



Improving B2B Sales Through Geo Targeted Content

C O L A B

Search Senior Living

Enter City and State or Zip Code

 [Or Use My Location](#)

Search

Let us help you figure out where to begin

[Build your Roadmap](#)



Trusted Providers for Every Chapter

**Seniors
Guide**

- Maximize advertising and sponsorship revenue
- Create additional monetization opportunities
- Increase Organic Traffic and Brand Awareness

**Advertisers
& Sponsors**

- Increase profile page views
- Increase referral traffic from Seniors Guide to their websites
- Capture lead Information through Seniors Guide

Users

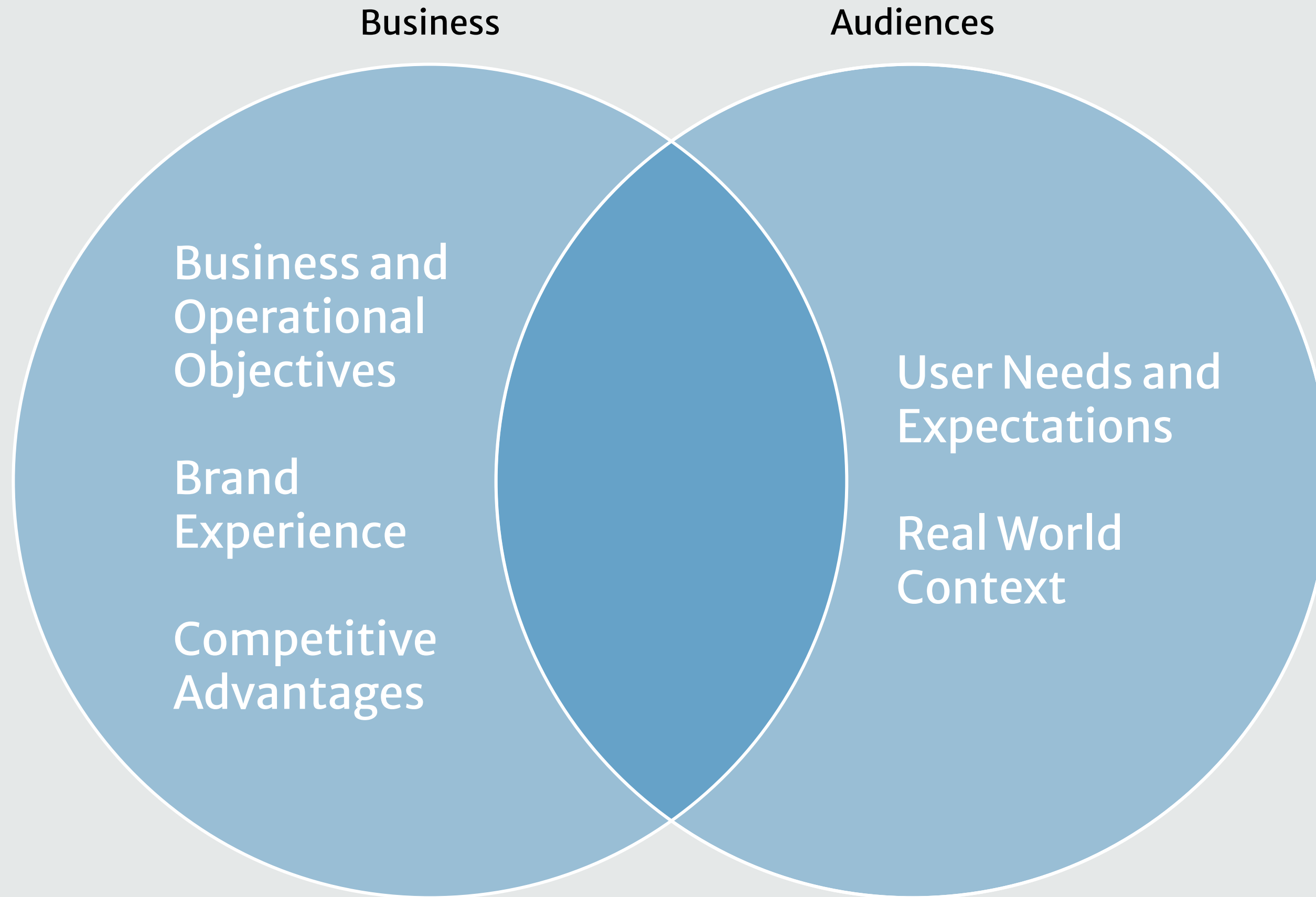
- Better understand options available to seniors
- Find trustworthy providers for themselves and their loved ones
- Feel reassured and confident in an uncertain situation



THE CHALLENGE

Align Business Interests with User Needs

We needed to build a site that served the user, the advertiser, and Seniors Guide without harming the experience of any one group.





