Lead InSite®

ORB 1.0

Online Research Behavior:
SENIOR LIVING INDUSTRY

This paper summarizes the key online research behaviors of visitors to the Senior Living Industry websites and the implications on how to optimize the online experience to best attract and pre-qualify the visitors before they convert into a community's leadbase.

The data is collected from over 2.5 million individuals actively seeking senior living information tracked on over 1,700 senior living community websites as they journey from inexperienced and uneducated consumers to qualified leads to new residents in senior living communities.

It focuses on three key areas:

01   How visitors find and arrive at the websites

02   The onsite "Journey to Conversion"

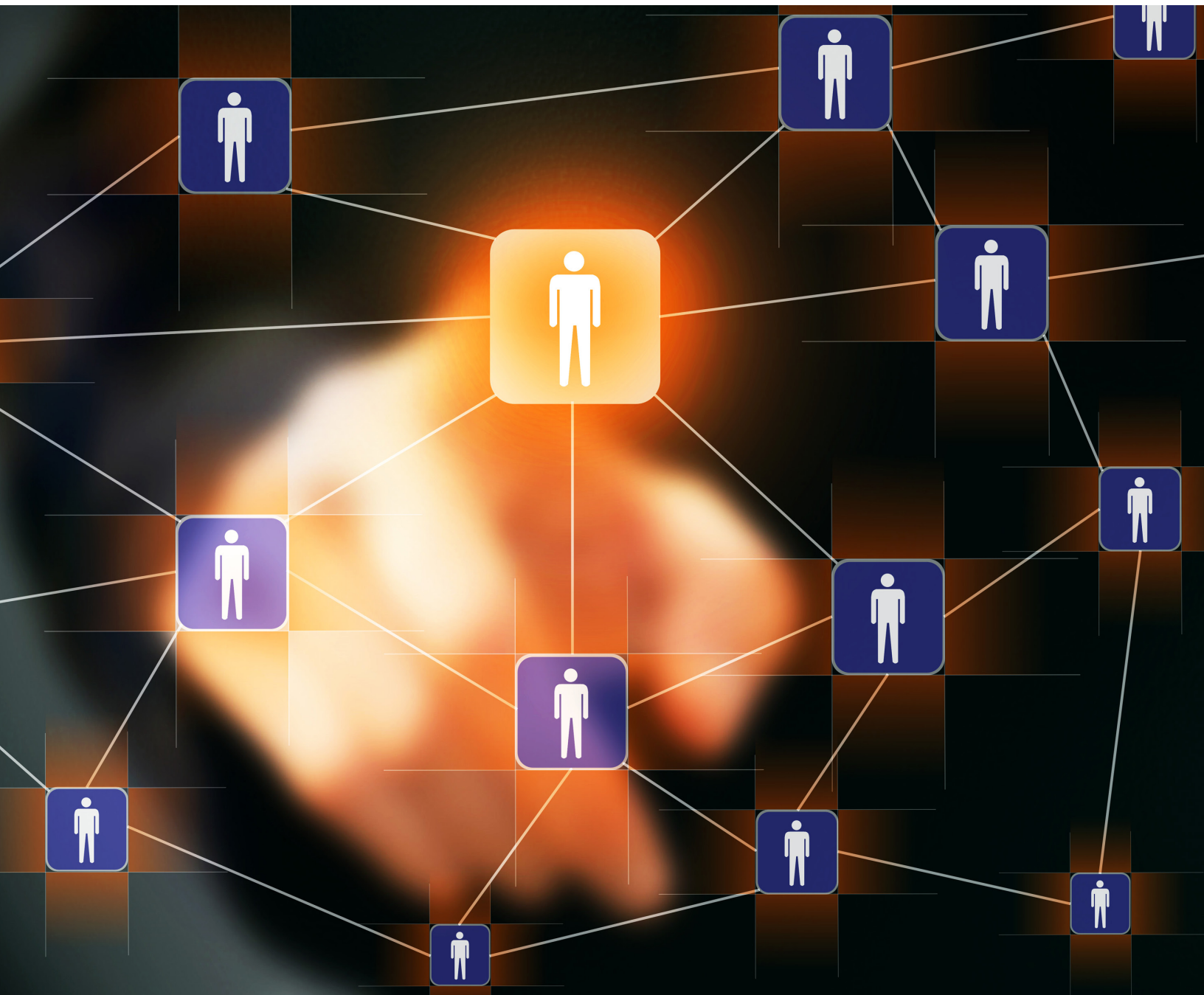**03**   What content and tools best deliver pre-qualified prospects

Summary

More researchers than ever are reaching community websites via organic searches rather than via online paid promotion sources.

Once on the site they follow a specific information-gathering journey before they convert into a leadbase. From 2013 to 2015 information available on websites has been continually enhanced by more, relevant and interactive content.

Financial information, such as pricing, is one of the most important content areas that visitors use to pre-qualify themselves.

It is essential to understand this journey, and where each visitor is within it, in order to provide the right information at the right time to help each visitor pre-qualify themselves prior to converting into a leadbase.

First Time Visitors: Organic search delivers the most first-time visitors

In 2015, 39% of first-time visitors to a senior living community website came from organic search.

