

SITE AND AI-SEARCH REVIEW

Williamsburg Landing

Site and AI-search review

Prepared for John

October 2026

BI Consulting Services



THE HEADLINE

76 out of 100

76

OUT OF 100

Illustrative review based on public pages and Semrush data, 1
October 2026

What the number means

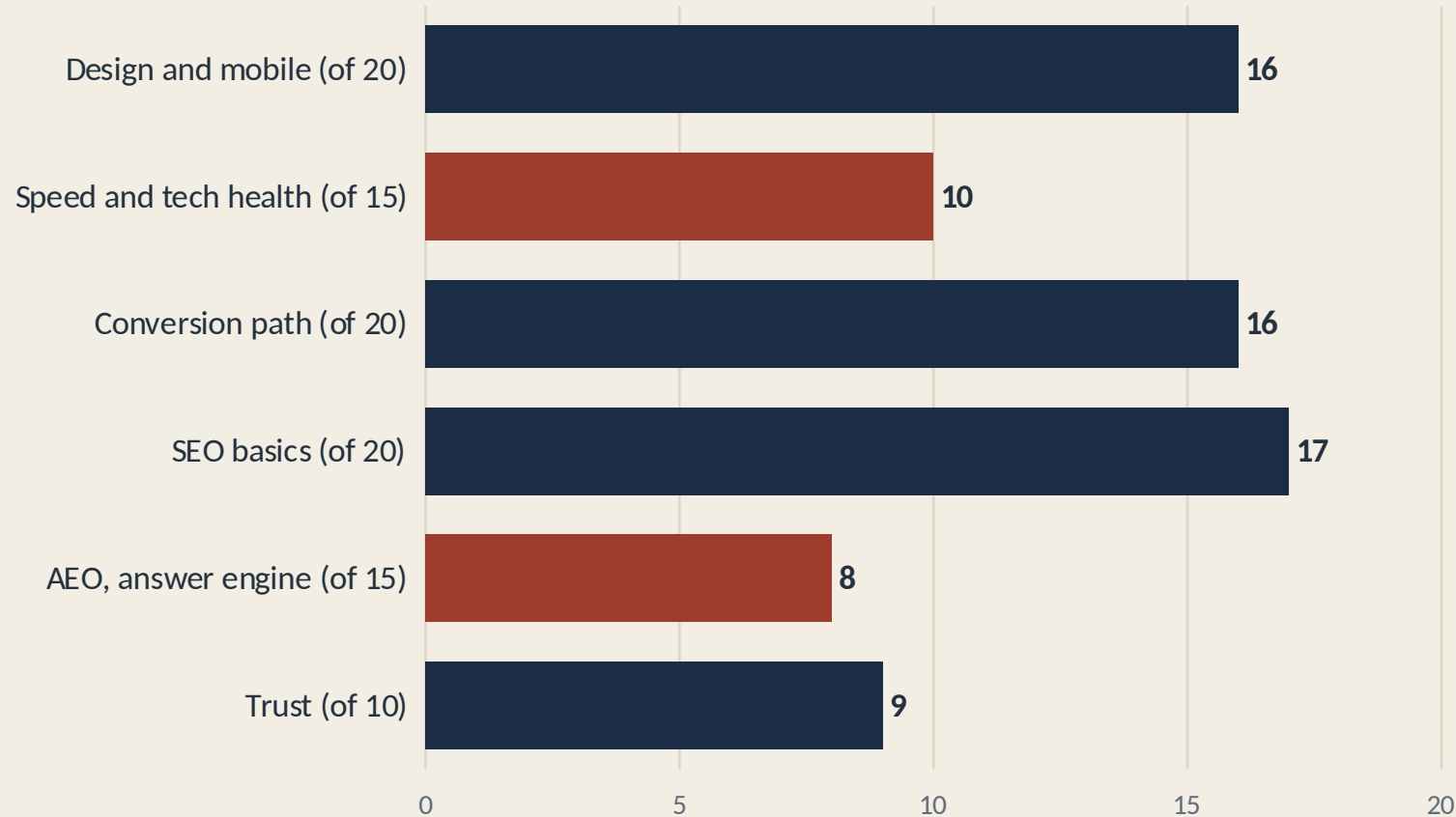
76 is a solid, well above average score for a Life Plan Community site: six weighted subscores covering design and mobile, speed and tech health, conversion path, SEO basics, answer engine readiness, and trust.



