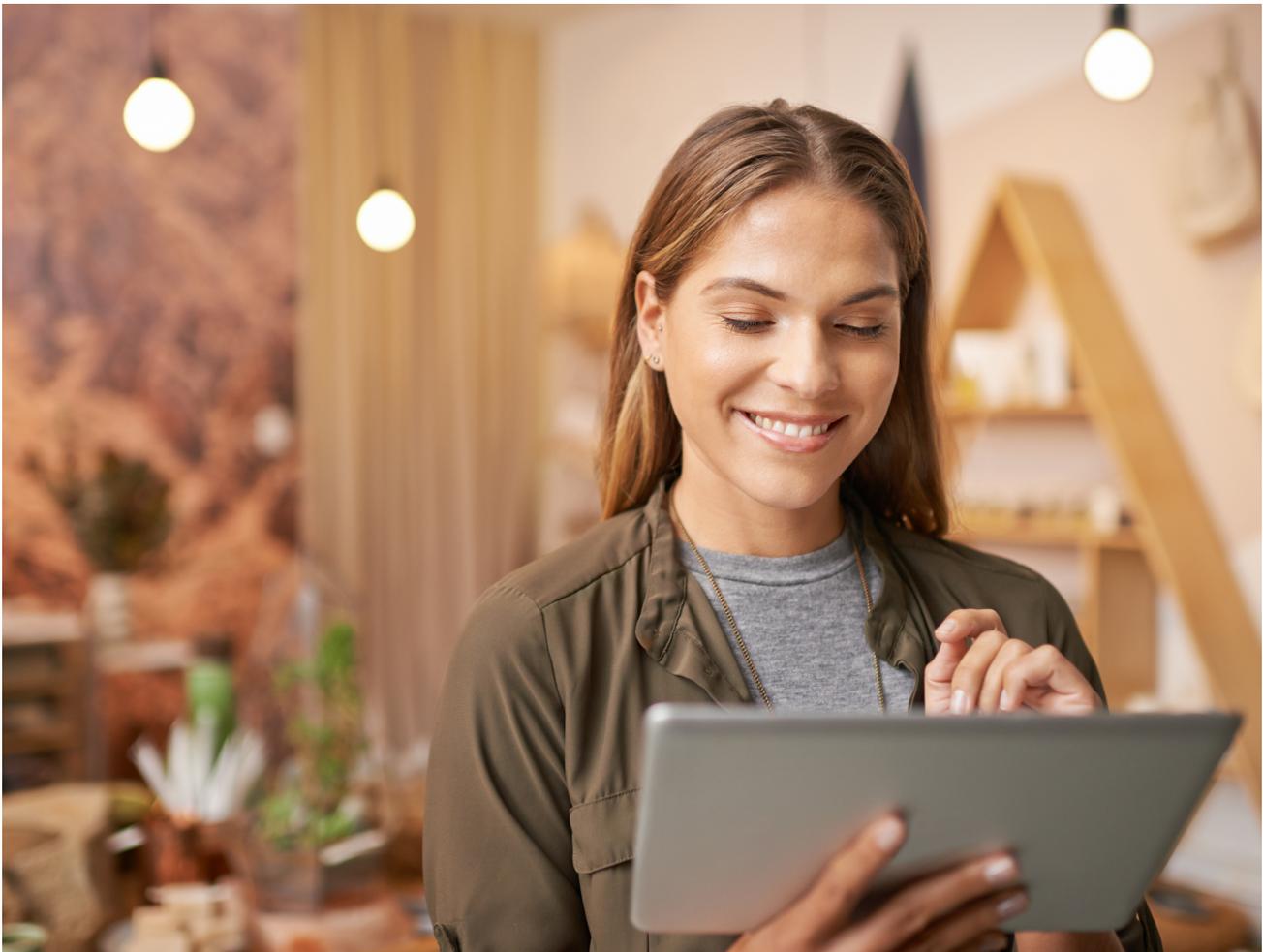
Improving your website traffic starts with understanding your audience and delivering the information and content they want. You dilute your messaging and reduce your traffic by being everything to everyone. It might seem counterintuitive, but you will grow your traffic by focusing on and speaking directly to those you serve.