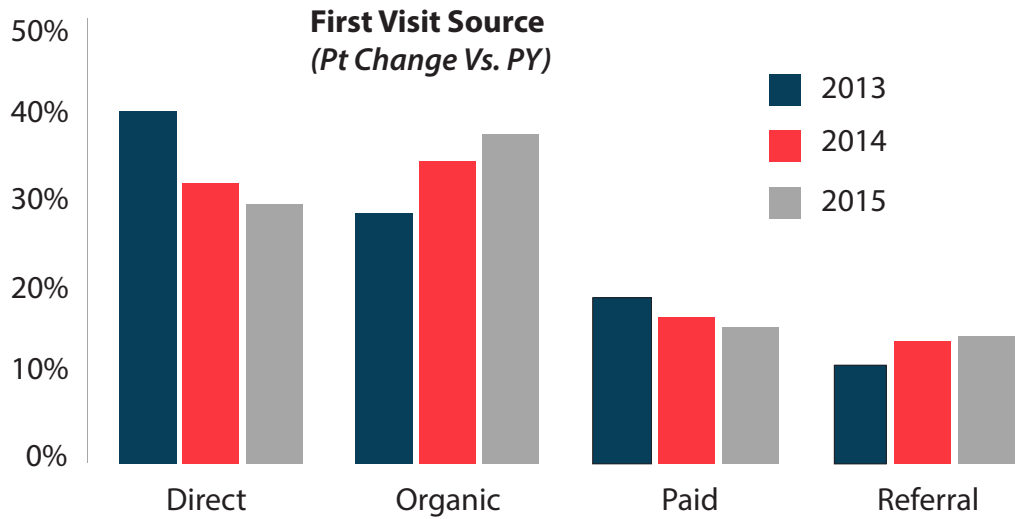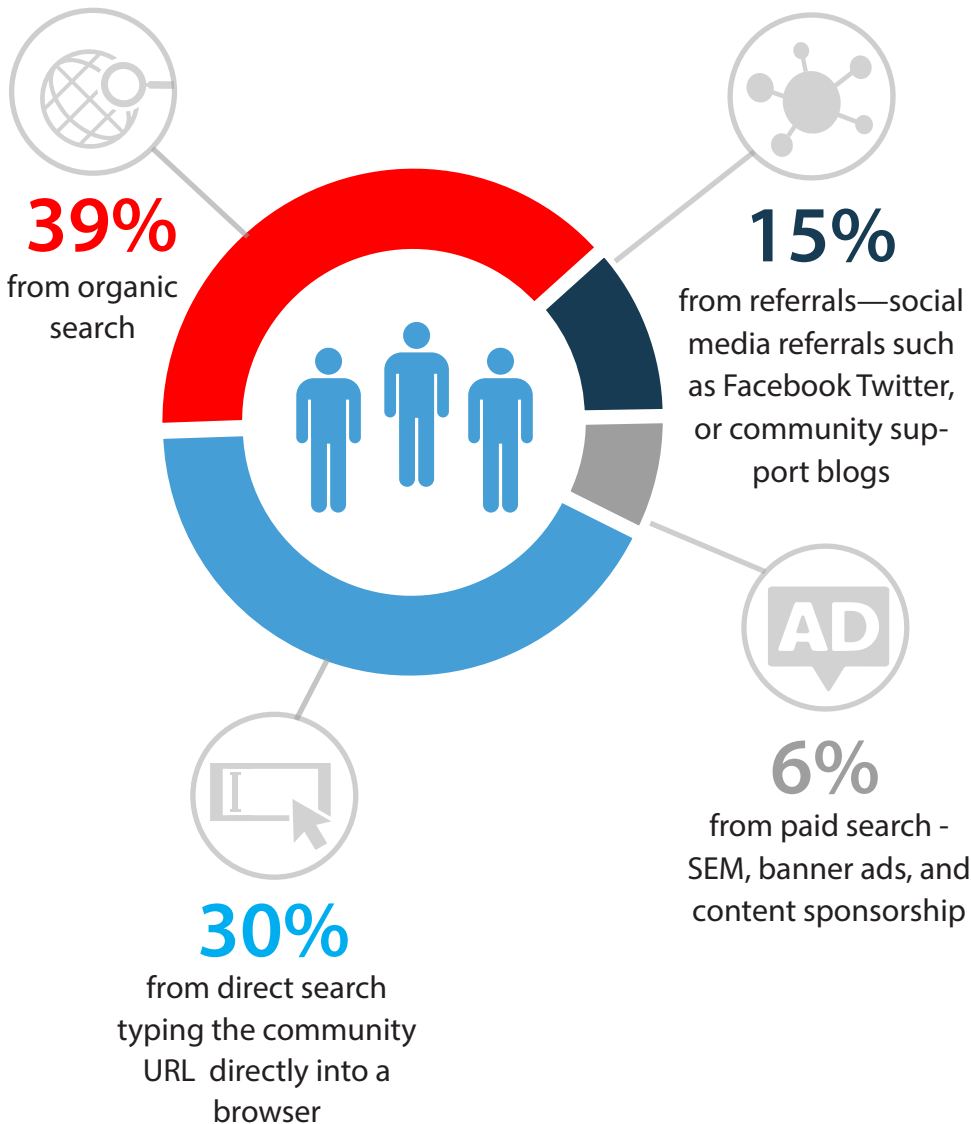This represents the primary source of traffic of the four sources tracked.

