



Episode 89
#1 Way for Your Website
to be Found



**Mirjam: (00:00)**

Hello and welcome to designer discussions with Jason, Mirjam and Maria. Today we're going to talk about the number one way to be found online.

Intro: [00:10]

Welcome to the designer discussions podcast with Jason, Maria, and Mirjam. Tune in each week where we talk about marketing, PR, and business advice for design professionals. Are you wondering where to start marketing your interior design business? We are opening the Designer Discussions Marketing Studio, a monthly series of indepth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients. You are going to want to hear this episode. Jason is going to tell you how to get your new website paid for and include all the bells and whistles that you're going to need for 2023. Let's get out there and let's update that interior design website.

Jason: (00:47)

All right, thanks, Mirjam. So this is a topic that I'm often asked a lot, and it ties into SEO, and it ties into how to build website authority. And this is also mentioned in my book, The Complete Guide to Internet Marketing for the kitchen and bathroom modeling industry in chapter 4 on SEO. One of the things, like I said, I'm often asked is how do you do that? The main way is through links. What a link is to the simplest form, it's a way for the search engines to know that your site is credible. As a designer, when you do a pitch to a homeowner or to a prospect, they're going to often ask, Okay, what other projects have you done? Or, What other clients can I talk to? That's the third party credibility that you have. That's all a link is. It's from another reputable website that's linking to you that's saying that you are a reputable site. For instance, one of the easiest links you can get is from the Chamber of Commerce. If you are a business owner, you should be a member of your local Chamber of Commerce. If you are a paying member, not a free member, if you're a paying member, you should be able to ask them, or they should already have a link to your website.

**Jason: (02:07)**

If not, it's easy just to ask, can you link to my website? That's a link from a credible partner. Also your association. If you're in the ASID, the AIA, the NKBA, NRI, any of these reputable associations, national and local industry associations that you are paying members of, they should be linking back to your website. A gain, if they're not, simply ask them. That is a link from a credible partner. That is the number one way for you to build website authority because the search engines will often look. That's one of the search ranking factors that they're going to look at. You say all of this and you have the keywords on X, Y, Z on all this that you do. But at the same time, who else in this industry says you're credible? Yes, you need to have one from the Chamber of Commerce, but it's also vital that you have some from the industry as well because the industry is also saying that you are a credible designer, a credible remodeler, a credible architect, whatever that is. So you need to have those links. There are other ways, and we're going to have Miriam talk about the PR side as well. But one of the things that you can also look at is the directory. So there's a lot of directories out there. You have Houzz.

Maria: (03:36)

Houzz if you have a paid profile, we'll link back to you. That's one of the things that you should always look at when you are working with these websites that are profiting off of your use of photography is that if you go to their website and you can't click on your link and then return to your website from wherever they have you posted. So if you run an ad, you definitely want to have a link back. And every single one of those best of house badges is actually their way of building credibility by having a link back featured on everybody's websites. And that's how House pulls up really high in SEO is because they have a ton of industry credibility because people have house badges put on their websites with the link back to House. That's how that works. So you do have to double check things. You can't just assume that you're going to get that link back, and that link back is your SEO juice that you really have to have for your business. Along with Houzz, you have others out there. You have Angie's list. If you're a member of any of those type websites that are helping to get you leads, they will also link back to your website. You also have social media sites. A lot of people don't even think about this, but all of your social media profiles that you have, you should have those linking back to your website because even though it's at a smaller level, they are still handing you some juice for your website. What we like to say, SEO juice is still passing on a little of that to you into your website to say you are credible. Oftentimes when you're talking with a homeowner or a prospect, they're going to look at all these other profiles. They're not just going to look at your website, they're going to look at if you have a YouTube page or if you have a Facebook page, if you have an Instagram page, if you have a pimp. They're going to look at all these other profiles because they want to do their due diligence and research who you are, what other projects you have out there, if you have reviews on these other sites to say, Okay, what type of work do you really do?.

