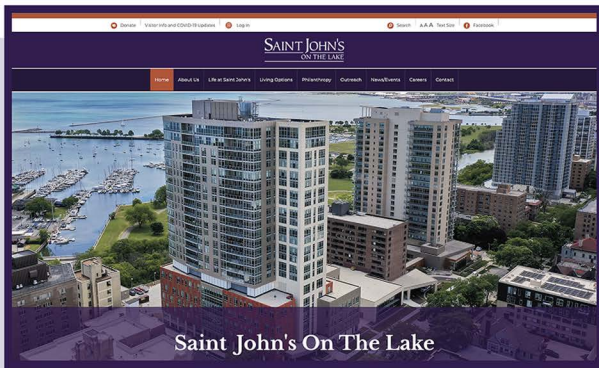




2342109

organic seo program

Q1
2023



saintjohnsmilw.org



quick notes

From Your SEO Team at Creative Services

Q1
2023

ITEMS OF INTEREST:

1. Keyword 'senior living milwaukee' averaged a 15 ranking in Q1. [pg.3]
Comparisons: [Q4 '22 - **18 ranking**] [**Q1 '22 - 28 ranking**] This is a very positive trend for Saint John's most important search keyword.
2. Our Link building efforts showed solid growth in Q1:
 - 'BACKLINKS' increased 814 links over Q4 [pg.4]
 - Solid growth in Link Building and Domain Referrals. [pgs.5]
3. Almost 9.5% of new users to the website were retargeted back again two or more times. [pg.8]
4. Q1 had more than 2K new users than last quarter. [pg.12]
5. Almost 1/2 of all users came via search. This is the value of SEO. [pg.13]
6. In this report, we have included your 'users interest' as a new category. This may assist you when advertising locally in print or direct mail. [pg.14]
7. "Sweet Life" advertising started 3/28. In three days, 556 users visited the Sweet Life landing page at <https://www.saintjohnsmilw.org/live-a-sweet-life-at-saint-johns/> [pg.16]
8. **Local Maps:** Google is now listing Saint John's on page one, 15th listing for all ratings, and 9th listing for ratings 4.0+. When we started your SEO program, Saint John's ranked 27th in maps.

Thank you!

Creative Services' SEO Team

keyword ranking

Keyword	Google.com Milwaukee, WI Desktop Universal
✓ senior living milwaukee	15
✓ luxury retirement living milwaukee	2
✓ lakefront retirement living milwaukee	2
✓ luxury senior living milwaukee	2
✓ luxury retirement communities milwaukee	2
✓ luxury retirement homes milwaukee	2
✓ upscale senior living milwaukee	2
✓ lakefront senior living milwaukee	2
✓ retirement living lake apartment homes milwaukee	1
✓ senior living community on lake in milwaukee	1

strategic link building

Link Building Strategy:
To Boost saintjohnsmilw.org Authority on the Web

1 INCREASING LINKS

Maintain a consistent link building program to increase search engine visibility and strengthen your authority on the web.

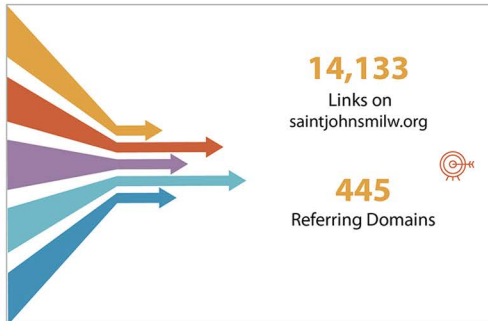
2 WEB 2.0 LINKS

Web 2.0 Links are supporting links that point to Authority* websites.

**Authority websites are trusted by users, industry experts, and search engines.*

3 AUTHORITY SITE LINKS

By building properties on high authority domains, we link and point them directly to your website.



