ADVERTISING + WEB DESIGN

DESIGN the PLANET

Design the Planet Emphasizes Local SEO Expertise for New Orleans Businesses

July 10, 2026

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Design the Planet, a Louisiana-based digital marketing agency with over two decades of experience, is highlighting the critical importance of local search engine optimization for businesses throughout the New Orleans metropolitan area. The agency, which has been developing custom websites since 1998, emphasizes that combining attractive web design with strategic local SEO implementation delivers the strongest results for area businesses.

The Metairie-based agency has observed significant changes in how consumers search for local businesses, particularly with the rise of mobile searches and location-based queries. Design the Planet specializes in optimizing businesses for Google Maps visibility and "near me" searches, which have become essential for both local customers and tourists visiting the New Orleans area.

"After 20 years of building websites for New Orleans businesses, we've seen firsthand how the digital landscape has evolved," said Adrienne Folse, co-founder of Design the Planet. "A visually appealing website is important, but without strong local SEO, businesses miss out on customers who are actively searching for their services right now in their neighborhood."

The agency's approach to local SEO encompasses comprehensive strategies including Google Business Profile optimization, neighborhood-specific keyword targeting, and understanding the unique search patterns of New Orleans residents and visitors. This specialized knowledge proves particularly valuable for tourism-related businesses that depend on visibility to out-of-town visitors exploring the area.

Design the Planet's services extend beyond local SEO to include full-service digital marketing, web design, social media management, video production, and branding creative. The agency serves clients across diverse industries including real estate, entertainment, legal, food manufacturing, tourism, government, finance, healthcare, education, wellness, and environmental sectors. Through their specialized Brand Constructors division, they also provide targeted marketing services to the construction industry.

The company's commitment to supporting local entrepreneurs stems from its founding mission. Established in 1998 by Adrienne and Rob Folse, Design the Planet was created to help local businesses navigate the transition to digital marketing. Their deep understanding of New Orleans' distinct neighborhoods and communities enables them to craft marketing strategies that resonate with local audiences while also capturing the attention of the millions who visit the region annually. More information about the company and its services can be found on their website.

As search algorithms continue to evolve, including AI search, and consumer behavior shifts increasingly toward mobile and voice search, Design the Planet maintains its focus on staying current with the latest developments in digital marketing technology. The agency provides tailored marketing strategies designed to help businesses achieve sustainable growth and strong returns on investment.

Design the Planet continues to offer comprehensive digital marketing services to businesses throughout Louisiana, with particular expertise in helping New Orleans area companies establish dominant positions in local search results. The agency's portfolio includes successful campaigns across multiple industries, demonstrating their ability to adapt strategies to meet diverse business needs. Their team combines technical expertise with local market knowledge to deliver marketing solutions that drive measurable results. Businesses interested in learning more about local SEO strategies can connect with Design the Planet through various social media platforms, including Instagram, where the agency shares marketing insights and success stories.

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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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