

LIFE PLAN COMMUNITY

Harbor's Edge

Site and AI-Search Review

Prepared for the Harbor's Edge leadership team, September 2026

Norfolk, Virginia

73

out of 100

Overall site and AI-search score

What the score of 73 means

73

out of 100

*Solid foundations, an outdated headline
and no answer markup*

Harbor’s Edge scores 73 out of 100. The site is well built and trusted, and it already earns real search demand. The points it loses sit in two places: the homepage hero still carries last year’s award, and a genuinely strong FAQ page is invisible to AI answer engines because it carries no structured data.

STRONGEST

Trust, 9 of 10

Awards, towers and care levels are clearly presented.

WEAKEST

AEO, 8 of 15

Answer engines cannot quote what is not marked up.

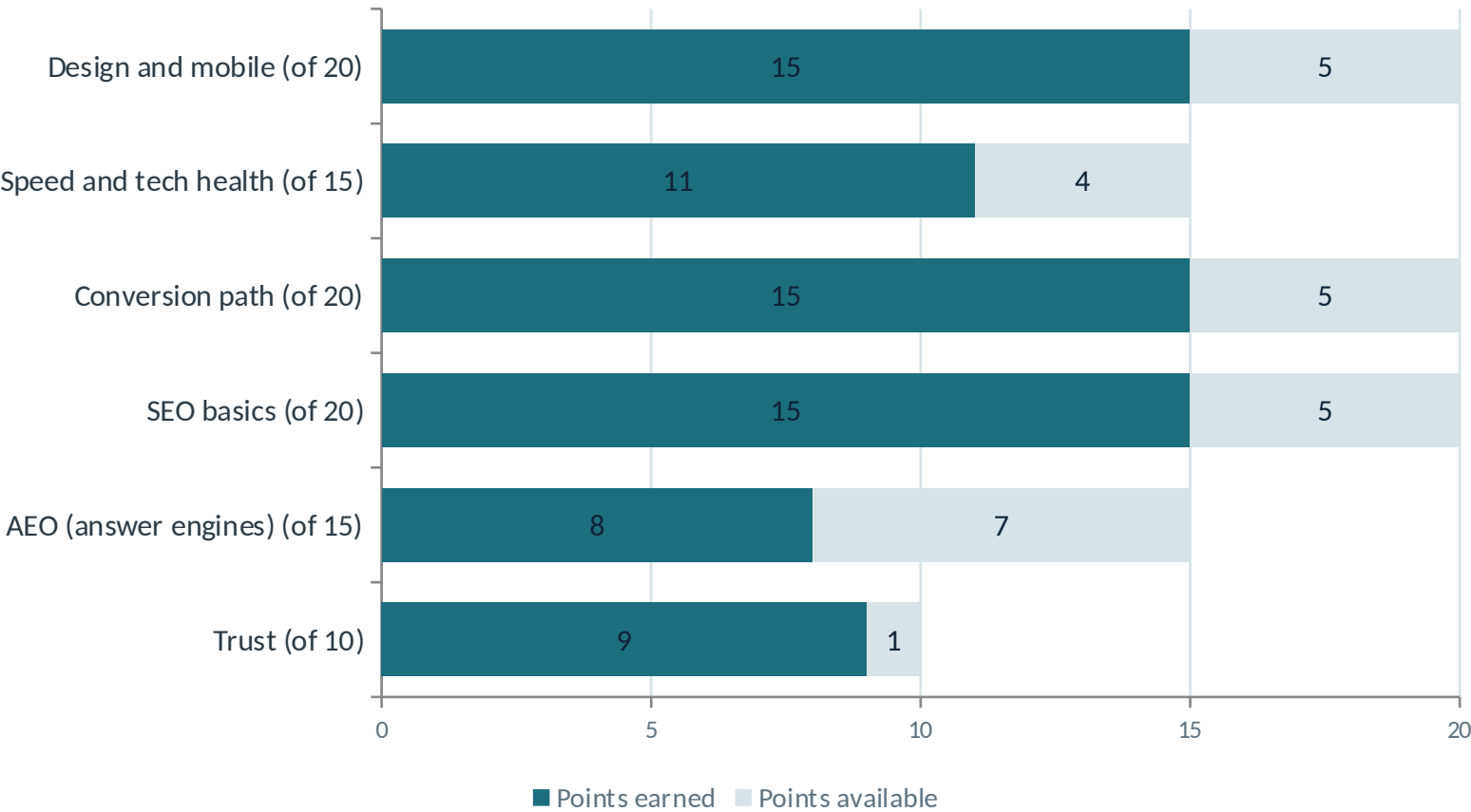
FASTEST WIN

Under a week

Hero year, meta description typo and FAQ schema.

