



# YOUR SEO

STRATEGY GUIDE TO INCREASE TRAFFIC  
TO YOUR DESIGN & REMODEL WEBSITE  
WORKBOOK  
FOR  
INTERIOR DESIGN & HOME REMODEL  
BUSINESSES



kitchen & bath  
MARKETING SOLUTIONS

## SEO 101

**SEO (Search Engine Optimization)** consists of those actions & strategies that help your site improve its online visibility. It is the search engine's way of deciding which website deserves to rank higher in the search results.

### Three types of SEO:

**On-Page SEO** is changes made to a site to improve search rankings.

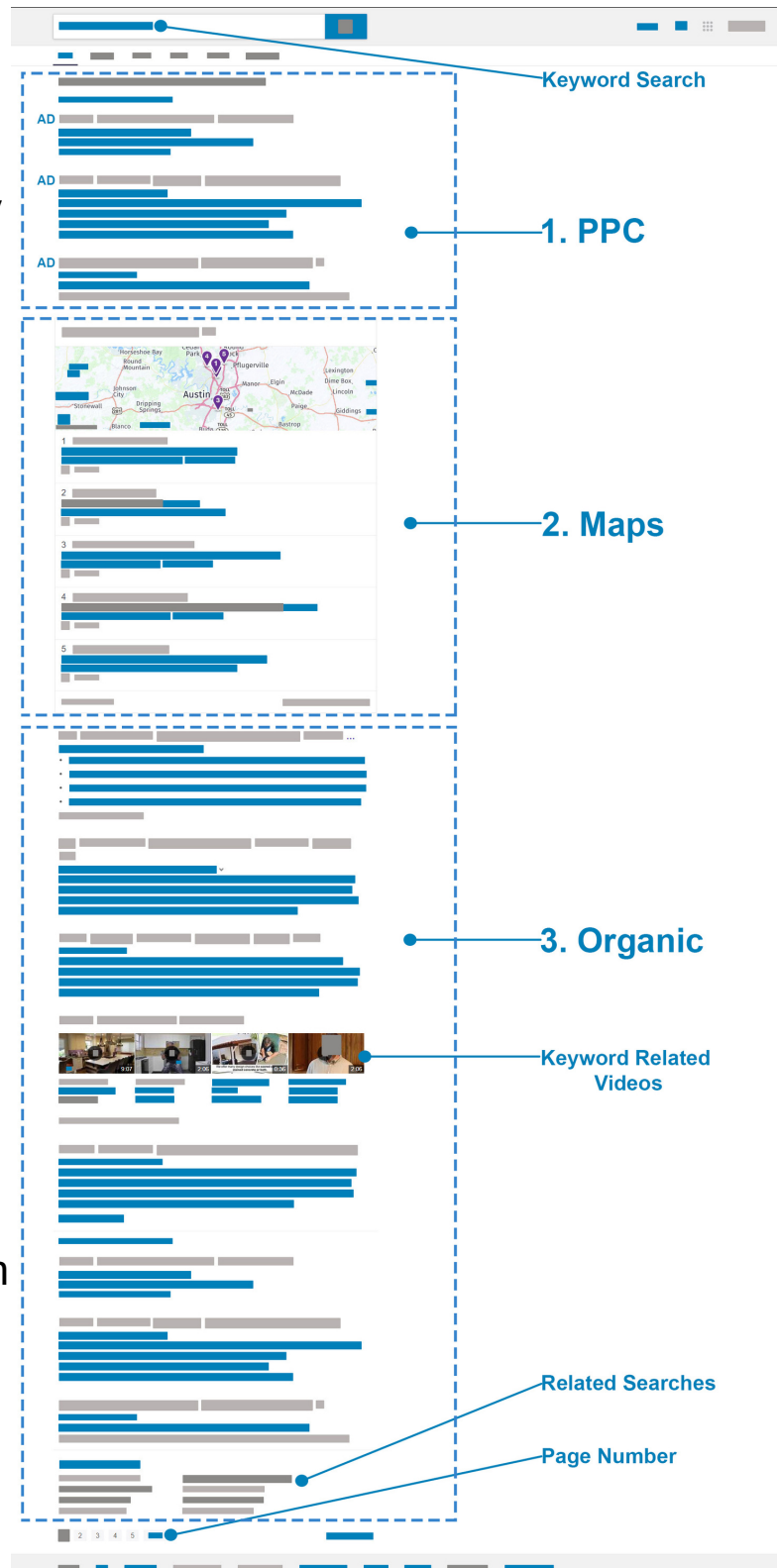
**Off-Page SEO** is strategies done on other sites to improve site rankings.

**Technical SEO** is site and server optimizations that help the search engines crawl and understand a site so it can be indexed properly.

### How does it work?

Search engines send bots to all sites on the internet to collect information and index the sites. The algorithm analyzes the websites to rank them. Several factors determine the order in which they would show. Below is a typical search result:

- Paid Search Area
- Maps Listings Area
- Organic Listing Area



## SEO 101 - WHY SEO IS IMPORTANT

**Provides Credibility** - Users trust search results and if your site ranks high, users trust you. SEO helps optimize your site so you can rank higher in search.

