

Our unique two-step method for attracting home care clients

1. Getting High Search Rankings

The first step is to have an integrated local SEO program that will bring your website pages high on a search for keywords such as “home care agency,” “senior caregivers,” etc.

2. Capturing Leads

The second step is to capture the names and contact information of those who visit your site. A free item such as a whitepaper, infographic or survey are good ideas.

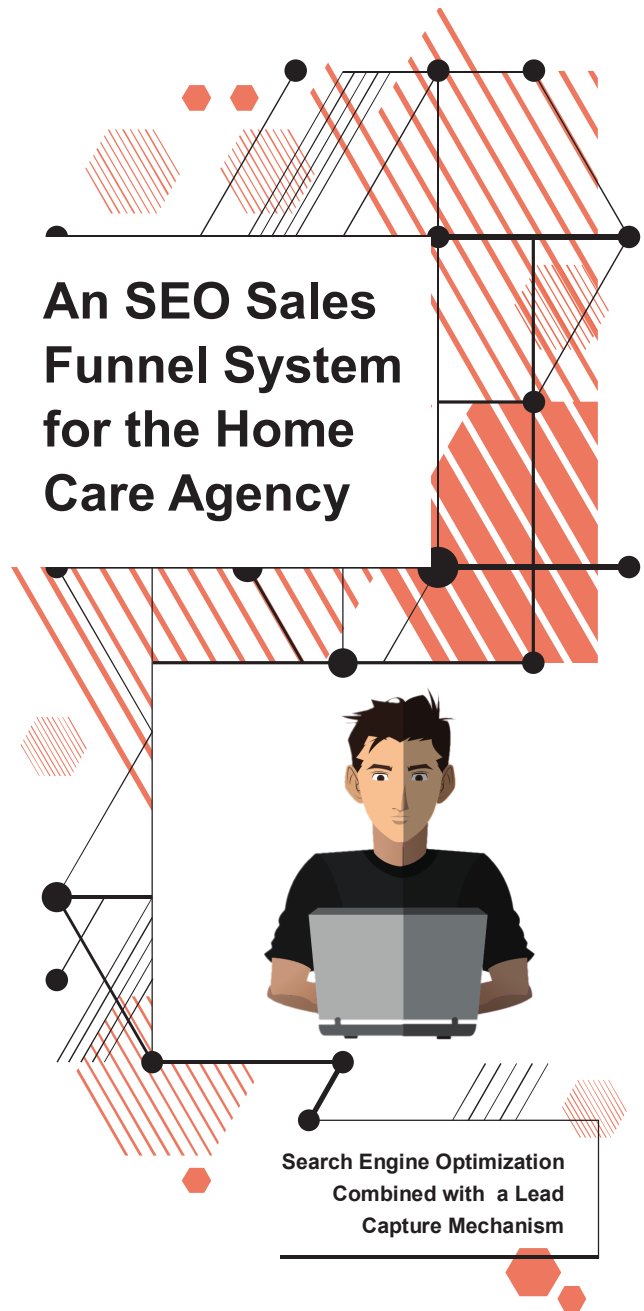


Savvy Senior Marketing serves companies and nonprofits in the home care industry. It offers SEO, website design, email and direct marketing (mailed items) in an integrated system.

Contact us today to set up a simple demonstration to see if we are a good fit for your home care agency.



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An SEO Sales Funnel System for the Home Care Agency

Search Engine Optimization
Combined with a Lead
Capture Mechanism



SEO is not a one-time thing. A good system is an ongoing process of adding pages, seeking links from other websites, and constant research.

People Trust Search Engines. But You Gotta Play by the Rules...

Nowadays, cheating the search engines with black-hat techniques can harm your rankings. Make sure your methods are consumer-oriented, not trickery.

Behind the Scenes

Local SEO involves keyword research, studying the competition, and reviewing website analytics. Overall, if you make it helpful to the consumer, you'll get high rankings.



Essential SEO Design:

- Helpful content
- Links
- Keyword-smart
- Site-wide SEO structure
- On-page optimization
- Social media

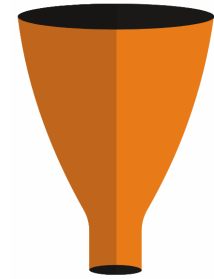
What to Look For in a Marketing Agency

You want your marketing partner to be *knowledgeable* about the home care industry as well as *savvy* in marketing methods. Savvy Senior Marketing fits the bill.



Savvy Senior
MARKETING

SavvySeniorMarketing.com



Attract Prospects with SEO and then Capture the Leads

Lead Capture

It does no good to attract website visitors without getting them to pick up the phone or sending an email. You need a seamless transition from a visitor's curiosity to a desire to contact you.