

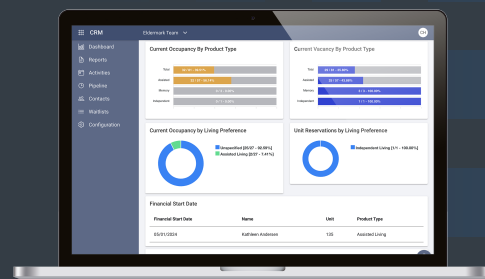
SELF-ASSESSMENT

How does your digital presence really compare?

Answer six questions about your current setup. Check your score against real data from senior living operators we've benchmarked.

1	Are you currently running paid search ads for your community?	☐ YES ☐ NO
2	Do you have retargeting ads active, showing ads to people who already visited your site?	☐ YES ☐ NO
3	Is your name, address, and phone listed identically across Google, Facebook, and other directories?	☐ YES ☐ NO
4	Have you checked whether AI tools like ChatGPT or Google AI Overview mention your community?	☐ YES ☐ NO
5	Do you have a content or SEO strategy built around how families actually search for senior care?	☐ YES ☐ NO
6	Do you know how many people found your website through organic search last month?	☐ YES ☐ NO

ELDERMARK GROWTH SUITE



CRM + MARKETING

17%

of operators run paid search right now

<3%

have retargeting ads active

38%

average listing accuracy across directories

36%

average AI mention rate: nearly a third don't show up at all

243

average monthly organic visits

67%

of operators don't have an SEO strategy

COUNT YOUR "NO" ANSWERS.

3 or more → you're in line with most of the operators we see

See where the gaps are costing you.

Talk to the Eldermark team about closing the ones that matter most.

TALK TO THE ELDERMARK TEAM