

# A bold strategy to ramp up SEO delivered outstanding results for our client partner.



## The Situation

After acquiring 13 Life Plan Communities in the U.S., our client partner turned to Attane for a comprehensive, data-driven SEO strategy focused on resetting brand awareness, boosting search rankings, and increasing traffic and conversions in an expanded footprint.

## The Action

Attane hit the ground running with a solid strategy for SEO and brand awareness.

- **A deep analysis of performance and strategy:** An SEO audit generated recommendations across content, structure, keywords and more.
- **SEO ranking and conversions improved with optimized content:** The result was an increase in conversions, backlinks, and visibility in search results.
- **Domain authority was increased:** SEO specialists reached out to directories and other websites to gain links to increase domain authority.
- **Duplicate content was replaced with engaging, customer-centric content:** Highly skilled copywriters, with direction from SEO, rewrote key pages for each community.

## Results

**86%**

increase in organic sessions  
Q3 2020 vs. Q3 2021

**33%**

increase in organic conversions  
Q3 2020 vs. Q3 2021

**26,538**

new website visitors  
from organic

**14**

more SEO keywords ranking #1

All metrics are for the entire collection of 13 communities and across all their websites, blogs and listings.

## WHY ATTANE?

Attane leverages strategic marketing agility to help senior living communities generate new leads and advance them to be sales-ready faster. If you're tired of the status quo and are ready to put industry-leading marketing solutions driven by data insights to work for you, visit [attaneresults.com](https://attaneresults.com) | 8880 WARD PARKWAY, SUITE 400 | KANSAS CITY, MO 64114 | 913-491-0600