

Visibility Foundation Roadmap

Catawba Memory & Day Support

A focused foundation roadmap for strengthening website messaging, local search clarity, Google Business Profile presence, trust signals, caregiver education, and referral readiness before ongoing marketing support begins.

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

Roadmap positioning	This roadmap turns visibility findings into a practical foundation plan for making the provider easier to find, understand, trust, and choose.
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1. Roadmap Overview

Catawba Memory & Day Support has a warm and credible senior-care concept with a relevant local service fit. The foundation opportunity is to make that value easier to recognize across website messaging, search, Google, social media, educational content, and referral-facing materials.

Audit signal	Current finding	Foundation priority
Overall visibility	60/100 visibility rating: Developing	Create a clearer, more consistent digital foundation before increasing content volume.
Strongest areas	Warm positioning, clear next-step intent, and relevant adult day support fit	Preserve the warmth while making the service easier to scan and act on.
Top gaps	Referral pathway, caregiver education, and search/social consistency	Build clearer referral language, content pillars, and platform alignment.
Recommended direction	Move from basic visibility to structured clarity	Use a foundation sprint to organize messaging, Google, SEO, content, and referral readiness.

Foundation area	What needs to become clearer	Why it matters
Website messaging	Service fit, differentiators, trust signals, and next steps should be easier to scan.	Families need quick confidence before requesting a tour or information.
Google/local visibility	Location and service language should align across website, GBP, and content.	Local search depends on clarity, consistency, and relevance.
Caregiver education	Content should answer common questions about dementia support, respite, safety, isolation, and adult day care timing.	Families often research before they are ready to call.
Trust signals	Reviews, testimonials, staff warmth, care philosophy, and reassurance should be more visible.	Senior care decisions require emotional confidence and credibility.
Social consistency	Social content should reinforce the same core messages used on website and Google.	A current presence helps the provider feel active and engaged.
Referral readiness	Referral fit, ideal scenarios, and partner contact pathways should be clearer.	Referral partners need speed, clarity, and confidence.

Primary roadmap objective

Help families and referral partners quickly understand who Catawba Memory & Day Support serves, what daytime support includes, when it may be appropriate, why the provider is trustworthy, and what next step to take.

2. 30-Day Visibility Foundation Roadmap

The first 30 days should focus on organizing the core message, then aligning the most visible platforms around that message. The sequence below keeps the work practical and foundation-first.

Week	Focus	Key actions	Primary outcome
Week 1	Message foundation	Clarify who the provider serves, core services, local service area, differentiators, family pain points, referral audiences, and primary calls to action.	A clearer message framework for website, Google, social, and referral use.
Week 2	Website and trust clarity	Identify homepage/service page messaging gaps, trust signals to surface, testimonial/review placement opportunities, and next-step language.	A stronger first impression that helps families understand fit faster.
Week 3	Google and local search alignment	Review GBP categories/services, location language, photo/update needs, review prompts, and search-aware content topics.	A clearer local search foundation connected to actual family and referral searches.
Week 4	Content and referral readiness	Build content pillars, referral talking points, caregiver education topics, and a simple next-month content structure.	A practical bridge into monthly content, social, Google, or referral support.

Measure	What should improve
Clarity	A visitor can quickly understand who the provider serves and what support is available.
Consistency	Website, Google, social, and referral language reinforce the same core message.
Credibility	Trust signals become easier to see before someone reaches out.
Action-readiness	Families and referral partners have clearer next steps.

Roadmap design note

This sequence is intentionally foundation-first. It prioritizes message clarity, platform alignment, and referral readiness before increasing content volume.

3. Platform Direction

Platform / area	Recommended role	Foundation direction
Website	Primary explanation and conversion path	Clarify adult day support, dementia-friendly programming, caregiver respite, social engagement, service area, trust signals, and tour/inquiry next steps.
Google Search	Discovery channel for high-intent family questions	Align service and location language around adult day support, senior day care, dementia-friendly day programming, respite, and social isolation.
Google Business Profile	Local first impression	Strengthen services, photos, posts, reviews, hours, contact details, and calls to action so the profile feels current and trustworthy.
Reviews / trust	Confidence builder	Make existing trust signals more visible across website, social, and Google; create a gentle review request process if appropriate.
Social media	Warmth and activity proof	Use social content to show current activity, caregiver education, connection, dignity, routine, and staff warmth.
Referral materials	Professional clarity	Provide referral partners with simple language around who benefits, when to refer, and how to start the conversation.

4. Messaging, Content & Referral Priorities

The strongest foundation work will come from turning the same core themes into repeatable messaging across website, Google, social media, content, and referral materials.

Content pillar	Purpose	Example topics
Caregiver Relief	Help families feel less alone and less guilty about exploring support.	Respite, burnout, asking for help early, preparing for a tour.
Dementia-Friendly Day Support	Explain how structure, engagement, and routine can support families managing memory changes.	Daily rhythm, activities, social cues, calm transitions, engagement.
Safety & Supervision	Clarify the difference between being home alone and having daytime structure.	Supervised day support, meals, hydration, movement, activity flow.
Social Connection	Position adult day support as belonging, participation, and meaningful routine.	Friendship, isolation, group activities, music, games, community moments.
Referral Fit	Help professionals understand when to recommend the provider.	When to refer, who may benefit, common caregiver concerns, referral next steps.

5. Referral Clarity & Recommended Next Step

The roadmap should make both family decision-making and professional referral conversations easier to understand. The strongest next step is to turn the same core message into clearer referral language, platform copy, and content priorities.

Referral question	Recommended clarity direction
Who may benefit?	Seniors needing daytime structure, social connection, dementia-friendly engagement, or caregiver respite support.
When should a partner refer?	When a family is not ready for residential care but needs more structure, supervision, engagement, or relief.
What should happen next?	A simple contact pathway for questions, tours, fit conversations, and referral follow-up.

Recommended Provider Presence Strategies Support

Content & Search Growth

Recommended monthly next step after the Visibility Foundation Sprint. This package keeps the foundation active through SEO-informed blogs, Google Business Profile updates, social content, planning, and reporting.

Why this package fits	How it supports the provider
It moves from foundation to consistency	Keeps website, Google, social, and content priorities active each month instead of stopping at the roadmap.
It supports caregiver education and local search	Creates SEO-informed blogs, Google updates, and social content around questions families already ask.
It strengthens trust and referral readiness over time	Reinforces trust signals and gives referral partners clearer, current language to understand and share.

Closing direction

The strongest next move is to turn the foundation roadmap into a consistent monthly visibility rhythm that helps families and referral partners find, understand, trust, and act on the provider's message over time.