

Design the Planet Expands Custom Web Design Services for New Orleans Businesses

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Design the Planet, a Louisiana-based digital marketing agency operating since 1998, has expanded its focus on custom website development for businesses across New Orleans, pairing strong branding with sites engineered to rank for key search terms and convert visitors into customers.

The agency serves a city of 362,701 residents known for its brass bands, Mardi Gras parades, and distinctive architecture spanning the French Quarter, the Superdome, and the Garden District. As a web design company rooted in the Crescent City, Design the Planet builds responsive, SEO-friendly websites intended to reflect the character of each brand it represents rather than function as decoration alone.

The expanded approach centers on the idea that effective design does more than present an attractive appearance. According to the agency, a website should tell a business story, connect with its audience, and prompt action, whether that means a phone call or an online purchase. The team emphasizes that sites are constructed to attract visitors, engage users, and deliver measurable results.

The agency's local focus informs its process. Design the Planet staff live and work in New Orleans and report a working knowledge of how residents across the city's neighborhoods search and browse online. That familiarity shapes how the firm structures site content and navigation for businesses competing against larger national brands.

"A website should carry the same energy and authenticity that defines this city," said Adrienne Folse of Design the Planet. "The aim is to build sites that reflect what makes each business unique while giving owners something that performs, ranks, and earns their customers' trust."

Beyond design and build services, the agency connects web projects with broader search strategy. Clients weighing seo options can align their new sites with both traditional search engine optimization and emerging AI-driven search practices. Design the Planet notes that the two approaches complement one another, with foundational SEO supporting newer forms of discovery.

That newer form of discovery has become a growing area of attention. As search habits shift toward platforms such as Google AI Overviews, ChatGPT, Perplexity, and Gemini, the agency has incorporated AI visibility into its website planning so that content, structured data, and technical performance help these tools understand and reference a business.

"Search is changing, and the way people find local businesses is changing with it," Folse said. "Building a site today means preparing it for how customers search now and how they will search tomorrow."

The agency reports that its web design work is designed to integrate with its other offerings, including local search strategy, content optimization, and technical performance tuning, giving New Orleans businesses a connected foundation for growth.

Design the Planet is a full-service digital marketing agency based in Louisiana. Since 1998, the company has provided web design, search engine optimization, digital marketing strategy, online advertising, social media marketing, branding and creative services, website maintenance, and video production. The agency works with businesses across New Orleans, Metairie, and Baton Rouge, combining local market knowledge with traditional and AI-focused search strategies to support client visibility and growth.

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For more information about Design the Planet, contact the company here:Design the Planet Digital

MarketingAdrienne Folse504-391-1550folse.adrienne@designtheplanet.com2313 N. Hullen St.Suite CMetairie, LA 70001

Design the Planet

Since 1998, Design the Planet has provided expert digital marketing and web design to Louisiana businesses. We deliver results-driven strategies and creative solutions that boost visibility, drive leads, and fuel sustainable growth.

Website: https://designtheplanet.com/

Email: folse.adrienne@designtheplanet.com

Phone: 504-391-1550

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