

Website and discoverability review

What a family in Forsyth County finds before they ever call you

Salemtowne | Winston-Salem, North Carolina | Prepared for Paul Harrison, President and CEO



Content-rich, and only half read by search engines

THE HEADLINE NUMBER

69

out of 100

Six weighted measures

Scored against what a Life Plan Community site must do for a family comparing three others this week

Trust

9 of 10

The strongest we have scored in this segment. Your 2026 Disclosure Statement is public and your Article 64A filing is stated on page one.

Design and mobile

16 of 20

Custom theme, real photography, a text-size control that genuinely helps your audience.

Conversion path

15 of 20

Three phone lines by audience, a virtual visit, the Towne Club, a cost calculator.

Answer engine readiness

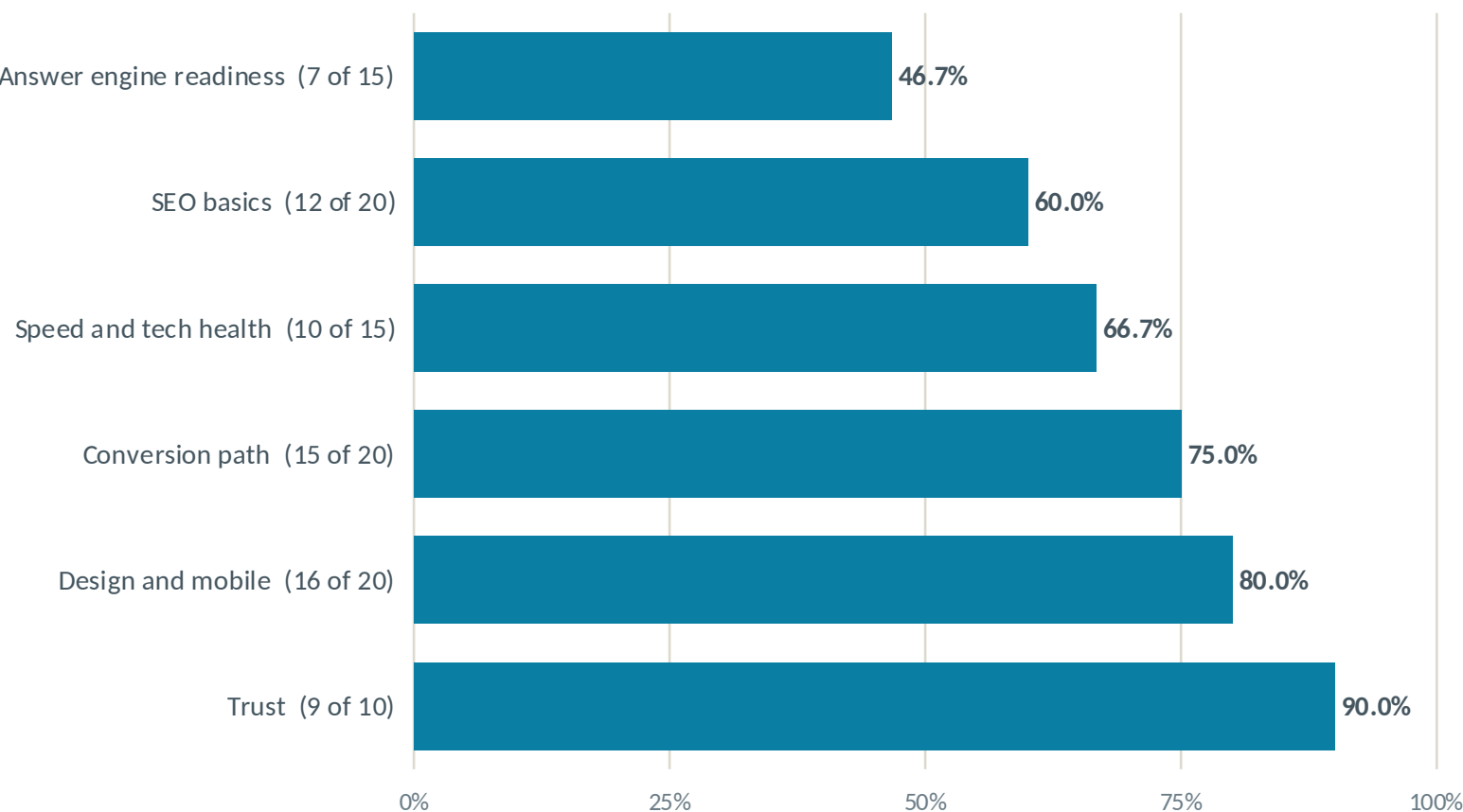
7 of 15

78 keywords already trigger an AI Overview. Zero FAQ rich results feed it.

Salemtowne publishes more genuinely useful material than almost any community we review. The gap is that much of it lives on a small number of very long pages, so Google can see the community but cannot see the services inside it.

The six subscores, as a share of the points available

EACH MEASURE CARRIES A DIFFERENT WEIGHT, SHOWN IN ITS LABEL



How to read it

Trust and design carry the day.

Everything a family needs in order to believe you is already published.

Answer engine readiness is the floor.

At 7 of 15 it is the only measure under half. Google is answering questions in your category 383 times over, and none of your twenty-five published answers is structured so it can be quoted.

SEO basics is the cheapest fix.

Title tags and a page split, not new copy.

What the search data says

SEMRUSH | SALEMTOWNE.ORG | UNITED STATES DATABASE | PULLED 8 OCTOBER 2026

419

ORGANIC KEYWORDS

Only 31 sit in the top three. 122 sit on page two or three.

2,521

ORGANIC VISITS A MONTH

A reasonable base for one campus in a market this size.

78

AI OVERVIEW KEYWORDS

Google writes its own answer above the results.

383

PEOPLE ALSO ASK KEYWORDS

