

THE FOREST AT DUKE | DURHAM, NORTH CAROLINA

Website and analytics scorecard

Prepared for Greg Garrett, President and CEO.

A read of forestduke.org as a prospective resident sees it and as a search engine sees it, scored on six dimensions, with three findings and a 90 day sequence. Modernization of websites and deep analytics, both rich in content.

67 OUT OF 100

Sixty seven out of one hundred

67

OUT OF 100

Strong trust, thin plumbing

Illustrative review based on public pages
and Semrush data, 8 October 2026

1

What is already working

Newsweek number 14 in the United States and number 2 in North Carolina for 2026. CARF and CCAC accreditation, LeadingAge, SAGECare Platinum, a published Fitch rating and a Disclosure Statement linked in your own footer. 931 organic keywords and nothing bought.

2

What is costing the points

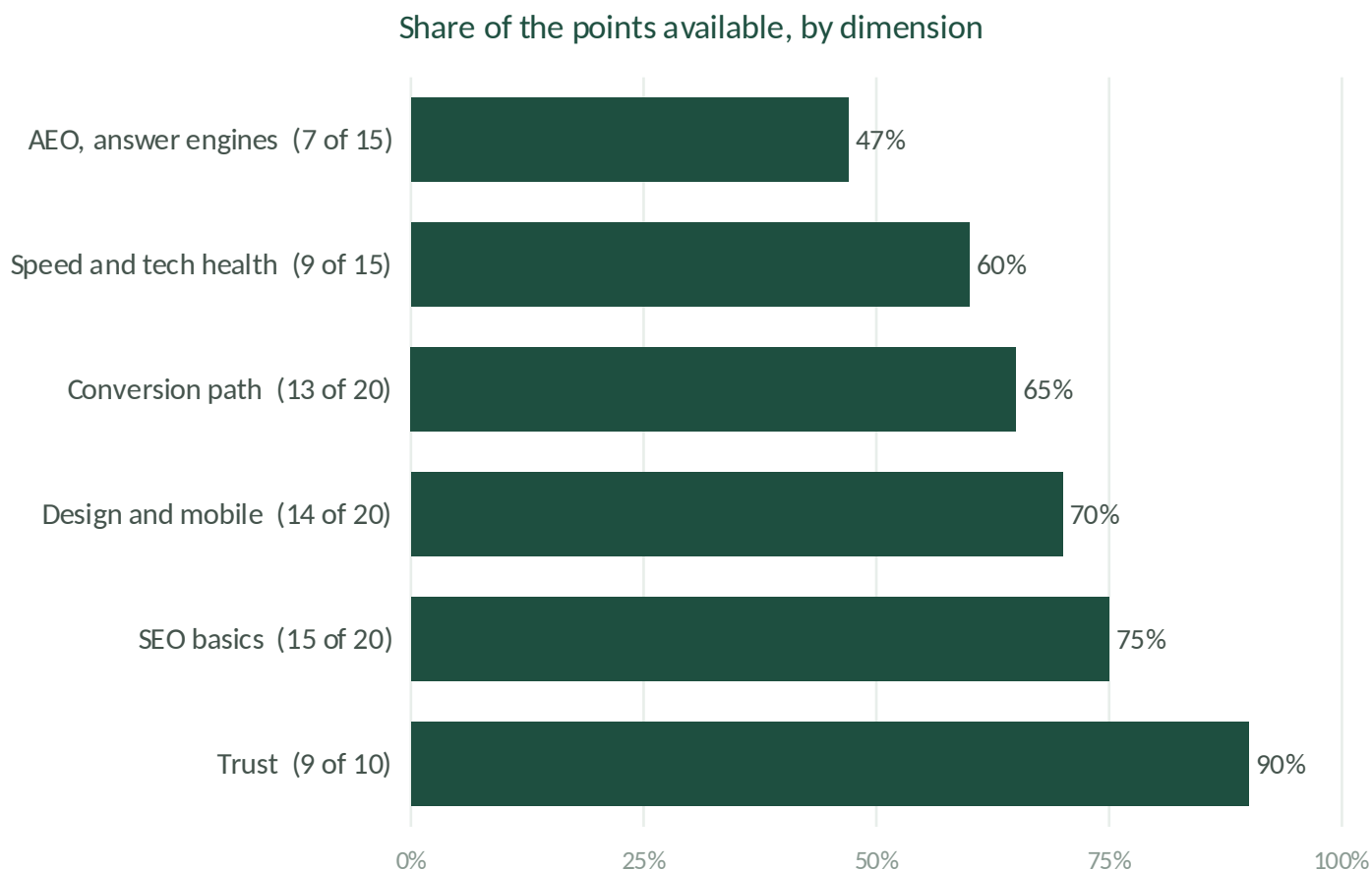
The one button in the body of the Assisted Living page goes nowhere. No question markup anywhere on the site. Two h1 headings on every interior page, and structured data that never names the organization.