First Visit Source
(Pt Change Vs. PY)

Legend:
- 2013
- 2014
- 2015

Chart categories: Direct, Organic, Paid, Referral (y-axis 0% to 50%)

Table 1

39%
from organic search

15%
from referrals—social media referrals such as Facebook Twitter, or community support blogs

30%
from direct search typing the community URL directly into a browser

6%
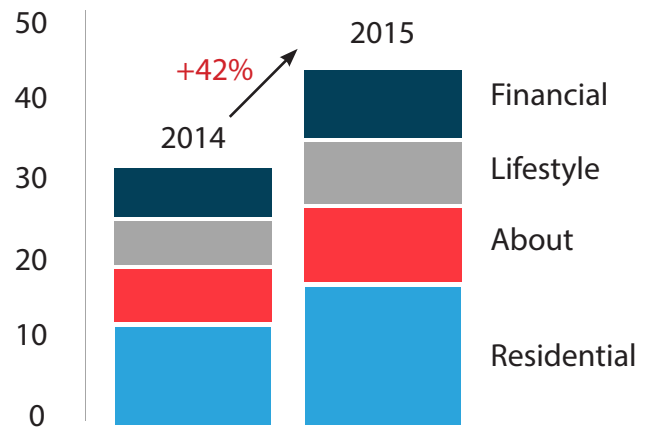from paid search - SEM, banner ads, and content sponsorship

This increase in organic searches over the past three years eclipses direct searches (typing the community's URL directly into a browser) as the primary source of traffic.
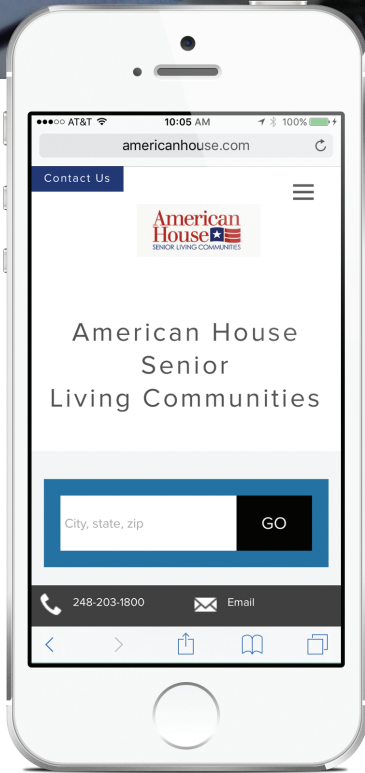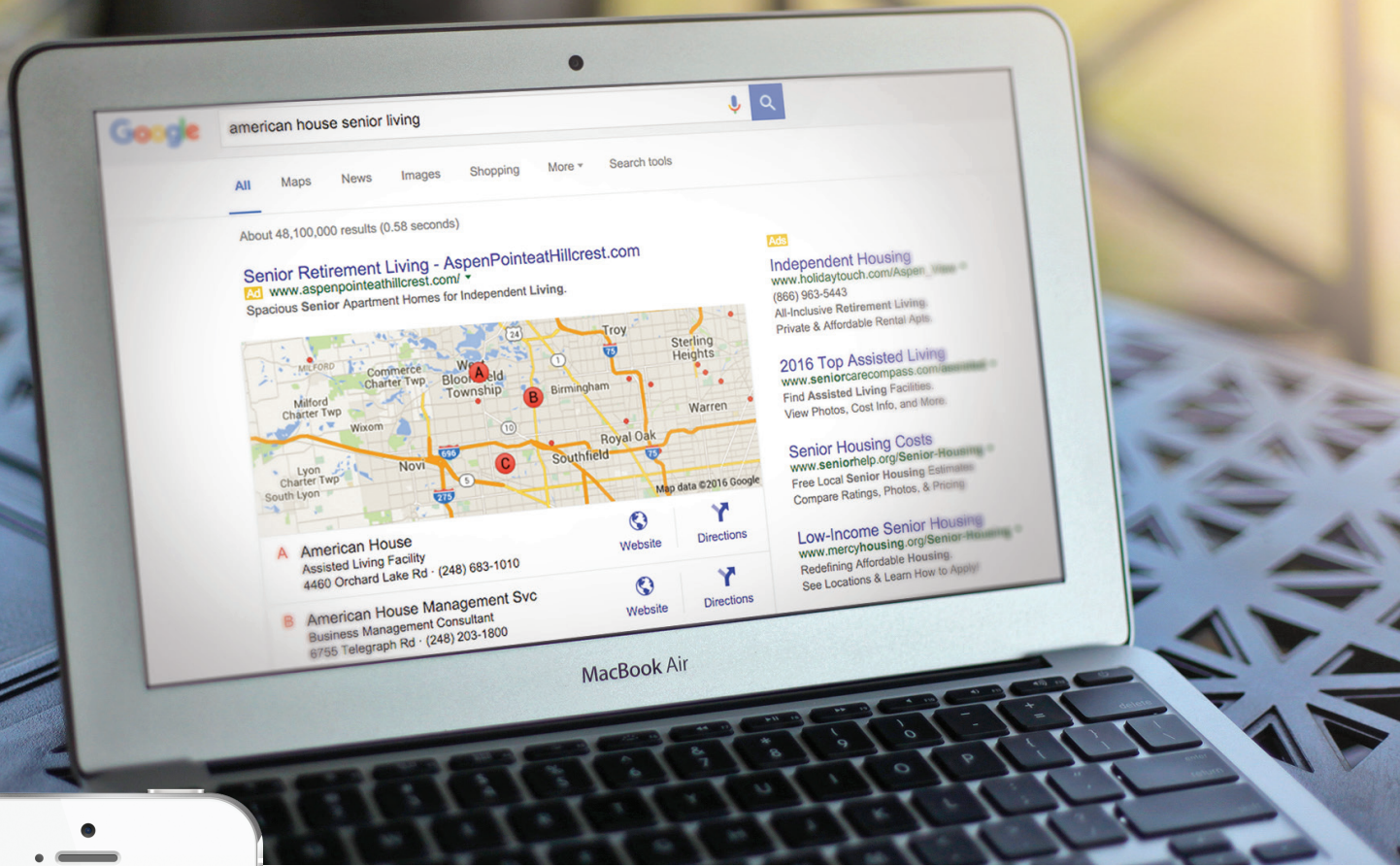
This is partially due to Google updating and revising their algorithms to include mapping in the results. As well as giving a preference to those sites that are responsive—adapting to mobile devices.

