SENIOR LIVING SMART

Custom Solutions, Strategic Growth



CASE STUDY

Transforming PMMA's Digital Presence – A 10x Growth Story



Presbyterian Manors of Mid-America (PMMA) is a leading senior living provider with 14 communities across Kansas and Missouri. With a commitment to providing high-quality senior care, PMMA needed a strong digital presence to match its reputation. However, their fragmented online ecosystem—consisting of a corporate website and 14 separate community sites—created challenges for both prospective residents and internal teams.

PMMA partnered with Senior Living SMART (SLS) to consolidate their multiple websites into a single, high-performing digital hub. By leveraging a parent-child structure, implementing advanced SEO strategies, and optimizing user experience, SLS transformed PMMA's website into a lead-generating powerhouse, resulting in a 10x increase in traffic, improved keyword rankings, and higher engagement.

The Challenge: A Disjointed Online Experience

Before working with SLS, PMMA faced several key issues:

1. Inconsistent Branding & Navigation

   Each PMMA community had its own separate website, leading to inconsistent messaging, branding, and user experience. Visitors struggled to find the right information, often leaving before engaging further.

2. Poor Website Performance & SEO

   The corporate site averaged only 200 monthly visitors, and SEO rankings were low across key search terms. Individual community sites lacked SEO optimization, making it difficult for PMMA to rank competitively.

3. Lead Generation Challenges

   Without a centralized digital strategy, PMMA struggled to capture and convert leads effectively. Tracking and optimizing form submissions across multiple sites was nearly impossible.

4. Lack of Scalability

   Managing 15+ websites was inefficient for PMMA's marketing team. Any updates or changes required significant time and effort across multiple domains.

> *"We needed a website solution that was easier to manage, helped us rank better in search results, and made it simpler for families to find the right community for their needs."*
>
> – Christina Taylor, Director of Communications, PMMA





The Solution: A Unified, SEO-Optimized Website

Senior Living SMART developed a modern, scalable, and performance-driven website for PMMA with the following key improvements:

1. Centralized Parent-Child Website Structure

- SLS merged 15+ websites into a single, unified digital experience.
- Each community now has its own dedicated page within the parent site, making navigation seamless while maintaining individual community identities, including branding colors and logos.

2. Interactive Map for Easy Community Discovery

- Implemented an interactive map module, allowing visitors to quickly filter based on the level of care they sought and using a zip code and radius to find and explore communities.

3. SEO Overhaul & Optimization

- Restructured site architecture for improved indexability by search engines.
- Optimized metadata, keywords, and internal linking to boost organic rankings.

4. Enhanced Lead Capture & Conversion Tracking

- Streamlined form submissions with improved tracking and reporting.
- Created clear call-to-actions (CTAs) to drive inquiries and tours.

Implementation & Process

SLS took a strategic, data-driven approach to ensure the website transformation was both seamless and impactful.

STEP 1

WEBSITE AUDIT & RESEARCH

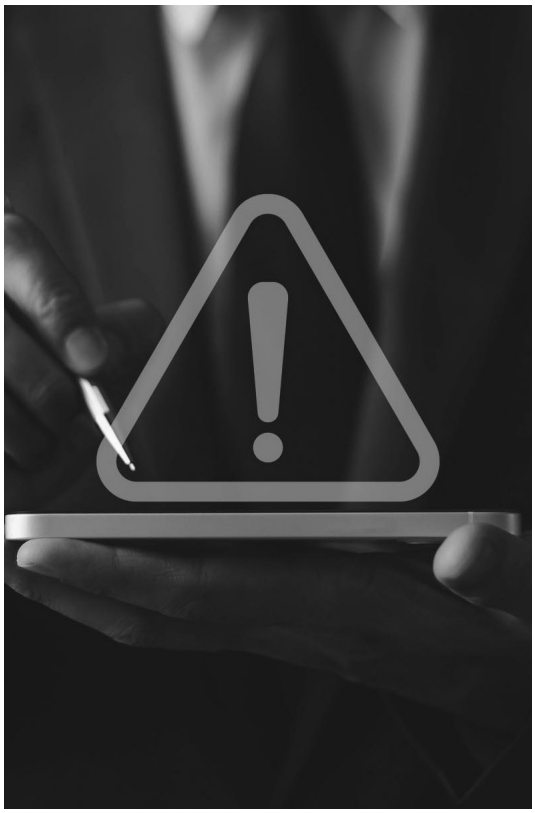
Before developing the new PMMA website, Senior Living SMART conducted a comprehensive audit of both the corporate site and the 14 individual community websites. The goal was to identify technical issues, user experience (UX) obstacles, and SEO opportunities that could be leveraged to create a more streamlined, high-performing digital presence.

