



As a 55+ Senior Living Community Evolves, So Does Its Website



Case Study:

Website Design & Development
Fairing Way

Website:

FairingWay.org

Industry:

Senior Living

The Situation

As Rogerson Communities began the development of Fairing Way, a 55+ retirement option in South Weymouth, MA, the community's leaders enlisted Creating Results' guidance as they prepared to enter the market. The first order of business was for us to work with the Fairing Way team to develop a fully integrated plan that would serve as the roadmap for generating interest and attracting leads. With no market presence or awareness, the next step after developing an integrated marketing plan was to create a website that would not only provide information about the project, but also a place where prospects could inquire and learn more about all this new community would have to offer.



The Fairing Way Team

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TESTIMONIAL:

"We use CR primarily for website management and SEO. I trust in their work and our digital marketing at Fairing Way is significantly better than any of the other properties I manage. I have referred them to others, which is the highest compliment I can give a company."

PAM MORRIS
Director of Senior Living,
Rogerson Communities

Strategy

After conducting research and gathering stakeholder insights, we began building the framework of a website that would be geared toward providing as much information as possible to prospects as they weighed their senior living options. Without a physical space, Creating Results and Fairing Way relied heavily on helpful content that answered prospects' questions about Fairing Way and senior living in general, as well as imagery that spoke to their aspirations and painted the picture of what life at Fairing Way would be like upon its grand opening.

Since the website's launch in 2012, technology has changed and so has the Fairing Way website. The more information we gathered from prospects, from the terms they were searching to the pages they were visiting on the site, the more we were able to create content that was tailored to their needs and kept them returning to the website for additional news, updates and insights from the community. This information gathering also helped us optimize content for search engines and, as such, increase organic search engine traffic to the website.

Solutions

Since its initial launch, we've worked closely with the Fairing Way team to keep the website up-to-date with occasional refreshes based on web trends, as well as best practices for senior living industry websites. Through the years we've recommended and overseen the

Fairing Way's organic search contributes to **20% of overall web traffic all time**

— and the lowest bounce rate at 13.5%.

Average bounce rate of **20% over the last nine years** (Google benchmark: 57%)

3,478 inquiries generated since 2018 through digital channels alone

175,472
new users since 2012

implementation of new features including, updated layout, more simplified navigation, virtual tours, videos, detailed floor plans and more. In keeping the site in line with best digital practices for the current day, we continued to optimize the mobile experience with each update to ensure the best user experience. As such, the website continues to be Fairing Way's biggest asset for generating interest and attracting future residents.

Today, Fairing Way's website features bright and aspirational imagery, a schedule of upcoming events and pages showcasing the lifestyle, amenities and services provided for both their 55+ community and their care services. What's even more impressive is the work on the backend of the website that most people don't see. Our team is continually working to ensure the best possible user experience on the website and reviewing analytics to inform new content. All of these efforts have helped make the website the Fairing Way team's greatest marketing tool.

Results

Over the course of 9 years, the Fairing Way website has certainly changed, but what hasn't changed are the results it's created for the community's team. From the steady stream of new and repeat viewers, the site not only helps attract prospects to tours and upcoming events, but also helps to secure them as new residents. The most visited pages over the last couple of years have been the apartment home showcase page (complete with virtual tours), the upcoming events section and marketing-driven landing pages focused on strong calls-to-action.

everything mature consumers experience

Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client's competitive landscape, assets and goals.

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