In addition, more relevant content positively influences organic search results. The sites tracked in our database increased their content by 42% over the past three years. The third source of first

Table 2

Average # of Content Elements* Per Site

+42%

2014

2015

Financial

Lifestyle

About

Residential

50
40
30
20
10
0

*Elements = Pages, Dedicated Sections, Call-Outs

time traffic, which has declined for the past three years, was from paid promotion tools like SEM, banner ads, and content sponsorship. This is good news for those looking to optimize their media budgets! Our data also shows a slight but consistent growth,

influence and use of social media with the 4-point increase in "Referrals" as a vehicle to deliver first time visitors. These are visitors coming to a community site from social media platforms such as a community's Facebook page, Twitter feed, community supported blog, or links in online articles and press releases.

▌Return Visitors: Direct delivers the most return visitors

For return visitors in 2015, the primary source of website traffic (40%) is from directly typing in the website's URL.

This is due to many return visitors bookmarking websites they frequent, or being familiar enough with the property to remember the URL. In addition, many web browsers use autofill technology that completes an entry for the user after the first few letters are typed in. As with First Time Visitors, Organic search—the #2 source of Return Visitor traffic—continues to increase its influence.
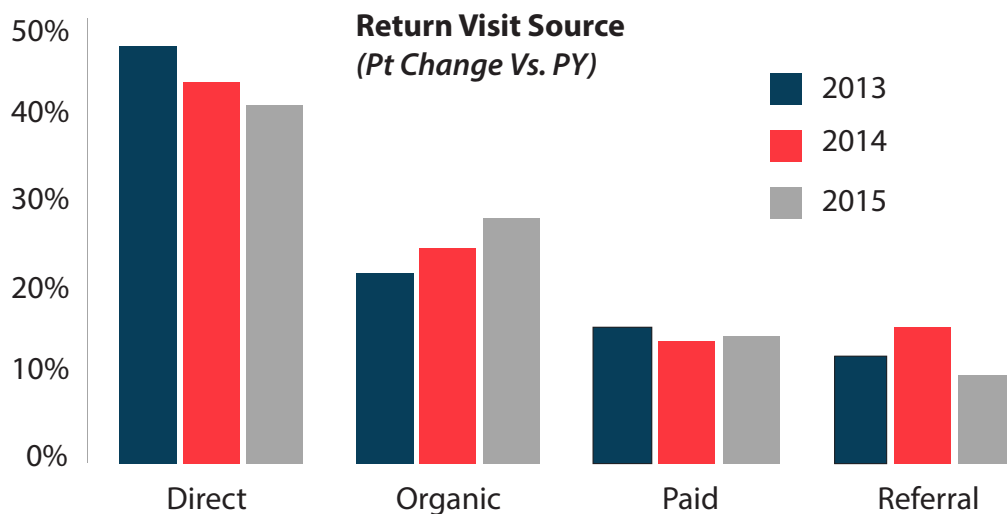
Return Visit Source
(Pt Change Vs. PY)

Legend: 2013, 2014, 2015

Categories: Direct, Organic, Paid, Referral

Table 3

02. The onsite journey to conversion

Our data identified four key information areas that are consumed on each visitor's Journey To Conversation and their Journey To Sale. They are:

🏠 **Residential:** housing options, floor plans, finishes

ℹ️ **About:** geography, location, management

💲 **Financial:** unit costs, monthly fees, contract information

🧘 **Lifestyle:** amenities, dining, entertainment

Residential Information is the top information researched, followed by Financial Information

