



kitchen & bath
MARKETING SOLUTIONS

MOST COMMONLY SEARCHED

INTERIOR DESIGN & HOME REMODEL
KEYWORDS FOR SEO & PAY-PER-CLICK

The Top 60 Keywords That Get The Phone Ringing



WHAT'S INSIDE?

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WHY KEYWORDS ARE IMPORTANT

Optimizing your business for search engines gets challenging particularly when you are working in large markets within the interior design and home remodeling industry. It's because there are a lot of businesses competing to appear in the top 10 search results and business listings of Google.

If you are in the home remodeling or interior design industry, you know the importance of maintaining a consistent stream of new projects. This means that you need to optimize your business website in a way that people interested in your services can find and contact you.

So, the first step in this direction is to find the right keywords for your business – the ones that get your phone ringing.

In this guide, we are going to share the most searched short-tail and long-tail keywords that can help you get more qualified traffic. Parallel to that, we'll also share some useful strategies to incorporate those keywords into your business. Let's begin!

DIFFERENT TYPES OF KEYWORDS

There are different types of keywords based on the goal you are trying to accomplish for your business. Let's discuss 3 major types of keywords:

1. **Your Business Keywords:** Keywords having the name of your company in them.
2. **Money Keywords:** Keywords that help you to generate sales from them.
3. **Informational Keywords:** Keywords that add information to the life of your audience and may or may not lead to monetary gains.



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GENERIC FORMAT TO FIND THE RIGHT KEYWORDS

Once you have found the right keywords for your interior design and home remodeling business, the next thing is to understand the strategic placement of keywords in your website.

Here are the key places on your website where you can place keywords so that your potential customers can find you:

- Page Titles
- Meta Descriptions of Each Page
- Headings and Subheadings of Your Content
- Alt Attributes of Images
- URL of the Pages

So, this was all about finding the best keywords for your business. Just remember, while optimizing your website for key terms, avoid keyword stuffing. Make sure to keep your pages real and natural.

Best of luck!



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TOP 30 SEARCHED KEYWORDS FOR INTERIOR DESIGN

Keywords	Avg. Monthly Searches
Interior Designers	6,600
Interior Design	110,000
Home Interior	27,100
Interior Decoration	14,800
Interior Designers Near Me	18,100
Interior Design Cost	1,600
Interior Design Services	1,000
Home Interior Design	6,600
Interior Decorator Near Me	5,400
Interior Design Services	1,000
Modern Interior Design	5,400
Modern House Interior	2,900
Living Room Design	12,100
Living Room Interior Design	2,900
Traditional Living Room	1,600
Bedroom Interior Design	2,400
Bathroom Interior Design	1,000
Interior Design Websites	2,900
Minimalist Interior Design	1,600
Zoom Interiors	2,900
Contemporary Interior Design	1,900
Kitchen Interior Design	19,00
Interior Design Company	1,600
Famous Interior Designers	1,600
Decoration Design	1,300
Farmhouse Interior	1,900
Modern Farmhouse Interiors	1,600
Mid-Century Modern Interiors	1,300
Contemporary Decor	1,300
Bohemian Interior Design	1,000



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TOP 30 SEARCHED KEYWORDS FOR HOME REMODELING

Keywords	Avg. Monthly Searches
Home Remodeling	22,200
Home Remodeling Contractors	4,400
Remodeling Contractors	6,600
Home Remodeling Companies	1,300
Home Remodeling Services	390
Home Remodeling Cost	880
Home Remodeling Contractors Near Me	1,600
Home Remodeling Near Me	4,400
Home Remodeling Ideas	1,900
Home Renovation Cost	1,300
Home Makeovers	2,400
Kitchen Renovation	8,100
Kitchen Remodel Cost	18,100
Kitchen Makeovers	4,400
Small Kitchen Renovation	1,000
Kitchen Remodel Pictures	1,600
Kitchen Remodel Contractors	2,900
Kitchen Remodel Contractors Near Me	1,000
Bath Remodeling Near Me	1,900
Bath Remodeling Cost	22,200
Bath Remodeling Contractors	5,400
Bath Remodeling Contractors Near Me	16,00
Master Bath Remodel	1,000
Small Bathroom Remodel	18,100
Bathroom Remodeling Ideas	27,100
Bathroom Makeovers	4,400
Bathroom Renovations	9,900
Kitchen and Bath Remodeling	2,900
Kitchen and Bath Renovation	140
Kitchen and Bath Remodel Contractor	140



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HOW TO MAKE THE BEST USE OF KEYWORDS FOR YOUR BUSINESS

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If you want help capitalizing on
using these keywords for SEO and PPC purposes,
and to discover how you can accelerate your
lead flow via the Internet, visit us at:

www.kabms.com/schedule

to schedule a Strategy Session Now.



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