Pro Tip: When writing for your website, write to one person. That person should be your ideal client. As you write to just one person, your reader will feel like you speak only to them.

Here are two articles that will help you identify your target audience:

[“How to Identify a Target audience for Increased Profitability”](#)

[“3 Key Indicators to Help Interior Designers Identify Their Target Market”](#)



2. Perform Keyword Research

Your website must appear on page one or two for your audience's keywords when searching for a designer. This is because search engines track the word or group of words their audience uses and then look for keywords or words in your website copy to ensure a good match.

It is your job or your marketing team's job to identify those keywords and phrases. Beware, it isn't just a list of words that will help your site rank higher on the SERP (Search Engine Results Page). Rather it is typically a group of words or phrases typically thought by your audience. Research shows 64% of online searches use 4 or more words. Multiple keywords or phrases are called "Long Tail Keywords." A good example is "How to find a good interior designer near me."

Let's look at an example. A keyword for you is "interior design." That word is very broad, and there is a lot of content, so you want to use it and add more specific words.

Additional terms might be "interior designer (your location)," "best kitchen interior design in (your location)," or "modern kitchen and bath designer." Your audience might use "interior designers specializing in kitchens near (your location)."

They may also ask questions around "what can an interior designer do for me" or "interior designer does what." It is important to understand the relationship between what someone uses to search for your business and what your website includes.

You can use tools such as Google Keyword Planner, Moz Keyword Explorer, or Semrush to determine your keywords. A free site called Answer the Public is also a fun way to search terms because it delivers results graphically. Identify a few keyword themes and use them throughout your website copy to get started.

Pro Tip: Do not overstuff your copy with keywords. The search crawlers will recognize keyword stuffing and penalize your site. Instead, write these words naturally throughout your headlines, copy, image names, and page descriptions.

Here is an article that will help you.

["The Ins and Outs of SEO – What Interior Designers Need to Get Started"](#)

3. Deliver Quality Content that Entertains, Educates, or Both

Typically, your website will include your core web pages in addition to your homepage. Your core pages are listed in your navigation and might include: services, about us, portfolio, contact us. You should make sure these pages are optimized for search engines.

However, to grow your website traffic, you will need a blog because it allows you to consistently add content that your audience wants to read. As a result, companies with blogs produce an average of 67% more leads monthly.

Writing blogs may seem time-consuming, but it is the best method to drive more traffic to your website, establish credibility in your market, and actively serve your community. Your prospects want to know you better. Delivering content that educates and entertains and gives them a peek into your personality will help solidify the buying decision.

Pro Tip: Blog content isn't just words. Be sure to use images, videos, graphics, and so forth. Break up long passages of writing with bullets, quotes, or images. Don't forget your call to action. Every page should include the next steps for the reader to take.

Here are a couple of articles that will help you.

["Why Blogging Can Help You Grow Your Interior Design Business"](#)

["5 Mistakes Interior Designers Make When Blogging."](#)

Also, check out this free resource: ["30 Blog Topics to Get You Started"](#)

FREE GUIDE

**30
Blog Post
Ideas**

YOUR AUDIENCE
WANTS TO READ

DOWNLOAD NOW

4. Design Your Website for All Screen Sizes

Your website visitors have high expectations of you and your design services. These expectations start from the first interaction on your website. Therefore, your website must be responsive to their needs. In other words, your website needs to work on multiple types of devices.

Over 68% of all searches in 2020 Globally were done via a mobile device. Website builders like [Kajabi](#), which we love using at Behind the Design, make it easy to create a responsive website.

Additionally, your website needs to load quickly, be branded to your standards, be easy to read and be well organized to maximize visitors' experience. If a web visitor lands on your website and struggles to move through efficiently, they will give up. If the page loads too slowly, this creates frustration. Services like [Kajabi](#) make it very easy for you to create a website that meets these standards.