3

What it is worth fixing for

830 of your ranking keywords already return a People Also Ask box and 208 return an AI Overview. You hold zero featured snippets and zero FAQ results against them today.

Where the points went



Read it this way

Trust and SEO basics are the work of people who already care about this site. Both of the low bars are mechanical, and both are a few days of work rather than a rebuild.

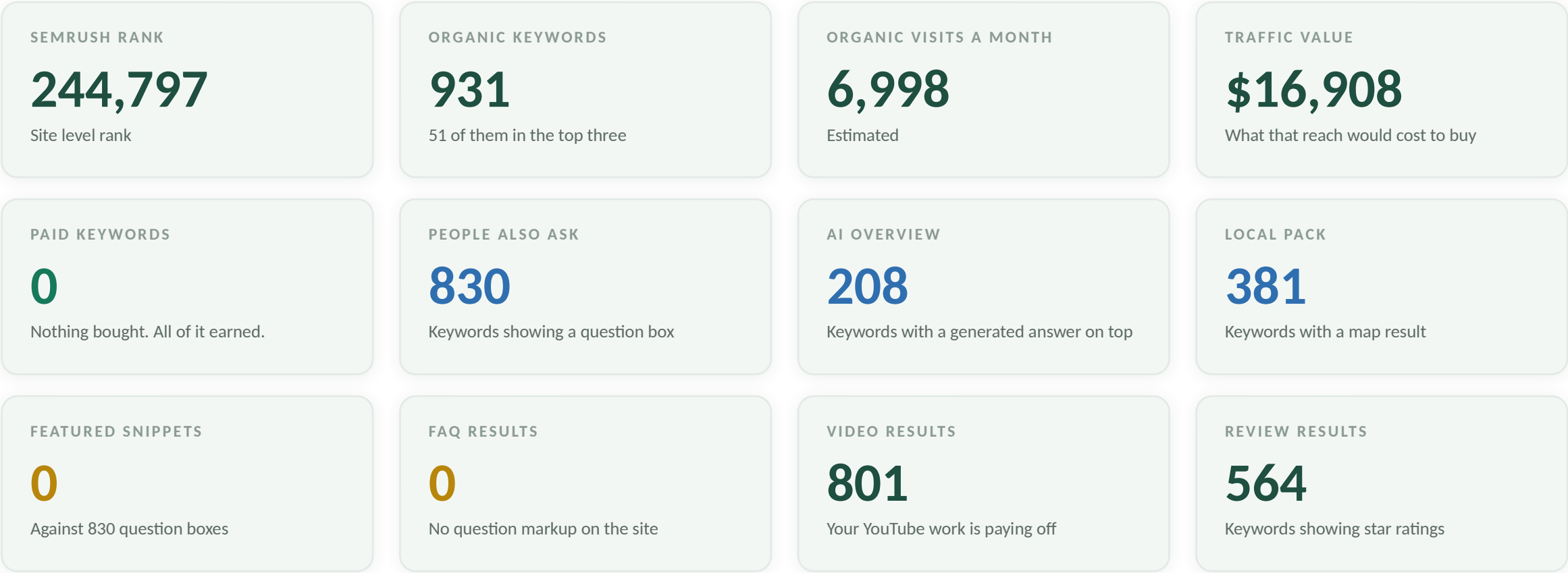
AEO is the one to move first.

The answers are already written. The Assisted Living page carries three panels titled Cost and Fees, Qualifications, and Touring. Nothing on the site tells a machine that those are questions.

Every score is our own judgment from public pages. It is not a certification.

What Semrush sees

US database, pulled 8 October 2026 for forestduke.org, which is also your email domain.