For the past two years, residential information has been the number one destination in a researchers Journey to Conversion. Understandably, this section has more content than any other stop along the journey.
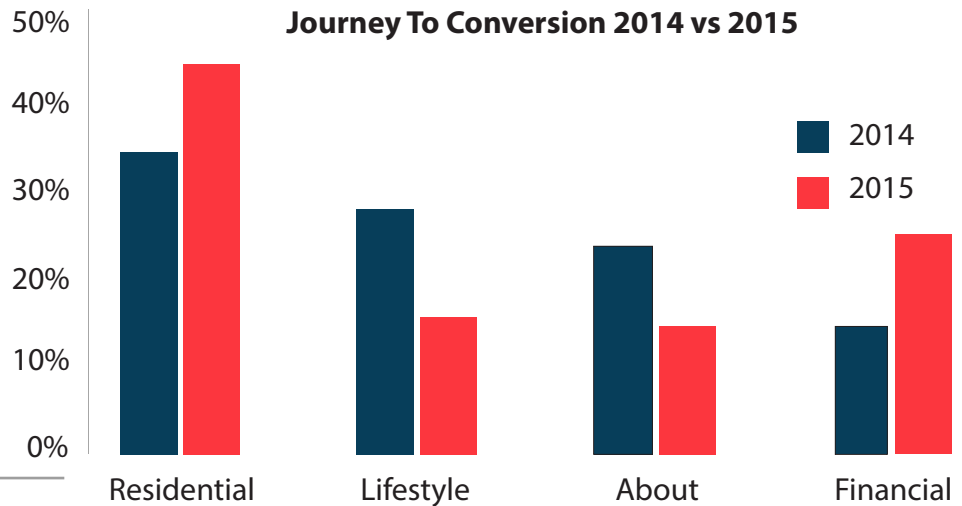
Table 4

Journey To Conversion 2014 vs 2015

Legend: 2014, 2015

Categories: Residential, Lifestyle, About, Financial

In the journey to conversion, financial information is the #2 most visited and researched section

This section moved from #4 in 2014 to #2 in 2015.

This is partially due to the increased focus on and development of content for financial and pricing information on the surveyed websites.

In fact, in 2015 the financial sections grew more than any other section to represent 25% of content on the sites (from 19% in 2015) the only section to increase from 2014 to 2015 among all sections.
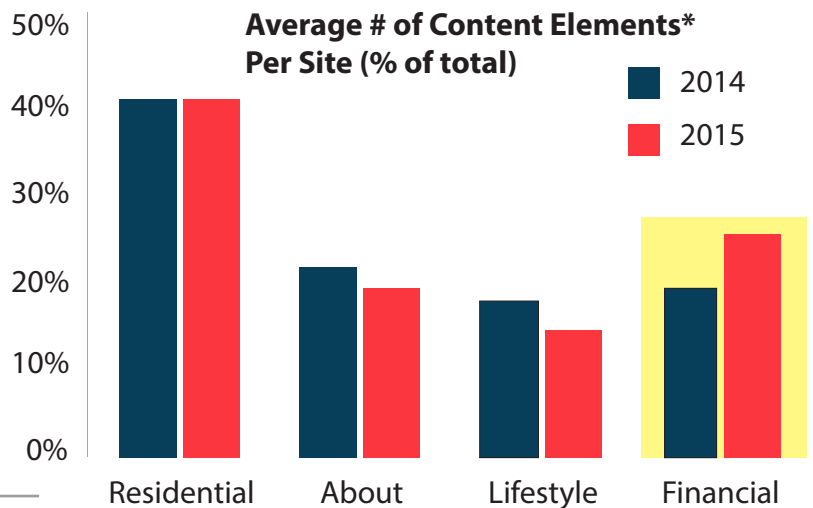
Table 5

Average # of Content Elements* Per Site (% of total)

Legend: 2014, 2015

Categories: Residential, About, Lifestyle, Financial

*Elements = Pages, Dedicated Sections, Call-Outs

More return visitors convert to leadbases than first time visitors—a first!

A senior living researcher, while inexperienced, is becoming more sophisticated, gathering more relevant information before converting into a leadbase.

In 2013, 72% of conversions into the lead base came from first-time visitors.

In 2015, 56% of leadbase conversions came from a return visitor. This was a shift from 2013 when only 28% were return visitors and 72% were first timers.
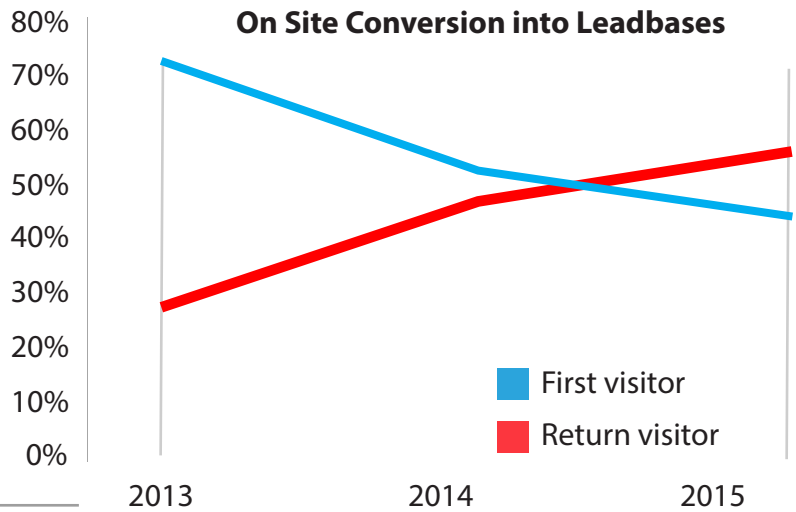
On Site Conversion into Leadbases

