

CASE STUDY

Park House Southfield

Senior Living Community maintains **95% occupancy rate** with HLM!

“With HLM, I can now focus all my attention on managing my community and taking care of staff- which is the best contribution to growing my business I can make.”

Michael Klein, Park House Southfield Senior Living



“New Community Needed a New Website & SEO Jump Start”

4 years ago Park House came to HLM with a URL and a vision. they needed to jump-start their online visibility to attract new employees and increase occupancy - fast. HLM built a digital foundation, including a new website and local SEO strategy that is standing the test of time.

KEY METRICS

480

Average Website Visits per Month

4.2%

Website Conversions per Month

146

Average Mobile Calls per Month



INDUSTRY
Senior Care



BUSINESS TYPE
Single Location



LOCATION
Southfield, MI



HLM SERVICES

- New Website
- GMB/Local SEO
- Core70

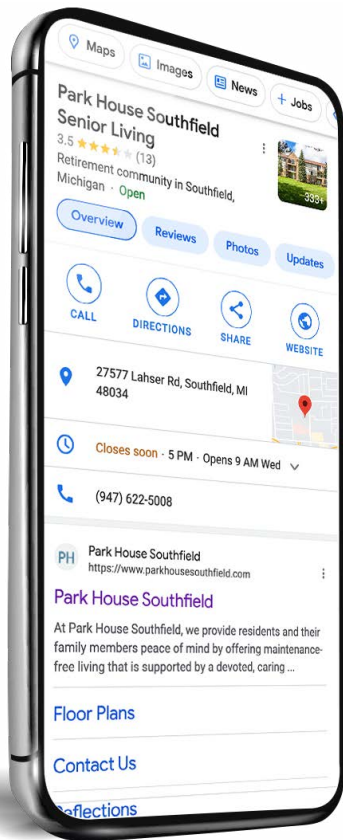
Before a partnering with HLM, Michael never imagined the peace of mind he could have by collaborating with a **trusted digital agency.**

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





Building a Strong Digital Foundation

The Senior Living industry is highly competitive, especially for an independent community without the support of a national marketing budget. We secured visibility in Park House's local market by focusing their digital strategy around local SEO. That meant a website with content and content marketing including geo-targeting, NAP consistency across credible local directories, a fully optimized Google Business Profile, and as many positive Google reviews as possible.

Professional Website and Branding

Focus on brand name, positioning, tour requests and local SEO & GMB optimization.

We built the Park House website on our Footprint CMS giving it a fast, clean user experience. Several strategies went into the navigation, page layout, photos, headlines, and transitions. With an average of 2.7 page views per session and a monthly average of 30 click-to-calls and 16 form fills, the result is a website that continues to be among the top lead generators for Park House.

Local SEO & GMB Optimization

Focus on brand name, Google Business Profile, and backlinks. We started building Park House'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 Park House at the top of local search results month after month. In fact, their Google Local Listing alone generates an average of 146 mobile calls, 141 requests for directions, and 161 website clicks per month.

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