Positions 1 to 3: 51. Positions 4 to 10: 151. Positions 11 to 20: 170. Sitelinks: 465. Image pack: 110. Knowledge panel: 319. Paid traffic: 0.

Finding one: the button that goes nowhere

1 Conversion path

Directly under the paragraph that explains the Small House model of care, there is a button that reads Request information. Its link target is the page it already sits on, so clicking it scrolls the reader back to the top of the same page.

The visitor who has just read the best three paragraphs you have written about assisted living has nowhere to go but the main menu.

The same thing happens at the foot of the Cohen Center page and the Amenities page: long, genuinely good reading, ending in a menu.

Check it in ten seconds. Open forestduke.org/assisted-living/, scroll to the photo under the care paragraphs, and click Request information. The address bar becomes `/assisted-living/#` and the page does not change.

The fix

- Point it at a short assisted living inquiry form.
- Repeat the same button after the Cohen Center paragraphs.
- Repeat it at the foot of the Amenities page.
- Days one to ten. It is the cheapest conversion change on the site.

Findings two and three

2

You already wrote the answers. Nothing says they are answers.

The Assisted Living page carries three expandable panels titled Cost and Fees, Qualifications, and Touring. Those are exactly the three things a daughter in Raleigh types into a search box. There is no FAQ page anywhere on the site and no question markup on the panels you do have, so an answer engine reading your pages has no structured question to quote. It quotes a directory site instead.

Check it. View source on any page and search for FAQPage. There is no match on the site.

3

Two h1 headings per page, and structured data that never names you

The theme prints the page title twice, once in the banner for desktop and once below it for phones. Separately, the Yoast block describes a generic WebPage, a BreadcrumbList and a WebSite whose description field is an empty string. No Organization and no LocalBusiness block, so the 47 acre campus, the Pickett Road address, the CARF and CCAC accreditation and the Newsweek ranking are invisible to the systems that assemble answers about Durham.

Check it. View source on forestduke.org/history/ and search page-title. It appears twice. In the same source, yoast-schema-graph has WebPage, BreadcrumbList and WebSite, and an empty description.

A 90 day sequence

Days 1 to 10

Point the Assisted Living button at a real form. Add the same button after the Cohen Center paragraphs and at the foot of Amenities.

Days 10 to 25

Turn the Cost and Fees, Qualifications and Touring panels into a real question and answer block with FAQPage markup, and build one Assisted Living FAQ page from the questions your sales counselors answer every week.

Days 20 to 35

Add an Organization and a LocalBusiness block naming The Forest at Duke, Inc., the Pickett Road address, the two phone numbers, CARF and CCAC accreditation, and the award list.

Days 30 to 45

Remove the duplicate h1. One heading per page, shown or hidden with CSS rather than printed twice.

Days 40 to 60

Audit the head. Legacy Universal Analytics still fires alongside Google Tag Manager, and two different Meta Pixel identifiers fire on the same pageview. Consolidate into one measurement plan.

Days 55 to 75

Serve responsive image sets for the hero and page header images, and self host jQuery and the webfont stylesheet.

Days 70 to 90

Stand up a reporting view that joins inquiry source, residency type requested, tour attendance and move in, using the two questions already on your contact form.

Three things to open, built for The Forest at Duke

The scorecard

The six subscores, the Semrush numbers, the three findings and the 90 day sequence, as a page you can send to anyone.

forest-at-duke.customapplicationdevelopment.online

A sample site

Your own copy and your own photography in a modern shell, with the seven questions families actually ask marked up so an answer engine can quote them.

forest-at-duke.customapplicationdevelopment.online/site/

A quarterly filing pack

The nine small houses of The Cohen Center drawn as a campus plan with the pond and the two tobacco barns, three live filters, and an Article 64A reserve panel. Illustrative data throughout.

forest-at-duke-dashboard.customapplicationdevelopment.online

Every page is private, carries a noindex tag, and is labeled as a demonstration. The dashboard uses illustrative data, clearly marked; the capacity figures that frame it are the ones The Forest at Duke publishes.

Who we are

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.



Modernization of websites

Rebuilt on your own copy, your own photography and your own palette, with the questions families ask marked up so answer engines can quote you.



Deep analytics

Census, ledger and inquiry data joined into one board a team can read, with the reserve exhibits a North Carolina filing needs already assembled.



AI integration on your own server

A question box over your own numbers, running inside your own network, so no resident record leaves the building.

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