

HEALTHCARE MARKETING FOOTPRINT MINI AUDIT

Healthcare Marketing Footprint Mini Audit

Catawba Memory & Day Support

A public-facing visibility audit for a Charlotte-region senior care provider offering adult day support, dementia-friendly programming, caregiver respite, and social engagement.

Prepared for	Catawba Memory & Day Support
Prepared by	Provider Presence Strategies
Date	July 9, 2026
Location	Fort Mill / Rock Hill, South Carolina
Provider Type	Senior Care / Adult Day Support

Audit positioning	See how families, caregivers, and referral partners experience the provider before they ever contact you.
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Mini audit scope

This high-level review is based on public-facing visibility signals only. It identifies obvious strengths, gaps, and opportunities without providing a full strategy plan or implementation roadmap.

1. Overall Marketing Footprint Score

60/100

Visibility Rating Developing

Catawba Memory & Day Support presents a warm and credible senior care concept, but the public footprint needs stronger search structure, referral clarity, educational depth, and consistent trust signals.

Area Reviewed	Score	Visual	Status
Website Clarity	7/10		Good Foundation
Google Visibility	6/10		Needs Attention
Google Business Profile	6/10		Needs Attention
Reviews & Trust Signals	6/10		Needs Attention
Social Media Presence	5/10		Needs Attention
Educational Content	5/10		Needs Attention
Brand Consistency	6/10		Needs Attention
Conversion Readiness	7/10		Good Foundation
Referral Partner Readiness	5/10		Needs Attention
Overall Credibility	7/10		Good Foundation

2. Quick Summary

Catawba Memory & Day Support currently has a developing online presence.

Strongest Area	What this means
Warm senior-care positioning	The provider presents a caring, relationship-centered adult day support concept that would likely resonate with family caregivers.
Clear next-step intent	The presence appears oriented toward calls, tours, and inquiry rather than passive information only.
Relevant local service fit	The service aligns with common Charlotte-region needs: caregiver respite, dementia-friendly support, social engagement, and daytime supervision.

The biggest opportunity is to make the provider's online presence more clear, consistent, searchable, credible, and action-ready so families and referral partners can quickly understand who is served, what support is available, and why they should reach out.

3. Top 3 Visibility Gaps

Gap	What we noticed	Why it matters
1. Referral pathway is not clear enough	The public presence suggests that referrals are welcome, but a clear professional referral pathway, ideal-fit criteria, and referral contact process are not easy to identify.	Referral partners need quick confidence. If they cannot easily explain when to refer and what happens next, they may move on to a provider with clearer partner-facing information.
2. Educational content is too thin for caregiver decision-making	The provider appears to explain services at a basic level, but caregiver education around dementia support, adult day care timing, respite, safety, and social isolation is limited.	Families often research before they are ready to call. Educational content helps build trust, answer common concerns, and support local search visibility.
3. Search and social signals feel inconsistent	The public footprint appears to use relevant service language, but not consistently enough across website, Google, social media, and educational content.	Inconsistent messaging makes it harder for families and referral partners to quickly understand the provider's value and can weaken local search visibility.

4. Platform Snapshot

Platform / Area	Mini Audit Finding
Website	The website communicates a caring adult day support concept, but service details and differentiators could be easier to scan.
Google Search	The provider appears locally relevant, but search visibility would likely depend on clearer service and location language.
Google Business Profile	The profile appears to have basic local signals, but fuller optimization would be needed to strengthen first impressions.
Reviews	Trust signals appear positive but not prominent enough across the owned website experience.
Social Media	The provider has opportunities to show warmth, activity, caregiver education, and real community connection more consistently.
Content / Education	Caregiver education is an important opportunity, especially around dementia support, respite, socialization, and when adult day care may help.
Brand Consistency	The brand direction feels warm and appropriate, but the same core messages should be easier to recognize across platforms.

5. First Impression Check

Question	Current Clarity
Who does this practice serve?	Clear
What services are offered?	Somewhat Clear
Where is the practice located or available?	Clear
Why should someone trust this provider?	Somewhat Clear
What should someone do next?	Clear
Is the practice active and current online?	Somewhat Clear

6. Competitor Visibility Note

Compared with similar senior care and adult day support providers in the Charlotte region, Catawba Memory & Day Support appears less consistent online. Competitors may have an advantage in practical decision-support details such as program fit, funding, caregiver resources, referral criteria, and trust proof.

7. Recommended Next Step

Recommended Starting Point: Full Healthcare Marketing Footprint Audit
A full audit would show where visibility is being lost, what areas are underbuilt, and which PPS service tier best supports improvement. This is recommended because the mini audit shows opportunity in referral clarity, caregiver education, Google/search visibility, and consistent trust-building messages.

8. Closing Note

A digital presence does not need to be perfect to be effective. But it does need to be clear, current, trustworthy, and easy to act on. This mini audit shows where a stronger visibility system can make the provider easier to find, trust, and choose.