Pro-Tip: You do not need to spend a lot of money to create a beautiful and well-branded website, so don't feel like you can't have a better website. Start with analyzing your current site through a fresh set of eyes. Ask a couple of friends to review the site and give honest feedback. How long did it take to load? Were they able to move through the site? Were there broken links? Did it take extra time to find information? Was it easy to sign up? This information will help you identify problem areas and develop a plan to improve your website.

Here is an article you will find helpful:

[“What Interior Designers Need to Know About Brand Marketing”](#)



5. Build a Community

A well-established community can drive an enormous amount of traffic to your website. Your community will include your biggest fans. This can include people from your private and personal life. It might include family members, friends, clients, professional friends, colleagues, and even employees. As a fan, people will share your company with others. Those “referrals” are valuable because we trust companies that our friends use.

Building a community starts with serving and providing value to others. Whether you are selling products or services, your initiative is to always share something of value. Small businesses that place servitude over revenue are much more successful and typically have higher profits.

Over time, your community grows exponentially. The more you meet people and share how you help others, the more opportunities arise.

Pro-Tip: Do not hold back from sharing knowledge. Many small business leaders are reluctant to share their trade secrets. They are too afraid if they give the secret sauce that people won't buy. This mindset will hold you back every time. However, sharing what makes your design services special has the opposite effect and will encourage people to buy. There is something in the vulnerability of sharing knowledge that people react positively to.

Here are two articles you will find helpful:

[“How Interior Designers Can Manage & Cultivate Your Referral Relationships – 4 Strategies You Can’t-Miss”](#)

[“A Quick Guide to Generating Interior Design Leads with Referrals”](#)



6. Expand Your Reach Through Guest Blogging

Guest blogging is a great way to share your message with a larger audience. Guest blogs are posts that you write for other websites within your industry or with a similar target audience. When guest blogging, you will typically share a short bio at the end with links back to your own website or social channel. Guest blogging can increase your web traffic by visitors clicking those links. But, it will also help because that link back to your site tells search engines that your website has more valuable content. These are called backlinks.

But, wait, don't stop there. It is also valuable to invite others to guest blog on your site as well. This works the same way; as the guest blogger shares the link to your site with their audience, it will also work as a backlink. It's sort of tricky, but it works wonders to help you get more visibility in SERPs.

Pro-Tip: Research blogs that offer a complimentary product or service that will enhance your web visitor's experience on your website. Be sure the guest posts you accept are well written and add value to your readers. Ideally, you want to exchange posts.

Here is an article:

["How Interior Designers Can Use Guest Blogging to Attract More Clients"](#)



7. Use LinkedIn to Post More Content Through Articles and Newsletters

LinkedIn has essentially three ways to share your content across this professional platform: short news updates, long-written articles, and now, newsletters. You can use all three ways to drive more traffic from your connections to your website.

You are probably aware of adding updates through your own newsfeed or your company page. I recommend giving business updates through the company page and sharing them in your personal feed. This will ensure you hit the largest portion of your community.

Long-written articles allow you to write a “blog style article” on LinkedIn. I repurpose my past blog articles (over 30 days old) with slight updates on LinkedIn every week. Then, a call to action is included either back to my website or to my LinkedIn Company page.

I have seen many people adding part of the article and then using a link to the full article. I suspect this works, as well. I haven’t tried it, though. After you finish the article, share it with your followers and in groups you follow. This will help you reach a larger audience.

Newsletters have just become available in 2021 to all LinkedIn users. They work similarly to long-written articles; however, they automatically send updates to a larger audience. You can access this tool by turning on your creator mode on your personal profile settings page.

Pro-Tip: Encourage your employees to also share the content your company posts. You can do this by either sharing it with them or just by asking. Also, always add a call-to-action telling your audience what to do next. A common one is to “like” and “share” this post/article with others.

Here are a couple of articles to help you:

["10 New LinkedIn Posting Ideas You May Have Missed"](#)

["How I Tripled my LinkedIn Connections and Grew My Company Followers by 2200%. You Can Do It Too."](#)

["Why LinkedIn Should Be a Part of Your Social Media Strategy."](#)

8. Post on Content Aggregator sites like Reddit, Medium, and Quora

Like LinkedIn, content aggregator sites allow you to post content. This is a good way to expand your reach to a much larger audience. Again, you can use your past blog posts here as well. But you can also scroll through questions posted on these sites and answer questions around design. After you answer, always refer the person to your website for more details.

