

# Digital Marketing

# Mini Self-Audit

## Senior Living & Care



Request a thorough, unbiased digital marketing audit

**DSN Audit Lite**

Evaluate your marketing performance with an unbiased data-driven audit. Feel confident about increasing sales/occupancy with your 2023 marketing budget!

- SEO Lite Audit (On-Page SEO & Technical SEO)
- Google Ads Audit
- Meta Advertising Audit (Facebook Ads & Instagram Ads)
- 1 x Organic Social Media Account (e.g. Facebook Page)
- 30-Days Access to Your Audit Slide Deck
- 1 Hour Audit Presentation (Meet With Our Experts)

Google Ads Paid Media

For information & pricing visit [digitalseniority.com](https://digitalseniority.com)

- Ensure you are not using an "Express" account
- No "Broad Match" keywords
- Conversions should be setup to track form fills and phone calls
- Check for complete compliance with "Housing Policy" restrictions
- Do you have dedicated landing pages for each intent?
- Review your search terms to identify wasted spend
- "Search Impression Share" should be greater than 70% for high-value keywords
- Quality Score should be 7 or more
- Ensure your reporting separates branded and non-branded traffic
- Know your average cost per lead
- Ensure you are consistently testing ads with creative ad copy

70+ Item Checklist by Digital Seniority

[digitalseniority.com](https://digitalseniority.com)



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# Website & SEO



# Performance Website

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- Check to see if your conversion rate is above or below 2.35%
- It is easy for an older adult to contact you from your website
- Ensure your website is WCAG 2.0 compliant
- Run your website through Google's Mobile-Friendly Test
- You should have dedicated landing pages for each of your levels of care
- Run a load time test and ensure "Largest Contentful Paint" is less than 2.5s
- Is your website modern and able to attract new residences
- Does your website have call tracking enabled
- Your website visually showcase suites, food, amenities, programs, and events
- Do you have photos and videos on your website for each of the above?
- How visually appealing is your website compared to the websites at the top of Google search results for your targeted keywords



# SEO Website

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- Ensure Google Analytics 4 is installed (GA3 or Universal Analytics is expiring)
- GA4 conversions should be setup to track form fills and phone calls
- Setup Google Search Console
- Run the PageSpeed Insights test by Google and aim for score of 75+
- Update your keyword research to identify targets and opportunities
- Use keyword research to check SEO rankings using a third-party tool
- Check to see if your traffic is going up or down
- Check the quality of your traffic by evaluating what pages users go to
- Check the quality of your traffic by evaluating where your users are from
- Determine which of your competitors are ranking ahead of you
- You rank first for your own brand and each of your residence's names



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# **Paid Advertising**



# Google Ads Paid Media

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# Meta Advertising Paid Media

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- Make sure you have a Meta Business Manager Account, create one if not.
- Install the Meta Pixel on your website
- Add Conversion Events to your website (e.g. Lead event when a form is filled)
- Verify your domain with Meta
- Set up your Aggregated Events in order of importance
- Create Offline Events and upload regularly
- Set up your Custom Audiences
- If a retirement residence, assign the Housing Category to your ads
- Make sure ad frequency no higher than 5
- Create a full-funnel advertising strategy with conversion campaigns & retargeting
- Use the full ad platform and not the simplified versions of “Boosted” post



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# Organic Social Media





# Google Business Profile (GMB) Organic

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- Create and verify your listing with Google
- Complete as much information on the listing as possible
- Make sure your listing is keyword rich and relevant
- Add photos that showcase your offering, team, and community
- Set up a strategy to garner 5-star reviews
- Answer any questions and reply to reviews promptly
- Post updates regularly
- Assign your primary and other related categories
- Add your services and descriptions
- Use the products section to highlight products or primary services
- Add accessibility information if applicable