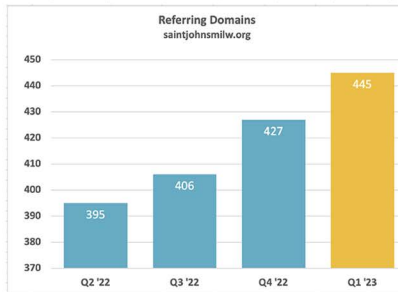
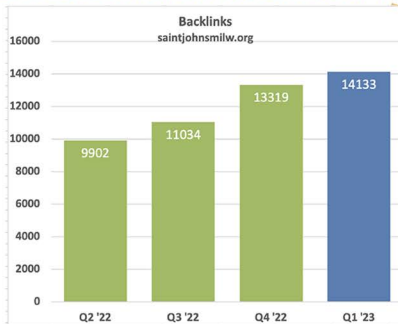
As of March 31 2023

strategic backlink building

STRATEGY: To Boost the Authority or Reputation of saintjohnsmilw.org on the Web

This strategy mimics the path of viral content, starting with your website at the top and boosting authority through the layers. Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another.

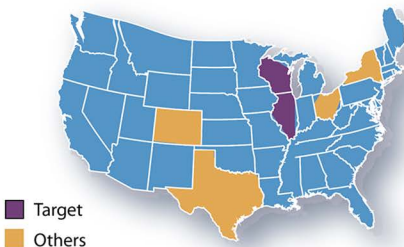
Backlinks to your website are a signal to search engines that others vouch for your content.



target stats

- Age: 55+
- Income Level: Upper 10%
- Targeting Visitors in: Wisconsin, Chicago (emphasis on Northern Suburbs)

Top Search Locations to saintjohnsmilw.org

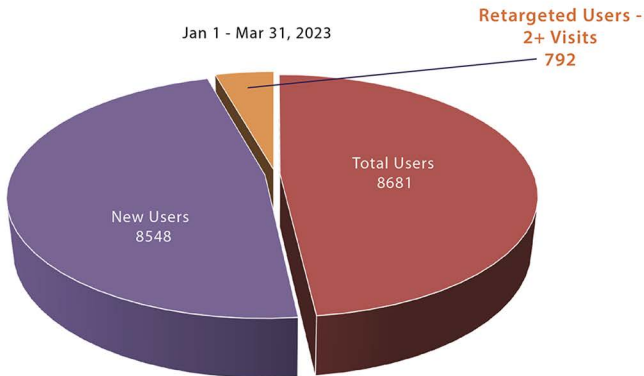


	Users
Milwaukee	1805
Chicago	1024
New York	282
Ashburn	118
Columbus	103
Wauwatosa	92
Denver	71
Grand Junction	67
Madison	67

location stats

City ▾		↓ Users	New users	Engaged sessions
		↓	↓	↓
		8,681	8,548	7,305
		100% of total	100% of total	100% of total
1	Milwaukee	1,805	1,673	2,050
2	(not set)	1,255	1,195	554
3	Chicago	1,024	903	841
4	New York	282	280	230
5	Ashburn	118	116	38
6	Columbus	103	102	6
7	Wauwatosa	92	90	106
8	Denver	71	65	52
9	Grand Junction	67	67	0
10	Madison	67	61	66

retargeting stats



The national click rate against all industries is 0.9%. Your click rate of retun is almost 10% or 10x higher.

Effectiveness of retargeted ads have a 70% higher conversion impact on visitors.

acquisition: inquiries

1/3

Scott	Jonas	scottjonas4421@gmail.com	(414) 935-8688	Myself/Spouse	March 31, 2023 at 9:07 am
Daralyn	Lopez	Daralyn1@yahoo.com	(516) 506-8374	Myself/Spouse	March 25, 2023 at 10:07 am
Bonnie	Spies	bonnieaspies@gmail.com		Myself/Spouse	March 22, 2023 at 3:52 pm
Kathleen	Whitcroft	kwhit50@aol.com	(239) 398-7363	Myself/Spouse	March 21, 2023 at 3:18 pm
Dorette	Hall	halldorette@gmail.com	(206) 309-9476	Parent(s)	March 20, 2023 at 9:00 am
Michelle	Jordan	mssincere8@gmail.com		Parent(s)	March 7, 2023 at 2:15 pm
Linda	Honold	lindahonold2@gmail.com	(414) 702-3772	Myself/Spouse	February 25, 2023 at 6:25 pm
Patty	Neuswanger	pattyneu@sbcglobal.net	(630) 550-0125	Parent(s)	February 21, 2023 at 7:51 pm
Krista	Wozniak	Krista@wozniak.org	(917) 375-4547	Parent(s)	February 19, 2023 at 11:48 am
Christine	Raz	christinenraz@gmail.com	(414) 617-1124	Myself/Spouse	February 15, 2023 at 12:08 pm

