

The Village at Woods Edge

Franklin, Virginia | villageatwoodsedge.com

Prepared for Billie Turner, Executive Director

A not-for-profit community that has been enriching the lives of seniors for over 35 years, with four levels of living on one campus. This review reads the public site the way a daughter in Suffolk and an AI assistant both read it, and scores what each of them finds.

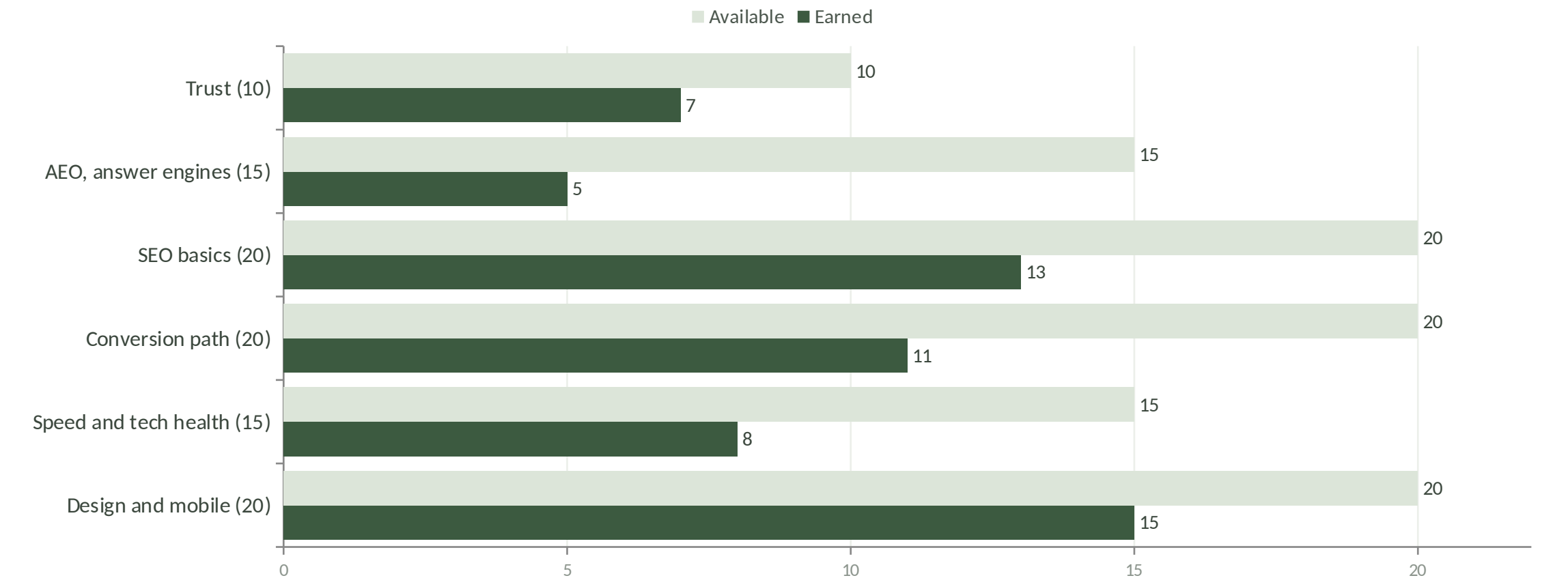
59

OUT OF 100

Strong brand and real photography. The gap is machine readability: the site tells people a great deal and tells software almost nothing.

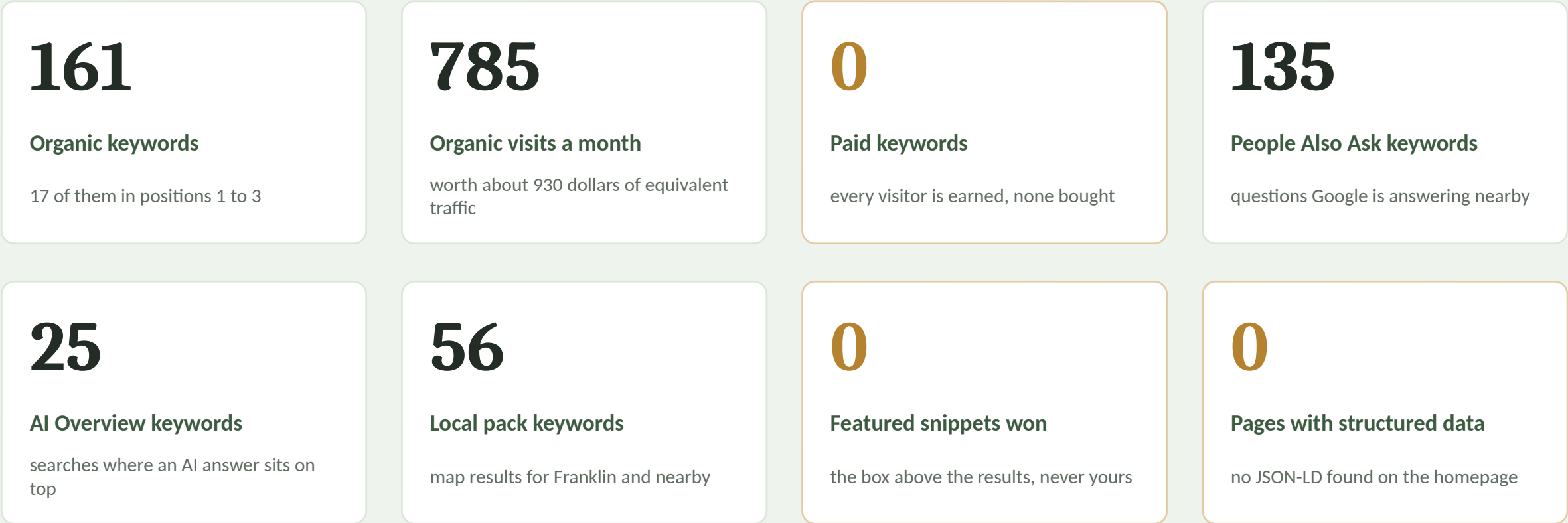
Where the 59 points come from

Each bar is the score earned against the points available. Nothing here is a guess: every deduction traces to a page we read on 5 October 2026 or to a Semrush figure on the next slide.



