



# Web Engagement Report

Carolyn Quintanilla

Lecanto FL

#671

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## ENGAGEMENT

### 1 Website Localization

Localized / Active: [Our Team](#), [Service Area](#),

Action Item: Localize the following pages: [Care Pro Recognition](#), [Search Jobs](#), [History & Mission](#), Testimonials (blocks)

You can [familiarize yourself with your website editing here](#).

### 2 Google Business Profile

[Google Business Profile](#) 28 reviews, 4.5 stars

Outside of office image: Google maps image only

Other Images: Stock

Action Item : Replace old logo with new. Add local images.

Here are tips on how to [maintain your Google Business Profile listing](#).

### 3 Social Media

#### Facebook

Posting via: All In Social.

Followers: 258 Reviews: 6, score: 5/5

Action Item: Make local posts to engage with your community and build your audience.

### 4 Online Directory Reviews

[Caring.com](#): 9 reviews 5 stars

[Yelp](#): no reviews.

Action Item: Keep focusing on encouraging new Google and Caring.com reviews.

### 5 Pay Per Click (PPC)

Participating in network PPC program

### Technical Opportunities

Website: All good

[AppStack/Indeed.com](#)– review [Job Posting Best Practices](#) and review your titles.

## MEASUREMENT

Lead Info	Web Leads		Invoca	Sales Force Response 2023 YTD		
	2022	2023 YTD	2022 YTD : 206 Answer Rate : 70%	Web Care Consults	Web Clients Won	Overall Clients Won (All Sources)
Service	243	28	12	1	1	21
Employment	600	160	34			

Service inquiry subscribers: Carolyn Quintanilla, Michelle Bryant, Tammie Fearon

Employment inquiry subscribers: Michelle Duke

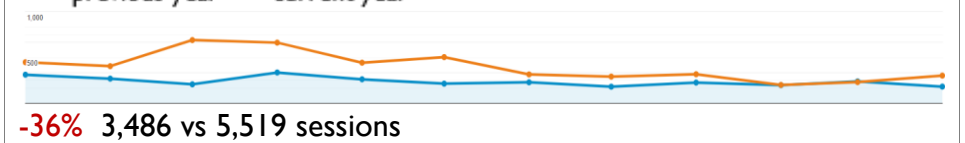
### Search Engine Results

(Organic Google ranks based on keywords/city)

Lecanto	Google Rank	Map Rank
Senior care	#1	#4
Home care	#1	#2
Caregiver	#3	#1

### Year over Year Website Traffic

● = previous year ● = current year



Using a web vendor? Deliver Media for SEO  
Signed up for the [Care Consultation Program](#)? Yes

Signed Up for [Click to Chat](#)? yes

Notes:

# FRANCHISE WEB MARKETING The big picture

- **Website Localization:** Localizing your website involves adding local content such as pictures and text. Add content on a regular basis to keep the website current.
  - **Our Team:** Enter pictures and short bios of your office staff.
  - **Service Area:** Check listings to ensure your key communities are represented. Add a photo of a landmark/familiar site in your area.
  - **Careers / Care Pro Awards:** Recognize your best CAREGiver's regularly with a bio and picture.
  - **Careers / Search Jobs:** Greet candidates with message and pic of Recruiter. Add Caregiver reviews to page, pics of happy Caregivers, promote great training, etc.
  - **History and Mission:** Tell us about you and your franchise: what sets it apart, your mission, adding a picture or a video.
  - **Testimonials:** place testimonial blocks on your site from satisfied clients.
- **Google Business Profile** How you appear on Google echoes across the internet. It's important this listing is well maintained. Reach out to your web team to access your Google My Business information.
  - **Reviews:** Always be encouraging happy clients to leave reviews. This is often a web surfers first impression.
  - **Description:** Do you have a clear and simple description of your franchise and services?
    - **Images:** Have you posted images depicting your logo, office, team or other Home Instead graphics?
- **Social Media:** Social media covers a wide array of web communication methods. Facebook is the top social networking site and is proven to be a smart marketing tool. Other popular social media includes Twitter and YouTube.
  - Also, you can sign up for **All In Social Media** free. This provides generic but mildly localized posts to your Facebook and Twitter pages. It will fill the gaps when you can't, but regular posts placed by your staff will maintain a stronger local character.
- **Online Reviews and Directories:** Solicit satisfied clients and RPNs to post reviews. Ensure your listings are accurate. In addition to Google, more prominent directories include: Caring.com, Yelp, Yp.com
- **Pay Per Click (PPC) Advertising:** Pay-per-click (PPC) advertising is an important component of our web marketing strategy. There are two ways you can participate:
  1. On the national level through the Home Office's corporate-managed campaign; or
  2. On the local level through a campaign, you fund and manage yourself or with a 3<sup>rd</sup> party vendor.
- **Technical Opportunities:** Items that may need adjustment such as misspellings, image sizing, etc.

## Lead Info:

- **Web Leads:** These are leads acquired directly through your website or other lead sources (see "Website Inquiries" below).
- **Invoca:** Tracks number of leads documented through the Invoca phone algorithm.
- **Salesforce Response:** This reflects your web leads being added to Salesforce.
- **Subscribers:** Staff set to receive inquiry alerts via email. (Service is currently set at corporate. Employment is set when you create an AppStack listing).

## Search Engine Results:

Here you will find your Google "[organic](#)" search ranking (the listing following the pay-per-click and map listings on Google) resulting from a search on your city name and the keyword shown.

**Website Traffic:** You can follow your web traffic through Google Analytics. It's a free tool allowing you to track details of website visits. This section on your web report shows high end information on your traffic. To access to your analytics, simply send a Gmail account address your web team and we'll get you set up for you.

**Website Inquiries:** On Clear Care, your web team can pull past service inquiries records for you. On SalesForce, numbers can be found on the lead list view. Employment inquiries can be found via your Applicant Stack dashboard. Contact Jeff Crouse to learn more about your Applicant Stack inquiries. The latest numbers for both service and employment inquiries are included on your web report.

## **Assistance:**



**Derek Cresto**

[dcresto@homeinsteadinc.com](mailto:dcresto@homeinsteadinc.com)

402-575-5972



**Rich Jeffrey**

[rjeffrey@homeinsteadinc.com](mailto:rjeffrey@homeinsteadinc.com)

402-763-6840