Moraine Ridge

Senior Living Community Gets **30% More Inquiries per Month** with HLM

"HLM understands the senior living industry. They are more instrumental in generating family tours than other agencies we've worked with."

— Michael Klein, Moraine Ridge Senior Living

"We Needed a Better Online Presence"

They recently renovated their beautiful community, offering seniors a fulfilling lifestyle with customized plans and a continuum of care. Unfortunately, the Moraine Ridge website was outdated. They turned to High Level Marketing for a website update and local SEO package that could reach more senior families with engaging content and imagery that inspired tour requests.

KEY METRICS

267%
More Organic Leads
Month-Over-Month

59%
More Leads from
Google Local Pack

77+
Average
Mobile Calls

INDUSTRY
Senior Living

BUSINESS TYPE
Single Location

LOCATION
Green Bay, WI

HLM SERVICES
- Website Redesign
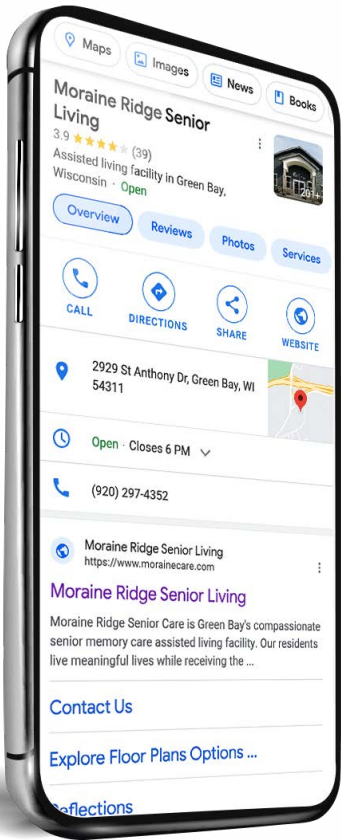- Local/GMB Optimization
- Core70 Optimization

Before partnering with HLM, Michael never imagined how much more impactful he could be with a **stronger brand and robust local digital marketing strategy.**

Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the senior living industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM

Google
4.9 ★★★★★

facebook
★★★★★

HLM.

Building a Digital Foundation

The key to securing Moraine Living's local market visibility against national brands was focusing its digital strategy around local SEO. That meant redesigning their website including fully-optimized, geo-targeted content. It also meant helping them gain more Google reviews and ensuring the community has NAP (name, address, phone) consistency across credible local directories. By gaining top organic positions, including Google's 3-pack, we can attract and capture the lion's share of senior living search queries.

Local SEO & GMB Optimization

Focus on brand name, Google Business Profile, and backlinks. We built the Moraine Ridge website on our Footprint CMS, our number one website platform for speed and search engine optimization. We filled the website pages with original content ensuring it answered Google's top search queries with Moraine's features and amenities. Then, we improved Moraine Ridge's digital presence with 70+ local directory listings and backlinks, including a fully optimized Google Business Profile. This combination and a hundred other local SEO tactics send powerful trust and authority signals that keep Moraine Ridge at the top of local search results month after month. In fact, their Google Local Listing alone generates an average of 77 mobile calls, 105 requests for directions, and 121 website clicks per month, making it the top lead generator for Moraine Ridge.

Professional Website and Branding

Focus on brand, position, and tour requests. Fortunately for Moraine Ridge, the HLM website designers, developers, and copywriters are Senior Living website design experts. The Moraine Ridge website looks clean and straightforward, but many strategies went into the navigation, page layout, photos, headlines, and transitions. With an average of 2.43 pages per session and an average of 2:15 min per session, the Moraine Ridge website is very engaging. It's no wonder that about 50% of the website visitors are return users, making the second visit the one they ultimately convert on!

Unlock your potential. Gain your competitive edge.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

Competitive Insights
Real-time competitor insights to get ahead and stay ahead

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

Unmatched Transparency
Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

Leading Technology
Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS

HLM.

www.highlevelmarketing.com