

Carol Woods Retirement Community

The site is well built. The story it tells machines is not.

Carol Woods already earns 841 organic keywords and 50 of them sit in the top three results. What this review is about is the gap above that: 683 searches where Google asks a question on your behalf, and a featured snippet captured on none of them.



Illustrative review based on public pages and Semrush data

The thing no competitor in the Triangle can copy

Resident governance is the story, told three ways

“Rather than relying on a traditional activities director, residents take the lead, organizing programs, running more than 80 committees, and collaborating with staff to shape community life.”

carolwoods.org homepage, the section headed “40+ Years of Collaborative Living”

more than 80

Homepage

“40+ Years of Collaborative Living”

more than 95

Life at Carol Woods

“resident-run committees shape life here”

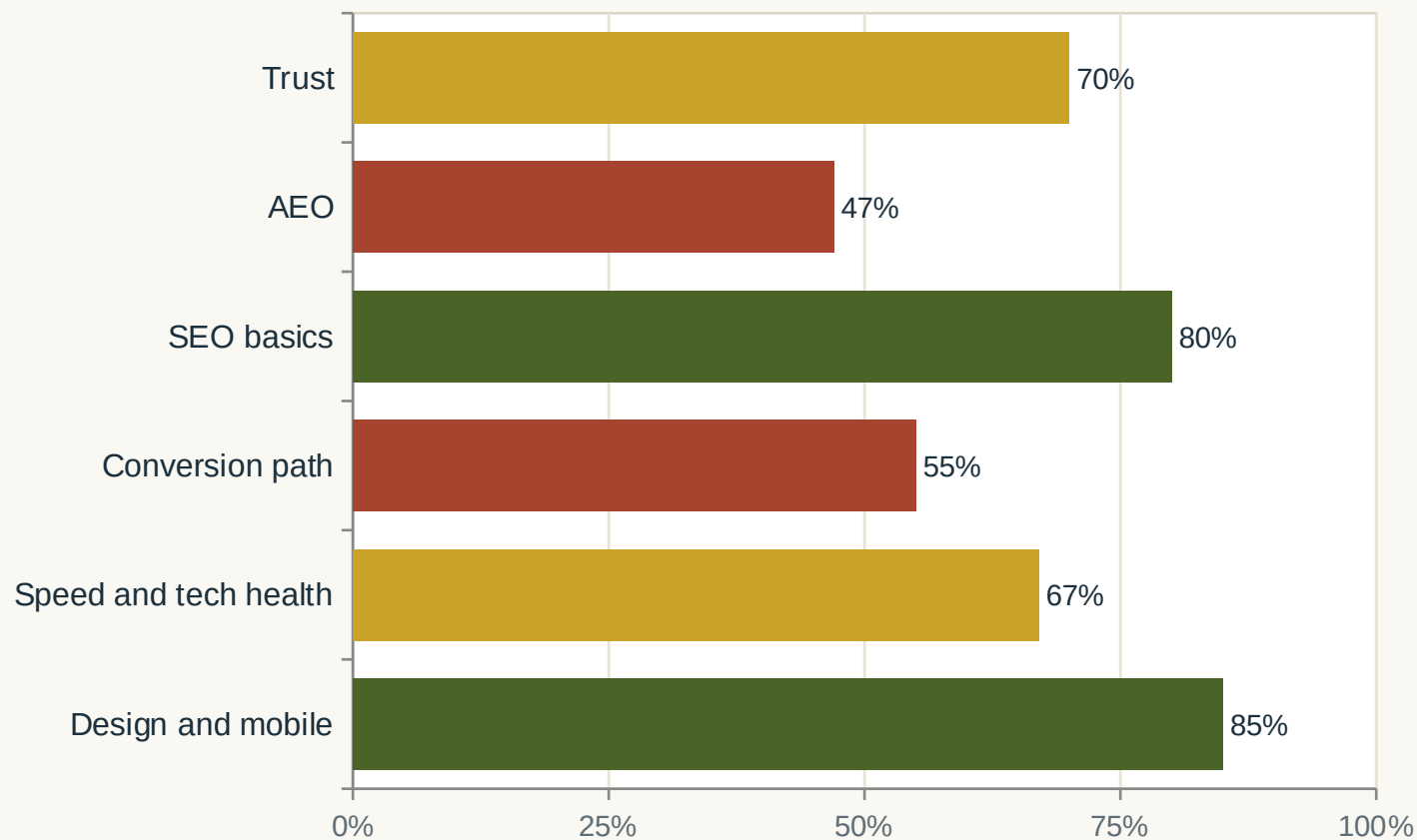
more than 90

About Us, FAQ

“resident-led committees and interest groups”