SEO & Technical Audit – Identifying Barriers to Organic Growth

One of the most significant challenges PMMA faced was low search engine visibility due to technical SEO issues. To uncover these problems, SLS used advanced SEO tools like Google Search Console and Ahrefs to analyze the site's structure, indexing, and rankings.

Key findings included:

- 404 Errors & Broken Links: Many pages had outdated or broken links, which created dead ends for both users and search engines. This was especially common for older blog posts and redirected community pages.
- Duplicate Metadata & Missing Meta Descriptions: Meta titles and descriptions were either missing or duplicated across multiple pages, reducing SEO effectiveness and click-through rates from search results.• Take advantage of every response to communicate value.
- Indexing Issues: Several pages weren't being properly indexed by Google, meaning they weren't showing up in search results. This was due to old site structures and improper redirects from the migration.
- Accessibility Violations: The previous sites had limited ADA compliance, with missing alt text on images, insufficient color contrast for readability, and navigation issues that affected users with disabilities.



User Behavior & Engagement Analysis – Understanding Visitor Interactions

Beyond technical SEO, the SLS team conducted a deep dive into user experience (UX) analytics to better understand how visitors were engaging with PMMA's previous sites.

SLS identified:

- Where Users Spent the Most Time: Analytics showed that community pages and service offerings were the most frequently visited sections.
- Drop-Off Points & Navigation Friction: Many users abandoned the site after failing to find location-specific information quickly.
- Scroll Depth Analysis: A large percentage of visitors didn't scroll past the first half of key pages, meaning important content (such as CTAs and contact forms) needed to be repositioned higher on the page.
- Mobile Engagement Issues: Bounce rates were significantly higher on mobile devices, indicating poor mobile optimization and slow load times.

This data-driven approach laid the foundation for PMMA's new, high-converting website that not only attracted more visitors but also kept them engaged longer.

STEP 2

STRATEGIC WEBSITE DEVELOPMENT

Designed a Mobile-Friendly, Fast-Loading Website with Clear Navigation

With an increasing number of users accessing websites via mobile devices, it was crucial to ensure that PMMA's new website was fully responsive and optimized for all screen sizes. The previous websites were inconsistent in their mobile performance, often displaying poorly formatted text, difficult navigation, and slow load times.