BUSINESS

Brand Workshops

Stakeholder Interviews

Competitor Analysis

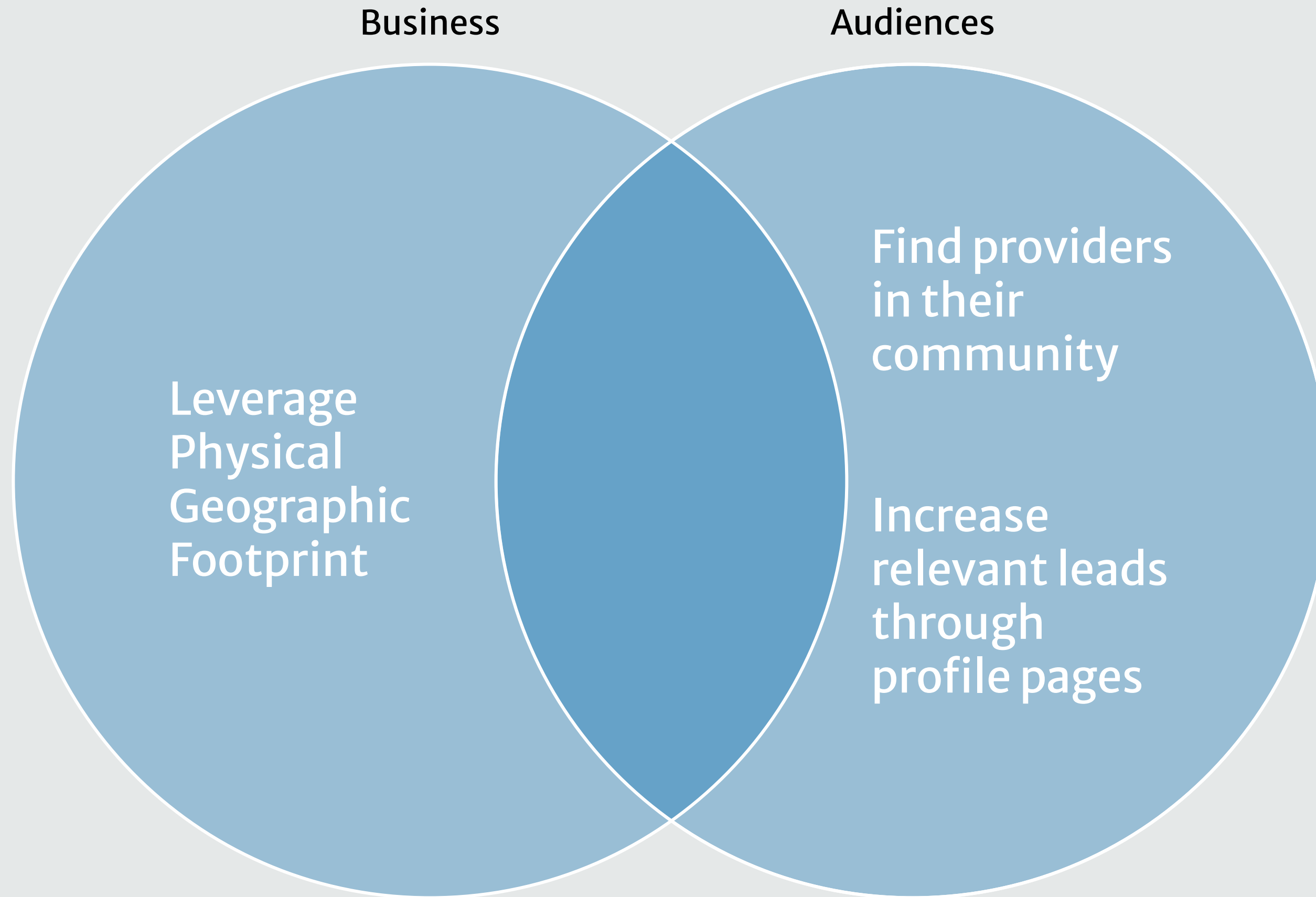


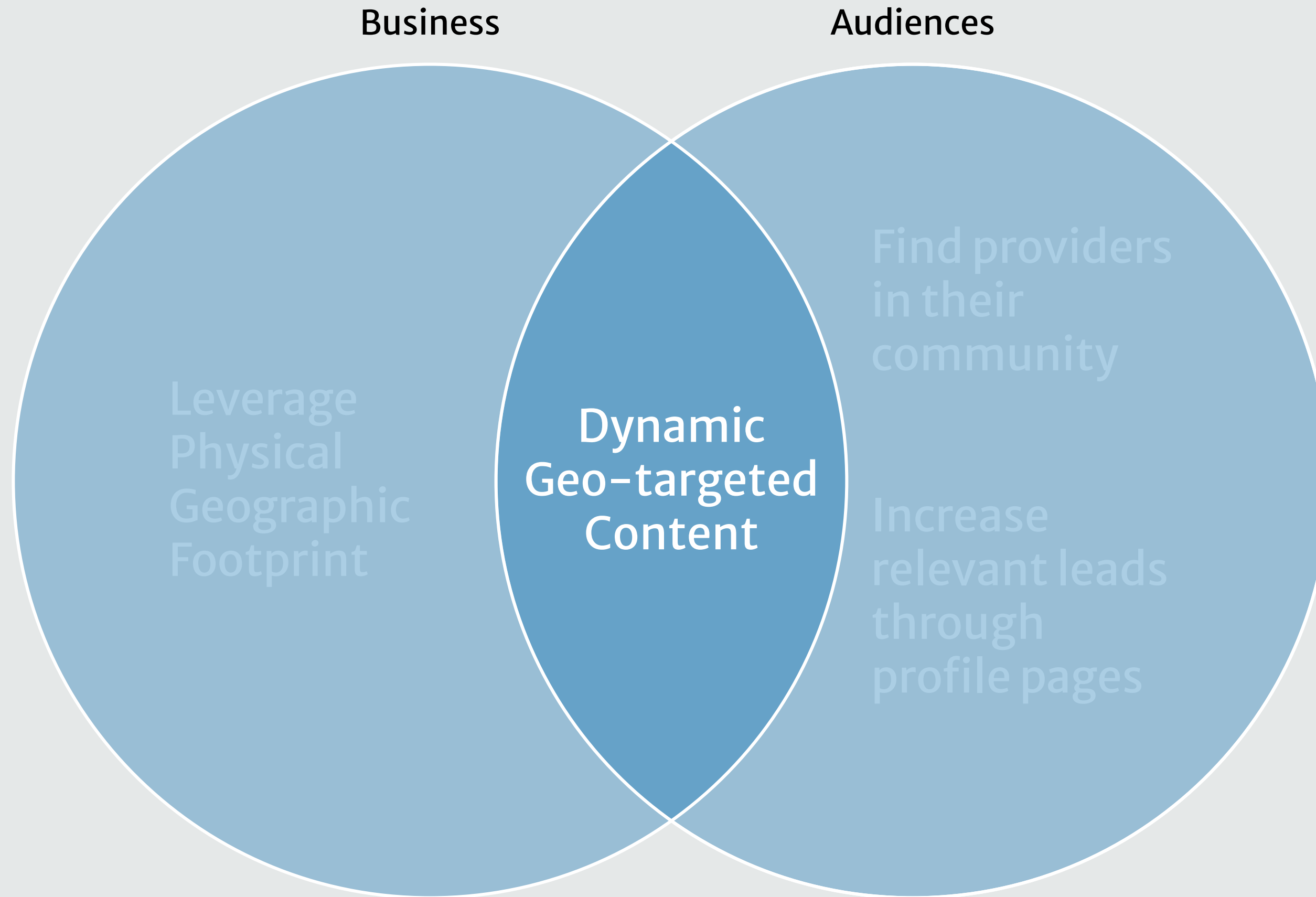
AUDIENCES

User Interviews