The content is already strong. The gap is machine readability: how easily a crawler or an AI assistant can read what you have written.

The six subscores

Points earned against points available. The six add to 76.



Where the points go

- Strongest: SEO basics at 17 of 20 and trust at 9 of 10.
- Weakest: answer engine readiness at 8 of 15.
- Speed and tech health, 10 of 15, is held back by how images are delivered.
- Design and mobile, and conversion path, each sit at 16 of 20.

What Semrush sees

williamsburglanding.org, the real site. The .com redirects to it.

1,632

Organic keywords

5,278

Monthly organic traffic

1,471

People Also Ask appearances

491

AI Overview appearances

0

FAQ-markup keywords

546

Local pack appearances

4

Paid keywords

*The question volume is already there.
The markup that answers it is not.*

Source: Semrush, US database, 1 October 2026.

1

The questions are being asked, the answers are not marked up

Demand is question shaped. The pages are not. Your writers have already answered most of what families type into a search box, but nothing on the page tells a search engine or an AI assistant that these are questions and answers.

SO WHAT

The answers exist. They are just not labeled in a way a machine can lift.

EVIDENCE

- 1,471 People Also Ask appearances
- 491 AI Overview appearances
- Zero FAQ structured data anywhere on the site

2

Key pages ship photography as lazy-loaded SVG placeholders

On the homepage and the independent living page, the initial HTML carries base64 SVG placeholders instead of the real image URLs. A crawler or an AI assistant reading the page sees placeholders rather than the campus.

SO WHAT

Your best photography is invisible to the readers who never run the page scripts.

EVIDENCE

- Homepage: base64 SVG placeholders in the initial HTML
- Independent living page: same pattern
- Interior pages (assisted living) do serve the real files

3

The local and organic engine is carrying the load

Almost everything arriving at the site arrives through local and organic search rather than paid. That is a strong position, and it is worth knowing exactly which pages earn it.

SO WHAT

Today nothing on the site reports that back to you.

EVIDENCE

- 546 local pack appearances
- 1,632 organic keywords
- 4 paid keywords

A 90-day sequence

Three phases, in order. Each one stands on its own.



DAYS 1 TO 30

Mark up the answers you already have

FAQPage structured data on the pages that already answer questions: assisted living, independent living, health services, costs. Map the top People Also Ask themes to the answers already written.



DAYS 31 TO 60

Serve the real images in the initial HTML

Serve real image URLs in the initial HTML on the homepage and independent living, keeping lazy loading. Add descriptive alt text.



DAYS 61 TO 90

Report what local and organic earn

One page-level report that ties local pack and organic entry pages to tour requests, so the marketing spend conversation has numbers.

BUILT FOR YOU, ALREADY LIVE

Sample site: https://williamsburg-landing.customapplicationdevelopment.online/site/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26

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

Full scorecard: https://williamsburg-landing.customapplicationdevelopment.online/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26

WHO WE ARE

BI Consulting Services

Reporting, analytics and AI integration for senior living organizations in Virginia and the Carolinas.

OUR VIRGINIA PARTNERS

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.



Goodwin Living sharing their experience in a short video:
<https://youtu.be/65cPvnU7o1U>

Nichole McKinney

Principal Consultant
BI Consulting Services

704-997-3533

Book a time:

<https://calendly.com/nichole-mck-bics/assisted-living-analytics-support>