



TOP TEN SEO MISTAKES Designers Make

(And How to Avoid Common Pitfalls)

Are you an interior designer, decorator, or creative professional frustrated that your stunning work isn't getting noticed online? Even the most beautiful portfolios can get buried in search results if your website isn't set up for SEO success.

This comprehensive guide reveals the most common SEO mistakes designers make—and gives you clear, actionable solutions to help you climb the rankings, attract dream clients, and grow your business.

WHO THIS IS FOR

Interior designers, decorators, and stylists

Home stagers, architects, and creative professionals

Anyone with a design portfolio who wants more website visitors and leads

The Top 10 SEO Mistakes Designers Make—And How to Fix Them

1. Ignoring Keyword Research

The Mistake: Not using the words your clients actually search for.

How to Fix:

Research what your ideal clients type into Google (e.g., “kitchen designer in Austin,” “modern home staging tips”).

Use these keywords naturally in your page titles, headings, and content.

Tools: Google Keyword Planner, Ubersuggest, or Answer the Public.

2. Unoptimized Image Files

The Mistake: Uploading large, uncompressed images with generic file names.

How to Fix:

Name images descriptively (e.g., “modern-living-room-chicago.jpg”).

Compress images for faster load times (TinyPNG, JPEGmini).

Use alt text with keywords to help Google understand your visuals.

3. No Location Targeting

The Mistake: Failing to mention your city or service area.

How to Fix:

Add your city/region to key pages, meta titles, and throughout your site.

Create dedicated location pages if you serve multiple areas (e.g., “Interior Design in Minneapolis”).

4. Missing or Weak Meta Descriptions

The Mistake: Skipping meta descriptions or using the same one on every page.

How to Fix:

Write a unique, compelling meta description for each page (under 150 characters).

Include your main keyword and a call to action (e.g., “Book your free design consult today!”).

5. Neglecting Google Business Profile

The Mistake: Not claiming or optimizing your Google Business Profile.

How to Fix:

Claim your profile at Google Business Profile.

Add photos, keep info up to date, and encourage happy clients to leave reviews.

6. No Service or Portfolio Pages

The Mistake: Having all your work on one page or not showcasing specific services.

How to Fix:

Create a separate page for each main service (e.g., “Kitchen Remodels,” “Home Staging”).

Build a portfolio section with project galleries and case studies.

7. Thin or Duplicate Content

The Mistake: Pages with very little text, or copying content from other sites.

How to Fix:

Write at least 300 words per page, focusing on your process and results.

Ensure all content is original and tailored to your business.

8. Ignoring Reviews & Testimonials

The Mistake: Not collecting or displaying client feedback.

How to Fix:

Ask every happy client for a review (Google, Houzz, Yelp).

Feature testimonials on your homepage, service pages, and Google Business Profile.

9. No Internal Linking

The Mistake: Not connecting related pages on your site.

How to Fix:

Link from blog posts to your service or portfolio pages.
Use descriptive anchor text (e.g., “see our kitchen design projects”).

10. Forgetting Mobile & Site Speed

The Mistake: A slow or non-mobile-friendly website.

How to Fix:

Use a responsive design that looks great on phones and tablets.

Test your site speed with Google PageSpeed Insights and follow recommendations for improvement.

BONUS SECTION: Quick SEO Wins for Designers

Add your main service + city to every page’s title tag.

Upload new project photos monthly and optimize each one.

Start a blog with design tips, project spotlights, or before-and-after stories.

Share your best work and client testimonials on social media with links back to your site.

COMMON PITFALLS TO AVOID

Ignoring negative reviews or not responding to feedback.

Using inconsistent contact info across directories.

Letting your website go stale—update it regularly with new content.

RESOURCES & TOOLS

Google Keyword Planner

Google Business Profile

TinyPNG (image compression)

Google Search Console

Canva (for creating visuals)

CALL TO ACTION

Download this ebook, review each mistake, and start making simple changes for bigger results. Want a professional site audit or hands-on help? Contact Content Mosaic for expert SEO and content marketing support—no long-term contracts, just real results.

ABOUT CONTENT MOSAIC

Content Mosaic specializes in SEO and content marketing for creative professionals—helping designers, decorators, and stagers get found, get noticed, and get more of their ideal clients. Founded me, Kari, I offer transparent pricing, personalized service, and strategies that work.