This can be a time-consuming marketing tactic, and you will reach many people who do not fall within your target audience. However, if you have time to do this periodically, it will help with backlinks, optimizing your search engine.

Pro-Tip: With any article, you write, carefully proofread for spelling and grammar errors. I love using [Grammarly](#) for this purpose, and it is well worth the cost of the premium subscription. You can also ask someone to read and proofread your article. Consider partnering with another designer friend and offer to proofread that person's content as well. The second pair of eyes will always catch an error. It is just how the universe works.

This article will help you.

[“My 10 Best Writing Tips for Interior Designers. Plus One Tool I Can't Live Without”](#)

[“7 Tips to Speed Up Your Content Writing”](#)



9. Identify and Partner with Influencers

Love them or hate them, there are thousands of people making money influencing other people purchasing decisions without ever working in a particular industry. Many people thought “influencers” would eventually go away, but in reality, this has become a much larger viable marketing channel.

Using social media, research people with large audiences and talking design. It doesn't necessarily have to be interior design. You may find partnering with a party planner or fashionista a great opportunity to reach a similar market.

Pro Tip: Before you reach out to an influencer, brainstorm how to add value to their audience. Remember, a partnership is a two-way street.



10. Use Off-Page Search Engine Optimization to Attract More Traffic

On-page SEO (also known as “on-site SEO”) is the practice of optimizing web page content for search engines and users to improve your SERP position - the position a website holds in an organic search. For example, methods like blogging, using internal and title tags, increasing site speed, etc.

Off-page SEO is the practice of optimizing signals that happen off of your website. This primarily includes links coming from other sites. You want to build the links pointing to your website through three specific link types:

1. Natural links are ones that a blogger might use to reference your blog article because the content supports their content.
2. Manual links are acquired by asking others to link to your content. This may be through customers or influencers.
3. Self-Created links are links that you have created by adding your company to forums and list websites.

Your social marketing effort, guest blogging, and influencer marketing support your off-site SEO work. Off-page SEO has a lot to do with the quality of content you offer. Sites will link to your site when they find value. This is the digital equivalent of word-of-mouth.

Before you reach out to every site you can find, you want to look for experts in the field and reputable. Having random, unrelated sites link to you will not help SEO, especially if Google sees those sites as poor quality. Furthermore, by submitting your links to random sites that aren't vetted, you run the risk of getting your site de-indexed by Google.

Pro-Tip: Start with looking for sites where your customers are actively searching for an interior designer. For instance, if you are a member of ASID or IIDA, there is a member directory. Be sure you complete your profiles thoroughly. Additionally, many design markets, such as the Denver Design District, offer a directory to add your information as a registered designer. Publications are also a good place to look for directories.

Here is an article to help you:

[“The Ins and Outs of SEO – What Interior Designers Need to Get Started”](#)

11. Develop a Market Funnel with Valuable Offers

A marketing funnel is a visual representation of how someone goes from a quick visit to an actual loyal client. When we visualize a funnel, we see a wide-open end. This is called the top of the funnel, and it represents everyone that is driven to our website, either through search engines, social media platforms, or other websites. As someone moves through your website, they go deeper into the funnel. At each stage, we offer more to the prospect.

As an interior designer, you will outline this marketing funnel for your visitors. The goal of the top of the funnel is to get more traffic to your website by offering something your audience wants. This can be a monthly newsletter, a PDF of your top 10 best design tips, a guide to buying furniture that lasts, or an e-book on staging a home for the holidays. Ideally, you want to build out a few valuable offers that encourage sign-ups.

Once someone enters your website and signs up for your first offer, it is time to continuously connect with the person. We do this through automation and regular emails. At each touchpoint, you will provide more value. The more value you provide, the more likely a prospect will buy from you.