# Facebook Page Organic

- Make sure you have a good quality cover image and clear profile photo
- Complete as much information as possible on your profile
- Add the appropriate Page categories
- Make use of the customer Call-to-Action button
- Make sure you have a variety of post topics and mediums
- Make sure your posts reflect your brand
- Make use of Stories, Reels & Lives
- Set up competitor insights
- Ensure your 'Response Time' is fast to private messages
- Have a strategy to get Reviews/Recommendations
- Engage with and reply to comments



# Instagram Page Organic

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- Make sure you have a Professional account
- Complete your profile, and create an engaging bio
- Grow and engage with your Followers
- Create branded Highlights to feature posts
- Add your category, location, and any call-to-action buttons
- Make use of an expanded URL for more options
- Showcase a variety of topics and mediums
- Research and use relevant tags & mentions
- Consistent brand quality in posts
- Respond to messages within a few hours
- Make use of Stories, Reels & Lives
- Engage with and reply to comments



Want an expert analysis?

# **Unbiased Digital Marketing Audits**

# Order a thorough, unbiased digital marketing audit

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- ▶ Google Ads Audit
- ▶ Meta Advertising Audit (Facebook Ads & Instagram Ads)
- ▶ 1 x Organic Social Media Account (e.g. Facebook Page)
- ▶ 30-Days Access to Your Audit Slide Deck
- ▶ 1 Hour Audit Presentation (Meet With Our Experts)

## DSN Audit 360

Understand your marketing performance and relative performance compared to your competition. Identify gaps and opportunities to prepare for sales growth in 2023!

- ▶ SEO 360 Audit (On-Page SEO, Technical SEO, Off-Page SEO, Competitors)
- ▶ Google Ads Audit
- ▶ Meta Advertising Audit (Facebook Ads & Instagram Ads)
- ▶ Unlimited Organic Social Media Accounts
- ▶ Email Marketing Audit
- ▶ 90-Days Access to Your Audit Slide Deck
- ▶ 1.5 Hour Audit Presentation (Meet With Our Experts)

For information & pricing visit  
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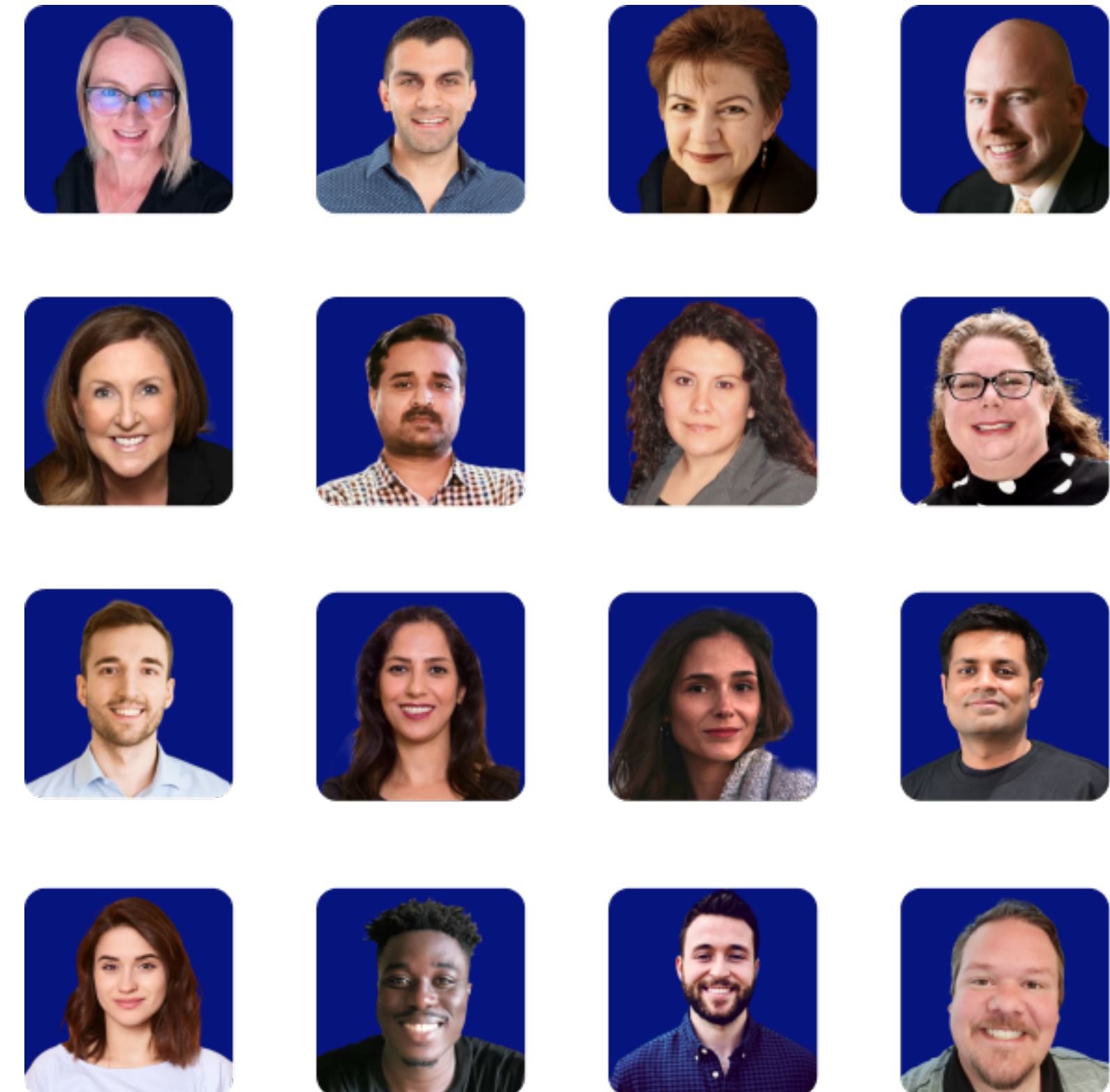