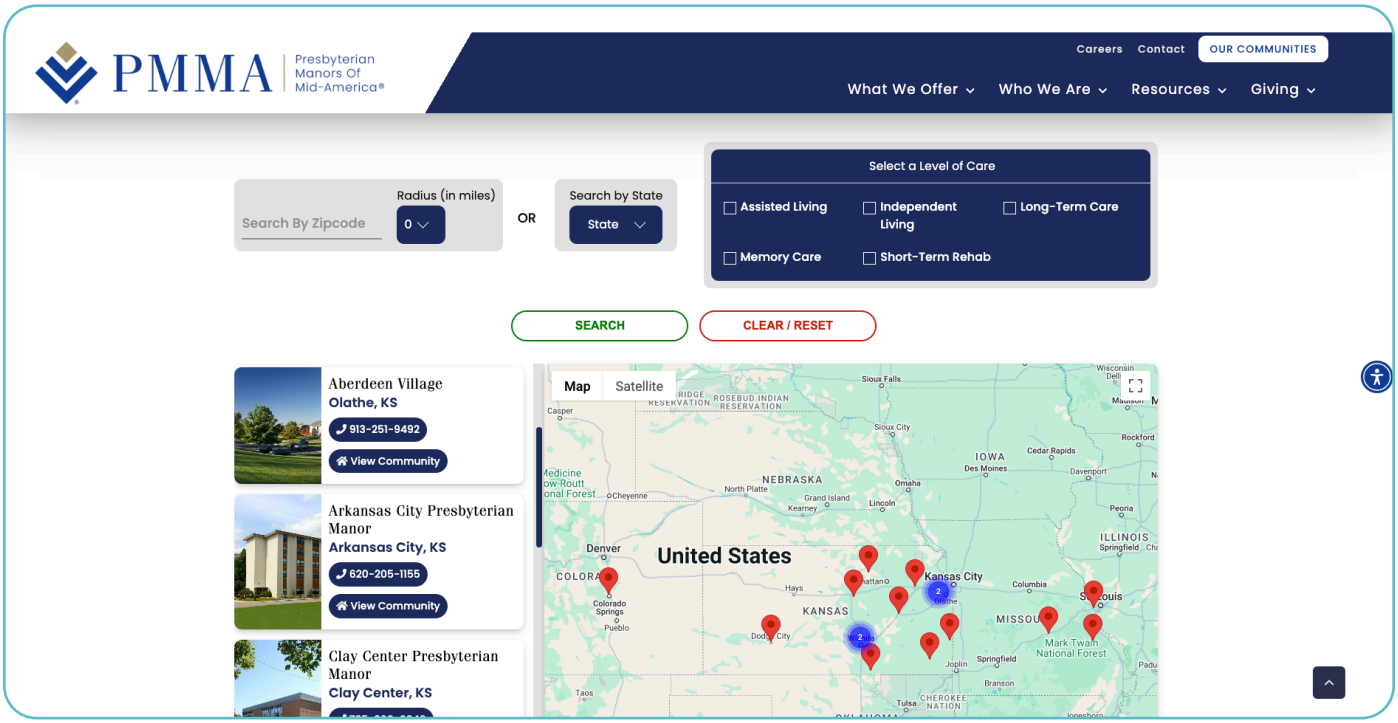
To address this, SLS:

- Implemented a mobile-first design, ensuring that buttons, menus, and key content were easily accessible on smartphones and tablets.
- Optimized page speed by compressing and reducing image file sizes and leveraging caching.
- Simplified navigation with a well-structured menu that guides visitors effortlessly to key sections, such as community pages, care options, and contact forms.
- Ensured ADA compliance by integrating accessibility best practices, such as high-contrast text, screen-reader-friendly elements, and keyboard-friendly navigation.

Communities Page Before:



Communities Page After:



Built the Interactive Map for Community Discovery

One of the key improvements to the PMMA website was the introduction of an interactive map module that allows users to quickly find and explore nearby communities. Previously, visitors had to manually search through long lists of locations, making it cumbersome to identify the best community based on proximity.

The interactive map was designed to:

- Showcase all 14 PMMA communities in a visually engaging format, allowing users to see locations at a glance.
- Provide clickable markers for each community, which lead directly to individual community pages.
- Include filter options so users can search for communities by state, care level, or specific amenities.
- Work seamlessly across desktop and mobile devices, ensuring a smooth experience for all users.

This feature has significantly improved the discoverability and engagement of community pages, leading to a higher number of inquiries per location.

Created Individual Community Pages with Localized Content

Rather than maintaining 14 separate websites, SLS created dedicated community pages within the parent site, allowing each location to retain its unique identity while benefiting from centralized SEO strength and brand consistency.

Each community page was optimized to:

- Highlight the specific features and amenities available at that location.
- Include localized SEO keywords (e.g., "Wichita Presbyterian Manor senior living" or "Topeka assisted living community") to improve search rankings in each city.
- Feature high-quality images and virtual tours, making it easy for prospective residents and families to get a sense of the community.
- Provide easy-to-access contact forms and CTAs, encouraging users to schedule a tour or request more information.
- Integrate resident testimonials and success stories, building credibility and trust with visitors.

As a result, these community pages quickly became the most visited sections of the site, outperforming even the homepage in traffic and engagement.



By implementing these key features, SLS successfully transformed PMMA's website into a highly functional, lead-generating platform that serves the needs of both prospective residents and PMMA's internal marketing team.

