



GOLDN

Digital Marketing Platform
for Senior Housing Communities

“Occupancy rates are a major challenge in today's senior living market. At Goldn, we offer the only platform with a complete digital marketing service to help you dominate your internet lead flow and grow your community.”



-Glenn Lombardi, CEO, Goldn

STAND OUT AMONG THE CROWDED SEARCH RESULTS

Goldn works with senior care communities to take control of their online brand so they stop losing leads to competitors or lead aggregation sites. Our platform is designed to improve your online reach with the help of advanced Search Engine Optimization and quality review generation.

WE'LL HELP YOU:

- Increase Internet Leads & Conversions
- Improve Occupancy Rates
- Decrease Lead Aggregation Site Referral Fees

PROBLEM: LEAD
AGGREGATION SITES
ARE CURRENTLY
DOMINATING
GOOGLE SEARCH
RESULTS

They get to your leads before you. They then offer them to your competitors and, in some cases, sell them back to you. These lead aggregation websites are well optimized and typically include hundreds of reviews for each facility. Because of that, they dominate the first page search results. In fact, the two largest companies own 90% of the lead referral business alone.

Solution: Change what people see when they search by optimizing and expanding your online reach.

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BRANDED SEARCH

When a potential prospect or family advocate searches online for a community by name, they typically find lead aggregation sites instead of your website. Because of that, you lose a lead thanks to poor first page presence.

Senior Living near Me 

LOCAL SEARCH

If a search includes a location keyword, your community might come up — but so will your competitors and numerous lead aggregation sites. If you are not properly optimized for your area, you will get lost in the crowd.



ONLINE REVIEWS

Communities lose leads because they neglect free resources like Google or Yelp. If their pages do have reviews, they tend to be negative or go unanswered. Lead aggregation sites use hundreds of reviews to draw in leads.

THE GOLDN DIFFERENCE

We solve the problem where it begins: the search engines. Our experts will take time to optimize your web presence with the ultimate goal of surpassing lead aggregation sites on the first page. When quality leads connect directly with your community, you save money by cutting out the middleman altogether. Then you can focus on converting a higher number of leads to increase occupancy.



THE GOLDN PLATFORM

- Review Generation & Reporting
- Branded & Local Search Engine Optimization
- Online Ad Campaigns & Management
- Web Presence Management
- Content Generation
- Comprehensive Dashboard

EXPECTED ROI FOR A SENIOR HOUSING COMMUNITY

TYPICAL COMMUNITY

- 100 units, 83% occupancy rate
- 40% annual turnover (32 residents)
- \$60,000 average annual revenue per resident
- 8 of the new residents from lead aggregation sites
- \$5,000 new resident referral fee

EXPECTED RESULTS FROM GOLDN

- Increase occupancy to 87% (\$240,000 annually)
- Decrease lead aggregation referrals by 50% (4), or (\$20,000 annually)



GOLDN

[GETGOLDN.COM](https://getgoldn.com)

888-482-6691

73 W. Monroe
Chicago, IL 60603