

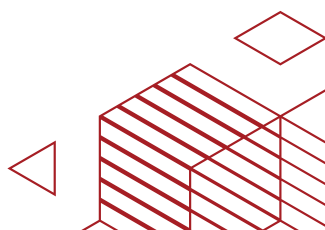


# Grace Inspired Living

How We Improved Traffic 4x and Filled the Pipeline for An Independent Living Community



**A CASE STUDY**



# Overview

Success in independent living communities hinges on fostering strong connections and building an online presence that stands out.

By leveraging the power of search engine optimization (SEO), these communities can effectively showcase their unique strengths and attract the right audience at the perfect moment on Google and other search platforms. As a cost-effective and enduring strategy, SEO drives quality leads and highlights their expertise in creating thriving senior living environments, ensuring they stay ahead in a competitive market.



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## Establishing Goals

High-level overview of what we look to accomplish

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## Our Approach

Our strategy for completing the goals

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## The Outcome

Results achieved by our approach

05

## Strategies for CCRC SEO

An overview of how other CCRCs can approach SEO

# Establishing Goals

1

As a long-term staple in the Bucks County senior living community, the Community at Rockhill and the Lutheran Community at Telford have been pillars in Pennsylvania for over 60 years. Interested in maintaining their communities' strength while moving them forward under the umbrella of the new "Grace Inspired Living" name, they requested support from our marketing team.

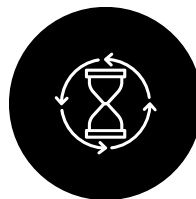
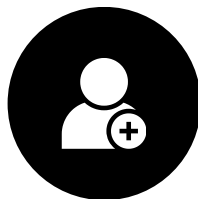
They wanted to maintain the values of their communities while reaching a new audience with the re-branded name. Brief overview of what this means:

1. A new website combining both communities
2. Accelerated SEO efforts to outrank existing community sites
3. Ongoing website updates to support the re-brand



## How we measure them:

- Active Users – How many people are coming to the website and actively browsing
- New Users – How many new people are coming to the website
- Sessions / Users – How many times each person is coming back to the website
- Organic Traffic Channel – People reaching the website through keywords in search





# Our Approach

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Our website development team, and marketing team supported Grace Inspired Living in accomplishing their short-term and long-term goals.

**SEO Content Evaluation and Migration:** The team wanted to ensure that high-value SEO content was not lost when migrating the two existing sites to one new one. Using SEO tools, the existing websites are crawled, and high-ranking pages and keywords are noted for copy re-writes.

**Sales Funnel Support Keyword Identification:** Short and long-tail keywords are identified and prioritized based on search volume and difficulty in search. They are segmented for on-page content topics and stages of the buyer's journey.

**Rebranded Website Design:** Collaborative conversations around the new Grace Inspired Living brand shaped the layout, color choices, and combination of user generated images and high-quality stock images.

**Trend Analysis of High Performing Content:** Used trend-based tools to review high value keywords and their projected search volume trends.

**Backlink Opportunity Review:** Identified competitors, reviewed their backlink listings, and prioritized the sites with both high authority and website traffic.



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Active users 

# 65K

New users 

64K

Average engagement time

1m 03s

In the first year since the websites merged, the new website saw 65k active users. In the previous year, the separate community sites saw 8.3K and 7.5K totaling 15.8K for the year.



This graph shows the organic website traffic for one year after the website's launch showing consistent growth in people finding the website in search engines.

# The Outcome Continued

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The tangible success of the SEO campaign has redefined the possibilities for Grace Inspired Living, allowing their team to continue business and expansion in their communities. This case study highlights the growth and outcomes of these tailored solutions and allows us to share the different features your business can leverage.

Ready to grow your business organically online? Learn more about how customized SEO solutions can make a definitive impact on your business results long-term.



# Strategies for CCRC SEO Campaigns

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## **Location-Based Keywords:**

Your future residents are most likely from the local region. Research popular location keywords and geographic modifiers for long-tail keyword strategy.

## **Authentic Voice:**

Prospects and their families are most interested in the authentic voice of the current residents sharing their experience of the USPs and experience. Include videos and photos of involved residents in blog content (with their permission).

## **Backlink Acquisition:**

The incoming boomer generation is familiar with gathering information digitally from trusted sources online. Request local guides and listings to include your site for improved visibility and authority.

## Ready To Get Started?



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