Families asking what your About page already answers.

204

LOCAL PACK KEYWORDS

You appear in the map pack. Strong local presence.

0

FAQ RICH RESULTS

Despite twenty-five published questions and answers.

0

FEATURED SNIPPETS

No answer of yours has reached position zero.

0

PAID KEYWORDS

Everything above is earned, not bought.

Also recorded: Semrush Rank 573,011. Knowledge panel 166. Video features 301. Sitelinks 230. Related searches 336. Reviews 88. Image pack 23. Positions 1 to 3: 31. Positions 4 to 10: 75. Positions 11 to 20: 69. Positions 21 to 30: 53. The FAQ, featured snippet and Things To Know counts each returned a value of zero, a measured zero rather than missing data.

Two findings you can check in ten seconds

NEITHER IS A CRITICISM OF THE WRITING, WHICH IS GOOD

01

Four services, one page, one title tag

Your Health Services menu lists Assisted living, Skilled nursing, Memory support and Rehabilitation as four items. All four point to the same URL with a different anchor. The Masten Assisted Living Center, the Babcock Health Care Center, Westerly Place and your forty-room rehabilitation center share one page and one title tag reading Health Services. Independent Living does the same thing across a page that reads for about twenty-six minutes.

CHECK IT: Hover the four menu items and read the URLs: /health-services#assisted-living, #skilled-nursing, #memory-support, #rehabilitation. Then look at your browser tab.

02

Twenty-five real answers that no answer engine can quote

Between your About page and your rehabilitation section you have published twenty-five genuine questions with genuine answers: what a Life Plan Community is, the two contract types under the NC Department of Insurance definitions, what the monthly fee covers, whether pets are welcome, whether residents have a voice. It is the most useful copy on the site. Every answer opens only on click, and we found no FAQPage structured data on either page.

CHECK IT: Open salemtowne.org/about and scroll to Frequently Asked Questions. Every answer is collapsed. Then search a phrase from one of them and see whose text appears in the AI Overview.

