



Website Wellness Tips from

BOOST SEO, IMPROVE ACCESSIBILITY, AND INCREASE CONVERSION RATE

If you are marketing to seniors, your website should be easy to find and navigate. Here are some quick tips for how to improve your website to rank higher in Google searches, make it more accessible, and turn visitors into clients!

SEARCH ENGINE OPTIMIZATION (SEO)

- ✔ **LIST YOUR SERVICE AREA** - Be clear about which communities you serve. Include this information both in the copy on your page and in meta descriptions so you show up in searches for your specific market.
- ✔ **MAKE SURE YOU'VE CLAIMED YOUR BUSINESS ON GOOGLE** - Setting up a Google Business profile is one of the best things you can do to boost your SEO and make it easier for clients to find you online.
- ✔ **BACKLINKING** - The more strong links you have on your website, the better your SEO! We suggest starting with a backlink to HomeTransitionPros.com using our logo in the footer of your website (see example [HERE](#)). You can do the same with other organizations you belong to like NASMM and NAPO, press articles featuring your business, and your social channels like Facebook and Instagram.

ACCESSIBILITY

- ✔ **MAKE IT EASY TO READ** - Your font should be fairly basic, and have high contrast with your background so people with visual impairments can read it. Be sure to set "alt text" descriptions for your photos so people that use screen-readers can benefit from your page, too.
- ✔ **KEEP IT SHORT & SWEET** - Keep your text short, highlighting the key points so people are more likely to actually read the content, rather than just skim. Using simple language (around a middle school reading level) helps to make your content more accessible to those with learning disabilities, as well as those who speak English as a second language.

- ✔ **CAPTION YOUR VIDEOS** - Make your website accessible to the hearing impaired community by captioning any videos or other audio on your site.

CONVERSION

- ✔ **INCLUDE A CALL TO ACTION** - Tell your visitors what you want them to do (and make it easy for them to do it!). “Call today to get started”, “Book your free consultation”, or “Click to start your downsizing journey” are all good examples of CTAs that you can use with a live button that redirects visitors where you want them to go (your phone number, a scheduling calendar, contact form, etc.)
- ✔ **MAKE IT EASY TO GET IN TOUCH** - Your contact information should be easy to find, and you should offer multiple ways to get in touch.
- ✔ **PUT A FACE TO THE NAME** - Gain client trust by helping to solidify the idea that you are a real person. Add a bio and a professional portrait to amp up the integrity.