STEP 3

SEO OPTIMIZATION & CONTENT STRATEGY

Before developing the new PMMA website, After consolidating PMMA's websites into a single, structured platform, Senior Living SMART implemented a robust SEO strategy to ensure the new site would rank higher in search engine results and attract more qualified visitors.

SEO-Driven Content Migration & Optimization

The previous PMMA websites contained valuable content, but much of it was scattered, outdated, or not optimized for search engines. SLS carefully curated new, optimized content for newly created pages, and migrated already existing content from the old sites while optimizing it for SEO and user experience.

Key optimizations included:

- Meta Descriptions & Title Tags: Crafted compelling, keyword-rich meta descriptions and title tags for every page to improve click-through rates from Google.
- Header Structure (H1, H2, H3 Optimization): Ensured that every page followed SEO best practices for headings, making content easier for search engines to understand and index.
- Alt Text for Images: Added descriptive alt text to all images, not only improving SEO but also enhancing accessibility for users with visual impairments.



By implementing these changes, the site became more discoverable in search engines, ranking for high-intent keywords that potential residents and their families were actively searching for.

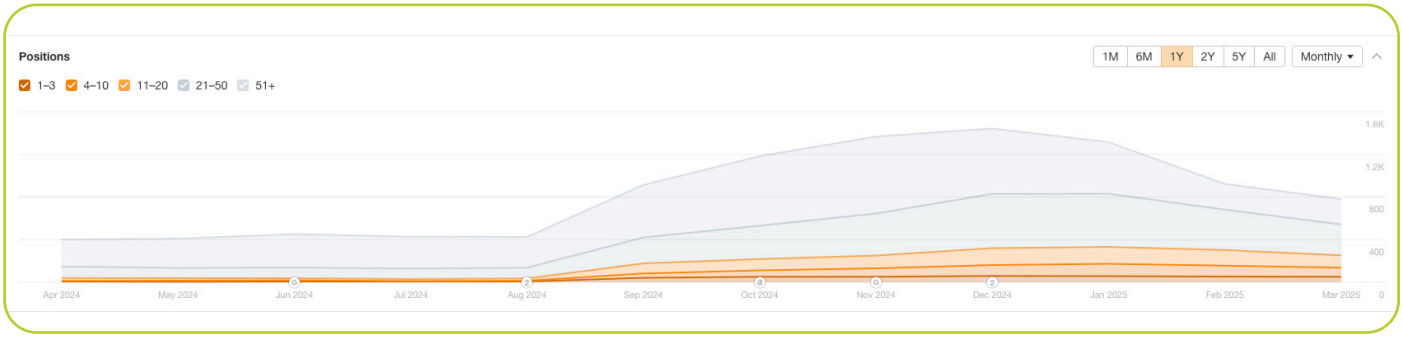
Keyword-Driven Blog Content & FAQs

To further boost organic search traffic, SLS developed a strategic content marketing plan, focusing on high-value keywords related to senior living and PMMA's offerings.

This included:

- Informative Blog Articles: Created engaging blog posts targeting questions and concerns of PMMA's audience, such as:
  - "How Life Plan Communities Can Be An Investment In Your Future"
  - "Aging at Home vs. in Life Plan Communities: A Cost Comparison"
  - "Recognizing the Signs: When to Consider Senior Living for Your Loved One"
- FAQ Sections for Each Community: Recognizing that users often have location-specific questions, SLS built community-specific FAQs to address concerns like pricing, amenities, and care options.
- Informative Blog Articles: Each community page was enriched with geo-targeted keywords (e.g., "senior living in Wichita, KS") to improve rankings in local search results.

These efforts significantly boosted search rankings, increased time spent on the site, and encouraged user engagement.



STEP 4

PERFORMANCE MONITORING & CONTINUOUS IMPROVEMENTS

Launching the new PMMA website was just the beginning. Senior Living SMART implemented a continuous improvement strategy to monitor, analyze, and optimize performance over time.

Data-Driven Growth Tracking with Google Analytics & Ahrefs

SLS integrated Google Analytics, Google Search Console, and Ahrefs to monitor key performance indicators (KPIs) and measure the impact of the new site.

