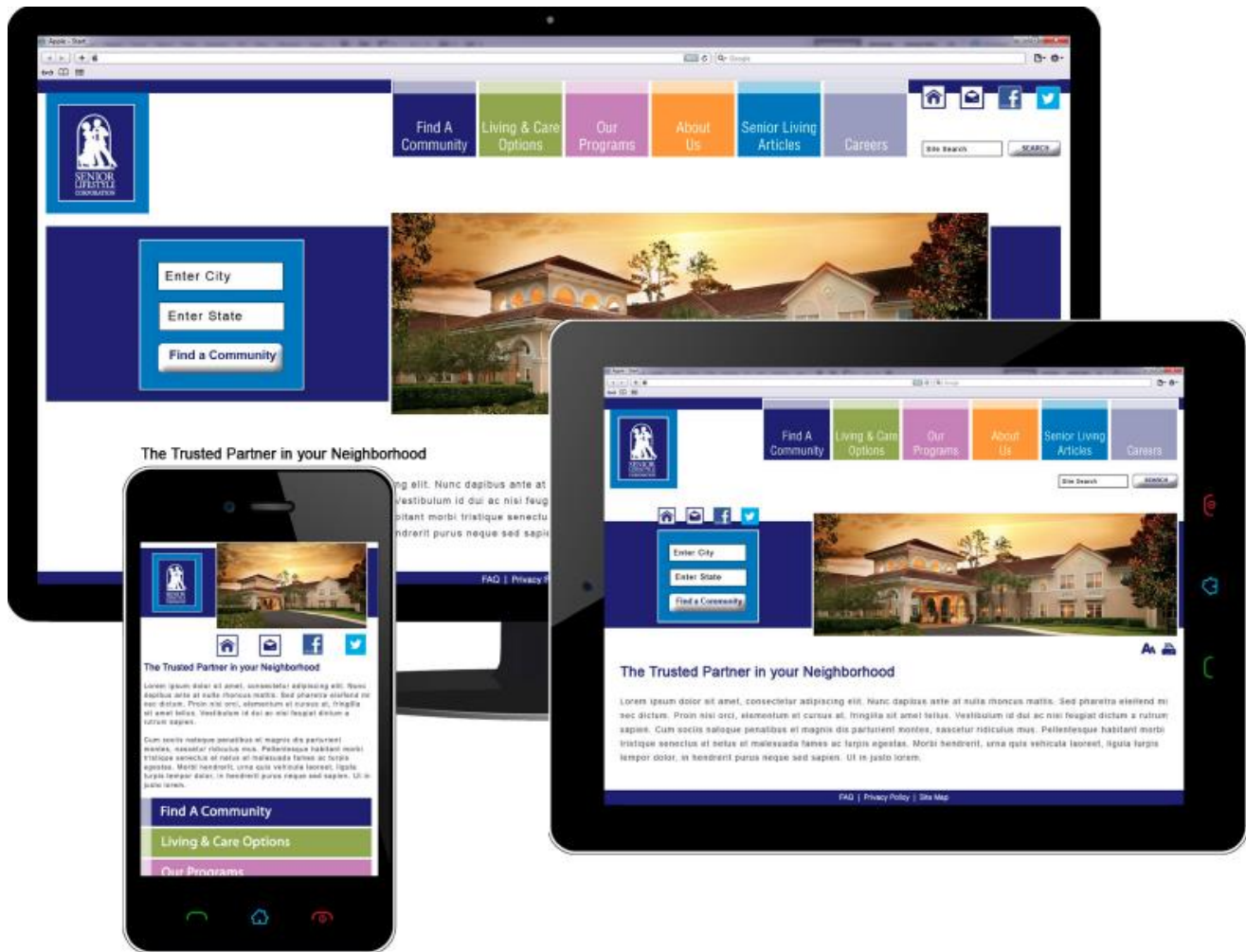


Responsive Web Design

ViewSource CASE STUDY



Website Design / Responsive Design

Senior Lifestyle Corporation, Inc.

Since 1985 Senior Lifestyle Corporation has created premier residential communities with innovative programs that help seniors enjoy healthier, more fulfilling lives and has become one of the nation's leading senior living specialists. Senior Lifestyle Corporation contracted ViewSource to design their new corporate website which features mini-sites for individual properties; content management tools to empower Senior Lifestyle Corporation staff to easily make website edits independently; and integration of the website with their sales lead management system (Yardi) to ensure timely follow up. Moreover, the new website utilizes responsive design techniques to optimize the viewing experience on mobile devices and desktop screens.

Outcome

Since the launch of the new website, Senior Lifestyle Corporation has realized a significant increase in visitor traffic and improved conversion rate of visitors into sales leads.