

**Some Considerations Before You Begin
Paid Search Marketing for Your
Retirement Community**

If you are considering paid search marketing for your community, the first thing you need to recognize is that no two markets are alike. The cost can vary broadly depending on the number of potential prospects investigating senior housing, number of competitors in your market that are employing search marketing, and how aggressive those competitors are when bidding for search engine rankings.

A good starting point for paid search is to determine the search terms where you want your ads to be listed. While the popularity of various search terms will vary from one market to the next – and from one month to the next – you will want to select the terms that your prospects will most likely enter when searching for senior housing options. For example, if your community is solely assisted living or memory care, broader search terms like “senior apartments” or “retirement communities” will not deliver the best prospects to your website – and you certainly don’t want to *pay* to get website visitors that are not good prospects!

The chart below ranks the most popular search terms with regard to the total number of searches over a 3-month period in a market where one CIRCA 46 client operates. The community provides independent and assisted living, but no memory care, so memory-related terms do not appear. Only the top seven terms are listed, because the numbers fall off dramatically after that.

Fourth Quarter, 2014 Pay-per-Click Performance

<u>Most Popular Search Terms</u>	<u>Cost-per-Click Efficiency (Rank)</u>
1. Senior apartments (42.3%)	4
2. Assisted living (12.2%)	5
3. Senior housing (11.4%)	2
4. Retirement centers (8.0%)	7
5. Assisted living centers (6.2%)	6
6. Retirement communities (4.8%)	1
7. Retirement apartments (4.5%)	3

The column on the right shows the *efficiency* of these search terms in terms of cost-per-click to our client’s website. The higher costs-per-click were basically caused by other senior living providers bidding for the same search terms. Recognizing the higher costs due to greater competition, this provides a powerful incentive to develop search ad copy that culls out those who will not be good prospects, in order to only pay for those prospects that are most likely to take the next step with you.

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