



TURBOCHARGING SENIORLY'S REACH IN METRO AREAS THROUGH OFF-PAGE SEO

Client: Seniorly

Industry: Senior Living

Challenge: Already high website traffic but low rankings in three major metropolitan areas. Needed to boost local visibility and engagement.

PROBLEM

Seniorly, a leader in the senior living marketplace, was drawing impressive overall web traffic but hitting a snag when it came to local rankings in three key metro areas.

Despite a rich array of services and a wide network of communities and experts, they weren't grabbing those crucial top spots in local search results. This was a big deal because local searches are often the most intent-rich.

SOLUTION

- **Local Off-Page SEO:** We focused on acquiring high-quality, local backlinks from authoritative sources within the health and senior living sectors, specifically targeting the three metro areas.
- **Content Localization:** Collaborated with the internal content team to create geo-specific content that dovetailed perfectly with our off-page SEO efforts, thereby enhancing local relevance.
- **Data-Driven Monitoring:** Used analytics tools to keep a monitor performance metrics. Made real-time adjustments to our strategy, to ensure optimal impact.

OUTCOME

+20% Increase in Metro Impressions

Brand visibility in top metros skyrocketed, improving CTR and conversions.

100s of Keywords in Top 5

Commercial terms saw a phenomenal increase in rankings, therefore increasing metrics across the board.

Digital PR Growth for Brand Awareness

Secured placements in top tier publications, LAweekly, LAprogressive, Beforeitsnews, and more.



AT A GLANCE

CHALLENGES

- Declining Rankings
- Inefficient Digital PR
- Visibility Issues

BENEFITS

- 20% increase in impressions
- 22% increase in top 5 rankings



SUMANT VASAN

CEO Spark Hat

"For over 12 years our team has been committed to helping companies increase their return from marketing campaigns."