

DIGITAL MARKETING SCORECARD

How does your community's digital marketing measure up?

GIVE YOUR TEAM POINTS FOR EACH OF THE FOLLOWING THEY INCORPORATE:

CLAIMING YOUR COMMUNITY'S GMB

Your Google My Business profile is a free, easy way to ensure your community shines on Google searches.

+20 pts

HAVING A MOBILE-FRIENDLY WEBSITE

SeniorsGuide.com traffic is 54% mobile – and growing. Mobile-first websites appeal to Google's newest algorithm requirements and increase SEO success.

+20 pts

UTILIZING SENIORSGUIDE.COM

A community profile on SeniorsGuide.com expands your digital footprint and offers multiple community-specific lead-gen opportunities. Our site is wired to help you capitalize on our SEM, and TDD campaigns in a budget-friendly way.

+15 pts

MAXIMIZING FACEBOOK

Post on your community FB page at least once a week. Respond to questions within 24 hours. Use the "Page Insights" tab, which shows when your audience is online and what posts perform best.

+10 pts

INVESTING IN QUALITY PHOTOS AND VIDEOS

Galleries have the highest engagement numbers on SeniorsGuide.com. Videos grab viewers' attention and encourage them to stop scrolling. Photos and videos make great content for SeniorsGuide.com profile pages, social media, and your website.

+10 pts

USING INDUSTRY MARKETING STRATEGIES

Industry marketing must work within restrictions of targeting sensitive topics and work around Google's housing restriction rules. Does your team know and follow these industry guidelines?

+25 pts

The digital marketing team at SeniorsGuide.com has been navigating this space for more than 20 years. We can be a valuable resource for you.

YOUR TOTAL:



Scan and enter your score for a **no-obligation digital marketing review** that includes an SEO or SEM performance report.

