1. Technical SEO audit - Every week once
2. Quick competitor lists - Bangalore
    a. https://dlifeinteriors.com/
    b. https://www.carafina.in/
    c. https://sobhainteriors.com/
    d. https://www.livspace.com/in
    e. https://www.thekarighars.com/
    f. https://chattelsdesign.com/
    g. https://weadesign.com/
    h. https://interiosplash.com/
    i. https://www.designcafe.com/
    j. https://www.woodenstreet.com/home-interiors
    k. https://www.decorpot.com/
    l. https://bhavanainteriordecorators.com/
    m. https://www.asenseinterior.com/
    n. https://bonito.in/
    o. https://www.homelane.com/
    p. https://homesunderbudget.com/
    q. https://www.ceebeedesignstudio.com/
3. Quick competitor lists - Bhubaneswar
    a. https://kritikreations.in/
    b. https://envitainterio.com/
    c. https://www.re-thinkingthefuture.com/
    d. https://indoosrs.com/
    e. https://www.kalkyinterior.com/
    f. https://mallikainterior.com/
    g. https://designndecors.com/
    h. https://rangleinnovations.in/
    i. https://www.artifexds.in/
    j. https://www.conceptsanddesigns.in/home
    k. https://vizous.in/

Curated 2-Month SEO Plan for Houzlook

Main direction

For the next 2 months, don't build random blogs.

Focus on these 5 things:

1. **Fix and upgrade existing city/locality pages**
2. **Create apartment/project-name landing pages**
3. **Turn project gallery into real SEO case studies**
4. **Push cost calculator + WhatsApp quote funnel**
5. **Use Google Maps, YouTube Shorts, Pinterest and apartment communities aggressively**

Houzlook already has strong proof points: 2,500+ homes, 11-year warranty, own 1-acre manufacturing facility, transparent BOQs, 4.8/5 from 600+ reviews, and Bangalore/Bhubaneswar active presence. These should be repeated across every money page.

First, fix what is already live

1. Locality pages need human copy

The Bangalore pages already exist, but many of them seem to follow the same structure. That is okay for scale, but not enough to dominate.

Each locality page needs one real local section.

Example for **Sarjapur Road**:

> "Sarjapur Road homeowners usually come to us after flat handover, especially from new apartment projects around Dommasandra, Hosa Road, Bellandur and Varthur.

Most requirements are modular kitchen, wardrobes, TV unit, pooja unit and quick move-in interiors within 45–60 days.”

Do this for:

Bangalore priority pages

- HSR Layout
- Sarjapur Road
- Whitefield
- Electronic City
- JP Nagar
- Jayanagar
- Koramangala
- Bellandur
- Marathahalli
- Indiranagar
- Hebbal
- Yelahanka
- Banashankari
- Hennur Road
- KR Puram

Bhubaneswar priority pages

- Patia
- Chandrasekharpur
- Jaydev Vihar
- Saheed Nagar
- Khandagiri
- Nayapalli
- Rasulgarh
- Bomikhal
- Baramunda
- Damana
- Laxmisagar

- Kalinga Nagar

The Bhubaneswar locality structure is already there, including Patia, Chandrasekharpur, Jaydev Vihar, Saheed Nagar, Khandagiri, Nayapalli, Rasulgarh, Infocity, Sundarpada, Baramunda, Mancheswar and Bomikhal.

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2. Fix wrong/local mismatch content

I noticed one important issue: some Bhubaneswar locality FAQ content appears to say the nearest experience centres are **HSR Layout and Sarjapur Road**, which is wrong for Bhubaneswar pages. For Bhubaneswar pages, the answer should point to **Bomikhal / Bhubaneswar team**, not Bangalore centres.

This kind of mistake hurts trust.

Fix all locality page FAQs:

Bad:

> nearest centre is HSR Layout / Sarjapur Road

Correct:

> Houzlook supports Bhubaneswar enquiries through the Bomikhal experience centre and Odisha execution team.

Do this audit for all Bhubaneswar and Cuttack pages.

