Project Spotlight

MARKETING CO.

COMFORT KEEPERS

INDUSTRY
Healthcare & Wellness

PROJECT TYPE
Website & Social Media

PROJECT SCOPE
Marketing Management







ABOUT
THE PROJECT

Comfort Keepers provides compassionate in-home senior care and respite care across Lancaster County. K Marketing Co. leads their monthly marketing management, driving caregiver recruitment, local website updates, and social media growth.

THE
CHALLENGE

Facing high regional demand for caregivers, Comfort Keepers needed a targeted recruitment pipeline and stronger local search visibility to attract qualified staff and connect with Lancaster families seeking trusted care.

OUR
SERVICES

- Meta Ads for Caregiver Recruitment
- Monthly Social Media & Reels
- Local Website Page Restructuring
- SEO & GMB Management

RESULTS AT A GLANCE

AD TRAFFIC
897 Landing Page Views

CAMPAIGN REACH
32,880 Ad Impressions

ORGANIC KEYWORDS
160 Ranked Keywords

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