

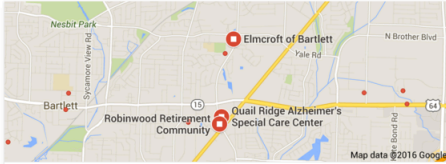
About 88,600 results (0.59 seconds)

Independent Senior Living - CapitalSenior.com
www.capitalseior.com/OaksAndGardens
Personal Senior Care & Independent Living with Professional Services.
Dining Amenities
Community Life Services

Senior Living Apartments - good-sam.com
www.good-sam.com/Senior-Apartments (888) 906-6447
Affordable Senior Living & Trusted Care. Beautiful Apartments & More.

Senior Living - roseniorliving.com
www.roseniorliving.com/
Quality Senior Care Home in Clinton Township for Your Loved Ones

Independent Senior Housing - holidaytouch.com
www.holidaytouch.com/The_Carlyle (866) 963-5443
All-Inclusive Retirement Living. Private & Affordable Rental Apts.
Around The Clock Staff · Safe & Secure Living · Short-Term Leases
Activities & Events · Independent Senior Living · Find A Holiday Community



Elmcroft of Bartlett 2 reviews · Assisted Living Facility 3345 Kirby Whitten Rd · (901) 383-6901 Open 24 hours		
Robinwood Retirement Community No reviews · Retirement Community 2795 Kirby Whitten Rd · (901) 612-2712 Open 24 hours		
Quail Ridge Alzheimer's Special Care Center No reviews · Assisted Living Facility 2820 Kirby Whitten Rd · (901) 440-2585		

senior living - Bartlett, TN - Robinwood Retirement Comm.
rlcommunities.com/locations/robinwood/

SEO mark-up

The inbound marketing efforts in red include SEO best practices I incorporated in RLCommunities.com, none of which were used prior to my updates.

The end of the document includes Facebook screen shots to illustrate ideas I brought to their social media efforts.

Meta tag optimization

After researching industry sources and Google trends, I determined senior living is a popular search term for people looking for retirement communities. With my changes, RLC communities placed highly in organic Google results (page 1, 4th entry) for their respective locations, such as this one in Bartlett, TN. My efforts improved WordPress SEO rankings from non-existent to "good" throughout rlcommunities.com.



Home Amenities Locations Freedom Dining FAQs Activities Our Culture Contact Us

Robinwood

Worry-Free, Resort-Style Senior Living



Our year-round activities calendar has something for everyone – music, dancing, outings – all designed to give our residents options for enjoying their leisure time.

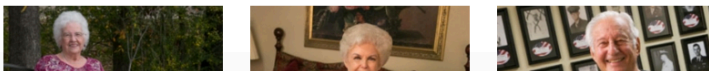
Call Today

Luxurious independent senior living awaits you at Robinwood. Call: 901-300-7832

Headline, alt tag, file name and call out optimization

Arrows indicate places where short & long-tail keywords words are incorporated into headlines and call outs. I also established SEO-enhanced naming conventions for all images and PDFs added to the site and added alt-tags for better SEO results.

2015 Best of Bartlett Senior Living



Emily and Linus
Robinwood Residents

"I appreciate the freedom to have a pet in my apartment with no extra fee. The grounds are safe and lovely for walking a dog."

Doris
Robinwood Resident

"Robinwood is a wonderful mix of people. I like having my managers as neighbors."

Joel
Robinwood Resident

"What's not to like? No more utility bills, all of my meals are included, plus I have the freedom to come and go as I please."



Robinwood – 2013
SeniorAdvisor.com Excellence Award
as rated by families

Luxury Senior Living with a Southern Flair

Robinwood residents *Can't Help Falling in Love* with our luxurious, all-inclusive, resort-style senior living. Surrounded by expansive green space and ample walkways, Robinwood is located in the charming city of Bartlett, Tennessee. We're a quick 20-minute drive from the birthplace of Rock-n-Roll – Memphis!

Robinwood's amenity-filled community is exclusively for adults 55 and over. Our live-in managers, chefs, housekeepers, and lifestyle director provide all the comforts and conveniences of modern day living without the hassle of upkeep. For everyone's safety, Robinwood is equipped with a 24/7 medical alert system. Our one fee, no hidden costs policy allows residents to relax into the retirement of their dreams.

Robinwood's "village mentality" ensures everyone takes care of everyone. Joining us from varied backgrounds and professions, the residents are a vibrant, caring, and social group. Several have lived in the area their whole lives and consider Robinwood the perfect location to comfortably retire.

Memphis has become a popular retirement destination due to the recent influx of younger generations. As such, our community atmosphere extends beyond residents themselves to gladly welcome our constant flow of visitors. Our senior living community is located close to popular shopping centers, restaurants, and entertainment venues. Learn more on our Community Highlights tab.

Come see for yourself why residents get All Shook Up about living at Robinwood Community. Schedule an appointment and begin your retirement journey with us.

Features

- + Comfortable Apartments
- + Free Transportation
- + Resident Travel Program
- + Concierge Services
- + Great Entertainment
- + Freedom Dining

February 2016 Newsletter



Click on the image above to view/download the current Robinwood Senior Living Newsletter.

Senior living emphasizing style & comfort



Designed for your comfort, our community features studios, 1-, 2-, and 3-bedroom senior living apartments with a variety of floor plans and smart details to complement your lifestyle. We offer first floor units with walk out patios, and 2nd and 3rd floor balcony options. Each apartment is unfurnished but includes window coverings, a climate-controlled thermostat, carpeting, ceiling fans, and ample storage. Enjoy the freedom to decorate your new home to your individual taste.