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3. Push the cost calculator harder

Houzlook already has a cost calculator page and pricing bands like ₹500–800/sq ft, ₹800–1,200/sq ft, ₹1,200–1,800/sq ft, and ₹1,800+/sq ft.

Now make it the main lead magnet.

Every page should push:

> Upload your floor plan and get a rough estimate.

Add this CTA to:

- Bangalore city page
- Bhubaneswar city page
- Cuttack page
- 2BHK page
- 3BHK page
- Modular kitchen page
- Locality pages
- Apartment pages
- Project pages

This will convert better than “Contact Us.”

60-Day Execution Plan

Week 1: Audit and repair existing pages

Work

- Fix all wrong locality FAQs.
- Check every Bangalore, Bhubaneswar and Cuttack locality page.
- Rewrite the first 150 words of each priority page.
- Add local proof, nearby areas and real homeowner problems.
- Add WhatsApp CTA above the fold.
- Add “Upload Floor Plan” CTA.
- Add internal links to cost calculator.
- Add internal links to 2BHK, 3BHK and modular kitchen pages.

Priority

Start with these 15 pages only:

Bangalore

- Bangalore main page
- HSR Layout
- Sarjapur Road
- Whitefield
- Electronic City
- JP Nagar
- Koramangala

Bhubaneswar

- Bhubaneswar main page
- Patia
- Chandrasekharpur
- Saheed Nagar
- Khandagiri
- Bomikhal

Cuttack

- Cuttack main page
- CDA Sector 10

Output

15 existing pages upgraded, not just published.

Week 2: Strengthen money pages

Houzlook already has solid 2BHK and 3BHK pages. The 2BHK page mentions 600+ 2BHK projects, 45–60 day delivery, 11-year warranty, and pricing from ₹5 lakh to ₹10+ lakh.

The 3BHK page mentions 500+ 3BHK projects, 50–65 day delivery, 11-year warranty, and pricing from ₹6 lakh to ₹15+ lakh.

Work

Create or sharpen these pages:

- 2BHK interior design cost Bangalore
- 3BHK interior design cost Bangalore
- 2BHK interior design cost Bhubaneswar
- 3BHK interior design cost Bhubaneswar
- Modular kitchen cost Bangalore
- Modular kitchen cost Bhubaneswar
- Wardrobe cost Bangalore
- Wardrobe cost Bhubaneswar
- Complete home interiors Bangalore
- Complete home interiors Bhubaneswar

Add to each page

- clear starting price
- what is included
- what is not included
- material options
- budget / premium / luxury comparison
- sample BOQ section
- floor plan upload CTA
- WhatsApp estimate CTA
- FAQ schema

Output

10 commercial pages ready for leads.

Week 3: Apartment-name SEO

This is where Houzlook can get leads competitors miss.

Create pages for apartment/project intent.

Bangalore apartment pages

- Interior Designers for Sobha Dream Acres
- Interior Designers for Prestige Lakeside Habitat
- Interior Designers for Brigade Cornerstone Utopia
- Interior Designers for Godrej Park Retreat
- Interior Designers for Assetz 63 Degree East
- Interior Designers for Prestige City Sarjapur
- Interior Designers for Shriram Chirping Woods
- Interior Designers for Provident Capella
- Interior Designers for Brigade El Dorado
- Interior Designers for Sobha Windsor

Bhubaneswar / Cuttack apartment pages

- Interior Designers for DN Regalia
- Interior Designers for Z1 Apartments
- Interior Designers for Trident Galaxy
- Interior Designers for Utkal Heights
- Interior Designers for Tata Ariana
- Interior Designers for Royal Lagoon
- Interior Designers for Vipul Gardens
- Interior Designers for Metro Satellite City
- Interior Designers for Trisulia Apartments
- Interior Designers for Cuttack New Apartments

Important

Do not falsely say “Houzlook completed projects here” unless true.

Use safer wording:

> Interior planning ideas for homeowners in and around [project name].

Output

15–20 apartment-intent pages live.

Week 4: Handover and move-in content

This is a very good lead stage. People who just got possession need interiors immediately.