Legend:
- First visitor
- Return visitor

Table 6

03. What content and tools best deliver pre-qualified prospects?

▮ Financial information increases site engagement

The websites that added financial information saw a 35% increase in engagement (as measured by total number of pages viewed or content "consumed" over all sessions) on their sites by those who eventually converted into their leadbases.
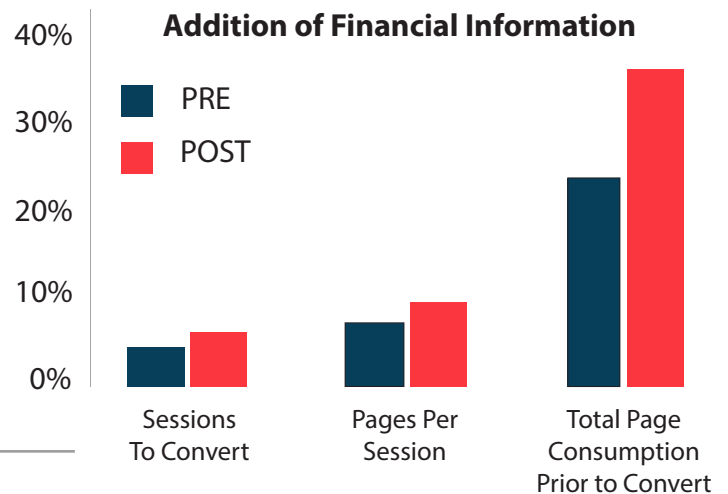
Table 7

Addition of Financial Information

Legend:
- PRE
- POST

Categories: Sessions To Convert, Pages Per Session, Total Page Consumption Prior to Convert

▮ Financial information is the best source of information to "qualify" visitors

In the Journey to Sale, financial information ranks fourth (versus second in Journey to Conversion) or last among the sources researched on the website.

Our analysis indicates that once a visitor has researched financial information and that information is consistent with their requirements they convert.

Then, as they complete their purchase, their focus shifts to other areas such as residential and lifestyle requirements.

This also means that the sales team can focus on selling, not pre-qualifying, with value added information, not pricing.
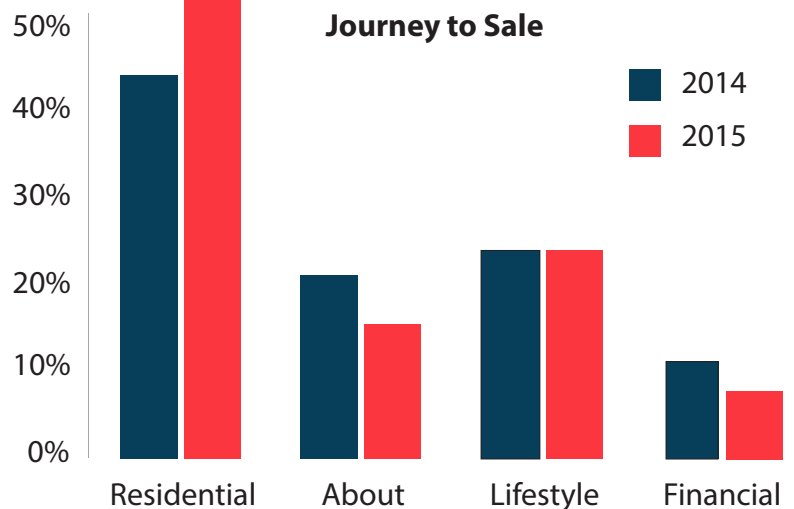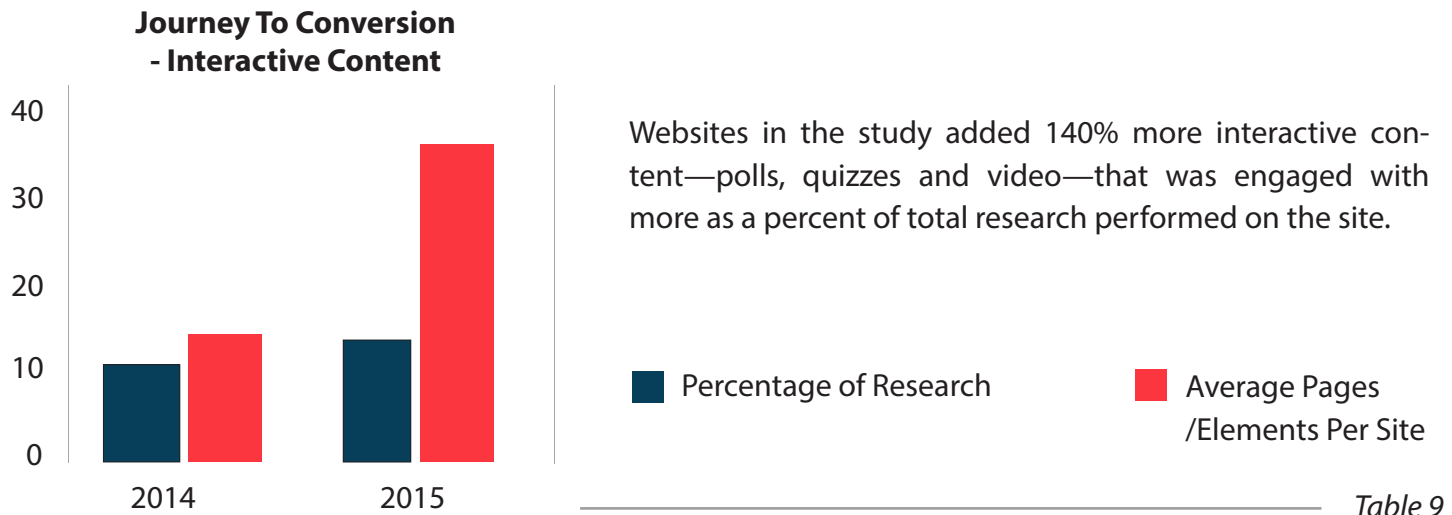
Journey to Sale