Tracked metrics included:

- Organic Traffic Growth: How many visitors were finding PMMA through search engines.
- User Engagement: Page views, session duration, and bounce rates to see how users were interacting with the site.
- Lead Generation: Form starts and completions to measure conversion rates.
- Keyword Rankings: Tracking keyword performance over time to adjust SEO strategies as needed.



Addressing Technical SEO Issues for Continuous Improvement

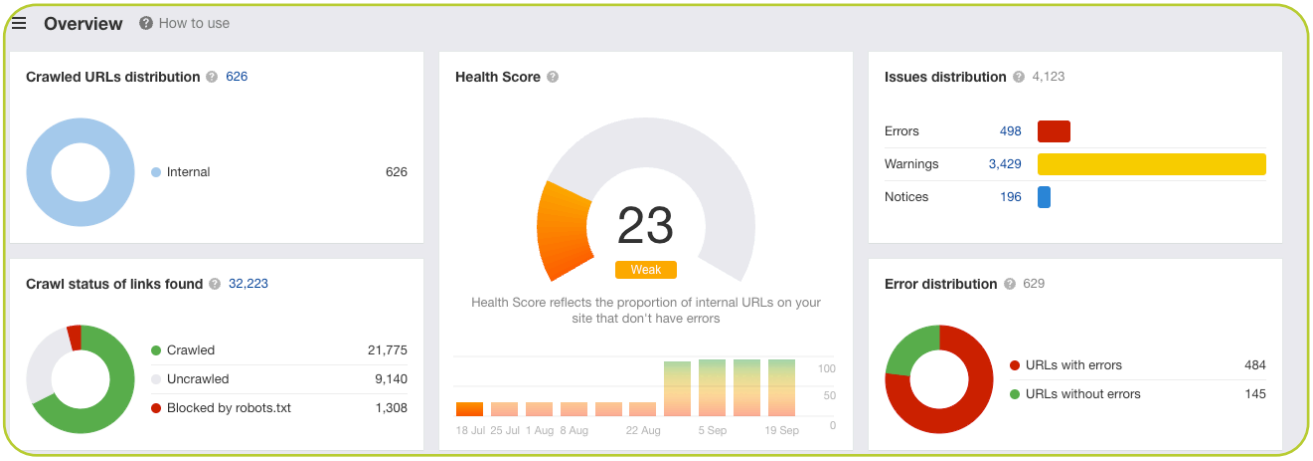
Even after launch, SLS continued to fine-tune the website by addressing remaining technical SEO issues.

Fixes included:

- 404 Error Redirects: Implemented proper 301 redirects to guide users from broken or outdated links to relevant new pages.
- Missing H1 Tags & Meta Descriptions: Ensured all blog posts and pages had properly structured headings and metadata to improve readability and searchability.
- Page Speed Optimizations: Continued refining image compression, caching, and script loading to ensure fast site performance.

These ongoing efforts helped maintain and improve SEO rankings while ensuring the best possible user experience.

