

SEO & REPUTATION REPORT CARD

for

Halina's Residential Home Care Services

This report card service is provided by Savvy Senior Marketing.

Date of report: July 20, 2019

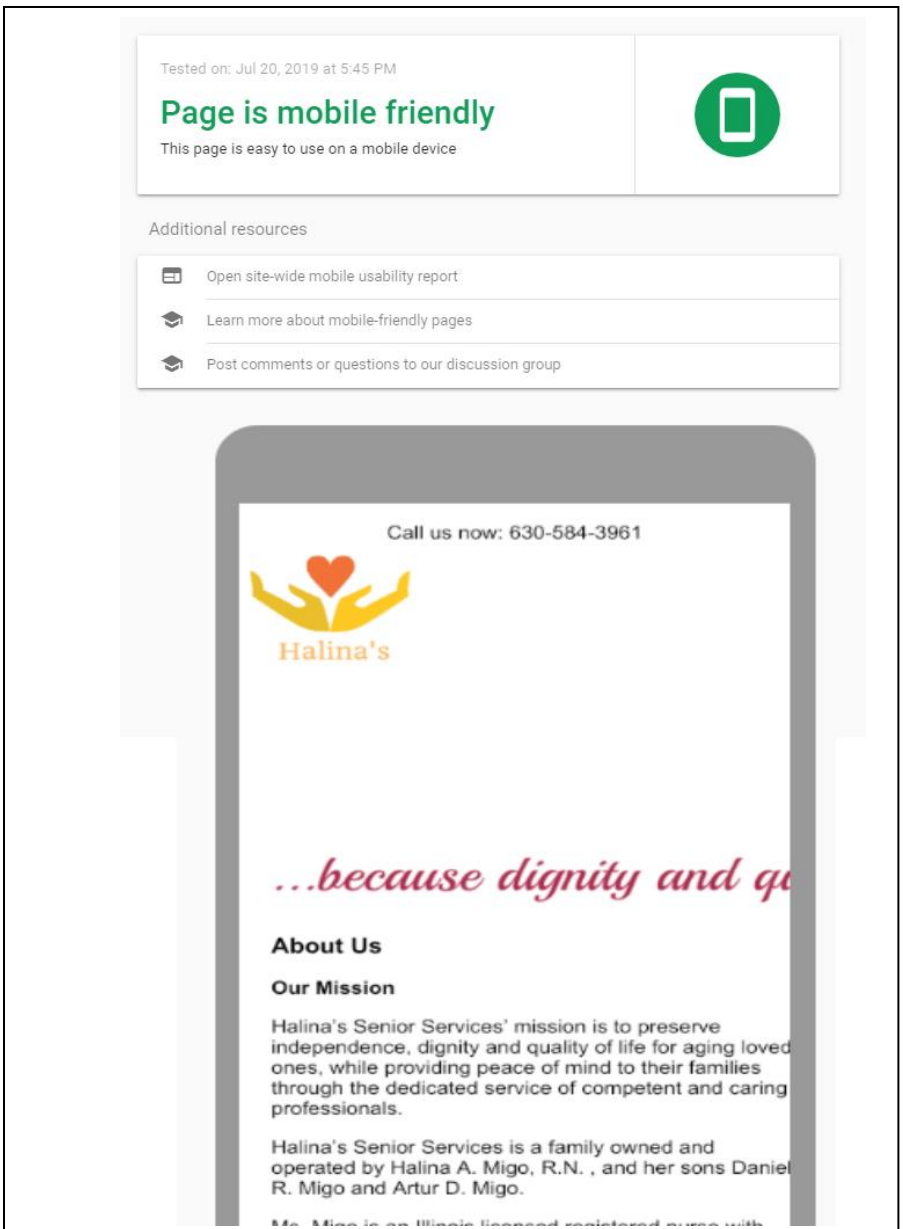
When your home care prospects want to learn more about your agency, they will likely check you out on Google, as well as on social media reviews. Did you know that 88% of consumers trust online reviews as much as personal recommendations? (Yext.com)

Thus, this report will show you how Google assesses your site. It will also tell you how you look on a few social media review sites. Finally, your overall grade is provided at the end.

Google's mobile-friendly test

See below how Google rates your site on its mobile-friendly test.

As you can see, your website is



rated as mobile-friendly, and that's good. It means that Google will give you a higher ranking. (Google will

penalize websites if they cannot be read easily on a smartphone.)

We looked at your site on an Android mobile phone, and it looks better than on the Google test shown here, and the navigation on a mobile is clear.

Mobile Test Grade: A

Google Search

How does your website come up in local searches? Here is what we found for www.halinasseniorservices.net.

Google Search	
July 20, 2019	
Search Term	Ranking of Your Website

halina's senior services	#1 on pg. 1
home care agency st. charles il	#9 on pg. 1
home care 60174	#3 on map listing
home care kane county	Not on pg. 1

Not the greatest, but remember, you are competing with national franchises who have aggressive SEO (search engine optimization) programs. However, you could compete better in local search with better internal site linking, more inbound links, more

social media reviews, and more information on your website.

SEO Grade: C+

Social Media Reviews

[Senioradvisor.com](#) 4.5/5 stars with eight reviews. Most recent review is Oct. 2016. Four residence photos. First review is very bad. Has address of 1024 N 3rd Ave Saint Charles, which is probably the old address.

[Yelp.com](#) 3.5/5 stars, with three reviews. Twelve photos. Most recent review is 2016.

[Caring.com](#) 4/5 stars, no photos. Most recent review is 2017. Looks as if it has not been claimed.

[Facebook.com](#) 5/5 stars, based on five people. 81 people like this - not too many. Facebook pay per click

ads can easily give you a few hundred more page likes. Latest post is four days ago, which is good.

[Angieslist.com](https://www.angieslist.com) One positive review, but it was four years ago. They don't give a star rating if the most recent review is more than three years ago.

Also listings for Halina's on Newlifestyles.com, Mapquest.com, Homeadvisor.com, Foursquare.com, Stcharleschamber.com, Elderwerks.org, Seniorly.com, Care.com, Carelistings.com, Getfave.com, Openplacement.com, Hshealth.org and Manta.com. Not sure if all of these listings have been claimed.

Social Media Review Grade: A

Overall SEO and Reputation

Grade: B+

Summary of overall grade: Your overall web presence is good, although there is room for improvement. Your reviews are rather old, and it's better to have reviews within three months, or at least six months. Recent reviews carry a lot of weight with prospects. You might want to ask your clients' families to write reviews. (However, don't send a mass email doing this, or you could be accused of "gating" the responses and become banned by a particular social media outlet.)

You could improve your website ranking with a monthly SEO program. But of course any marketer would want to sit down and talk with you to find where your best marketing approach would be made for Halina's

Residential Services.

For example, you might want to look into a regular email newsletter, as well as a print newsletter sent to clients' families. Client retention and getting referrals are always important.

Getting referrals from health care institutions such as hospitals is very important, of course. Your staff might be helped by learning about softwares available that help you in various ways. For example, customer relationship management (CRM) software is very helpful and can be learned easily.

Depending on your staff needs, you might want to train current staff or add marketers or other people to your staff. Many companies work well for many

years, but as management retires there is a need to train younger people to take over to ensure the company transitions smoothly.

Here at Savvy Senior Marketing, we offer various services that might help Halina's Residential Services:

- Website design & SEO
- Enewsletters and printed newsletters
- Client retention methods
- Integrated marketing for your sales staff
- Phone/Skype training in software and sales techniques

Visit our website at

SavvySeniorMarketing.com, or call

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to schedule a call to help Halina's

Residential Services grow and continue successfully.