

Digital Content Increases Conversions 88% for Senior Living Company

Using SEO + Social strategy to capture interest and build trust



A senior living management company needed to generate traction with their communities' prospective residents and assist sales teams by providing content that demonstrates value to new leads.

Attane developed an SEO + Social strategy for the organization to ensure they were getting the right information in front of senior living consumers to help them build credibility.

- Enhanced Facebook and website to optimize organic performance
- Utilized keyword research for blog content strategy
- Created digital content to drive consumers to the website and increase interaction with the community locator tool
- Integrated content plan with key data insights

SEO + Social Increases Website Traffic and Conversions

- **79%** increase in website traffic from organic search
- **136%** increase in website traffic from Facebook
- **88%** increase in conversions after a blog post was read

WHY ATTANE?

Backed by decades of momentum in data science and marketing innovation, Attane delivers integrated solutions that drive sales success. To learn more about modern marketing technology and strategy built for senior living, healthcare and financial services industries, visit attaneresults.com 8880 WARD PARKWAY, SUITE 400 | KANSAS CITY, MO 64114 | 913-491-0600