

SEO Fixes & Improvements for Lewan Interior

Problem Analysis

Your site only appears when searching "lewaninterior.com" but not for "lewan interior" because:

1. **Weak keyword targeting** - Your meta titles/descriptions don't naturally include the search phrase
 2. **Low domain authority** - New sites need time + backlinks to rank for competitive terms
 3. **Limited content depth** - Pages lack keyword-rich, unique content
 4. **Poor internal linking** - Not enough internal links with relevant anchor text
 5. **No local SEO optimization** - Missing location-specific content
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☒ Immediate Fixes (COMPLETED)

Updated Page Titles & Descriptions

- **Homepage:** Now includes "Lewan Interior" in title and description
- **Services:** Includes "Lewan Interior Design services" and keyword variants
- **Portfolio:** Includes "Lewan Interior Design Projects"
- **About:** Includes "Leading Interior Design Company"

These changes improve keyword relevance for "lewan interior" searches.

Next Steps to Improve SEO Rankings

1. Add More Content with Target Keywords (HIGH PRIORITY)

Your pages need more keyword-rich content. Add these sections:

Homepage - Add a "Why Choose Lewan Interior" section with:

- **Keywords to include:** "lewan interior", "interior design kuwait", "luxury interiors", "modern design"
- **Content ideas:**
 - "Why Lewan Interior is Kuwait's #1 choice"
 - "10 years of interior design excellence"
 - "Why choose Lewan Interior Design over competitors"

Services Page - Expand with:

- **Keywords:** "lewan interior services", "interior design services kuwait", "2d design", "3d visualization"
 - **Content:** Detailed descriptions of each service with keywords naturally integrated
 - **Examples:**
 - "Professional 2D Floor Plans for interior design projects"
 - "3D Visualization Services - See Your Lewan Interior Design Before Build"
 - "Complete Turnkey Interior Design Execution"
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Portfolio Page - Add:

- **Keywords:** "lewan interior projects", "luxury interiors", "modern interior design", "residential design"
- **Content:** Brief descriptions under each project explaining design style, challenges solved, and keywords
- **Example:** "Master Bedroom by Lewan Interior - Modern Luxury Design in Kuwait"

2. Fix Root Domain Issue (CRITICAL)

Your homepage is at [/en/](#) not just [/](#). Add a proper redirect page at [/](#):

Current issue: When people type "lewan interior", Google's search results link to [lewaninterior.com/en/](#) which has the canonical pointing back, causing ranking confusion.

Fix: Ensure the root domain [/](#) has proper SEO tags.

Check: Your current [/index.astro](#) is just a redirect - it needs SEO optimization.

3. Add Google Search Console & Analytics (HIGH PRIORITY)

- Add your site to Google Search Console to monitor:
 - Search queries ("lewan interior", "interior design kuwait", etc.)
 - Which pages are appearing in results
 - Click-through rates
 - Impressions vs clicks

Steps:

1. Go to Google Search Console
2. Add property for lewaninterior.com
3. Submit sitemap: <https://lewaninterior.com/sitemap-index.xml>
4. Request indexing for main pages

4. Build Backlinks (HIGH PRIORITY)

Google favors sites with backlinks from reputable sources. Get links from:

- Local Kuwait business directories
- Interior design directories
- Kuwait government/municipality sites
- Local tourism websites
- Interior design blogs
- Social media (Instagram, LinkedIn)

5. Optimize H1, H2, H3 Tags with Keywords (MEDIUM PRIORITY)

Ensure your heading hierarchy includes "Lewan Interior" and related keywords:

```
<h1>Lewan Interior - Best Interior Design in Kuwait</h1>
<h2>Professional Interior Design Services</h2>
<h3>Modern Luxury Interior Design</h3>
```

6. Add FAQ Content with Keywords (MEDIUM PRIORITY)

Include FAQs that naturally include "lewan interior":

- "What makes Lewan Interior different?"
- "Is Lewan Interior Design affordable?"
- "How does Lewan Interior handle modern design?"
- "Why choose Lewan Interior for your home?"

7. Improve Image Alt Text (MEDIUM PRIORITY)

All portfolio images should have keyword-rich alt text:

✗ Bad: alt="bedroom image"
✓ Good: alt="modern luxury bedroom by lewan interior design kuwait"

8. Create Location-Specific Pages (MEDIUM PRIORITY)

Create pages targeting specific Kuwait locations:

- "Interior Design in Kuwait City"
- "Luxury Interiors in Salmiya"
- "Modern Design in Hawalli"
- etc.

Each page should target: "Lewan Interior Design in [Location]"

9. Add Schema Markup for LocalBusiness (ALREADY DONE)

Your schema is set up correctly. Verify it's rendering with:

- Google Rich Results Test: <https://search.google.com/test/rich-results>

10. Social Media & Citations (ONGOING)

- Ensure Google Business Profile is optimized
- Get listed in: Clutch, ThemeForest, DesignDirectory
- Social signals help: Instagram, TikTok, LinkedIn with "Lewan Interior" hashtags

Expected Timeline for Rankings

Timeline	Expected Result
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Timeline	Expected Result
Week 1-2	Indexing of new content
Month 1-2	Potential appearance for "lewan interior design"
Month 2-3	Ranking for more specific terms
Month 3-6	Strong ranking for "lewan interior" (with backlinks)

Note: Google favors established domains. Newer sites take longer. Backlinks accelerate this.

Verification Checklist

- ☐ Check Google Search Console for "lewan interior" impressions
- ☐ Verify sitemap is indexed: <https://lewaninterior.com/sitemap-index.xml>
- ☐ Test rich results: <https://search.google.com/test/rich-results>
- ☐ Check page titles appear correctly in search results
- ☐ Monitor keyword rankings with tools like Semrush or Ahrefs
- ☐ Verify internal links use keywords as anchor text

Tools to Monitor SEO

- **Google Search Console** (FREE) - See how people find you
- **Google Analytics** (FREE) - Track traffic
- **Google PageSpeed Insights** (FREE) - Monitor site speed
- **Semrush** or **Ahrefs** (PAID) - Keyword research & competitor analysis
- **Ubersuggest** (PAID) - Keyword difficulty & opportunity analysis

Questions to Consider






1. **Are you actively promoting on Instagram?** (Major factor for local businesses)
2. **Do you have Google Business Profile set up?** (Essential for local SEO)
3. **Are you getting backlinks?** (Critical for ranking for competitive terms)
4. **Is your site mobile-optimized?** (Check with PageSpeed Insights)
5. **Are you tracking conversions?** (Setup Google Analytics 4)

Summary

Your website has **good technical SEO** (sitemap, robots.txt, schema markup). The issue is:

- **Limited content** with "lewan interior" keyword
- **New domain** without backlinks
- **Low domain authority**

Priority actions:

1.  Update page titles & descriptions (DONE)
2.  Add more keyword-rich content to pages
3.  Build backlinks from local Kuwait sites
4.  Optimize Google Business Profile
5.  Set up Google Search Console to monitor progress

Once you implement these, "lewan interior" searches should start showing your site within 2-3 months.