GOLDN
DIGITAL MARKETING

THE DIGITAL JOURNEY:

FROM DISCOVERY TO MOVE-IN

FROM FIRST SEARCH TO MOVE-IN

Discover how families find, compare, and choose senior living communities — and how your community's online presence influences their decision.



The way families choose senior living has changed.

Families and seniors begin their search online—via Google, AI tools like Gemini, social platforms, and community websites—long before scheduling a tour. Understanding and optimizing this journey is essential for attracting qualified leads, nurturing them into move-ins, and achieving sustainable occupancy growth.



Today's families rarely visit a community before spending significant time researching online. Long before they schedule a tour, they're comparing communities through search engines, AI tools, online reviews, websites, and conversations with people they trust.

If you want more families to take a closer look at your community, it starts by understanding how they build confidence through their search.

These four stages provide a simple framework for identifying where your organization has the greatest opportunities to earn trust, answer questions, and guide their decision.

78%

of senior living searches are local

Outside of senior living, 46% of Google Searches are local, in which having a hyper-local digital presence is extremely important in the senior living journey.

5x higher

engagement

Communities that optimze their Google My Business listing tend to see 5x higher engagement than those that do not. Prioritzing the family journey is key.

+80%

of families use search engines in the discovery phase

Most families turn to the search engines to discover what senior living solutions are available to them. In an overly saturated market, it's important to stand out from your competitors. Most families rarely make it to page two of the search results before making a decision on which communities to reach out to.

*data collected from: https://www.argentum.org/senior-care-seo-how-families-really-choose-facilities-in-2025/

How Families Choose a Community

THE FOUR STAGES OF THE DIGITAL JOURNEY

1 Awareness.

Whats Happening?

Families have identified a need for senior living and are exploring their options. Their first impressions are often shaped by search engines, including AI overview and Google search, online ads, and social media, long before they know which communities they will consider.

What families are asking: What senior living options are nearby?

Key Digital Strategies: SEO | AI Optimization | Online Campaign Ads | Social Media

2 Research.

Whats Happening?

Families make a shortlist and start comparing their options. They visit websites, look at photos and floor plans, review care levels, and search for clear information about services, prices, and amenities.

What families are asking: What makes one community different from another?

Key Digital Strategies: Website Presence | Content Generation | Reviews

3 Trust.

Whats Happening?

Before contacting you, families want to feel confident they are making the right choice. Reviews, testimonials, social media, and a steady online presence help earn their trust.

What families are asking: Can I trust this community with someone I love?

Key Digital Strategies: Reviews | Social Media | Content Generation

4 Decision.

Whats Happening?

When families are ready to schedule a tour, your website should make it simple for them to contact your team, ask for information, and take the next steps.

What families are asking: Are we ready to schedule a tour?

Key Digital Strategies: Website | Landing Pages | Calls-to-Action

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Every Online Impression Matters

FAMILIES DON'T SEE YOUR MARKETING AS SEPARATE CHANNELS.

Every search result, review, website visit, ad, and social media post shapes how families see your community. When those experiences feel disconnected, families lose confidence. Communities that stay on families' top lists for consideration create a digital experience that builds trust from the first search to the first tour, and beyond.

Why It Works

Most digital marketing agencies focus on separate tactics. We bring every digital touchpoint together into one strategy made for senior living. Instead of treating your website, SEO, AI optimization, content, reviews, ads, and analytics as separate projects, we connect them. This helps more families find and trust your community, while making it easier for you to measure what's working and decide where to invest next. This graphic demonstrates how each digital strategy strengthens the next.



WHAT THIS MEANS FOR YOUR COMMUNITY

- Reduce dependency on expensive referral agencies.
- Generate more qualified inquiries, tours, and new residents.
- Create one coordinted digital strategy instead of managing disconnected tactics.
- Know which marketing investments are driving occupancy for your unique properties.
- Build a stronger online presence that earns families' trust before they ever schedule a tour.

DIGITAL SOLUTIONS THAT SUPPORT EVERY STAGE

Each service is valuable on its own. Together, they create a coordinated digital strategy that makes it easier for families to find and trust your community.



GOLDIN DIGITAL MARKETING

Proven Results For Senior Living Operators.

We've helped hundreds of senior living communities strengthen their digital presence, generate more leads, and grow their occupancy through a coordinated marketing strategy.

370% Increase in Online Leads

One operator more than tripled its monthly online leads through a stronger digital presence.

66% Growth in Online Reviews

A coordinated reputation strategy helped one partner significantly increase both review volume and overall ratings.

From 46% to 100% Occupancy, and a Waitlist

"Goldn was instrumental in taking occupancy from 46% to 100% and a waitlist." — The Reserve of Geneva

Every community is different, but the principles are the same: when your website, search visibility, reviews, content, and advertising work together, more families find, trust, and choose your community.

HOW EASY IS IT FOR FAMILIES TO CHOOSE YOUR COMMUNITY?

Every community has opportunities to improve the way families discover, evaluate, and build confidence online. We'd love to help you identify yours.

Contact Goldn at 888-482-6691 or visit getgoldn.com to discuss a customized digital strategy for your community.

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