July 2024



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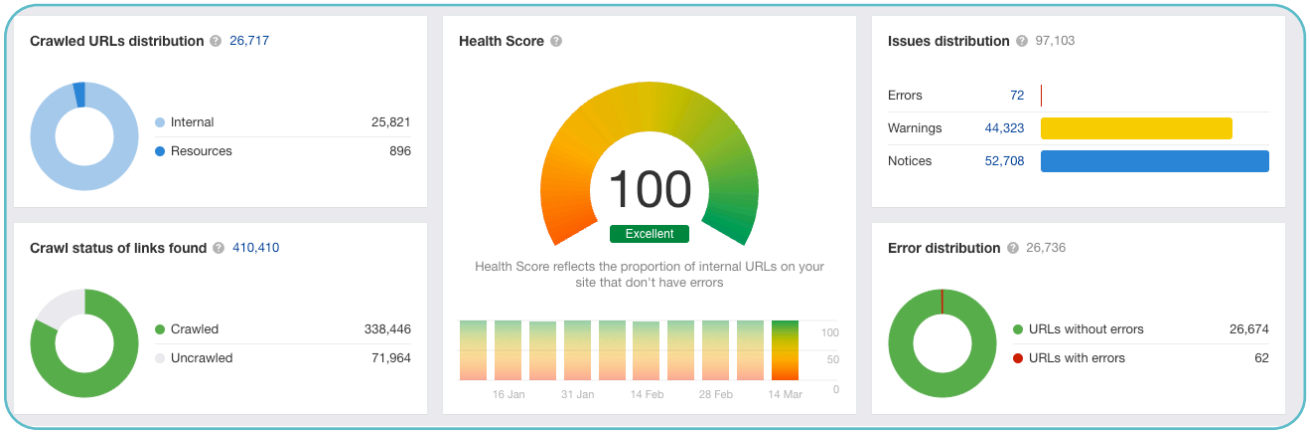
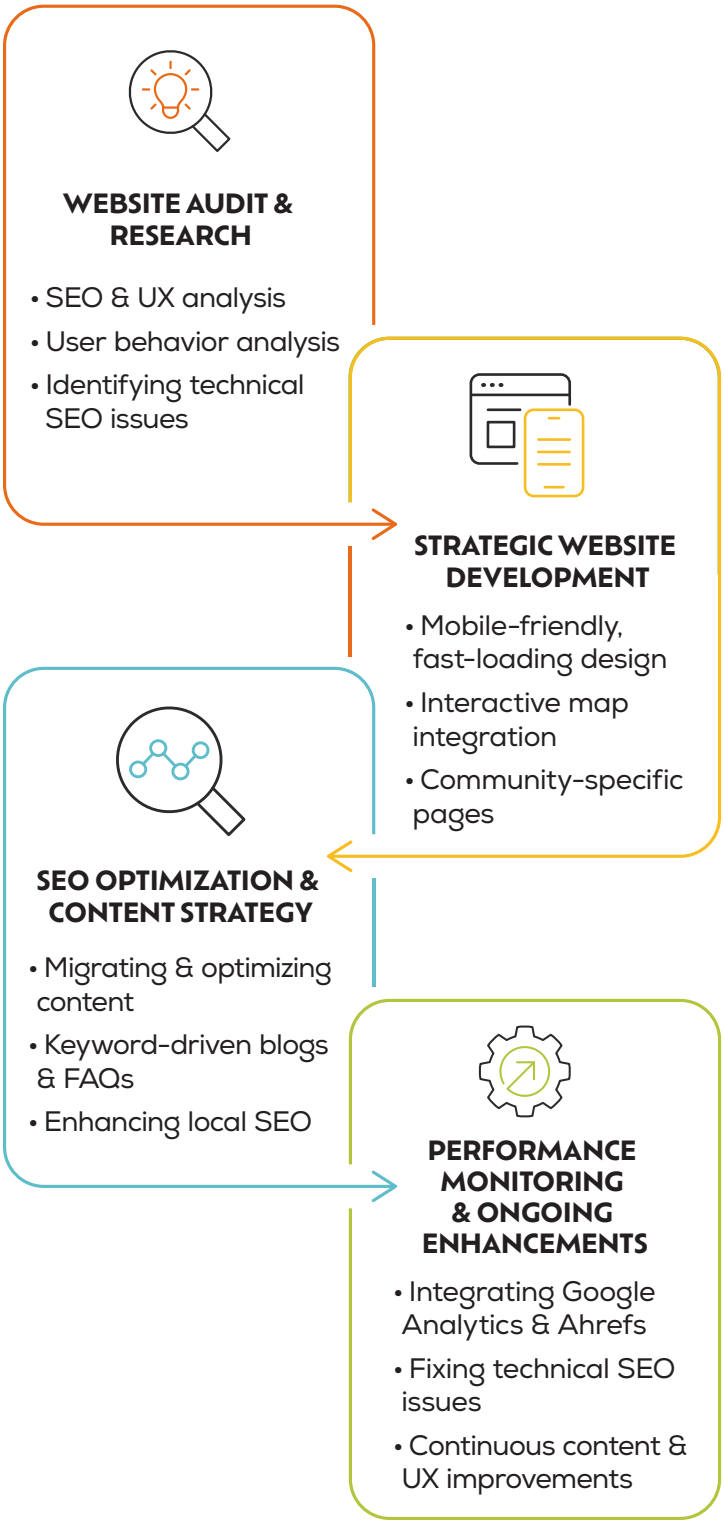


The Step-by-Step Website Transformation Process



By combining SEO, UX enhancements, and data-driven improvements, Senior Living SMART successfully transformed PMMA's website into a powerful lead-generating and high-ranking digital platform.

