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## Avoid These 6 Big Mistakes ... and Generate Leads from Your Assisted Living Blog



### Is Your Blog creating leads or wasting your time? 6 Mistakes to Avoid.

It's not always easy keeping up with your company blog. It takes time, oversight, and continuous attention. But we have blogs for a reason -- They can help with our organic search rankings, drive traffic and leads, and ultimately enable us to gain new customers. Just like you, I come across some great blog articles, some that just don't apply to me, and others that should never have been written in the first place! Some of my pet peeves are fluff pieces, ads that are thinly disguised as articles, and plain old bad writing.

Other mistakes are those made by bloggers who may just be unaware of certain elements that can knock their blog into the mud. Marketing mavens tell us that a blog is a "must-have" to generate leads from your assisted living blog. But really, it's only worthwhile if it has a positive impact on the company. This means doing a lot of things right and avoiding some very unfortunate blunders. So let's talk about six things you absolutely DON'T want to do, along with suggestions to your blog a profitable part of your assisted living internet marketing program.

#### **Mistake #1: Not integrating your business blog with your main website**

- **Why it's a mistake:** When your business blog is kept separate from your company's main website you lose out. How? One big negative is losing out on SEO benefits for your website. Each separate article that you post on your site is indexed by search engines and helps your website get found online. However, if your blog isn't integrated with your website you lose a great opportunity to boost your main website's search ranking. Inconsistent branding is also a potential problem if visitors get sent to a separate site that conflicts with your website's look and functionality.

- **How to avoid it:** My recommendation is that your website should live as a sub-domain of your company website (e.g. <http://blog.yourwebsite.com>). Another good alternative is to house your blog in a folder of your main website (e.g. <http://yourwebsite.com/blog>). In both of these scenarios, your website will benefit from the SEO your blog will generate.

### **Mistake #2: Neglecting to optimize for search engines**

- **Why it's a mistake:** Blogging is one of the key tools available to help you optimize your company's website for search. In fact, its traffic-building benefit is one of the main (if not THE main) reasons to create a blog! You seriously downgrade your blog's value if you fail to take advantage of its power to get your website found by prospects during an internet search.
- **How to avoid it:** The best way to ramp up your blog for search is through smart using of keywords, using tags, a meta description, and other SEO techniques. If this isn't your specialty, it's worth educating yourself or finding an outside expert to help out.

### **Mistake #3: Writing to nobody in particular**

- **Why it's a mistake:** Your audience is not monolithic. Someone who is just becoming aware of the need for senior housing has different concerns than someone who is already looking at specific senior living communities. If you try to reach every potential prospect with every article, you end up watering down your message with generic information that doesn't really resonate with anyone.
- **How to avoid it:** Remember that your audience is not monolithic and that one size does not fit all. This doesn't just apply to blogging, but to all your [internet lead generation strategies](#). Segment your prospects, select the one that fits your marketing strategy, and deliver a message that will ring true to that particular audience. For many assisted living businesses, [segmenting by sales funnel stages](#) is a good place to start targeting narrower groups. Here's an example of how it works: If your ideal reader is not yet sure that their parent has a cognitive impairment, an article about "warning signs" would be a good bet. However, the same article would be irrelevant to someone whose parent is in the early stages of dementia and is already looking for a facility with memory care.

### **Mistake #4: Paying too little attention to design**

- **Why it's a mistake:** You've heard the term "Content is King." But if your blog content is hard to read or has a low-quality look, it can negatively affect traffic, weaken your brand, or diminish the effort you've put into writing. On the flip side, good design can draw readers in, call attention to key elements of the content, and provide clear visual organization and readability.
- **How to avoid it:** Don't be overwhelmed by all the design possibilities. While there are many aspects of blog design, some are particularly valuable. These would be my top picks: A prominently placed graphic, strong formatting, a call-to-action (directing your reader to relevant marketing content or sales promotion), a mechanism for blog subscriptions, and social media sharing buttons.

## **Mistake #5: Publishing new articles irregularly or only once in a while**

- **Why it's a mistake:** Publishing a blog infrequently, say every other month, isn't enough to move the needle on your results. Publishing fresh content on a regular basis means taking a consistent, dedicated approach. It may not always be easy, but a study by HubSpot has shown a direct correlation between the frequency of blogging and increases in the website's traffic and leads generated.
- **How to avoid it:** Make a commitment by creating a blog calendar that specifies the publishing schedule, upcoming topics by date, and who's responsible for each article. This helps you and your team stay organized, provides a place to set down your ideas, and helps you focus on strategy. Even if you're a single-person department, a calendar keeps you organized and decreases stress over publishing deadlines!

## **Mistake #6: Focusing on promoting your senior community**

- **Why it's a mistake:** You want readers to know that your senior living community offers great amenities, activities, and other services. Maybe your community has won an award for its nursing care, recently renovated its apartments, or your staff helped out in a community event. That information may be great for a newsletter to your residents' families, but your blog is not about how wonderful you are (and I'm sure you ARE!). Being too salesy simply turns readers off.
- **How to avoid it :** Rather than being product- or company-centric, your blog should always be attuned to what will help your prospects, leads, or customers. Understand your customers' pain points and develop a publishing schedule of educational, senior-oriented



blogging ideas. Then execute your articles with high-quality content that is timely, valuable, and relevant. Provide an insight about senior living options, a thought-provoking topic about elder care, or an article by a credible guest blogger.

## **You have two main objectives as a blogger.**

The first is to share your expertise in ways that provides value to your audience. Take the time to [generate great assisted living blog ideas](#) that fit both your marketing strategy and your target audience segment. The second is to use blogging techniques that drive traffic and generate leads on your website. We all make

mistakes, especially those who are new to blogging. When that happens, pick yourself up, brush yourself off, and take the time to learn how to avoid that mistake in the future.