User Testing

Website Analytics







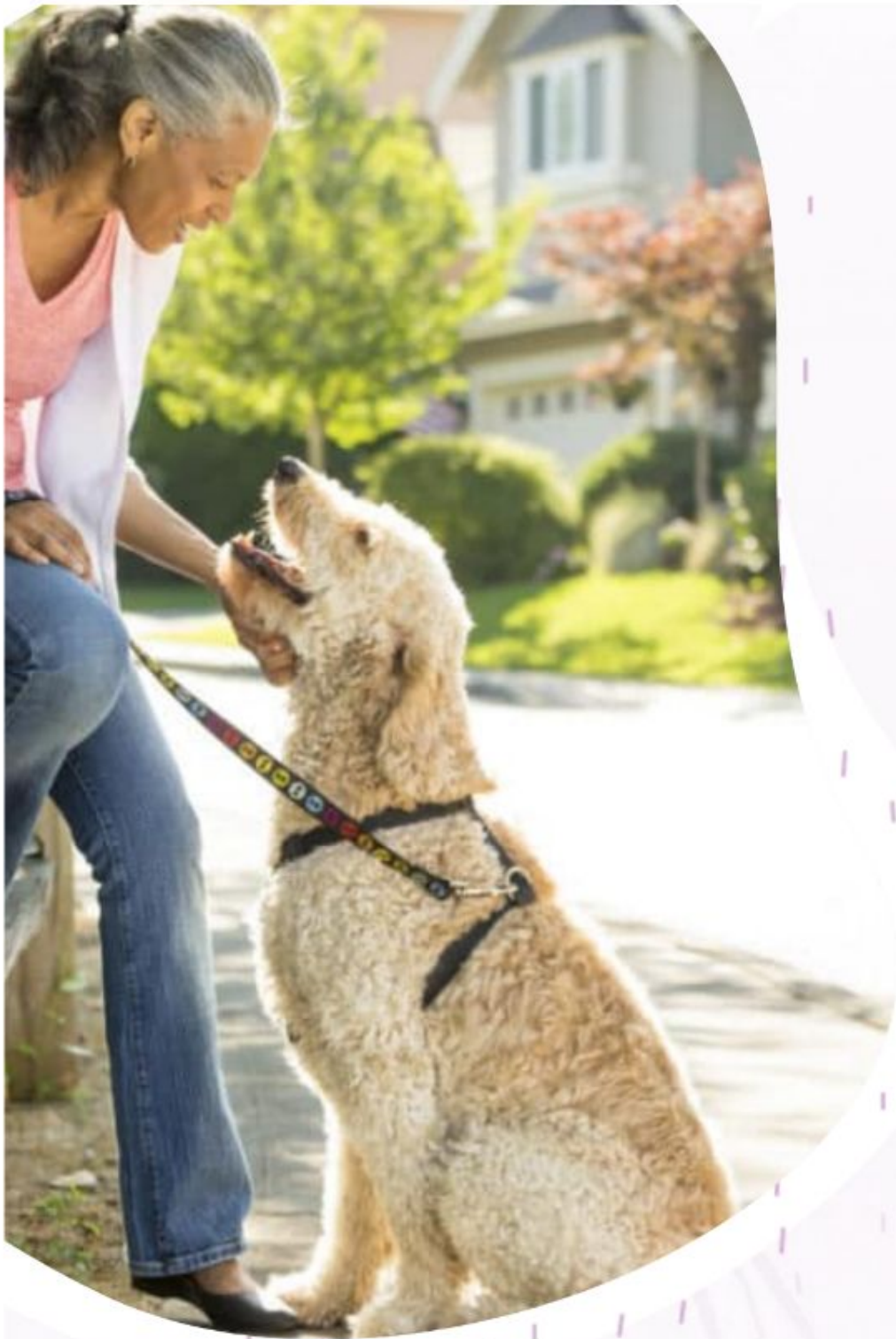
TECHNOLOGY

Browser Location

User Input

IP Lookup

Content and Data Structures



Trusted Providers for Every Chapter

Browse through our selected senior living experts: local providers available to assist no matter the stage of life that you or your loved one has reached.