# Who are we?

Digital Seniority is a full-service digital marketing agency with proven success in lead generation for senior industry organizations. We work with clients that understand the value of quality and the scarcity of a trusted marketing partner.

We are proud to be the preferred digital partner of one of the leading marketing brands in the Senior Housing & Care industry – Greenhouse Marketing, Sales & Recruitments

Partnering with Greenhouse on select accounts means offline sales and marketing efforts are synchronized with online marketing efforts to deliver significant growth impact.





# Industry leading expertise

We are the elite name in marketing for senior care providers and together collaborate on over 30 projects every year.

At Digital Seniority, we take a unique approach that helps our clients gain a competitive edge, pinpoint opportunities, and develop innovative solutions with a measurable plan so they can experience real growth.

The average agency will leave you working with a project manager or sales person that has very little marketing experience. However, when you partner with us, you'll work directly with our marketing experts who actually understand your business needs and can deliver superior results.

## Our expertise:



Website Design & Development



Google Ads & Paid Advertising



Search Engine Optimization



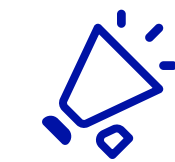
Email & Marketing Automation



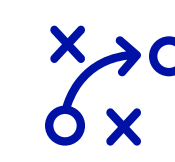
Branding, Graphic Design & Print



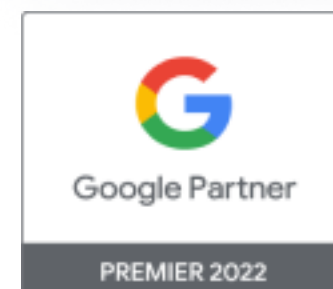
Meta Advertising & Social Media



Organic Social Media Marketing



Strategy & Consulting



**We are privileged to work with some remarkable brands.**







# Order your digital marketing audit

Unbiased insights.  
Clear next steps.

[digitalseniority.com/audits](https://digitalseniority.com/audits)



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## DSN Audit 360

Understand your marketing performance and relative performance compared your competition. Identify gaps and opportunities to prepare for 2023.



# Thank You

If you're ready to take your marketing to the next level, contact us today.

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