

# CRAFTHOUSE INTERIORS

## Website Fix-It Blueprint

Complete Developer Implementation Guide

crafthouseinteriors.com | March 2026

### Website Audit Overview

This document provides a complete, prioritized list of fixes for crafthouseinteriors.com. It is organized so a developer can implement every change without additional direction. Each fix includes the exact location, current state, and desired outcome.

| Overall Grade                       | Biggest Opportunity               | Revenue at Stake                         |
|-------------------------------------|-----------------------------------|------------------------------------------|
| C+ (Strong bones, now needs polish) | High-end client positioning & SEO | \$10,000–\$50,000/mo unlocked with fixes |

### PRIORITY 1 — Fix Today (Free, Under 30 Minutes)

These are quick wins with zero cost. Assign to developer or do yourself immediately.

#### FIX 1 — Update Copyright Year

##### Location

- WordPress Admin → Appearance → Theme Editor → footer.php
- OR: Appearance → Widgets → Footer Widget
- OR: Theme customizer depending on theme

##### Current State

© 2018 *Crafthouse Interiors* | All Rights Reserved

## Change To

© 2026 *Crafthouse Interiors* | All Rights Reserved

## Why It Matters

High-end clients notice this immediately. A 2018 copyright signals the business is inactive or neglected. This single change improves trust instantly.

### FIX 2 — Remove or Fix the Broken Shop Link

#### Location

- WordPress Admin → Appearance → Menus
- Footer menu — remove the 'Shop' menu item

#### Current State

*Footer contains a 'Shop' link that leads to an empty or broken page (/page/).*

#### Action

Remove the Shop link from the footer menu entirely until a functioning shop is built. An empty shop destroys credibility with luxury clients.

### FIX 3 — Remove Budget Options Below \$2,500

#### Location

- WordPress Admin → Pages → Home (or Contact page)
- Find the contact/discovery form section
- Edit the Budget dropdown field

#### Remove These Options Entirely

- \$0 - \$500
- \$501 - \$1,000
- \$1,001 - \$2,500

#### Keep These Options

- \$2,501 - \$3,500
- \$3,501 - \$6,000
- \$6,001 - \$10,000
- \$10,001 - \$25,000
- \$25,001 - \$35,000

- \$35,001 - \$50,000
- \$50,001 - \$100,000
- \$100,001 - \$150,000
- Above \$150,000

### Why It Matters

Starting the budget at \$0 tells wealthy clients you work with anyone regardless of budget. This repels luxury clients who want a premium specialist. Minimum \$2,500 filters for serious buyers.

---

## PRIORITY 2 — Fix This Week (High Impact)

### FIX 4 — Rewrite Homepage Headline & Tagline

#### Location

- WordPress Admin → Pages → Home
- Edit with Elementor or your page builder
- Find the hero section / first visible text block

#### Current Tagline — DELETE This

*"Think of us as your interior design life coach!"*

#### Replace With This Headline

### San Antonio's Premier Luxury Interior Design Studio

#### Replace With This Subheadline

We transform homes, businesses, and investment properties into spaces that are as functional as they are breathtaking — on time and on budget.

#### Add This CTA Button Text

**Schedule Your Complimentary Design Consultation**

### FIX 5 — Fix the Page Title / SEO Title Confusion

#### Location

- WordPress Admin → SEO Plugin (Yoast or RankMath)

- Go to Pages → Home → SEO Settings

### Current Page Title — PROBLEM

*"Crafthouse Interiors - Home - San Antonio California Interior Design Services"*

This is confusing Google. It doesn't know if you serve San Antonio OR California.

### Recommended Fix — Create Two Separate Market Pages

| San Antonio Page Title                                            | Los Angeles Page Title                                            |
|-------------------------------------------------------------------|-------------------------------------------------------------------|
| Crafthouse Interiors   Luxury Interior Designer<br>San Antonio TX | Crafthouse Interiors   Luxury Interior Designer<br>Los Angeles CA |

### Meta Description — San Antonio

Crafthouse Interiors is San Antonio's trusted luxury interior design studio. Serving homeowners, builders, realtors, and businesses across San Antonio, TX. Schedule your free consultation today.

### Meta Description — Los Angeles

Crafthouse Interiors brings luxury interior design to Los Angeles, CA. From custom homes to commercial spaces, we create stunning environments tailored to your vision and lifestyle.

