

SENIOR LIVING VISIBILITY THAT DRIVES CONVERSIONS



CHALLENGE

The Lutheran Home of Cape Girardeau needed stronger visibility for high-intent senior living searches in a competitive local market. Families actively researching assisted living and care options needed to easily find and engage with their community at the moment of decision.

TC APPROACH

Target Continuum implemented a conversion-focused Google Search strategy designed to capture local intent and maximize efficiency.

Our approach included:

- Strategic keyword targeting aligned to senior living and care-specific queries
- Campaign structure built around high-intent search behavior
- Ongoing search term refinement to improve quality traffic
- Bid and performance optimization focused on driving measurable conversions



2,594 CLICKS



15.8% CTR



16,416 IMPRESSIONS



218 CONVERSIONS