Results & Impact

Massive Traffic & Engagement Growth

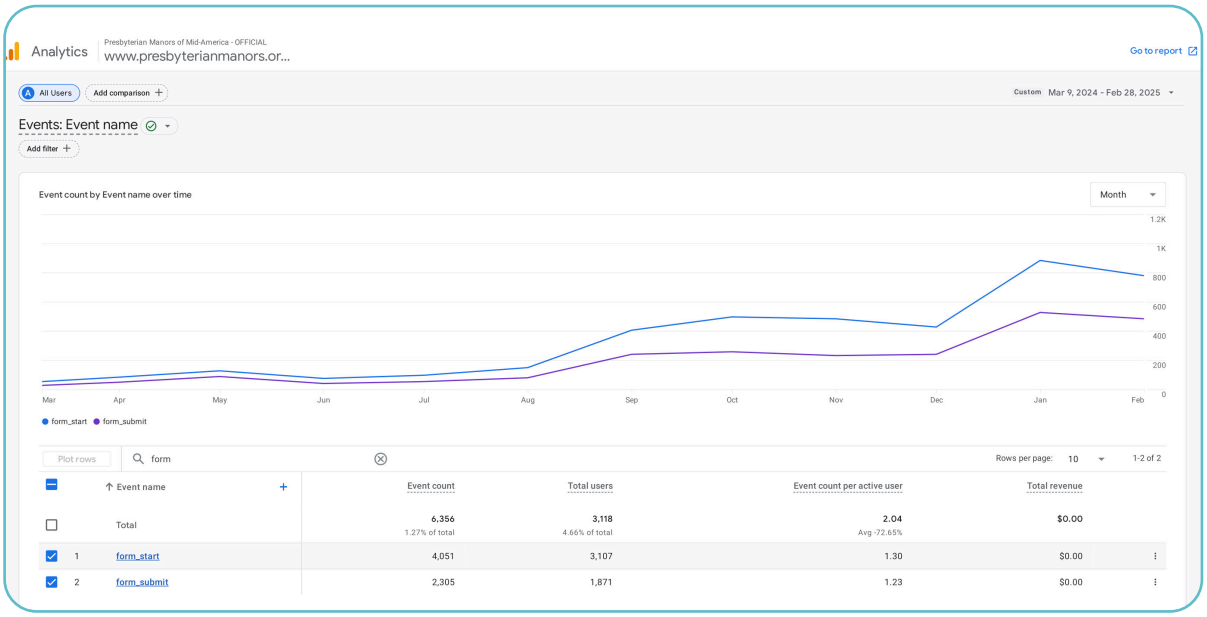
10X

increase in site traffic
(from ~200 to 2,000+ monthly visitors).

499,034

total page views in the first year.

Majority of traffic now lands on community pages, validating the new structure.



