SEO case study

Senior Living Community SEO: 88% more Google clicks for a California senior living community

SEO, content and website | Senior living | California, USA

A senior living community with several locations in California needed more families to find it on Google. Offshore Marketers runs its SEO, content and website work. In five months monthly clicks rose 88% and the site climbed nine places in average position, with a peak of 1,677 clicks in August.

+88%	22.5 to 13.5	1,677
Monthly Google clicks	Average position	Clicks in the best month

Industry	Market	Service
Senior living	California, USA	SEO, content and website

The goal

Help families searching for senior living find the community first.

- Grow monthly clicks from Google
- Move the care and lifestyle pages up the results
- Keep the site fresh with new content

What we did

We paired a steady content plan with better pages.

1. **Content plan**
   Keyword research and a monthly content strategy, with new blogs every month.

2 **Better pages**
Redesigned the Assisted Living, Cognitive Wellness and Adventure Club pages.

3 **Fresh content**
Added 56 community events and a new news page.

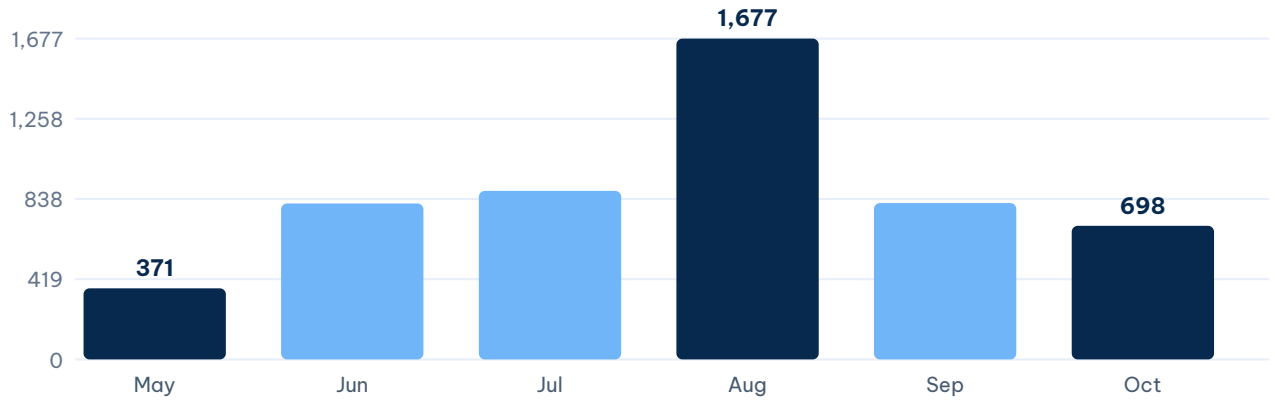
4 **Mobile and links**
Made key pages mobile and tablet friendly, and built links each month.

The results

From May to October 2026, monthly clicks rose 88% and average position improved by nine places.

Month	Google clicks	Average position
May 2026	371	22.5
June 2026	815	21.0
August 2026	1,677	20.7
September 2026	817	14.6
October 2026	698	13.5

Monthly Google clicks



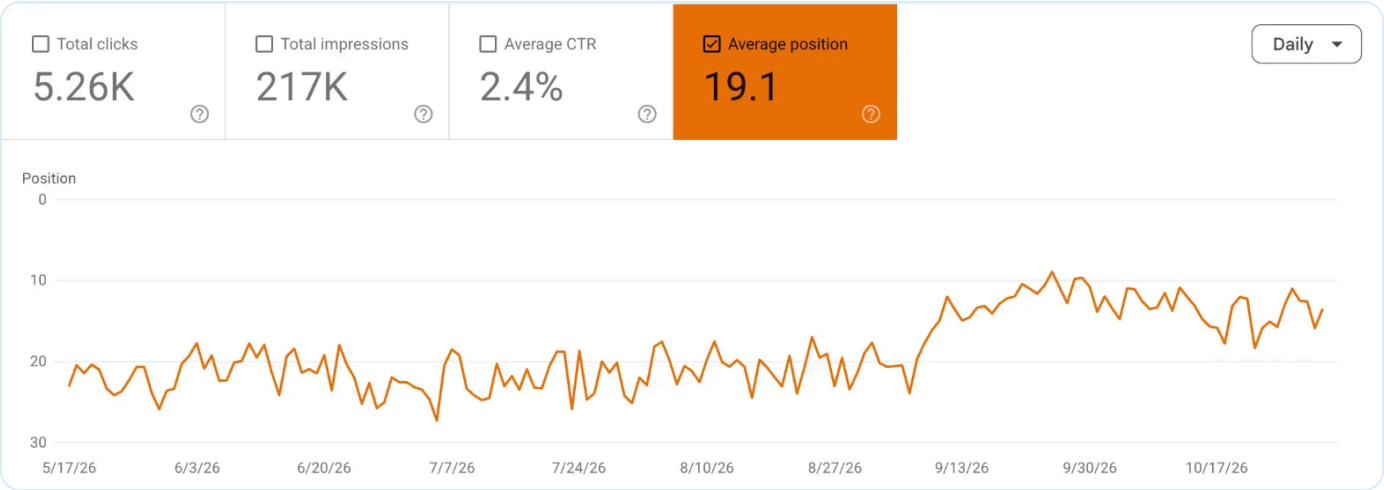
Source: Google Search Console, May to October 2026. Client name withheld.

What it adds up to

Clicks more than doubled in the first month and stayed well above the starting point.

The proof

Screenshots from the live accounts and tools behind this case study.



Google Search Console: average position by day, May to October 2026 (lower is better). Client name withheld.

Want results like this?

Book a free call. We will look at your website, your accounts and your goals, and tell you what we would do first.

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About this report

All figures come from Google Search Console for the client's website, May to October 2026. The client came to us through a partner agency, so its name is withheld.