



These Stats are Compelling: What Will You Do About Them?

By Susan Saldibar

[G5](#) (a Senior Housing Forum partner) has released a comprehensive new report that provides a lot of marketing and SEO data and insights covering the top ten senior housing market throughout the U.S. There is a lot of data in this report and it gets into a lot of detail. For instance, it reveals things like the top-ranking search terms for each of the top 10 markets. Any senior living community's marketing efforts would be well served by downloading the full report, which you can do [here](#).

For those of you who are still with me, I've pulled out a few stats and insights that I thought you might find interesting. As a marketer myself, I know how important it is to keep on top of the trends, especially as they relate to your target demographic groups. Here are a few of the digital marketing trends that jumped out at me:

- **Over 70% of digital time is spent on mobile devices.** The report gives insight into how marketers should be responding with websites that are optimized for mobile viewing and clickable options conveniently located for visitors.

- **25% of inquiries come from “webforms”.** These are prospect-entered details provided online to get more information about your brand. The question for senior living marketers is what are you able to offer prospects who visit your website in exchange for their email addresses and phone numbers?
- **More than half of all adults aged 50-64 use Facebook and YouTube.** 41% of people 65 years and older use Facebook. That number is expected to grow as the 50-64 year olds age. What are you doing with your Facebook presence? This can be a critical engagement point that needs to be kept up to date and interactive. The report discusses ways marketers are using Facebook to better position their communities with potential and current residents.
- **There is a significant increase in the use of conversational search, using words like “me”, “my”, “I”.** What does that mean for digital marketers? How should your SEO be upgraded to adjust to a new search environment? The report provides more details.
- **Google now recommends that websites be designed to be “mobile-first”.** Mobile-first indexing will soon become the new norm for SEO. The report discusses ways marketers can adjust their designs and clickable elements to optimize this new environment.
- **40% of adults are now using “voice search” daily.** That means they are asking conversational, open-ended questions to get information. There are ways that marketers can adapt their sites and SEO to accommodate increased voice search.

The report also gets into a lot of detail on AI and its emerging role in marketing. It cuts through a lot of the hype and provides some solid insight into what works now and what is only in its early phases of adoption. AI is here to stay and if its presence isn't already being felt in your community, it won't be long until it is.

The best way to gain insight from all this is to [download](#) the full G5 report. You can also learn more about G5 by visiting their [website](#).



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