

# Website rebuild increases conversion rate 20%

Developing a new online presence for more organic traffic



## User testing and analytics reveal opportunity for improvement

A senior living community wanted to better represent their community online and needed a new website to drive quality leads. After completing user testing and analytics, Attane recommended a strategic rebuild for the website, including a new intuitive interface and interactive content.

## Optimizations drive website leads

Attane redesigned the website with a mobile-first approach, deployed new calculators and videos, and incorporated search engine optimization strategy throughout the build to increase performance.

### The results are dramatic:

- 20% increase in website conversion rate
- 40% increase in organic search
- 200% increase in organic website leads

## WHY ATTANE?

Backed by decades of momentum in data science and marketing innovation, Attane delivers integrated solutions that drive sales success. To learn more about modern marketing technology and strategy built for senior living, healthcare and financial services industries, visit [attaneresults.com](https://attaneresults.com) 8880 WARD PARKWAY, SUITE 400 | KANSAS CITY, MO 64114 | 913-491-0600