**Jason: (05:47)**

All of these other entities, social media sites, links, and Chamber of Commerce, the Industry Association, all of that should link back to you because that's helping to give you website authority.

Mirjam: (05:56)

Yes. There's also a PR way to increase your organic SEO. Actually, we do this a lot in my membership, and I always coach people, interior designers, to take advantage of it. And it's through online media placements. And you've probably heard me talk about how to help a reporter out questions. If not, there is a podcast episode that talks about it. It's, I would say, the easiest and quickest way for you to get media coverage in general. And the added benefit of it is that because they're all online placements, I would recommend them because you want to position yourself as an expert. So typically it's expert commentary that you provide on whatever the topic is. They come out pretty much daily. It's rarely that there's a day where there's no query that once input from interior designers. And these are all vetted media sites. So sometimes you see Better Homes and Gardens, sometimes apartment therapy, we've had House Beautiful, even Arc Digest sometimes puts out queries. So there's really good name media sites that you have the opportunity to contribute to. And if you can get a mention in their articles, sometimes there's a back link directly from your name. So in some articles, they will quote you, they'll use the name of your business, and they will link back to your site. That's the best case scenario, of course. But even if it's just your name, Google will still recognize this, and that will add to your credibility through the credibility of the media site. Because media sites have very high authority, so Google regards them highly and thinks they're credible. So anytime you can get a mention on a site with or without a backlink, it's excellent. I actually found that on the digital sites like Fiverr and Upwork where you can hire people on the cheap to do things for you. They call it link building. What they mean is horrible opportunities where they are trying to get you media placements. I would not recommend this because I cannot imagine them doing a good job. It's still essential that you provide original commentary that comes from yourself. That's the best way to go about this. If you are a bigger business, there's a second way you can generate back links on the PR side, and that is through putting press releases on a wire. If you are a bigger business and you have news announcements, it can make sense to issue a press release. It used to be considered the cheap way to distribute your press release when you put it on a PR wire. There's a number of them out there. Basically, what they do is you upload it and they send your press release to every newsroom in the country. There's different types of distributions, but it's not targeted. It's just like you're just throwing it out there and anybody who wants it picks it up. You can get a few hundred placements that way on smaller sites. Typically, it's smaller newspapers or websites of TV stations, oftentimes pick it up. Those are not the types of placements that you're going to show off to other people, but they do help with link building. If you can pick up a couple of few hundred back links to your site from media sites, that's not a bad idea. That's honestly why companies put things on the wire these days. Those are the two ways that I would say you can help your organic SEO through PR.

**Mirjam: (10:06)**

I have Semrush on my website, and whenever I click on it, it also shows all of my Pinterest links that go back to my website. I do think that Pinterest pins are also going to help add to your website credibility. Those typically aren't something that's going to take a lot of time or money to get up.

Jason: (10:31)

These are just a few of the areas that we want to talk about on how you can build up website authority. Again, take a look at mob hook, which is the complete guide to internet marketing for the kitchen and bath remodeling industry. This is in chapter 4 on understanding SEO. Also, look at the marketing studio because we actually have a lot of resources there and we have the websites. A lot of the template websites follow the SEO strategy that I talk a lot about in the book. Take a look at that as well and reach out if you have any questions at all. We look forward to hearing from you in two weeks here at designer discussions.

Outro: (11:16)

We are super excited to announce that the marketing studio is open. We are providing simple and easy to use resources to help keep your marketing, PR, and client communication the best that it can be. Go to [designerdiscussions.com/marketing studio](http://designerdiscussions.com/marketing-studio) to get started. We hope you've enjoyed this episode of designer discussions and all of the helpful information. Subscribe to our podcast, leave us a review, and share it with your friends. We look forward to having you back next week. For more information on the podcast and the marketing studio, visit designerdiscussions.com and follow us on social media.



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