

SITE AND AI-SEARCH REVIEW

LifeSpire of Virginia

Modernization of websites and deep analytics, both rich in content.

Prepared for Tracey Jennings, Chief Operations Officer

September 2026

BI Consulting Services, Nichole McKinney, Principal Consultant

OVERALL SCORE

A 75 out of 100, and what that means

75

out of 100

Strong footprint, one broken door

1

The best organic footprint in this campaign. SEO basics score 17 of 20 and 9,334 monthly organic visits arrive without paid support.

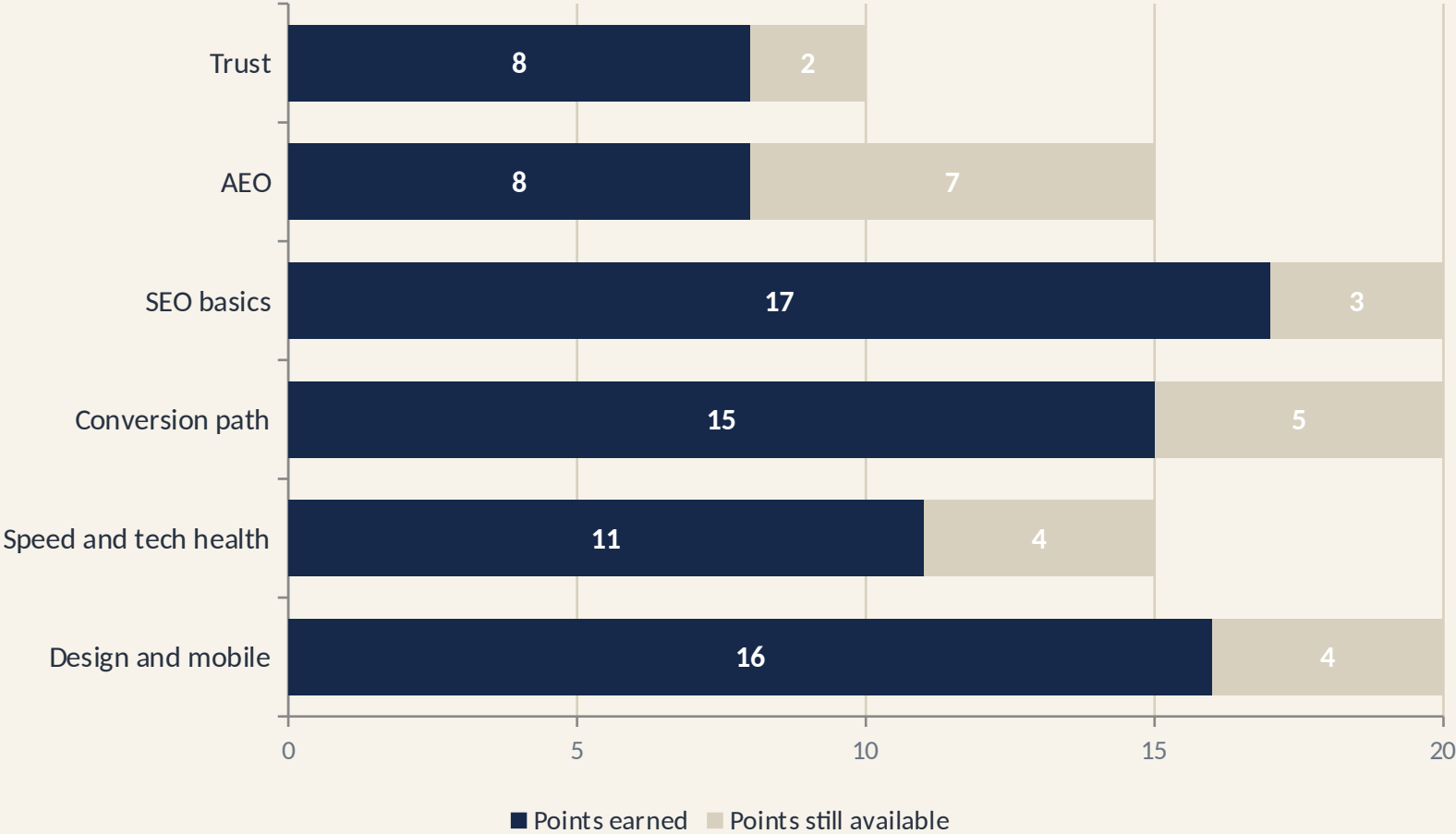
2

One care level lands on an error page. A live, ranking entry point for assisted living returns a 404. That is the single highest-value fix on the site.