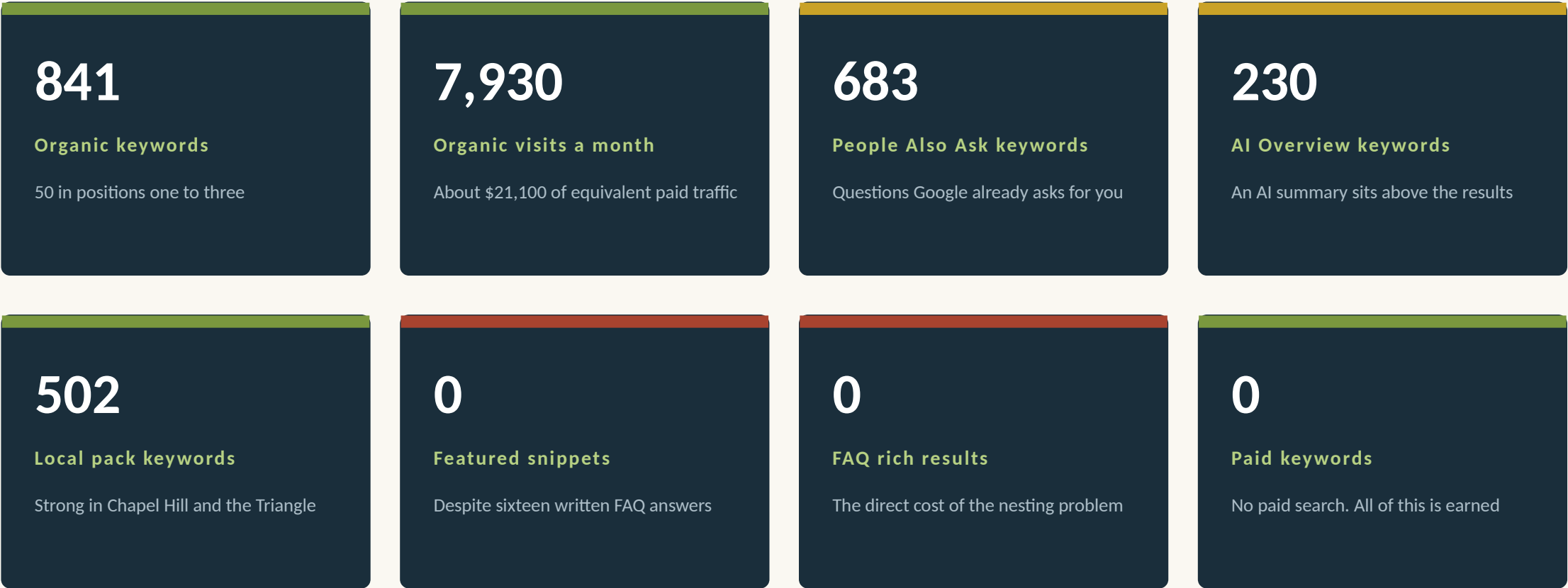
Three pages of one site, three numbers, all live on 5 October 2026. An assistant asked how many resident committees Carol Woods has will pick one of the three and sound certain.

Six subscores



Design and mobile	17 / 20
Clean build, genuinely descriptive alt text.	
Speed and tech health	10 / 15
AVIF only, no raster fallback. Two video embeds.	
Conversion path	11 / 20
One generic form is the only control on every page.	
SEO basics	16 / 20
Clean canonicals. LocalBusiness markup is correct.	
AEO	7 / 15
FAQ nested one level too deep to qualify.	
Trust	7 / 10
Strong accreditation wall. The footer PDF title is wrong.	

Where the site stands today



Semrush domain rank 220,379. The email domain and the live site domain are the same host.