Pro-Tip: If you aren't sure what to provide, think about the most common questions you get from your current clients. What are your new clients asking over and over? Then, create a PDF that answers those specific questions early in the process. The more you educate your prospects early, the smoother the entire project will go because they know what to expect.

Here are two articles you will find helpful.

["8 Easy Steps to Converting Leads on Your Interior Design Website"](#)

["How to Effectively Position Your Brand Using a Digital Marketing Funnel"](#)

12. Become an Expert of Your Google Profile

Your business name should be polished and visible from the minute your site is live. Establish a Google business profile once you have an active domain, so people have a nice little snapshot of what your business is about.

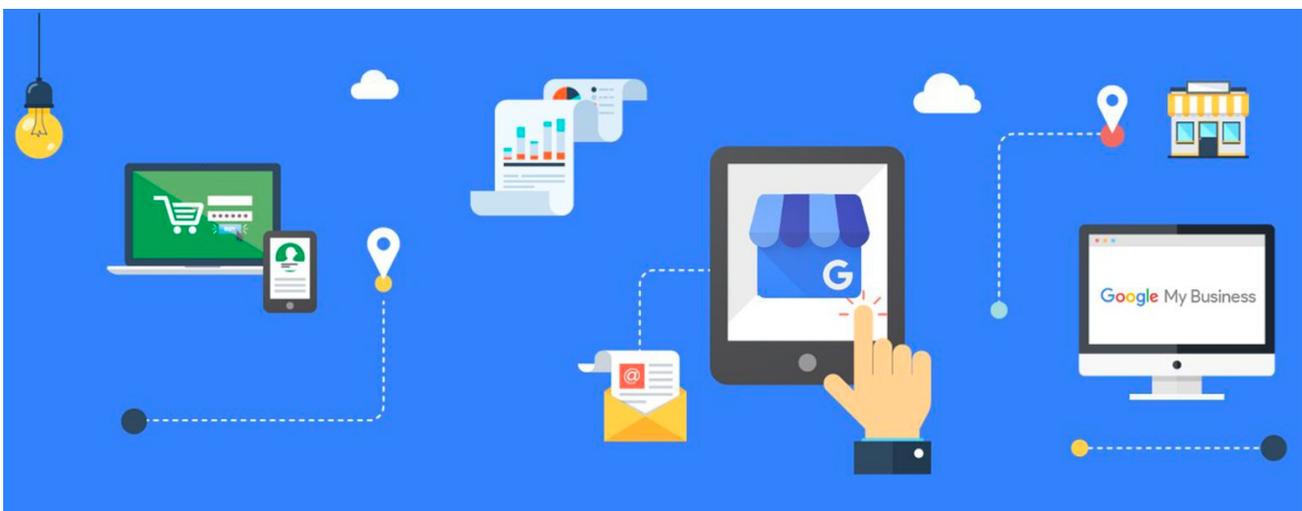
Using [Google's Business profile](#) allows you to create a profile at no cost, manage your search and maps, and personalize by adding hours, photos, and links to your site. This is a good way for clients to give you reviews and testimonials. This social proof is huge in driving more traffic to your website.

The summary of your business should be a direct statement embodying your company's values. Entice them with detailed information, but this is not the place to embellish; keep that language for your website.

Pro Tip: Your reputation is by far the most important thing you have when growing your career or business. Frequently check in to read and respond to reviews of your services or products. If the individual posting the bad review is a genuine customer, publicly follow up with them to see if you can do anything to eradicate the negative emotion. This potentially encourages the customer to come back or have a better taste in their mouth as they speak of your business.

Here is an article to help you:

["8 Ways to Drive More Traffic to Your Interior Design Website"](#)



13. Learn the Ropes of Digital Advertising

Fortunately for us trying to market our businesses, Google has made it easy by creating several free or very inexpensive tools to use for anybody. One of those methods is PPC or pay-per-click ads, which appear on the search results page. PPC ads are right at the top, appearing before the organic search results. These do not require tons of time or money to implement. Just a few quick steps and you will be on the road to generating thousands of leads.