The third finding, and the one we would not lead with

FINDING 03, PLUS THE READ WE WOULD KEEP FOR THE CALL

03

Your best proof is published, and nothing links to it

Salemtowne publishes its 2026 Disclosure Statement openly, and page one states that it has been filed with and recorded by the North Carolina Department of Insurance in accordance with Article 64A of Chapter 58 of the North Carolina General Statutes. Inside it is the eight ratio statutory table, three historical years and three forecast years. Very few communities put that in front of the public.

Right now it is reachable only through a small Statements and Forms link in the footer, and the page that holds it serves an og:url on http rather than https. The ten named residents with photographs, the full Board of Trustees with affiliations, the two resident board seats and the LeadingAge membership sit in the same position: real proof, parked away from the pages where a family decides.

CHECK IT: From your homepage, count the clicks to the disclosure statement. Then count how many times Health Services or Independent Living links to it.

The sharper read



Your title tags are telling Google nothing.

The homepage title tag is the single word **Home**. The About page title tag is **About**. And the About page carries the News page's meta description, word for word, phone number included.

Across 419 ranking keywords only 31 sit in the top three, while 122 sit on page two or three. That distribution is the signature of strong content spread across too few URLs, not of weak content.

Meanwhile 78 of your keywords already return an AI Overview, written without you.

A 90 day sequence

ORDERED SO EACH PHASE MAKES THE NEXT ONE CHEAPER. NO COPY REWRITE REQUIRED

DAYS 1 TO 30

Give each service its own front door

- Split Health Services into four pages: Masten, Babcock, Westerly Place, transitional rehabilitation
- Split Independent Living into apartments, cottages and The Woodlands villas
- Rewrite every title tag and meta description, starting with Home and About
- Point the Living Options submenu at real URLs and retire the redirect

DAYS 31 TO 60

Make the answers quotable

- FAQPage markup on all twenty-five existing questions, answers open on load
- Mark up the four new service pages and add LocalBusiness detail with the three phone lines
- One short form per audience so a rehab referral stops arriving down the same pipe
- Link the disclosure statement from the pages that sell

DAYS 61 TO 90

Measure it, then let it report itself

- Inquiry tracking by level of care, so you see which page produces a tour
- Assemble the Article 64A quarterly pack automatically from the same systems
- Put it on your own server with a private AI layer, so data never leaves Salemtowne
- Review at day 90 against the 419 keyword baseline and the zeros on slide four

Two things we built that you can open right now

WE WORK IN TWO DIRECTIONS AT ONCE: MODERNIZATION OF WEBSITES, AND DEEP ANALYTICS

1

A sample Salemtowne site

- Your own copy and your own photography, nothing invented
- Every one of the four health services gets its own card and its own front door
- The twenty-five FAQ answers open on the page, with FAQPage structured data behind them
- Separate inquiry routing for independent living, rehabilitation and Navigation at Home

`salemtowne.customapplicationdevelopment.online/site/`

2

An Article 64A quarterly filing pack

- A live board that assembles what G.S. 58-64A-205 asks for every quarter
- Your eight filed statutory ratios, your own figures, beside the campus they describe
- A stylized plan of all seven neighborhoods, shaded by occupancy and clickable
- A private Ask the data panel that runs on your own server

`salemtowne-dashboard.customapplicationdevelopment.online`

This deck lives at `salemtowne.customapplicationdevelopment.online/score-deck.pdf` and the scorecard it came from is at the root of that same address.

Who we are, and who we already work with

BI CONSULTING SERVICES

Sunnyside Communities and Goodwin Living here in Virginia are close partners of ours, and we do a lot of their reporting, analytics, AI integration, and other support.

What we do

Modernization of websites and deep analytics for assisted living, senior living and Life Plan Communities. Both rich in content, not thin on it.

Where it runs

Private, on-premises AI. Resident and financial data stays on your own server and is never sent to a third party model.

What that looks like here

The occupancy, inquiry and statutory reporting your team already assembles by hand each quarter, assembled instead.

Nichole McKinney

BI Consulting Services | powerbiconsultingservices.com | calendly.com/nichole-mck-bics