What search already sees, and what it does not

Semrush, United States database, villageatwoodsedge.com, pulled 5 October 2026.



The four zeroes are the opportunity. 135 People Also Ask keywords and 25 AI Overview keywords say the questions are being asked around you. Zero featured snippets and zero structured data say nothing on the site is formatted for a machine to quote.

Your own name does not lead to your homepage

EVIDENCE

Search term	"village at woods edge franklin va", 210 searches a month
What ranks first	villageatwoodsedge.com/event/holiday-bazaar, a past event page
Second term	"village at woods edge franklin", 170 searches a month
What ranks	a 2021 blog post, /post/spiritual-wellness-with-jane-riddick-fries

Read on [villageatwoodsedge.com](#), 5 October 2026.



Why it matters

Someone who already knows your name, which is the warmest traffic there is, lands on an old event or an old post instead of the page built to introduce the community and book a tour. Event and blog pages are outranking the homepage for the brand itself.



What we would do

Point event and post pages at the homepage with internal links and a canonical strategy, retire or redirect expired event pages, and give the homepage a clear Organization markup block so Google knows which page is the community.

Thirty answers on the page, none of them machine readable

EVIDENCE

On the homepage	about 30 question and answer pairs rendered as plain text
On the AL page	about 30 more, including cost, care levels and eligibility
Structured data	no JSON-LD of any type found on the homepage
Result in Semrush	0 featured snippets against 135 People Also Ask keywords

Read on villageatwoodsedge.com, 5 October 2026.



Why it matters

The work of answering families has already been done and written. Because none of it is marked up as FAQPage or LocalBusiness, Google and the AI assistants cannot lift it, so the answers sit on the page while competitors get quoted.



What we would do

Add FAQPage markup to the questions that already exist, LocalBusiness markup with the North High Street address and the four phone numbers, and an Organization block naming the not-for-profit status. This is a formatting change, not new writing.

The two biggest buttons on the homepage go nowhere

EVIDENCE

Hero button	“Schedule a Tour” links to villageatwoodsedge.com/#
Quiz link	“Find Your Floor Plan” links to villageatwoodsedge.com/#
Also	several arrow buttons in the dining, town and wellness tiles resolve to /#
Tour form	one footer form on every page, routed by a single dropdown

Read on [villageatwoodsedge.com](#), 5 October 2026.



Why it matters

A visitor who has decided to act clicks the most prominent button on the page and the page does not move. That is the single most expensive defect on any senior living site, because it fails the warmest visitor at the exact moment of intent.



What we would do

Repoint every call to action at the contact page or an on-page tour form, build the Find Your Floor Plan quiz as a real two-question path into the seventeen published plans, and route form submissions by level of living so the right person calls back the same day.

A ninety day sequence, cheapest and highest value first

Nothing in the first thirty days requires a redesign or a new photo shoot. The order matters more than the speed.

1

Days 0 to 30

Stop the leaks

- Repoint every call to action that currently resolves to /#, starting with the hero Schedule a Tour button
- Add FAQPage, LocalBusiness and Organization markup using the answers already written on the site
- Retire or redirect expired event pages so the homepage wins its own brand name
- Replace the September enrichment calendar link on the Assisted Living page

Expected: the homepage ranks first for your own name, and the warmest click on the site starts working again.

2

Days 31 to 60

Faster and clearer

- Compress the oversized hero images, several of which ship as full size PNG at 2x
- Remove the duplicated homepage sections so the page is rendered once, not twice
- Build Find Your Floor Plan as a real path into the seventeen published plans
- Route tour form submissions by level of living with a 48 hour follow-up rule

Expected: a measurably faster homepage on a phone, and tour inquiries that arrive sorted.

3

Days 61 to 90

Win the answer box

- Build a Franklin, Virginia page that answers the local questions families actually ask
- Write and mark up answers aimed at the 135 People Also Ask keywords
- Stand up the operating board so occupancy, tours and move-ins are one page
- Set a monthly review of what changed and what it moved

Expected: first featured snippets, and a leadership meeting that opens with a number rather than a search for one.

What we built for you to look at

Three things, all live now, all built from your own copy, your own photography and public Semrush data. Nothing was taken from your systems.

01

The scorecard

The full 59 of 100 with every deduction, the evidence behind each finding, and the ninety day sequence written out.

[Scorecard page →](#)

02

A sample rebrand of your homepage

Your words and your photographs, rebuilt as a modern single page with working calls to action and the FAQ markup this deck recommends.

[Sample homepage →](#)

03

The Rhythm of The Village operating board

A single campus board: occupancy, move-ins, floor plan demand, a plan view of your grounds, and a panel on whether residents are eating together.

[Operating board →](#)

Twenty minutes, your questions, no slides: calendly.com/nichole-mck-bics/assisted-living-analytics-support

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WHO WE ARE

BI Consulting Services

Modernization of websites and deep analytics, for senior living operators in Virginia and beyond.

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.



Reporting One board instead of four spreadsheets, built on what you already own.



Analytics Occupancy, tours, move-ins and resident life, in one place and reconciled.



AI integration Answers that run on your own server, nothing leaves your network.



Websites Modernization that keeps your voice and your photographs.

Prepared for Billie Turner, Executive Director, The Village at Woods Edge | October 2026

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