Set up a Google Ad account and start advertising immediately with conversions costing as little as \$0.25. You do not need to hire an expensive expert to get started. You can use your keyword research and write ads that will target those searching for those terms. You can limit the ads to your geographic locations.

When creating an ad, you have limited space, so it is important to maximize your word choice. The headline is limited to 30 characters, so it needs to really grab someone's attention. Then, you have two more descriptive lines of copy limited to 90 characters each, which should speak directly to your audience, often evoking an emotional response.

Then add a link to a landing page for an offer. I recommend creating a new landing page that supports your ad campaign. Be sure to add a form for people to sign up to receive the free offer. This will help you track the success of your campaign.

Pro-Tip: It is important to test your ads before throwing a lot of money into paid-per-click ads. When testing ads, you want to change only one thing per test. This is called A/B testing. Create an ad, then duplicate it. Change only one thing, like the headline, and run both ads for the same time period and budget. The ad that performs better then uses that winner for the next round of ads.

Here is an article you will find helpful.

[“What you Need to Know About Advertising on Social Platforms”](#)

14. Use Google Analytics to Measure and Analyze

Measuring your efforts is critical to determine if you are making progress. It is also important to evaluate if your offers are working. If you haven't already, be sure to sign up with Google Analytics.

Through analytics, you will learn a great amount of information about your visitors, including demographics, location, referring site, traffic patterns, and so much more. Over time, you will begin to see trends that will help you develop better offers and content.

Pro-Tip: There is an incredible amount of information in the Analytics that you can get lost for days. Pick a few interesting data points to track and use the information to drive your future content plans.

Here is an article:

["3 Marketing Indicators that Every Interior Designer Needs to Track"](#)



15. Use a Monthly Newsletter or Informative Emails to Build a Relationship with Your Prospects

When someone visits your website, they are not ready to buy right away. If only it were that easy. Therefore, you will want to continue reaching out and showing the value you bring to every client. Developing a newsletter or ongoing email campaign is a great way to move your prospect from “just looking around” to “ready to buy.”

Although it may feel like you are doing this through social media, you don't actually own your relationships on social media. The algorithms could change at any time, and your opportunity to reach your audience diminishes.

This is why it is so important to capture your website visitor's email addresses. You do this through your lead magnet. (See #11) Once someone opts in, you now can continue to share valuable news. Adding links throughout the newsletter and emails back to your site will encourage prospects to visit again. This effort will help keep your services top of mind. When that prospect is ready to hire a designer, they will remember you.

Pro-Tip: When talking with someone interested, simply ask them if it would be okay to add their name to your email list. That way, they can get more information when they are ready.

Here is an article that will help you.

["7 Immediate Things You Can Do Today To Market Your Interior Design Business In 2022"](#)



16. Attend and Speak at Events

Networking events can be a huge opportunity to meet people and drive traffic to your website. For example, when you meet someone new and offer them your business card, most people will check you out online before contacting you. This is because people are often curious about others.

When you speak at an event, sharing valuable information, many of the complete strangers you are talking in front of will check out your website after the speech. So, when finishing your talk, be sure to add a slide or talk about how the audience can get more information on the topic on your website. Then give them the link to the website. Also, your bio in the program guide will include your website information.

Pro Tip: Offer this audience an exclusive valuable offer only available to them. This makes your audience feel special and receive something no one else gets. Then create a landing page that speaks to this audience in particular. That link should be included in your program bio and at the end of your presentation.

Here is an article you may find helpful:

[“How to Get the Most Out of Networking”](#)



17. Use Public Relations to Increase Exposure

Public relations is managing and disseminating information across traditional media outlets. A prime example is having your project appear in a magazine. This is different from advertising because it lends credibility more than an ad. In addition, it is a phenomenal way to get exposure for your design services in a geographic region.

Another way to use public relations is announcing new projects through press releases. Press releases can be submitted to local publications and posted on your website. This is especially important for commercial projects or high-end residential projects.

The third way to use public relations is to be a resource for journalists. Journalists are always looking for resources to comment on different articles. For example, reach out to journalists that write lifestyle or design articles in publications.