## FIX 6 — Rewrite the About Section Copy

### Location

- WordPress Admin → Pages → About
- Also update the homepage About snippet

### Current Copy — DELETE

*"Think of us as your interior design life coach! Our years of experience, passion, and commitment for design enable us to help you create a step by step guide to achieve your goals..."*

### Replace With This Copy

#### Meet Diana — Principal Designer & Founder

With over a decade of experience transforming homes, commercial spaces, and investment properties across San Antonio and Los Angeles, Diana brings an unmatched eye for detail and a genuine passion for creating spaces that move people.

From luxury custom homes in The Dominion to Airbnb properties on the Riverwalk, Diana and her team have earned a reputation for delivering extraordinary results — on time, on budget, and always beyond expectation.

Crafthouse Interiors serves San Antonio, TX and Los Angeles, CA. We work with homeowners, custom builders, real estate professionals, and business owners who demand the very best.

### **Developer Note**

Add a professional high-resolution headshot of Diana here. This is critical. Luxury clients hire people, not brands. If no professional photo exists, schedule a branding photoshoot as a priority investment — estimated cost \$300–\$600, ROI is one new client.

## **FIX 7 — Update Blog Posts (Google Sees Dead Blog = Dead Business)**

### **Location**

- WordPress Admin → Posts
- All existing posts show dates from January 2019

### **Immediate Action**

- Update publish dates on existing posts to March 2026
- Add at least one brand new post immediately

### **New Blog Post to Add — Copy & Paste Ready**

#### **Post Title:**

"Top Interior Design Trends Transforming San Antonio Homes in 2026"

#### **Post Body:**

San Antonio's design scene is evolving rapidly. As the city grows — welcoming new residents, new builds, and a thriving hospitality sector — homeowners and business owners alike are raising the bar on what great design looks like.

Here are the top trends we're seeing in 2026:

- Warm Minimalism: Clean lines meet earthy textures — think linen, travertine, and warm wood tones replacing cold grays
- Biophilic Design: Plants, natural light, and organic materials are no longer optional — they are the standard in luxury homes
- Multifunctional Spaces: Home offices that double as guest rooms, dining areas that convert to meeting spaces
- Local Artisan Pieces: SA clients are increasingly seeking one-of-a-kind pieces from local makers and markets
- Outdoor Living Extensions: San Antonio's climate makes outdoor rooms one of the highest ROI investments a homeowner can make

At Crafthouse Interiors, we stay ahead of trends so your space doesn't just look current today — it feels timeless for years to come. Ready to transform your space? Schedule a complimentary consultation with Diana today.

### **SEO Tags to Add to This Post**

- San Antonio interior design 2026

- luxury interior designer San Antonio
- home design trends San Antonio
- Crafthouse Interiors

## PRIORITY 3 — Fix This Month (Revenue-Generating)

### FIX 8 — Add Pricing Ranges to Service Pages

#### Location

- WordPress Admin → Pages → Services (and all sub-pages)
- Homeowners, Builders, Businesses, Realtors service pages

#### Add This Pricing Language to Each Service Page

| Service                   | Starting Investment        | Add to Page                   |
|---------------------------|----------------------------|-------------------------------|
| In-Home Consultation      | Starting at \$250          | Add below service description |
| E-Design / Virtual Design | Starting at \$500 per room | Add below service description |
| Full Home Design          | Starting at \$5,000        | Add below service description |
| Staging Consultation      | Starting at \$300          | Add below service description |
| New Build / Custom Home   | Starting at \$10,000       | Add below service description |
| Commercial Design         | Starting at \$7,500        | Add below service description |
| Airbnb / STR Design       | Starting at \$3,500        | Add below service description |

#### Pricing Disclaimer to Add (Paste on Every Service Page)

Investment ranges vary based on project scope, square footage, and material selections. Contact us for a personalized quote. All projects begin with a complimentary discovery consultation.

