



SEO Client Success Story

Optimizing search to connect seniors with the
right care communities

Client

Vitality Senior Living



About Fountain

Fountain Digital is a rapidly growing digital marketing agency that specializes in analytics-driven strategies and technology. We offer a range of services including digital marketing, website development, data analytics, and email automation, empowering senior living organizations to thrive. With a focus on customer service and deep digital expertise, Fountain Digital is committed to delivering high-performance websites and campaigns.

Contact Us

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Overview & Challenge

Fountain Digital partnered with Vitality Senior Living to enhance their organic search visibility and drive incremental leads, tours, deposits and move-ins for their communities. Vitality experienced low visibility for high-value, non-branded keywords due to under-performing community pages with thin generic content and lack of metadata that aligned to keyword-theming. By implementing a strategic approach focused on keyword optimization, metadata updates, and a comprehensive overhaul of content across community service line pages, we achieved exceptional results.

Results

The results of this comprehensive SEO initiative were transformative.

Increased Traffic

24.6%

Organic sessions grew by 24.6% YoY, reflecting improved visibility and engagement.

Generated Leads

250.5%

Organic leads surged by 250.5% YoY, directly contributing to Vitality's business objectives.

Enhanced Conversion Rates

181.4%

Organic conversion rates jumped by 181.4% YoY, highlighting the impact of improved targeting and user-centric content.

Boosted Rankings

68.4%

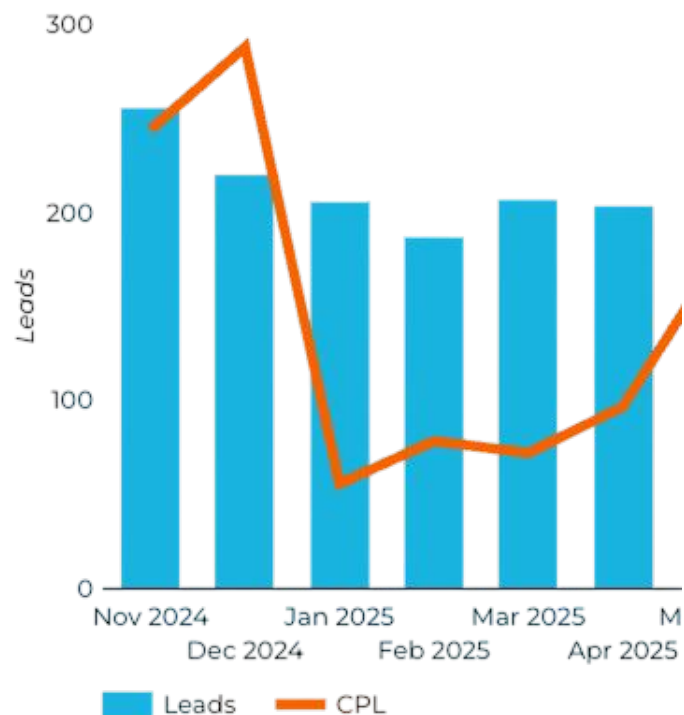
First-page Google SERP rankings for targeted keywords increased by 68.4% YoY, solidifying Vitality's position in the competitive senior living market.

Leads & CPL

Last 7 months trended by month

Date Range:

Jan 1, 2025 - Apr 30, 2025



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I am writing to express my utmost recommendation for Fountain Digital as a strategic digital partner. In my role as the Vice President of Sales & Marketing at Vitality Living, I have had the pleasure of working closely with Fountain Digital on various digital marketing initiatives for the 30+ senior living communities that I oversee. Having been in senior living marketing for many years I can confidently say that they are the most strategic digital partner I have ever had the pleasure of collaborating with.

Fountain Digital consistently demonstrates a deep understanding of our business objectives, audience dynamics, industry trends and understand digital marketing and analytics in senior living marketing. Their team goes above and beyond to craft custom strategies tailored to our specific lead and occupancy goals and challenges.

What truly sets Fountain Digital apart is their proactive approach to problem-solving and their ability to adapt to changing circumstances. They are always one step ahead, anticipating our needs and recommending innovative solutions to drive growth and maximize ROI. Their expertise, professionalism, and dedication to our success have been invaluable in helping us achieve our marketing objectives and elevate our brand in the digital landscape.

• C.C., VP of Sales & Marketing, Vitality Living