Pro Tip: Identify magazines that your audience is reading. Look at back issues, identifying journalists and article trends. Then write a press release or blog with a different angle to a trend. Send the press release to the journalists you have identified. Don't be afraid to call a journalist, ask what they are working on, and offer yourself as a resource.



18. Make Yourself Heard in the Comments Sections

It is not good enough to just post content on social platforms. You need to engage an audience. Write a thoughtful response instead of just clicking “like” on someone’s social post. Other responders will see this and possibly click on your profile.

Additionally, when people comment on your posts, make sure you respond with a thoughtful response. If you can’t think of something to say, just reply, “thank you, Jackie. I appreciate your comment.”

Pro-Tip: Don’t be a self-promoter. If you see an opportunity to refer someone to a valuable resource on your website, then you should absolutely do that. However, be very specific in the recommendation and don’t just send the person on a wild goose chase through your website.

Here is an article you will find helpful.

[“Getting Started on Instagram. How to Promote Your Design Business of Instagram”](#)

[“How to Cultivate a Community on LinkedIn to Drive Design Business”](#)



19. Incorporate Video into Your Website

Video is the fastest-growing content medium because it is more engaging, memorable, and popular. Videos can generate 300% more traffic for your interior design firm. Studies have shown that people want to watch videos from brands and that these videos can significantly impact a buyer's decisions.

Search engines and social platforms are more important on video, choosing video over static images in social feeds and search results. In addition, when you create videos, you can resize and reuse them across many different platforms.

Pro Tip: Many designers are hesitant to appear on camera. With practice, it becomes easier. However, if you are still too nervous, you should consider videoing your project and adding a voice-over explaining different design aspects. You don't have to appear on camera, but the viewer still gets a little insight into your design aesthetics.

Here is an article to help you.

["9 Video Ideas You Can't-Miss if You're Growing a Design Business. Plus Tips to Get You Started"](#)



20. Repurpose Your Content for Social Platforms

Social media is a free tool that has vastly changed the business world. Many use social media to create a community of followers. The larger number of followers, the more opportunity arise. Therefore, building a social media strategy is important to growing an interior design business, as it helps stay on top of the mind of your prospects.

Additionally, it can be used to drive traffic back to your website. Since creating valuable information for your website is time-consuming, it is important to maximize its longevity. Social platforms allow you to reach more prospects and generate leads.

Therefore it is important to share that content across many channels. For example, each blog post should generate 3 – 8 posts worth sharing across each social platform. By posting consistent content on social platforms, you are essentially pulling your followers into a more active role on your website. The more diversified your reach, the more data generated and circulated about your business and customers.

Pro-Tip: Use hashtags in all social posts. These hashtags should be relevant to your design services and the industry. Start with the keywords identified from your search engine research, and search those terms using a hashtag before each word. Take a look at what other people post under the hashtag. Is the content relevant to your own content? If so, add it to your list and use the hashtags on each post. This will help increase your exposure on social platforms.

Here is an article

[“How an Interior Designer Can Create 8 Social Posts from Just One Picture”](#)

[“6 Pro-Tips to Reuse Your Interior Design Blog Posts to Increase Visibility”](#)

Check out this free resource: [“30 Ways to Cultivate an Audience on LinkedIn”](#)



That's A Wrap!

*“Creativity is allowing yourself to make mistakes.
Design is knowing which ones to keep.”*

– Scott Adams



Have We Met Yet?

I'm Jacqueline Green, an experienced commercial interior designer and adjunct college instructor, who saw a need in the design community.

After working for several architectural firms, I found amazing designers and architects struggling with different aspects of their business. Whether it was software expertise, marketing the business, or developing staff, each organization had that one pain point.

See, before going back to school, I spent over 20 years working in both large corporations and small businesses, leading and training teams.

With an extensive background in business and marketing, I realized I had a skill set that not only enabled me to help design firms overcome that one pain point, but also fulfill a greater innate need to make a difference and help others. GA Interior Solutions was born.

Learn about my courses and services below!

[**LEARN MORE**](#)