### FIX 9 — Build Out the Shop Page with Digital Products

#### Platform Recommendation

- Install WooCommerce (free WordPress plugin) OR
- Embed Etsy shop listings directly on the page OR
- Link to a Gumroad storefront

## Digital Products to List Immediately

These can be created in Canva and sold as PDF downloads:

| Product Name                        | Price | Format       |
|-------------------------------------|-------|--------------|
| Ultimate Room Design Checklist      | \$27  | PDF Download |
| How to Pick the Perfect Paint Color | \$17  | PDF Download |
| Furniture Layout Guide for Any Room | \$37  | PDF Download |
| Staging Checklist for Home Sellers  | \$27  | PDF Download |
| Design Your Home Like a Pro — eBook | \$97  | PDF eBook    |

## FIX 10 — Add E-Design Package as Standalone Service

### Create a New Page: /e-design

#### Page Headline

"Design Your Dream Space From Anywhere — Virtual Interior Design Services"

#### Page Copy

Not everyone can accommodate a designer in their home — and not every great design requires it. Our E-Design service delivers the full Craffhouse Interiors experience virtually, making luxury design accessible no matter where you are.

#### Packages to List on the Page

| Package             | What's Included                                               | Investment   |
|---------------------|---------------------------------------------------------------|--------------|
| Room Refresh        | Mood board, color palette, shopping list                      | \$300/room   |
| Room Transformation | Floor plan, 3D concept, full product list, installation guide | \$750/room   |
| Full Home E-Design  | Up to 5 rooms, full design package, revision rounds           | From \$2,500 |

#### Add to Main Navigation

- Add 'E-Design' as a menu item under Services dropdown
- This serves national and LA clients remotely — massive revenue opportunity

---

## PRIORITY 4 — Fix Within 60 Days (Scale & Monetize)

### FIX 11 — Split San Antonio & Los Angeles into Separate Market Pages

#### Create These Two New Pages

- [crafthouseinteriors.com/san-antonio-interior-designer](http://crafthouseinteriors.com/san-antonio-interior-designer)
- [crafthouseinteriors.com/los-angeles-interior-designer](http://crafthouseinteriors.com/los-angeles-interior-designer)

#### Each Page Should Include

- City-specific headline and copy
- Portfolio projects from that market
- Local testimonials
- City-specific SEO title and meta description
- Google Maps embed for that location
- Local phone number

#### Why This Matters

Google currently can't figure out if you serve Texas or California. Separate pages allow you to rank in BOTH markets independently — doubling your organic search visibility and attracting LA clients who have significantly higher design budgets.

### FIX 12 — Add Google Reviews Widget to Homepage

#### Plugin Recommendation

- Install 'Google Reviews Widget' or 'WP Business Reviews' WordPress plugin
- Connect to your Google Business Profile
- Display 5-star reviews prominently on homepage

#### Location on Homepage

Place the reviews section directly below the services summary and above the portfolio preview. Social proof at this location converts visitors into inquiries.

#### Also Do This

- Respond to every existing Google review (builds trust and SEO)

- Ask your 5 best past clients to leave a Google review this week
- Add a 'Leave Us a Review' button on the thank you / confirmation page after contact form submission

## **FIX 13 — Launch Email Newsletter Capture**

### **Tool Recommendation**

- Mailchimp (free up to 500 subscribers) OR
- ConvertKit (better for selling digital products)

### **Add Email Capture In These Locations**

- Homepage — above the fold popup (delayed 15 seconds)
- Homepage — embedded section with lead magnet offer
- Blog posts — end of every post
- Footer — replace existing generic subscribe box with branded offer

### **Lead Magnet Copy to Use**

#### **FREE DOWNLOAD:**

"The 10 Most Common Interior Design Mistakes San Antonio Homeowners Make (And How to Avoid Them)"

Enter your email to receive your free guide instantly.

### **This Builds Your Email List Which**

- Nurtures leads who are not ready to hire yet
- Allows you to promote new services and digital products
- Drives repeat business from past clients
- Gives you an audience to sell online courses to

## **FIX 14 — Add Houzz Profile Link & Badge to Website**

### **Action Items**

- Create or complete Houzz Pro profile at [houzz.com/pro](https://houzz.com/pro)
- Upload 20–30 best portfolio photos to Houzz
- Collect 5+ Houzz reviews from past clients
- Add official Houzz badge/widget to website homepage
- Add 'Find us on Houzz' to footer alongside existing social links

### **Current State**

Houzz is listed in the footer but not linked to an active profile. This is a missed opportunity — Houzz is the #1 platform where wealthy homeowners search for designers and it currently sends zero traffic to Craffhouse Interiors.