**Brings Traffic to Your Website** – SEO brings organic targeted traffic to a site through keywords so prospects find your business instead of you finding them.

**Offers Better User Experience** - Quality SEO builds a user experience that provides users information they're looking for in fewer clicks.

**Gives Insights into Your Prospects** - SEO provides tools to analyze user behavior and interests. These metrics enable you to make informed decisions.

**Builds Brand Awareness** - Maintaining top search results allows users to remember you & if you are provide good resources/services they'll come back.

## OPTIMIZING YOUR WEBSITE FOR SEO

- 1. Create Your Google My Business Page** - Claiming a Google My Business Page for your website is the first and most important step of Local SEO. Once you create your business listing, add all your information
- 2. Make Use of Schema Markup** - Schema markup helps Google match your business to local searches being made. It's a code you add to your site so search engines can know who you are, what you do, and where you are located.
- 3. Update NAP Information on Your Website** - NAP refers to the name, address, and phone number. Keep the NAP updated on your website so that your potential clients can easily get in touch with you.
- 4. Create a Separate Page for Each Service** - Maintain a separate page of each of your services and then apply schema to each page. This provides a clear sitemap to search engines to understand the structure of your site.
- 5. Set up Social Media Profiles** - Create your business page on different social media platforms (i.e. Facebook, Instagram, LinkedIn, etc.). This will increase your business exposure and provide links back to your website.

## 10 SEO FACTORS FOR RANKING IN 2021

- 1. Optimize Title Tags** - Write a catchy & engaging title for that is under 70 characters, because the rest of the title gets cut off in the search results.
- 2. Keep the URL Simple and Short** - The URL of your page should be short and simple so readers as well as the search engines can understand it easily.
- 3. Use Headings and Subheadings** - Divide your content into headings and sub-headings, make sections with 6 HTML headings ranging from H1 to H6.
- 4. Write Engaging Meta Descriptions** - These are short descriptions under the title in search results that should be under 160 characters.
- 5. Place Keywords Strategically** - Use keywords in the title, heading, & sub-heading and primary keywords in the intro paragraph so the topic is clear.
- 6. Add Alt Attributes on Your Images** - Add ALT text to your image to tell search engines what the images on your website are all about.
- 7. Use Internal & External Links** - Internal linking is linking your page to other pages of your site. External linking is linking your page to pages of other websites.
- 8. Focus on Page Loading Speed** - Search engines pay attention to site load speed & slow sites take longer than 3 sec. to load. Use these sites to check: [gtmetrix.com/](https://gtmetrix.com/) or [developers.google.com/speed/pagespeed/insights/](https://developers.google.com/speed/pagespeed/insights/)
- 9. Write Unique Content** - Create informative and useful content for your audience so they benefit from the knowledge you are providing them.
- 10. Maintain Good Readability** - Once you have good content on your website, focus on making it more readable.

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**Bonus 1: Finding Keywords** - Download this guide to discover the top 60 keywords in the design and remodel industry: <http://bit.ly/KABMS-Keywords> also use [ads.google.com](https://ads.google.com) to find additional keywords.

**Bonus 2: Developing Content** - Use this website to find questions and content people are searching for on the internet: <https://answerthepublic.com/>

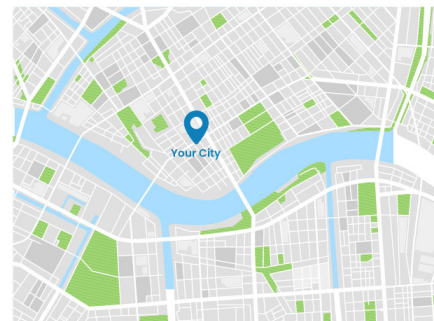
# SEO STRATEGIES TO INCREASE TRAFFIC TO YOUR WEBSITE

## OPTIMIZING YOUR BUSINESS FOR GOOGLE MAPS LISTINGS

### 1. Check Your Business on Google My Business

- <https://www.google.com/business/>
- Click the "Manage Now" button
- Search your business by name and address
- Set up your business profile on Google Maps

#### Kitchen Remodel near Your City



**1. Your Kitchen and Bath Remodel Business Website Here**  
Interior Designer **Open** **★★★★★** 7 on Yelp  
Your Address, City, State, Your Phone Number Here  
[Website](#)

**2. Competition Website**  
Contractor **Open** **★★★★** 23 on Yelp  
1234 Main Street, Your City, Your State, Phone Number  
[Website](#)

**3. Competition Website**  
Interior Designer **Open** **★★★★** 3 on Yelp  
1234 Main Street, Your City, Your State, Phone Number  
[Website](#)

### 2. Add Your Business to Google Maps

Click, "Add Your Business" to add info to Google Maps. Enter business details (NAP) and category. Then check, "I am authorized to manage this business and I agree to the Terms of Service." Click continue.