Our kitchens are fully equipped with a dishwasher, range, microwave, refrigerator with ice maker, and a garbage disposal. Our bathrooms are well lit with a vanity sink and storage cabinet, plus high toilet seating and a walk-in shower with handrails.

Washer/dryer hook-ups are located in a separate laundry closet within the apartment. We also offer residents the option to use our community laundry room on-site. Our professional staff provides as-needed maintenance repairs and light housekeeping on a weekly basis.

Senior residence options – exclusively at Robinwood

Our community has 14 free-standing homes on the property, separate from the main building. Each 2-bedroom, 2-bath patio home is equipped with the standard amenities, plus your own washer and dryer, dining area, outdoor patio, and 2-car garage. [View floor plan.](#)

Schedule a Visit

Name (Required)

Email

I am looking for

Myself

I will visit the community on

Preferred Time to Visit

Morning

Please join us for Lunch

Yes

Comments

Enter Security Code Below

Q25XG

Robinwood Retirement Community spacious floor plans

View our senior living floor plans here.

SUBMIT

Safety Notice

Smoke-free Environment

Family Welcome

Making the Right Choice

Safety Notice

Resort Lifestyle Communities apartments are equipped with smoke detectors and sprinklers. Every resident receives an emergency pendant that connects to their community's central emergency response system. At the push of a button our 24/7 personnel are alerted that the resident needs assistance and we respond immediately.

Freedom Dining ~ choices that suit your lifestyle



Robinwood's stunning wood beamed main dining room is the ultimate setting to savor mouth-watering meals. Our restaurant-trained chef prepares every daily dish in a first class commercial kitchen. From Memphis's favorite sausage and cheese plate to juicy flame-grilled prime rib, each delicious treat is guaranteed to please your taste buds.

RLC's signature Freedom Dining program is Robinwood's most notable feature. The program offers residents flexible dining hours throughout the day, plus the option to choose from these dining experiences:

- o Gourmet fine dining
- o Casual buffet
- o Chef's Pantry on-the-go snacks
- o Room service

Modern conveniences that enhance independent senior living

Taking care of your personal business is both convenient and safe. Residents have access to on-site banking, salon, general store, and pharmacy services. Through our concierge services, you'll have all you need at the touch of a button. Scheduled transportation on our shuttle is available for your convenience.

Choose from activities, excursions & more!

At Robinwood, we always have something going on! Our full-time Lifestyle Director collaborates with residents to develop a wide variety of events and activities, tailored to the interests of the community. Joining in group activities is encouraged, but everyone has the freedom to choose their own level of participation. A sampling of Robinwood activities include:

- Unmatched live entertainment from Memphis-based artists
- Off-site Excursions (casinos, art galleries, historical sites, lunch in Memphis, scenic Sunday afternoon drives)
- A Variety of Classes and Clubs (knitting, crochet, quilting, Tai Chi, chair yoga, Bible study, ballroom dancing, bingo, card games, puzzles)
- Weekly art classes in our art studio
- Sunday Church Service (led by Bellevue Baptist Church)
- Special event dining & cocktails (monthly)
- Seasonal Parties (Octoberfest, Derby, All calendar holidays)
- Happy Hour (Friday)
- Charity Dinners
- Family-hosted events in common areas (birthdays, anniversaries, graduations)

MAKING THE RIGHT DECISION

Need some time to decide if Robinwood is the best senior living choice for you or a loved one? We understand the importance of making a decision that best meets your individual needs. You are welcome to arrange a complimentary stay at the Resort Lifestyle Community of your choice. This way you may experience first hand the joys and benefits of living in our community. To schedule your visit to Robinwood call 844-242-1844.

Social Media Examples

Robinwood Resort Lifestyle Retirement Community
September 15, 2015 · 🌐

It may be a Southern delicacy, but Chef Karen's fried strawberry and cream cheese pie deliciousness knows no boundaries.



👍 Like 💬 Comment ➦ Share

👍 65

Enhanced lead generation on Facebook

I introduced new elements to RLC's Facebook posts to:

- **Increase overall traffic**
A dessert contest among active communities significantly increased traffic and likes
- **Drive traffic back to website**
Especially when communities were in the development stage, posting links back to the web site gave visitors an easy opportunity to click and learn more.
- **Increase awareness of communities in other cities & states**

RLC competes with several national companies, yet their own network of communities wasn't as well known. By posting links to a company-wide newsletter I produced, visitors or residents at one community could click to learn more about other planned communities and those that had recently opened.

Cahaba Ridge Resort Lifestyle Retirement Community
updated their cover photo.
February 19 at 1:18pm · 🌐

Coming soon to Vestavia Hills -- luxury senior living at its finest. Visit us soon to learn how you can enjoy our all-inclusive, worry-free lifestyle. Learn more at <http://cahabaridgeretirement.com>



Capital Oaks Resort Lifestyle Retirement Community
February 10 at 12:09pm · 🌐

Independent seniors already enjoy resort-style living at 12 RLC communities across the country, and many more are in the works! Catch up on the latest in Luxury Living News: <http://rlccommunities.com> .../senior_living_resort_lifestyle_c...



RLC Family to Grow by Three in 2016
Abingdon, Napa, and West...
Cahaba Ridge will introduce...
Oak Park will be the third new RLC...