Legend:
- 2014
- 2015

Categories: Residential, About, Lifestyle, Financial

Table 8

7

Sites added 140% more interactive content

**Journey To Conversion
- Interactive Content**

Websites in the study added 140% more interactive content—polls, quizzes and video—that was engaged with more as a percent of total research performed on the site.

■ Percentage of Research   ■ Average Pages /Elements Per Site

Table 9

Sales team can focus on selling, not pre-qualifying, with value added information, not pricing.
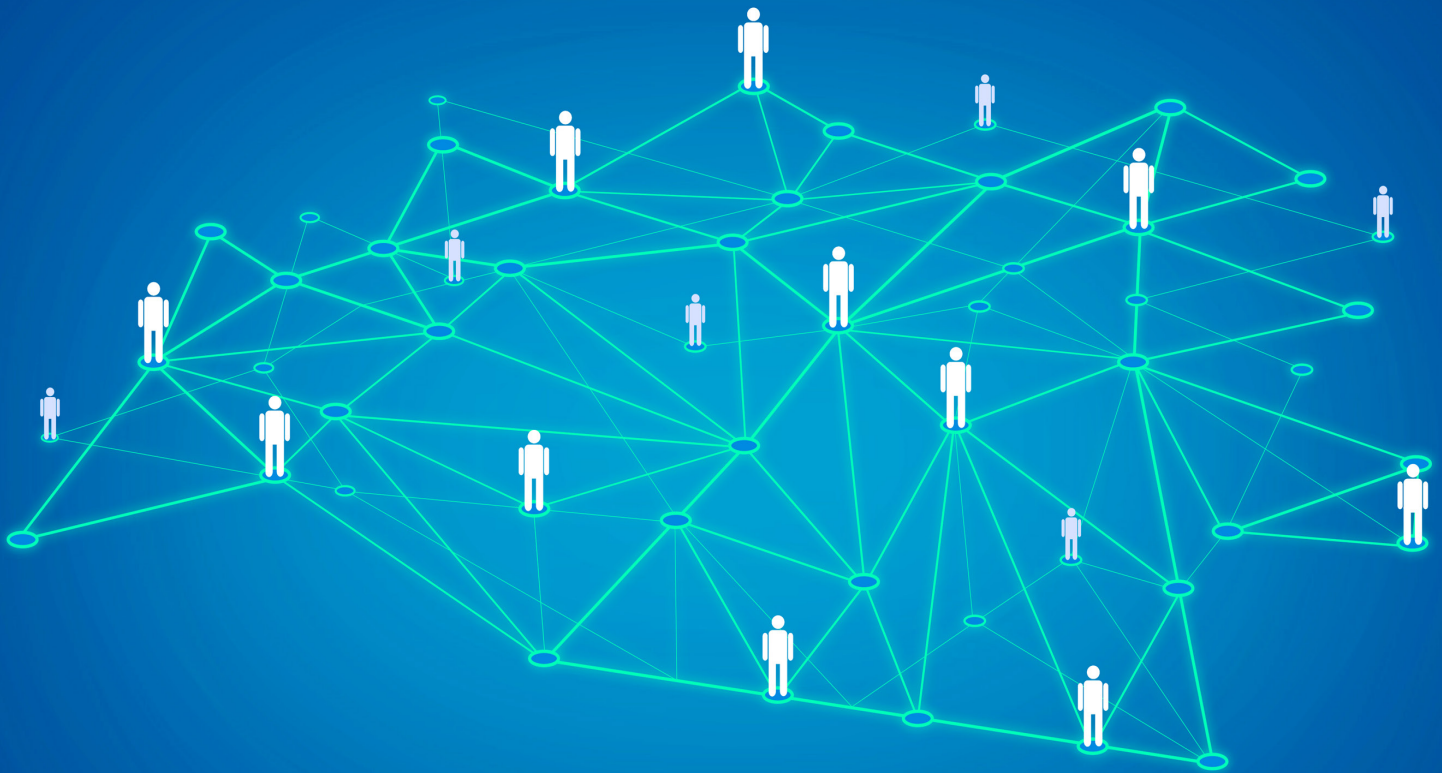
Conclusions

Since 2013 the Senior Living Industry websites successfully added more relevant and engaging content.

