

SITE AND AI-SEARCH SCORECARD

Twin Lakes Community

A read of twinlakescomm.org as a search engine, an AI answer engine and a prospective resident's adult daughter would each see it. Burlington, North Carolina. Independent living, Deacon Pointe, Moneta Springs, Coble Creek and Homecare.

68/100

OVERALL

Prepared for Pamela Fox, President and CEO

A strong site, held back by small things

68 /100

Second highest score in this segment to date

Real site domain

twinlakescomm.org, the same domain as your email, so nothing is split across two hostnames.



What is strongest

The best trust signals in this segment. NCDOL-designated CCRC stated plainly, CARF accredited, CMS five-star, a Fitch rating your About page says about five percent of not-for-profit CCRCs hold, a named volunteer board that includes residents, and a current privacy notice.



What is working quietly

You are already present in AI surfaces: 390 keywords where an AI Overview appears and 727 with a People Also Ask box. 668 video results reflect a YouTube channel doing more work in search than most communities' do.



What holds the score down

Smaller than the above and more fixable: a handful of formatting marks and one typo that reached the live pages, two different independent living counts on two of your own pages, and twelve finished FAQ answers that answer engines cannot read as questions yet.

THE SIX SUBSCORES

Where the 68 points come from

Scored points in Twin Lakes olive, the points still available in Twin Lakes aqua. This chart is native and editable: click any bar to change it.



MEASURED, FROM SEMRUSH

twinlakescomm.org, read 8 October 2026

United States database. Every figure below is read directly from the Semrush API. Nothing here is estimated.

838 RANKING KEYWORDS	4,953 ORGANIC VISITS	329,468 SEMRUSH RANK	0 PAID KEYWORDS	390 AI OVERVIEW KEYWORDS	727 PEOPLE ALSO ASK
280 LOCAL PACK	668 VIDEO RESULTS	306 REVIEW RESULTS	2 FEATURED SNIPPETS	0 FAQ RESULTS	NO DATA TOTAL MONTHLY VISITS

Two to read together. FAQ results read 0 while your FAQ page already answers twelve questions in full prose, so the content exists and only the markup is missing. Total monthly visits across all channels is recorded as NO DATA rather than estimated: the Semrush Traffic Analytics report is not on the plan used for this review, and we will not invent a number about you.

THREE FINDINGS

Each one visible on your own site in ten seconds

1

The formatting marks are showing on the live pages

The small lowercase line above the main headline was written in Markdown to come out italic. The marks did not convert.

Where to look. About shows __welcome home__. Our Residences shows __home sweet home__. Deacon Pointe shows __assited living__, which also misspells assisted. Six of the seven pages we read.

2

Two different independent living counts, on two of your own pages

When one organization states the same fact two ways, an AI assistant usually reports the lower number or hedges, and the family notices.

Where to look. The FAQ page says 474 independent living choices. Our Residences says over 510 independent living homes. Picking one and applying it is a half-day of work.

3

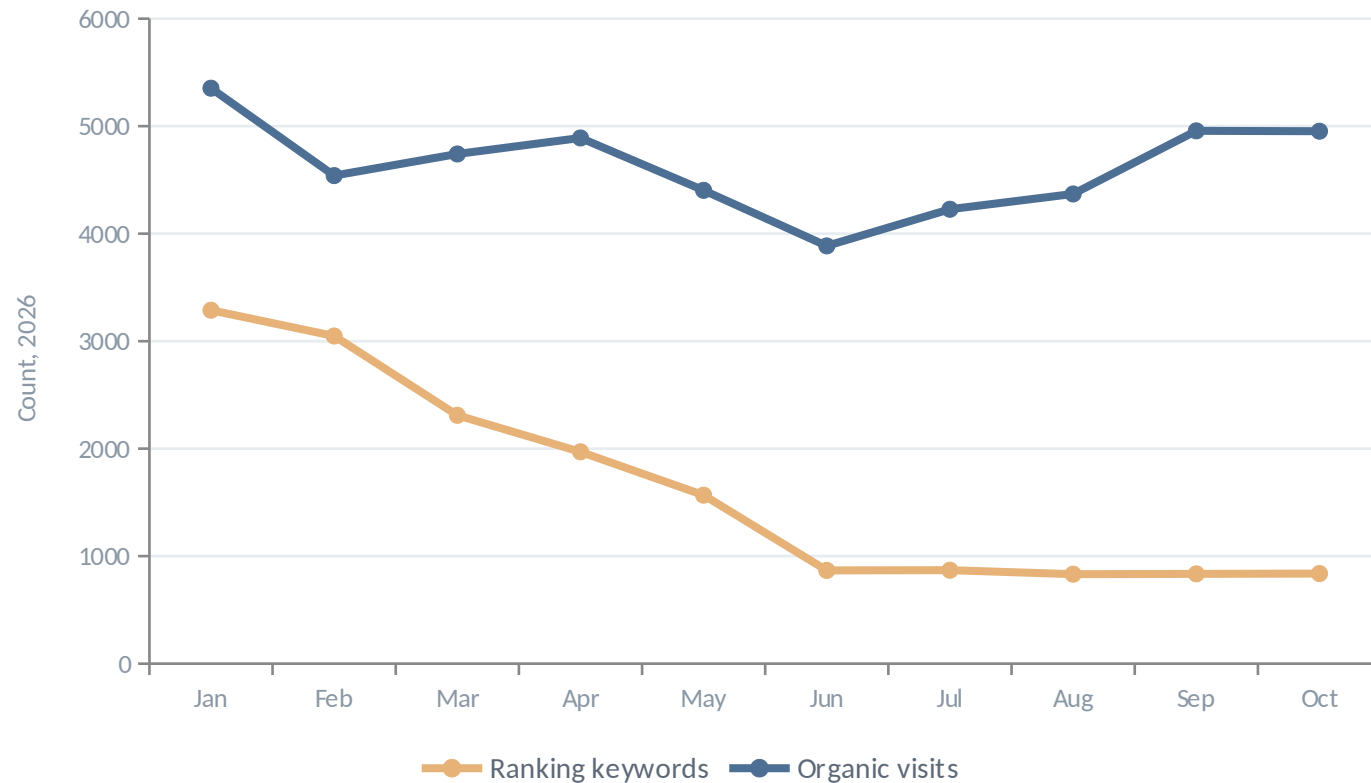
Twelve finished FAQ answers that answer engines cannot see

