

# CASE STUDY

## DIGITAL MARKETING



CLIENT: Always Best Care  
INDUSTRY: Assisted Living  
TENURE: 3+ years

Always Best Care is a national senior living franchise helping families with in-home care and assisted living placement services.

### CHALLENGE

With hundreds of locations but no strong presence online, Always Best Care struggled to get the exposure they needed to ensure each of their facilities around the country were operating at full occupancy.

When Always Best Care partnered with National Positions, they weren't ranking for any of their top key terms, needed site-wide optimization, and were struggling to drive qualified traffic to attract the numbers of new residents they needed.

### STRATEGY

Our team created a comprehensive SEO campaign designed to turn their rankings around and give Always Best Care the online presence they need to reach potential residents and caretakers searching online.

National Positions conducted an in-depth market analysis, implemented site-wide technical SEO, unique onsite content creation, linking, conversion optimization, and online promotion - including social media marketing, content marketing, guest blogging and more.

### RESULTS

When Always Best Care started they weren't ranking for any of their keywords, now they're ranking on the first page for their top, and the industry's most competitive, key terms like "Home Care Providers," "Senior Care Services" and dozens of others.

**400%**  
increase in site visits

**8,500 visits/month**  
up from 2,000 visits/month

**1<sup>ST</sup> page rankings**  
for top keywords