---

## TECHNICAL FIXES — Developer Specific

### TECH FIX 1 — Run Google PageSpeed Test & Fix Issues

- Go to [pagespeed.web.dev](https://pagespeed.web.dev) and test [craffhouseinteriors.com](https://craffhouseinteriors.com)
- Compress all portfolio images (use Smush plugin for WordPress)
- Enable caching (install WP Super Cache — free plugin)
- Target: Score above 70 on mobile, above 85 on desktop
- Slow sites lose luxury clients in 3 seconds — this is non-negotiable

### TECH FIX 2 — Install SSL Certificate If Not Present

- Verify site loads as <https://> (not <http://>)
- If not: Contact hosting provider (likely SiteGround, Bluehost, or GoDaddy)
- SSL certificates are free via Let's Encrypt through most hosts
- Google penalizes non-HTTPS sites in search rankings

### TECH FIX 3 — Install Google Analytics 4 & Search Console

- Install Google Analytics 4 via Google Site Kit WordPress plugin
- Submit sitemap to Google Search Console
- This allows tracking which pages generate leads and which need improvement
- Without this, there is no data to make smart decisions

### TECH FIX 4 — Fix Mobile Navigation

- Test site on iPhone and Android devices
- Ensure hamburger menu opens and closes cleanly
- Verify all dropdown menu items (Builders, Businesses, Homeowners, Realtors) are accessible on mobile
- Portfolio images must load within 3 seconds on mobile LTE

---

## Master Implementation Checklist

Use this checklist to track progress. Complete in order of priority.

| Priority       | Task                                     | Est. Time | Done?                    |
|----------------|------------------------------------------|-----------|--------------------------|
| <b>TODAY</b>   | Update copyright to 2026                 | 5 min     | <input type="checkbox"/> |
| <b>TODAY</b>   | Remove broken Shop link from footer      | 5 min     | <input type="checkbox"/> |
| <b>TODAY</b>   | Remove budget options below \$2,500      | 10 min    | <input type="checkbox"/> |
| <b>WEEK 1</b>  | Rewrite homepage headline & tagline      | 1 hour    | <input type="checkbox"/> |
| <b>WEEK 1</b>  | Fix SEO page title confusion (SA vs CA)  | 30 min    | <input type="checkbox"/> |
| <b>WEEK 1</b>  | Rewrite About page with Diana's story    | 2 hours   | <input type="checkbox"/> |
| <b>WEEK 1</b>  | Add new 2026 blog post                   | 2 hours   | <input type="checkbox"/> |
| <b>WEEK 1</b>  | Update existing blog post dates          | 15 min    | <input type="checkbox"/> |
| <b>MONTH 1</b> | Add pricing ranges to all service pages  | 3 hours   | <input type="checkbox"/> |
| <b>MONTH 1</b> | Build out Shop with 5 digital products   | 1 day     | <input type="checkbox"/> |
| <b>MONTH 1</b> | Create /e-design standalone service page | 4 hours   | <input type="checkbox"/> |
| <b>MONTH 1</b> | Add Google Reviews widget                | 1 hour    | <input type="checkbox"/> |
| <b>MONTH 1</b> | Install Google Analytics 4               | 1 hour    | <input type="checkbox"/> |
| <b>MONTH 1</b> | Run PageSpeed test and fix issues        | 2–4 hours | <input type="checkbox"/> |
| <b>60 DAYS</b> | Create San Antonio dedicated page        | 4 hours   | <input type="checkbox"/> |
| <b>60 DAYS</b> | Create Los Angeles dedicated page        | 4 hours   | <input type="checkbox"/> |
| <b>60 DAYS</b> | Set up email newsletter capture          | 3 hours   | <input type="checkbox"/> |
| <b>60 DAYS</b> | Complete Houzz Pro profile               | 2 hours   | <input type="checkbox"/> |
| <b>60 DAYS</b> | Fix mobile navigation issues             | 2 hours   | <input type="checkbox"/> |

---

*Prepared for Crafthouse Interiors | [crafthouseinteriors.com](http://crafthouseinteriors.com)*

Questions about implementation? Share this document with your developer.

**210.570.2116 (San Antonio) | 626.658.8206 (Los Angeles) | [info@crafthouseinteriors.com](mailto:info@crafthouseinteriors.com)**