ONE WEBSITE ATTRACTS AND CONVERTS LEADS FOR THREE BRANDS

BUSINESS CHARACTERISTICS

- Type: Assisted Living Facility
- Geographical Coverage: Tampa, FL
- Target Audience: Elderly Adults and Family
- Value Proposition: Intimate, Caring Assisted living home

SITUATION

The healthcare group encompasses two assisted living homes in Tampa. The facilities are well appointed with comfortable furnishings, spacious common areas, and dedicated, caring staff. The company takes pride in providing outstanding care medically, physically, and emotionally.

Because there are two facilities with different names under a parent company with a third name, the site needed to accurately represent the individual personality of each facility and the group as a whole. Two subdomains were created that presented the character of each home and supplemented the main section which featured the parent group.

OBJECTIVES

1. Deliver ROI with a website that would convert leads into customers.
2. Produce effective content that both attracts and converts leads.
3. Create a gallery to feature company projects.
4. Link to parent company services and site.

Homepage After