Beth Sholom Senior Living

1600 John Rolfe Parkway
Henrico, VA 23238



FEATURED

Amada Senior Care Richmond

Amada Senior Care is your resource for fully integrated care.



Chestnut Grove



Active Living

These communities offer residents a more carefree lifestyle – eliminating daily burdens like housekeeping and lawn care – while providing access to services and amenities that make aging more enjoyable.

FEATURED

Arbors Senior Apartment Community

7608 Forest Hill Avenue
Richmond, VA 23225



TYPES OF ACTIVE LIVING



Active Adult Communities

These low-maintenance homes offer services and amenities aimed at giving homeowners a more carefree lifestyle ...

[\[Read more\]](#)



CCRC

Also known as Life Plan Communities, CCRCs provide a continuum of care for residents for the rest of their lives ...

[\[Read more\]](#)



Independent Living

Communities that offer amenities (and possibly meals) in an environment that helps foster friendships with neighbors through mutually enjoyed hobbies and activities ...

[\[Read more\]](#)



Senior Apartments

Designed for easy living, these rented apartments cater to older adults seeking a home that requires little upkeep ...

[\[Read more\]](#)

13 Active Adult Communities in Richmond, VA

FEATURED

Hermitage Richmond

1600 Westwood Avenue Richmond, VA 23227

Assisted Living, CCRC, Independent Living, Memory Care, Rehabilitation Care, Respite Care, Skilled Nursing Facilities, Active Adult Communities



Avery Point

12000 Avery Point Way Richmond, VA 23233

Assisted Living, Independent Living, Memory Care, Senior Apartments, Skilled Nursing Facilities, Active Adult Communities



Avery Point is a new maintenance-free apartment homes in Richmond Virginia

The Concord

710 West Falls St. Richmond, VA 23222



Coverage Area

Location

My Location

Or Use My Location

Radius

30 Miles

Refine Search

Retirement Communities

- ☒ Active Adult Communities
- ☐ Assisted Living
- ☐ CCRC
- ☐ Independent Living
- ☐ Long-Term Care

Update Filters

Active Adult Communities

Results near My Location

Show Advanced Filters

Sort by

Featured

View by

List

Map

FEATURED

Hermitage Richmond

1600 Westwood Avenue Richmond, VA 23227

Assisted Living, CCRC, Independent Living, Memory Care, Rehabilitation Care, Respite Care, Skilled Nursing Facilities, Active Adult Communities



Acclaim at Carriage Hill

7000 Coachman Lane Richmond, VA 23228

Senior Apartments, Active Adult Communities



Newly renovated Acclaim at Carriage Hill, an active 55+ adult community in the heart of Richmond the combines worry-free

User Filters

Channel

State

City

Jan 1, 2021 - Oct 19, 2021

Content Filters

Sales Market

Geo Market

Care Level

Tier

Corporation

Advertiser

# of Profiles	Profile Users	Profile Pageviews	Profile Entrances	Avg. Time on Profile				
1,234	56,789	98,765	45,678	12:34				
1,234	56,789	98,765	45,678	12:34				
Bounce Rate	Specific Leads	Lead CVR	Unique Engagements	Engagement Rate				
56.78%	1,234	5.67%	98,765	12.34%				
56.78%	1,234	5.67%	98,765	12.34%				
Website Clicks	Request Pricing	Get Directions	Click to Call	Schedule a Tour	Send a Message	Contact Us	Gallery Views	Learn Pricing
1,234	56,789	98,765	45,678	12,345	67,890	34,567	23,456	12,345
1,234	56,789	98,765	45,678	12,345	67,890	34,567	23,456	12,345
Form Abandonment		Form Views	Form Abandons	Form Abandon Rate				
		1,234	56,789	12.34%				

Impressions only affected by user filters

Channel	Pageviews
Channel 1	12,345



RESULTS

36% increase in organic traffic

59% increase in time on sponsor pages

31% increase in lead conversion

Increased advertising revenue



Questions?
Questions?
Questions?

C O L A B



“Mahalo. Gracias. Danke.”

Thank You
Thank You
Thank You

C O L A B