### 3. Verify Your Business

Either use mail or "Call Me Now" option.

## Complete Google Maps Optimization Checklist

Ensure that your business holds a consistent physical address for the town or area you want to optimize locally.

Keep your GMB profile information accurate and relevant so that clients can find you and make sure the location you have listed is owner-verified.

To get visibility on Google Maps, always keep the NAP (Name, Address, and Phone Number) of your GMB profile the same as it is on your website.

Create an engaging, persuasive, and authentic description for your business. Pick one or two keywords and use them in the introduction paragraph of your business description.

Making your business look good online ultimately comes down to a careful selection of good-quality images. Add high-resolution photos of your business, your team, and your best projects.

One of the best ways to collect reviews is to remind clients to leave feedback once you have completed their remodel.

- Make Sure Your Business Has a Physical Address**
- Make the Right Use of Google My Business (GMB)**
- Keep the NAP Accurate**
- Write a Catchy Business Description on GMB Profile**
- Upload High-Quality Photos**
- Collect Genuine Reviews**

If you have questions or need assistance with your SEO Strategies, schedule a time to talk with our experts at [www.Kabms.comt/Schedule](http://www.Kabms.comt/Schedule) or call us today at 800-516-5773.

## SEO MYTHS

- 1. Links Help Generate Leads** - If a user clicks on your link, reaches your website, and finds irrelevant, outdated, or low-quality content on your site, they will leave. For success, focus on quality content rather than links.
- 2. Voice Search makes SEO harder and more expensive** - The SEO strategies used for organic search are the same strategies reputable marketing agencies use for voice search.
- 3. You Need Exact Keywords to Rank Well** - With superior mechanisms and innovative AI technologies of search engine ranking, don't worry about putting the exact or right keywords in your website content.
- 4. SEO is Your Sole Digital Marketing Strategy** - Ranking at the top does not mean a click or a productive lead. You need to focus on other aspects of digital marketing as well. Incorporating other tools like email marketing, social networking, PPC, word of mouth and other advertising techniques is essential for the success of your overall marketing strategy.

**What 3 SEO Strategies will you implement?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Who on your team or externally do you need to meet with to take action on these 3 initiatives?**

1. \_\_\_\_\_

2. \_\_\_\_\_

# SEO STRATEGIES TO INCREASE TRAFFIC TO YOUR WEBSITE



## The Complete SEO Checklist for Interior Designers/Home Remodelers



- SEO Basics**
  - Set up Google Analytics, Google Search Console (GSC) and Bing Webmaster Tools
  - Check GSC for manual errors and make sure your website is indexed
  - Install and configure an SEO plugin if you are using the WordPress platform
  - Create and submit a sitemap
  - Develop a Robots.txt file



- Keyword Research**
  - Determine your main keywords and discover your long-tail keywords/variants
  - Develop a keyword map/checklist to use throughout your website
  - Ascertain questions that are being asked in the industry to understand how others are ranking pages and using keywords
  - Identify your main local or national competitors
  - Identify ranking difficulty of local, regional, and national keywords



- Technical SEO**
  - Ensure you have SSL (HTTPS) enabled on your website including all pages of your site
  - Check for duplicate versions of your website in Google's index
  - Add structured data (schema.org) and make sure your URL is SEO friendly
  - Find and fix all crawl errors, broken internal & external links, temporary 302 redirect chains and loops
  - Check your page speed and improve if necessary
  - Make sure your website is mobile friendly/Make sure people can get to any page of your website in three clicks or less



- On-Page SEO & Content**
  - Find and fix duplicate or missing meta descriptions, title tags, multiple H1 tags, orphaned site pages and cannibalization
  - Enhance internal linking throughout your website
  - Where necessary improve title tags, meta tags and page content
  - Optimize all images (ALT tags, naming, size)
  - Conduct a site audit to find out if content on your site is not ranking, not adding value, is duplicated and ultimately needs to go or be replaced
  - Make sure your site content id up to date and relevant



- Off-Page SEO**
  - Create and optimize your Google My Business profile
  - Where possible convert unlinked references into links
  - Examine your competitor's keyword strategy and link profile
  - Perform a link analysis to see if you are missing links that your competitors are benefiting from
  - Uncover new link building opportunities



If you have questions or need assistance with your SEO Strategies, schedule a time to talk with our experts at [www.Kabms.com/Schedule](http://www.Kabms.com/Schedule) or call us today at 800-516-5773.

# IT TAKES A *Team* TO TAKE YOUR DESIGN/REMODEL COMPANY TO THE NEXT LEVEL!



## IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

- Internet Marketing Campaigns Designed Specifically For You
- Social Media Strategies to Help Grow Your Brand
- Conversion Tools to Close More Clients
- Online Reputation Monitoring and so much more . . .

**IF YOU ARE READY TO TAKE YOUR INTERIOR DESIGN OR HOME REMODEL COMPANY TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.**

**800.516.5773**

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