

SENIOR AND ASSISTED LIVING WITH THERAPY SERVICES

Martha Jefferson House

Site and AI-Search Review

Prepared for Rebecca Griffith, September 2026

Charlottesville, Virginia



Overall site and AI-search score

What the score of 57 means



Martha Jefferson House scores 57 out of 100. The community has more than sixty years of history in Central Virginia and a therapy services line most communities this size do not have. The score is held down by something structural: the website and the staff email run on two different domains, so every signal the community earns is divided in half.

STRONGEST

Trust, 8 of 10

History and services are credibly presented.

WEAKEST

AEO, 6 of 15

Eight published questions, none marked up.

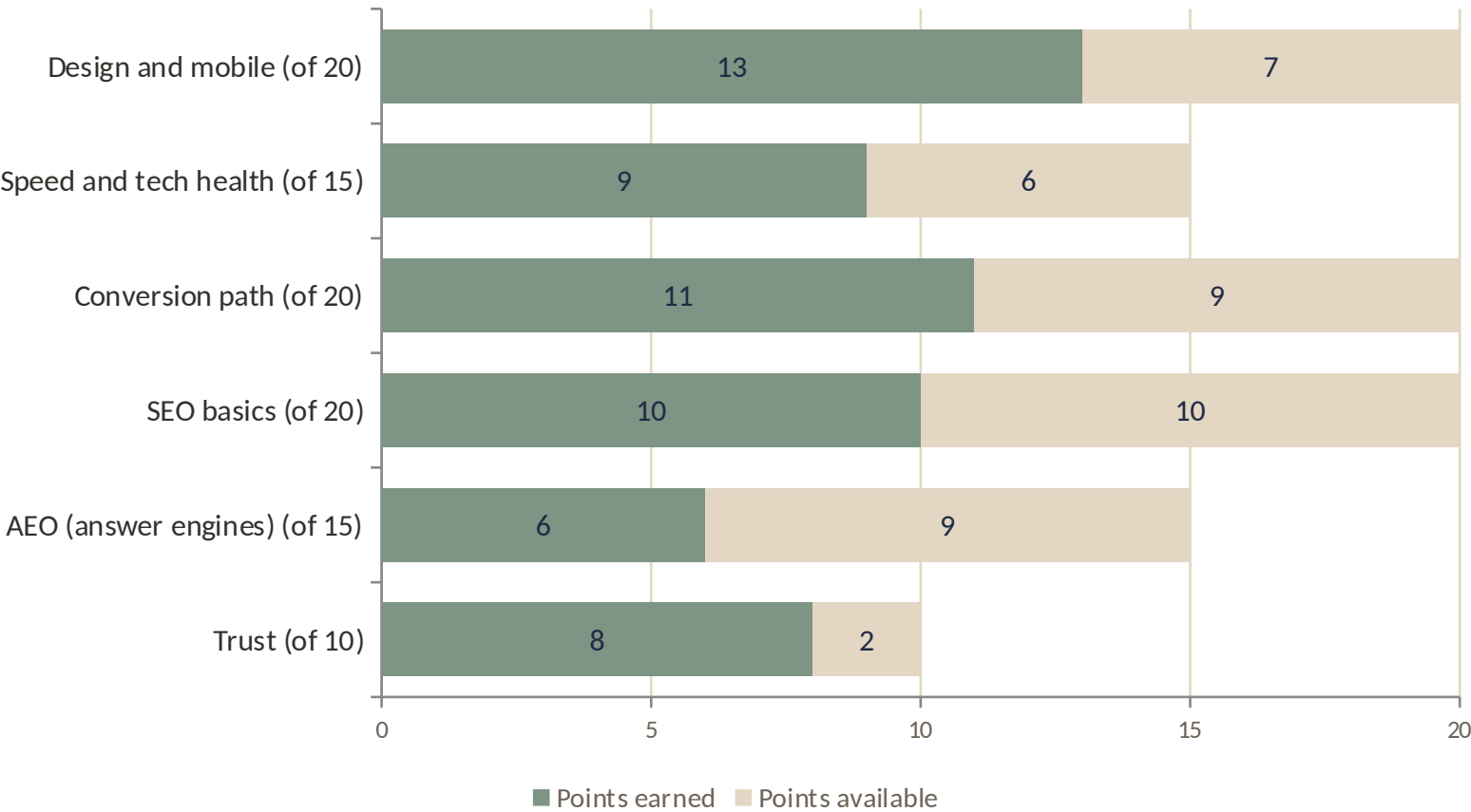
ROOT CAUSE

Two domains

Authority is split before it can accumulate.

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: 57 of 100

Chart is native and editable in PowerPoint.

What the numbers already say

1,085,805

Semrush rank

Room to climb

190

Organic keywords

Thin for sixty years of history

1,058

Monthly organic visits

Families arriving without ads

0

Paid keywords

No paid search running

32

AI Overview keywords

Queries already answered by AI

175

People-Also-Ask keywords

Questions being asked right now

Semrush, marthajeffersonhouse.org, measured 23 September 2026.

1 The website and the email domain are two different domains

The site is served from marthajeffersonhouse.org while staff email runs on mjhouse.net, and mjhouse.net does not serve the website.

THE EVIDENCE YOU CAN CHECK

- Search engines, AI assistants and referral directories split their signals across the two names.
- That split is a large part of why the site carries only 190 organic keywords for a community with more than 60 years of history in Charlottesville.
- Two earlier reviews of this community checked only mjhouse.net and never reached the real site.

THE FIX

Choose one canonical domain, redirect the other properly, and let authority accumulate in one place. This is the highest-value fix available.

2 A real FAQ page with no FAQPage structured data

Eight specific, genuinely useful questions are published. The markup that gets them quoted is not there.

THE EVIDENCE YOU CAN CHECK

- The published questions cover memory care, respite, couples with different care levels and moving between levels of care.
- Semrush shows 175 People-Also-Ask keywords and 32 AI Overview keywords against the domain.
- It also shows 0 keywords carrying FAQ schema.

THE FIX

Deploy FAQPage JSON-LD on the eight questions already written. No new copy required.

3 190 organic keywords and 1,058 monthly visits

Depth, not quality, is the gap. What is published is good; there is simply not enough of it.

THE EVIDENCE YOU CAN CHECK

- Brookwood Therapeutic Services covers physical, occupational and speech therapy and has almost no content behind it.
- The four residence areas, Eleanor's Landing, The Perry Wing, The Carlyle and Hunter's Way, each support a page that does not exist yet.
- The house was built in 1921 and the community became independent in 2000. That history is barely searchable.

THE FIX

Build one page per service line and one per residence area, each answering the questions families actually type.

A 90-day plan in three phases

1

Days 1 to 30

Settle the domain question

- Decide the single canonical domain
- Redirect the other domain properly
- FAQ schema on the existing eight questions

2

Days 31 to 60

Add the missing depth

- Content depth for Brookwood Therapeutic Services
- A page for each of the four residence areas
- A tour request path on every page

3

Days 61 to 90

Measure and test demand

- Measurement in place on inquiries and tours
- A small paid search pilot on Charlottesville assisted living
- Monthly reporting the team actually reads

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.

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Prepared for Martha Jefferson House, Charlottesville, Virginia.

LIVE LINKS

Scorecard

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

Sample site

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

Operating dashboard

https://martha-jefferson-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.