acquisition: inquiries

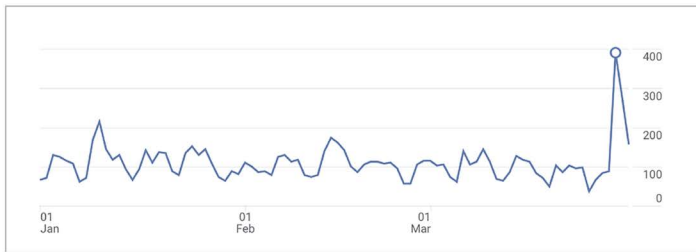
2/3

Gary	Brunk	glbrunk@gmail.com	(414) 241-9210	Myself/Spouse	February 13, 2023 at 10:38 am
Thomas	Allison	allison@ask-attorneys.com	(312) 953-1882	Myself/Spouse	February 11, 2023 at 12:59 pm
James	McCarthy	mccarthy@sonalysts.com	(860) 235-1226	Parent(s)	January 31, 2023 at 12:05 pm
john	gray	jbgrayiii@mac.com	(414) 228-0259	Myself/Spouse	January 31, 2023 at 10:53 am
Donald	Simon	Drs479@gmail.com	(262) 685-8719	Myself/Spouse	January 30, 2023 at 5:23 am
Melissa	Alexander	melalex2524@gmail.com	(817) 938-4694	Parent(s)	January 27, 2023 at 9:15 am
Edward	Kazemek	edkazemek@gmail.com	(773) 414-4917	Myself/Spouse	January 26, 2023 at 2:31 pm
Nick	Topitzes	nick@topitzes.com	(608) 217-1021	Myself/Spouse	January 23, 2023 at 10:46 am
Diane	Kretsch	dianek3921@gmail.com	(414) 510-9918	Parent(s)	January 19, 2023 at 9:08 am
Cindy	Matz	cmatz5563@gmail.com	(414) 659-9006	Friend	January 16, 2023 at 3:12 pm

acquisition: inquiries

3/3

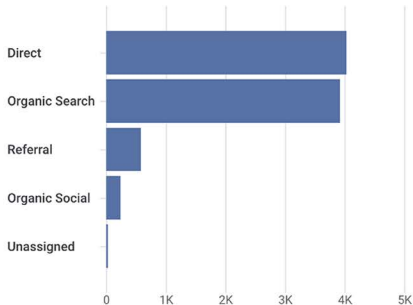
Christina	Navarro	christinadnavarro@gmail.com		Parent(s)	January 16, 2023 at 2:28 am
Mary	Read	mread9@gmail.com	(414) 731-1771	Myself/Spouse	January 7, 2023 at 2:03 pm
JACOB	MIOTA	jakemiota@gmail.com	(414) 731-9703	Parent(s)	January 5, 2023 at 9:11 am



8,681 TOTAL USERS IN Q1

	ALL USERS	NEW USERS	ENGAGED SESSIONS	SESSIONS PER USER	AVG TIME PER SESSION
Q1 '23	8,681	8,548	7,305	.84	1 min 51 sec
Q4 '22 <i>Comparison</i>	6,462	6,380	8,672	1.34	2 min 08 sec