This has yielded several benefits:

01 Higher rankings in organic search results. Along with the increased use in social media this has consistently decreased the reliance on "paid" promotion vehicles such as SEM, banner ads, and content sponsorship.

02 More engagement by visitors on the site which leads to...

03 A more qualified prospect in the lead base

Financial information is the most important information to pre-qualify visitors prior to their conversion into a leadbase.

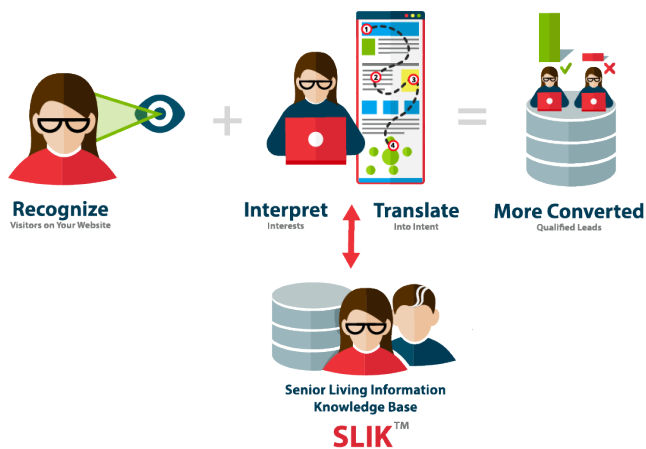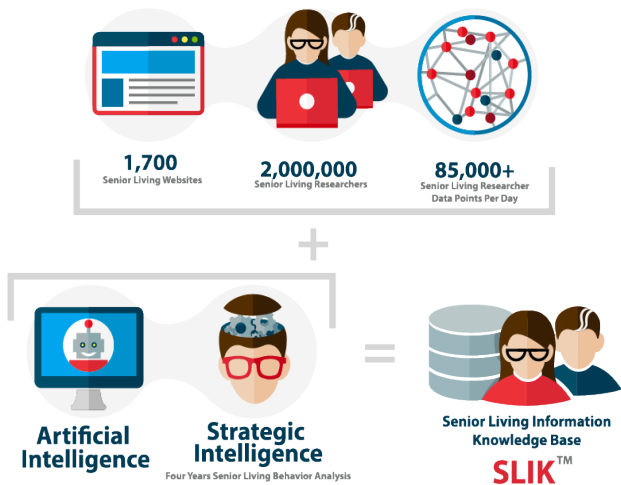Since more return visitors convert to leadbase than first time visitors, it is essential that websites accurately recognize returning visitors, as well as content they have previously consumed, in order to quickly provide them with the specific information they are looking for to make a conversion decision.

▌ Next steps

1. Review your website: is there adequate financial information? Is your residential information complete? Are you using interactive content where appropriate?

2. Continue focusing on and investing in non-"paid" sources of traffic generation, instead use "referral" vehicles such as:

a. Social media—Facebook, Twitter, Instagram
b. Blog posts
c. Links to community websites placed in press releases and online articles

3. Utilize leading technology that identifies returning visitors and ensures that they efficiently see the specific content they need to pre-qualify themselves and guide them on their journey to conversion into the leadbase.

Lead InSite® is the foremost provider of Senior Living Industry online research behavior, vital data needed to deliver the most qualified online leads to senior living community sales teams.

The data that is in the ORB 1.0 study is part of the Lead InSite Senior Living Information KnowledgeBase (SLIK™), a continuously learning database that collects and houses millions of online data points, across a wide range of senior living websites, collected over the past 4 years. We then employ Artificial Intelligence (AI) to refine the on site pre-qualifying experience to each individual and each community.

1,700
Senior Living Websites

2,000,000
Senior Living Researchers

85,000+
Senior Living Researcher Data Points Per Day

Artificial Intelligence

Strategic Intelligence
Four Years Senior Living Behavior Analysis

Senior Living Information Knowledge Base
SLIK™

Recognize
Visitors on Your Website

Interpret
Interests

Translate
Into Intent

More Converted
Qualified Leads

Senior Living Information Knowledge Base
SLIK™

In 2015 we launched Prompture™, a proprietary artificial intelligence driven data collection and behavior influencing tool that recognizes each website visitor, interprets their behavior, and provides personalized, pre-qualifying messages (or prompts) within their visit to your website. Prompture moves visitors along a path to a form submission, adding their prequalifying behavior to their new lead profile.

Let us track your website for two weeks and we'll quantify the opportunity with insights from our SLIK database. Together we can decide what's the best way to move forward.

Lead InSite®

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