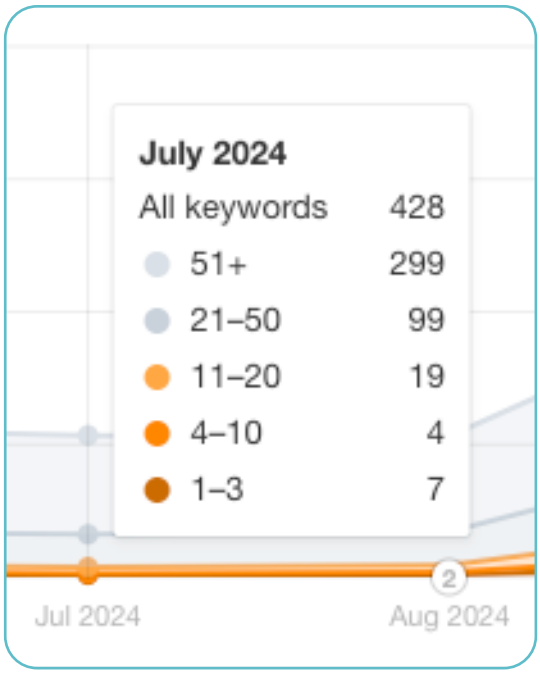
SEO Wins & Higher Search Rankings

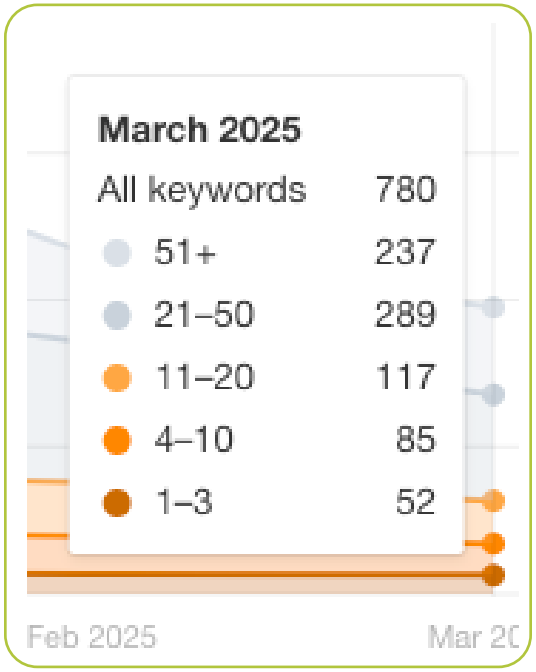
3.36X

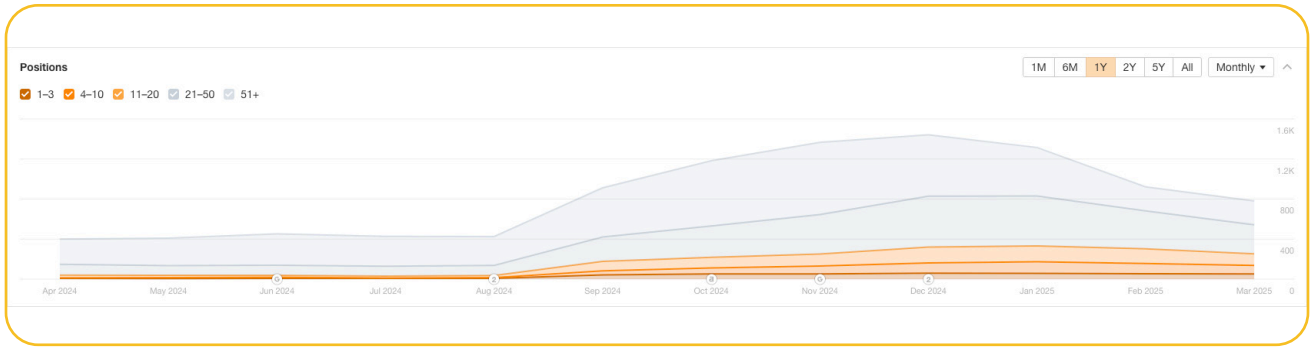
growth in keyword rankings, with major community-related keywords moving to #1 on Google.

55%

of total traffic now comes from organic search, demonstrating SEO success.







Improved Lead Generation



6,356

form starts and

3,118

form completions, indicating higher engagement and conversions.



Visitors now stay on the site longer, increasing their likelihood of inquiring about a community.



KEY TAKEAWAYS

What We Learned

1. Centralized websites drive efficiency – Managing one optimized site instead of 15+ simplified operations and improved user experience.
2. SEO is a game-changer – A well-structured, optimized site boosts rankings and organic traffic.
3. User experience matters – Interactive features like maps make navigation intuitive and engaging.
4. Ongoing optimization ensures sustained success – SEO and UX require continuous improvement for long-term impact.

> *"The new website has completely transformed how prospects find and engage with our communities. We're seeing more inquiries and better traffic than ever before."*
>
> – Beth Huck, VP of Sales and Marketing, PMMA





Want to see what Senior Living SMART can do for your organization? Call us at 888-620-9832.

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