Scored across six areas on public pages and Semrush data, 23 September 2026.

The six subscores



How to read this

Each area carries its own maximum, so a small area can still be the biggest opportunity.

- Design and mobile: 20 points possible
- Speed and tech health: 15 points possible
- Conversion path: 20 points possible
- SEO basics: 20 points possible
- AEO: 15 points possible
- Trust: 10 points possible

Total: 73 of 100

Chart is native and editable in PowerPoint.

What the numbers already say

488

Organic keywords

Real, earned demand

3,251

Monthly organic visits

Families arriving without ads

0

Paid keywords

No paid search running

0

FAQ-schema keywords

Nothing marked up to quote

71

AI Overview keywords

Queries already answered by AI

446

People-Also-Ask keywords

Questions being asked right now

Semrush, harborsedenorfolk.com, measured 22 September 2026.

1 The homepage hero still says the 2025 award

The first line a visitor reads names a distinction that has already been superseded by a better one.

THE EVIDENCE YOU CAN CHECK

- The news section carries "Harbor's Edge Named Among Best Senior Living Communities for 2026", announced 23 April 2026.
- The homepage hero still reads: "Welcome to harbor's edge, a U.S. News & World Report 2025 'Best' Community."
- Five months of the newer award going unclaimed on the page that gets the most traffic.

THE FIX

Update the hero to 2026 and keep the one-of-61 line. A single content edit.

2 A real FAQ page with no FAQPage structured data

The answers are written and they are good. The markup that lets an answer engine quote them is missing.

THE EVIDENCE YOU CAN CHECK

- Strong, specific answers already exist on direct admissions, True LifeCare and the Sentara Norfolk General adjacency.
- Semrush shows 446 People-Also-Ask keywords and 71 AI Overview keywords against the domain.
- It also shows 0 keywords carrying FAQ schema.

THE FIX

Deploy FAQPage JSON-LD on the existing answers. No new copy required.

3 A typo in the site meta description: "waterfont"

It appears in the search snippet, which is the first thing a family sees before they ever reach the site.

THE EVIDENCE YOU CAN CHECK

- The meta description is the search result preview, not an internal field.
- A misspelling there reads as carelessness on a first impression that precedes the homepage.
- It costs one line of a template to correct.

THE FIX

Correct the meta description and re-request indexing. A one-line fix.

A 90-day plan in three phases

1

Days 1 to 30

Claim what you already own

- Hero updated to the 2026 award
- Meta description typo corrected
- FAQPage schema deployed on the existing FAQ answers

2

Days 31 to 60

Build answer-shaped depth

- Answer-shaped content for True LifeCare and direct admissions
- Tower-level conversion paths measured separately
- Specialty clinic and Sentara adjacency written as answers

3

Days 61 to 90

Measure and test demand

- A two-tower occupancy and care-level board
- A paid search pilot against the Hampton Roads inquiry market
- Monthly reporting on inquiry to tour conversion

Sequenced so the cheapest, highest-certainty fixes land first and the measurement is in place before any spend is tested.

WHO WE ARE

BI Consulting Services

Modernization of websites and deep analytics, both rich in content. Websites are built with our web agency Evolve.

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.

Nichole McKinney

Principal Consultant

BI Consulting Services

704-997-3533

nichole.mck@powerbiconsultingservices.com

powerbiconsultingservices.com

Prepared for Harbor's Edge, Norfolk, Virginia.

LIVE LINKS

Scorecard

https://harbors-edge.customapplicationdevelopment.online/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26

Sample site

https://harbors-edge.customapplicationdevelopment.online/site/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26

Operating dashboard

https://harbors-edge-dashboard.customapplicationdevelopment.online/?utm_source=outreach&utm_medium=email&utm_campaign=assistedliving_sep26

Illustrative review based on public pages and Semrush data, 23 September 2026.