The FAQ is marked up, one level too deep to count

The About Us page carries sixteen questions in valid Question and Answer markup. They sit inside the mainEntity of an AboutPage, so the FAQPage type never appears at the top level of the graph. Google reads an AboutPage with a property it does not use, and the questions become invisible to FAQ rich results, featured snippets and the AI Overview panel.

Lifting FAQPage to its own top-level node, or into an @graph array alongside the AboutPage, is a structural change to one JSON block. The content is already written and already ranking.

WHAT IS ON THE PAGE TODAY

```
"@type": "AboutPage" ... "mainEntity": { "@type": "FAQPage",  
  "mainEntity": [ ... sixteen Question nodes ] }
```

THE EVIDENCE

683

People Also Ask keywords

230

AI Overview keywords

0

Featured snippets captured

0

FAQ rich results

Same domain, same week.

A number that disagrees with itself, a step with no page

FINDING 2 • CONTENT CONSISTENCY • THREE PAGES

The most distinctive fact has three numbers

Resident governance is the thing no competitor in the Triangle can copy, and it is stated three ways on three pages of the same site: more than 80 on the homepage, more than 95 on Life at Carol Woods, more than 90 in the About Us FAQ.

Pick the number, date it, put it in one canonical sentence, and use that sentence everywhere, including in the FAQ answer that gets read aloud by an assistant.

FINDING 3 • CONVERSION • SITEWIDE

The required first step has no page

The About Us FAQ sets out the sequence plainly: join a virtual information session offered monthly on Zoom, then after attending you are invited for an on-campus tour. That session is the gate. It appears in no navigation, no footer, and on no page of its own.

Someone acting on a decision with a seven to fourteen year horizon is handed a general purpose contact form. An information session page with the next three dates, a registration form and Event markup gives the step a URL and a number.

Sequenced so each step earns the next

A 90-day plan

Window	Work	Why it comes here
Days 1 to 14	Lift FAQPage out of AboutPage.mainEntity into a top-level node. Give the FAQ its own URL at /faq and validate it.	The content already exists and already ranks. Shortest distance to a visible result.
Days 1 to 14	Settle the committee count. One number, one sentence, one date, applied to all three pages.	Fixing the schema without fixing the number teaches the answer box to repeat an inconsistency.
Days 15 to 45	Build an information session page: next three dates, registration form, Event markup, nav and footer links.	Gives the actual first step a URL and turns the FAQ sequence into something you can count.
Days 15 to 45	Add raster fallbacks for the AVIF photography and defer the Vimeo players until asked for.	Protects the first view on older devices, which matters more here than on most sites.
Days 46 to 70	Four question-led pages against the largest People Also Ask clusters, one of them on what resident governance means day to day.	683 People Also Ask keywords is a standing invitation, and one of those four no competitor can answer.
Days 46 to 70	Replace the footer Disclosure Statement PDF with one whose document title reads as Carol Woods' own filing.	A prospective resident's family will open that file. The title is the first thing their reader shows them.
Days 71 to 90	Stand up a monthly board view: organic and AI Overview share, session registrations, tours, Priority List adds, occupancy by unit type.	Closes the loop. Everything above becomes a number a resident committee and a board can read in one page.

Built for Carol Woods specifically, not adapted from a template

What came with this review

01

Site and AI-Search Scorecard

The 68, the six subscores, the three findings with the evidence behind each one, and the 90-day sequence.

02

A sample homepage rebrand

Your own copy, your own photography, your own palette. The FAQ marked up correctly and the information session given a real path.

03

An Article 64A operating board

The quarterly filing pack as a live board. Every statutory ratio carries one plain English line underneath it, so a resident on a committee can read it.

Carol Woods is listed by the North Carolina Department of Insurance as the licensed continuing care retirement community in Orange County, at Chapel Hill. The board is built to Article 64A of Chapter 58, effective 1 December 2025.

Who we are

BI Consulting Services

We do the modernization of websites and deep analytics for senior living.

Sunnyside Communities and Goodwin Living in Virginia are close partners of ours, and we do a lot of their reporting, analytics, AI integration, and other support.

powerbiconsultingservices.com

THE NEXT STEP

Twenty minutes, on your calendar, to walk the operating board and decide whether the 90-day sequence is worth starting.

[calendly.com/nichole-mck-bics/
assisted-living-analytics-support](https://calendly.com/nichole-mck-bics/assisted-living-analytics-support)