The cheapest point on the board, because the writing is already done and it is good.

Where to look. Your FAQ answers what a CCRC is, who owns Twin Lakes, the age requirement and what the monthly fee covers. Semrush records 0 FAQ results for the whole domain. No FAQPage markup.

The long tail went quiet this year

Not in the first email. This is the one worth a conversation, because the cause is almost certainly a single change rather than a slow decline.



74%

fewer ranking keywords in October than in January, while organic visits held roughly flat at about 4,950

What it probably means

Visits held while the keyword count collapsed, so the brand head terms are intact and the long tail is gone. That pattern usually follows a sitemap, canonical or template change in the spring rather than a gradual slide. The step between May and June is where we would start looking.

Cheapest and most visible first

Nothing in the first month needs a design decision or a new asset.

DAYS 1 TO 14

Clear the text defects

Strip the stray underscore marks from every eyebrow heading and correct assisted to assisted on Deacon Pointe. Roll the footer copyright to the current year. Repair the Coble Creek phone link so it dials, and delete the duplicated opening paragraph on that page.

DAYS 15 TO 30

Settle one number

Choose one independent living home count and apply it to the FAQ page, the Residences page and any brochure that states it. Keep the residents figure separate and label it as residents.

DAYS 31 TO 55

Mark up what you already wrote

Wrap the existing twelve FAQ answers in FAQPage structured data. Add short question and answer blocks to Deacon Pointe, Moneta Springs and Coble Creek using what families ask on the phone, marked up the same way.

DAYS 56 TO 75

Finish the conversion path

Put a real tour request form behind Plan Your Visit and Book A Tour, capturing a preferred date and the level of care. Offer a secure upload for the Arc of Care application so families are not asked to fax.

DAYS 76 TO 90

Housekeeping

Re-serve the two brand typefaces as woff2, replace the placeholder-named Garden Homes photograph, correct the alt text on the residence images, and update the FAQ link to the state regulator so it points at the current secure address.

Three things, already live

No strings attached. Use any of it, or none of it.

1

A modernized homepage

Your own copy, your own photography, your own palette taken from your Elementor global kit. The five residence groups, the Arc of Care drawn as an arc, and an FAQ carrying the structured data this review asks for.

twin-lakes.customapplicationdevelopment.online/site/

2

The quarterly filing board

The Article 64A quarterly pack assembled as a live board: the eight ratios across six years and two reporting entities, occupancy by living unit type, the 45-day clock, and an Ask the data panel that runs on your own server.

twin-lakes-dashboard.customapplicationdevelopment.online

3

This review

The scorecard page, and these nine slides as a PDF at /score-deck.pdf, so you can forward them to whoever owns the website without forwarding the email.

twin-lakes.customapplicationdevelopment.online

All three are live now and none of them asks Twin Lakes for anything. If the only useful thing here is the FAQ markup, take that and ignore the rest.

WHO WE ARE

BI Consulting Services

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

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 was kind enough to share their experience in a short video:
youtu.be/65cPvnU7o1U

AnalytIQCore

Our senior living analytics platform: occupancy intelligence, staffing, risk monitoring, portfolio drill-down and margin performance.

Private AI, on your server

Ask the data runs inside your own network. No resident record and no financial statement leaves the building.

Evolve, our web agency

Website modernization, AEO and SEO, content, chatbot and custom integrations.

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Prepared for Pamela Fox

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