3

Nothing is structured for AI answers. AEO scores 8 of 15. Five Life Plan Communities plus AgeSmart, and not one page is shaped to be quoted directly.

Where the points are won and lost



Biggest opportunity

AEO at 8 of 15. No FAQ structured data on any page.

Second priority

Conversion path at 15 of 20. One funnel serves six programs.

Already strong

SEO basics at 17 of 20. The strongest organic base in this campaign.

Subscore maximums: design and mobile 20, speed 15, conversion 20, SEO 20, AEO 15, trust 10.

What the search data shows today

3,846

ORGANIC KEYWORDS

The strongest footprint of any community we reviewed.

9,334

MONTHLY ORGANIC VISITS

Real traffic arriving with no paid support.

0

PAID KEYWORDS

Six programs share one undefended funnel.

0

FAQ-SCHEMA KEYWORDS

Nothing structured for direct answers.

1,030

AI OVERVIEW KEYWORDS

Queries where an AI answer already appears.

3,487

PEOPLE-ALSO-ASK KEYWORDS

Questions families are asking right now.

The assisted living page returns a 404 while it is still ranking

1

WHAT WE SEE

Verified 22 September 2026. A live, ranking entry point for one of the five care levels lands on an error page. Families searching for assisted living reach a dead end, and the ranking signal decays a little more each week it stays broken.

CHECK IT YOURSELF

- Open lifespireliving.org/assisted-living in a private window and watch it error.
- Search assisted living with the LifeSpire name and note the result still listed.
- Audit every ranking URL for the same fault. It is rarely the only one.

404

on a live, ranking care level page

THE FIX

Restore or redirect the page this week, then sweep every ranking URL for the same fault before anything else ships.

3,487 questions asked, and no structured answers offered

2

WHAT WE SEE

Semrush records 3,487 People-Also-Ask keywords and 1,030 AI Overview keywords, and 0 keywords carrying FAQ schema. That is the strongest organic footprint of any community in this campaign, with none of the structured data that gets a Life Plan Community quoted directly by an AI assistant.

CHECK IT YOURSELF

- View source on any community page and search for FAQPage. There is no match.
- Ask an AI assistant about Life Plan Communities in Virginia and read which operator it quotes.
- Semrush, 22 September 2026: 0 keywords with FAQ schema.

1,030

AI Overview keywords with no schema behind them

THE FIX

Add FAQPage JSON-LD and answer-shaped copy to the five community pages and to each of the five care levels.

Six programs, one corporate funnel, and no paid defense

WHAT WE SEE

The Glebe, The Culpeper, The Summit, Lakewood, The Chesapeake and AgeSmart all share one corporate domain and one inquiry path. 9,334 monthly visits is real traffic, but no community can see its own funnel and none of it is defended on paid search.

CHECK IT YOURSELF

- Submit a contact form and ask which community the inquiry is attributed to.
- Search each community by name and note which paid results sit above it.
- Semrush, 22 September 2026: 9,334 monthly organic visits, 0 paid keywords.

0

paid keywords defending six programs

THE FIX

Measure tour requests separately per community, then pilot paid search on the two with the softest inquiry flow.

A 90-day sequence, in three phases

1

DAYS 1 TO 30

Fix and structure

- Fix the assisted living 404 and audit every ranking URL
- FAQ schema on the five community pages
- Baseline the AI Overview footprint

2

DAYS 31 TO 60

Depth per community

- Answer-shaped content per community and per care level
- Conversion paths rebuilt for each program
- Tour requests measured separately by community

3

DAYS 61 TO 90

Portfolio view

- A portfolio occupancy and inquiry board across all five plus AgeSmart
- Paid search pilot on the two softest communities
- Reporting handed to your team

WHO WE ARE

BI Consulting Services

Modernization of websites and deep analytics, both rich in content. We rebuild senior living websites so families and AI assistants can both find the answer, and we build the reporting behind them. Web work is delivered with our web agency Evolve.

Sunnyside Communities and Goodwin Living here in Virginia are close partners of ours, and we do a lot of their reporting, analytics, AI integration, and other support.

SEE IT LIVE

Scorecard

https://lifespire.customapplicationdevelopment.online/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26

Sample site

https://lifespire.customapplicationdevelopment.online/site/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26

Operating dashboard

https://lifespire-dashboard.customapplicationdevelopment.online/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26



Nichole McKinney

Principal Consultant

BI Consulting Services

704-997-3533

nichole.mck@powerbiconsultingservices.com

powerbiconsultingservices.com