

Take an Online Reputation Tour

with  reputation.com* &  caring.com

Just as you take prospective residents and families on tours through the most important features of your community, you should do the same for your online reputation. Take a look!

GET STARTED!



First Impression › Search Engines: You constantly assess the opportunity for a great first impression on a tour (e.g., the pretty landscaping or the inviting, clean, pleasant exterior). This holds true for how you look online, too. Google, Bing, Yahoo -- these are all your online starting points.

TIP Search your business name and senior living keywords regularly (page 1-2 results are most viewed). Set up Google Alerts to get notified when you're mentioned in online news.

Living Space › Online Presence: Your website is your community's home online. Is it as uncluttered and simple to navigate as your community? Can visitors easily find your contact information, hours of operation, and FAQs?

TIP Offer a clean, organized website design that makes it easy for first-time visitors to get the information they need.



Activities › Social Engagement: The best senior living communities offer interactions that energize residents and create connections. That's true online, too. People like seeing there are avenues to engage you -- whether it's through your website, Facebook page, a quick tweet, or even an online review.

TIP Make it easy for folks to find your social profiles, including your reviews page on Caring.com -- add quick links on your website

Staff Interaction › Online Conversation: A friendly, kind, and welcoming staff truly creates a real home for your residents. Your website and social media outlets reinforce how pleasant and professional your staff is.

TIP It's not just the people you're responding to who notice what you say online, and how you say it. It's also all the other prospective residents and families who are researching their options.



Safety & Preparedness › Web Credibility: Whether they're on a tour or visiting your website, families want to know if plans are in place for emergencies, special needs, or something going wrong with their loved one. Highlight online the steps you take to make sure residents are safe, healthy, and happy. Also, have a plan for handling urgent online issues, such as slanderous reviews, sensational news, or a social media "slugfest."

TIP Reinforce your company's key messages continually and consistently across your online outlets. Educate staff on social media policies, and designate spokespersons -- before the need arises

Tour Close › Service Feedback: You ask tour guests about their needs and preferences, so be open to receiving their online feedback as well. You may have a mechanism for feedback offline -- but are you paying attention online too? Reviews are very important.

TIP Ask for reviews -- without incentive or payment. And respond to reviews with pleasant and professional statements. Try to resolve issues quickly by inviting an offline conversation.



SUCCEED!