



# Case Study: Web

## Willow Valley Retirement Communities

**THE SITUATION:** Willow Valley Retirement Communities is one of the nation's largest continuing care retirement communities, and is a true destination, attracting retirees from 37 states.

While the Internet presents a great opportunity to reach a national audience of educated and active adults, Willow Valley's web site was dated, hard to navigate, and nearly invisible to search engines. It also did not resonate with Baby Boomers, tomorrow's prospects who will join today's CCRC residents, members of the Silent Generation.

**THE SOLUTION:** A completely new web site which offers prospects a taste of the Willow Valley Retirement Communities experience before they step on the Lancaster, PA campus. The plan was to make it not only functional and attractive, but to make the site the first stop on a prospect's journey to retirement.



To achieve this, the site features high-quality photography, rich media (especially video), and fun interactive features and tools. To make it truly engaging, social media techniques are built in throughout the site.

- \* Share with a friend features – retirees can email, post to Facebook and more
- \* Videos embedded into the site from a branded Willow Valley-TV channel on YouTube
- \* Community publications piped in from an online “library” that encourages sharing
- \* Multiple calls for feedback and interaction (“suggest a resource to our librarian”)

The site is built on a Content Management solution so it is easy to maintain and add new content. It also is structured so that, looking ahead, the client can phase in more social engagement opportunities. Finally, the site was strategically optimized for increased search engine visibility.

**THE RESULTS:** Within only one month, site traffic increased, the bounce rate decreased and time on site went up. Interactive features worked to bring visitors deep within the content-rich site. Willow Valley's search engine visibility has literally doubled, and it's moved up in rankings for critical keywords.

The number of leads citing the website as a source went from an average of 5/month in 2009 to 25/month after the re-design. All proving that this destination community's web site is fast becoming a sought-after destination for savvy senior surfers from across the United States.



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