Users by Session default channel group



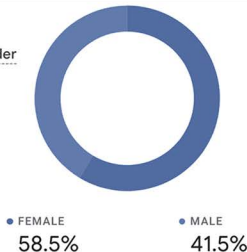
↓ Users

8,681

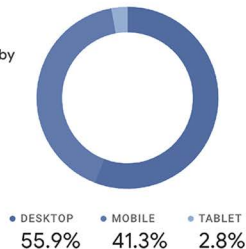
100% of total

1	Direct	4,026
2	Organic Search	3,923
3	Referral	579
4	Organic Social	245
5	Unassigned	28

Users ▾ by Gender



Users ▾ by Device



Users by Interests

1 Food & Dining/Cooking Enthusiasts/30 Minute Chefs

2 News & Politics/Avid News Readers

3 Banking & Finance/Avid Investors

4 Shoppers/Value Shoppers

5 Media & Entertainment/Book Lovers

6 Media & Entertainment/Movie Lovers

7 Travel/Travel Buffs

8 Sports & Fitness/Health & Fitness Buffs

9 Shoppers/Bargain Hunters

10 Lifestyles & Hobbies/Business Professionals

top 10 landing pages

A Landing Page is the first page a visitor lands on when they visit your website usually from other online sources such as advertising or partner links.

'Sweet Life' campaign started: 3/28

	Landing page	+	Sessions	Users
			11,937 of total	8,681 100% of total
1			6,065	4,820
2	/job-listings		903	756
3	/community- impact/2023- symposium-on-aging		673	502
4	(not set)		627	458
5	/job-listings/submit- application		570	505
6	/live-a-sweet-life-at- saint-johns		567	556
7	/living-options		192	180
8	/event-rsvp		176	156
9	/life-at-saint- johns/cultural-life		155	139
10	/about		154	150

top 25 pages explored

		↓ Views -----	Users -----
1	Enriched Retirement Living Saint John's On The Lake	7,830	4,999
2	Careers Saint John's On The Lake	2,507	1,662
3	Apartment Homes Saint John's On The Lake	1,777	1,022
4	Symposium On Aging In Darkness and in Light March 9-10, 2023 Saint John's On The Lake	1,473	744
5	Living Options Saint John's On The Lake	1,249	870
6	Submit Application Saint John's On The Lake	1,183	848
7	Independent Living Saint John's On The Lake	763	472
8	Saint John's 2023 Symposium On Aging IN DARKNESS AND IN LIGHT Saint John's On The Lake	758	269
9	About Us Saint John's On The Lake	738	564
10	North Tower / Floor Plans Saint John's On The Lake	737	585
11	Symposium Schedule of Events Saint John's On The Lake	723	409
12	South Tower / Floor Plans Saint John's On The Lake	650	482

top 25 pages, cont...

		↓ Views	Users
13	Contact Us Saint John's On The Lake	627	483
14	Live a Sweet Life at Saint John's On The Lake Saint John's On The Lake	599	552
15	Saint John's On The Lake	594	257
16	Life at Saint John's Saint John's On The Lake	537	408
17	Central Tower / Floor Plans Saint John's On The Lake	501	372
18	Discover Saint John's Saint John's On The Lake	478	337
19	Our Leadership Saint John's On The Lake	474	372
20	Amenities Saint John's On The Lake	450	352
21	Assisted Living Saint John's On The Lake	438	272
22	Cultural Life Saint John's On The Lake	365	275
23	Life Care Saint John's On The Lake	318	240
24	360 Virtual Tour Saint John's On The Lake	314	245
25	Skilled Care Saint John's On The Lake	310	225



CHAI POINT



NEWCASTLE PLACE



ST CAMILLUS



EASTCASTLE PLACE



THE MATHER



ST. RITA SQUARE

Domain / URL	Position	Top Keyword	Searches
▼ saintjohnsmilw.org 1	15 ↑ 3	senior living milwaukee	390
▼ eastcastleplace.com/ 2	3	senior living milwaukee	390
▼ ovation.org/communities/ovation-chai-point/ 2	2 ↓ 1	senior living milwaukee	390
▼ stcam.com/ 1	46 ↓ 4	independent living on lake in milwaukee	—
thematherevanston.com/	—	—	—
newcastleplacelcs.com/	—	—	—
capricommunities.com/locations/st-rita-square/	—	—	—



SEO PROGRAM: Organic L1

| saintjohnsmilw.org

Thank you for choosing our SEO Team
to manage your SEO program in 2023.

We sincerely appreciate your business!

creative
services