Create these:

- New apartment handover checklist Bangalore
- New apartment handover checklist Bhubaneswar
- What to do after flat possession before interiors
- Interior checklist before griha pravesh
- 2BHK move-in interior checklist
- 3BHK move-in interior checklist
- Modular kitchen checklist before moving in
- Things to check before starting interior work
- Floor plan to quote: how Houzlook estimates interiors
- How long does home interior work take after design approval?

Output

10 practical checklist pages live.

These pages should push:

> Send your floor plan on WhatsApp.

Week 5: Convert project gallery into SEO case studies

Houzlook already has a projects section, but project pages should not be only gallery-style. They should become search pages.

Create case studies like:

- 3BHK Interior Design in HSR Layout Bangalore
- Modular Kitchen Design in Sarjapur Road
- 2BHK Interior Design in Whitefield
- Complete Home Interior in Electronic City
- 3BHK Interior Design in Patia Bhubaneswar
- Modular Kitchen in Chandrasekharpur
- Home Interior in Saheed Nagar
- Apartment Interior in Cuttack

Each case study should include

- location
- home type
- scope
- budget range
- material used
- timeline
- problem solved
- before/after photos
- final result
- CTA: “Get similar quote”

Output

8 case studies live.

Week 6: Comparison and trust pages

People compare before calling.

Create these:

- Houzlook vs Livspace
- Houzlook vs HomeLane
- Houzlook vs DesignCafe
- Houzlook vs local carpenter
- Factory-made interiors vs carpenter-made interiors
- Modular interiors vs civil interiors
- Local interior designer vs branded interior company
- Why BOQ matters in home interiors

Tone should be honest, not attacking.

Houzlook positioning:

> More structured than a local carpenter, more personal than a large national brand.

Output

8 comparison/trust pages live.

Week 7: Google Maps + visual SEO

This is non-negotiable.

Houzlook has active centres listed for Bangalore HSR, Sarjapur and Bhubaneswar Bomikhal.

Google Business Profile work

For each location:

- upload 20 real photos

- add 5 project posts
- add service list
- add product/package cards
- add showroom photos
- add factory photos
- add project handover photos
- answer all FAQs
- reply to every review

Photo naming

Rename images before uploading:

Bad:

> IMG_8821.jpg

Good:

> modular-kitchen-hsr-layout-bangalore-houzlook.jpg

Output

60+ photos uploaded across Google profiles and site.

Week 8: YouTube Shorts, Pinterest and community capture

YouTube Shorts

Post 3–5 per week:

- 3BHK interior in Sarjapur Road
- Kitchen handover in Bhubaneswar

- Factory-made wardrobe installation
- Before/after living room
- 5 mistakes before starting interiors
- 2BHK budget breakdown
- What happens after floor plan upload?

Use titles like:

> 3BHK Interior Design in Sarjapur Road Bangalore | Houzlook

Pinterest

Create boards:

- Bangalore Modular Kitchen Ideas
- Bhubaneswar Home Interiors
- 2BHK Interior Ideas India
- 3BHK Interior Design Bangalore
- Pooja Unit Designs
- Wardrobe Design Ideas
- Small Kitchen Ideas India

Community capture

Push these into:

- apartment WhatsApp groups
- Facebook apartment groups
- real estate broker networks
- handover consultants
- home loan agents
- vastu consultants
- packers and movers
- builder CRM teams

Offer:

- handover checklist PDF
- interior budget calculator
- free floor-plan quote
- showroom visit
- 2BHK/3BHK package guide

Output

15 Shorts, 7 Pinterest boards, 5 community partnerships started.

Final 2-Month Output

By the end of 60 days, Houzlook should have:

- 15 upgraded locality pages
- 10 strengthened commercial/cost pages
- 15–20 apartment-name pages
- 10 handover/checklist pages
- 8 project case studies
- 8 comparison/trust pages
- Google Business Profile refresh
- YouTube Shorts engine
- Pinterest visual SEO
- WhatsApp floor-plan funnel
- internal linking cleaned
- wrong FAQ/location content fixed

That gives around **65–70 serious SEO assets**, but more importantly, they will be mapped to actual buying intent.