

Autocomplete Takeover Case Study

Blackberry Pines Residential Assisted Living, Elburn IL

Driving search visibility and qualified engagement through strategic autocomplete optimization for assisted living related terms in and around Elburn, IL.



Search...



Objective & Strategy

Campaign Goal

Increase brand visibility and drive search engagement for Blackberry Pines Residential Assisted Living by strategically positioning the facility's name in Google and Bing's autocomplete dropdown for high-intent senior living and elder care searches across Elburn, St. Charles, and Geneva, IL, over a 30-day period in August 2025.

Our Approach

The Autocomplete Takeover campaign utilized strategic autocomplete optimization across Google and Bing, pairing carefully selected keywords with geographic modifiers. By optimizing autocomplete visibility and click volume, we ensured Blackberry Pines Residential Assisted Living appeared prominently when potential residents' families searched for quality assisted living services in the Elburn, St. Charles, and Geneva, IL areas.

Keywords

- elder care st charles il
- assisted living st charles
- st charles assisted living
- assisted living st charles il
- senior living st charles il
- assisted living elburn il
- assisted living geneva il

Exceptional Results

30-Day Campaign Performance - August 2025

461

Total Clicks Delivered

154% of contracted volume

1.5x

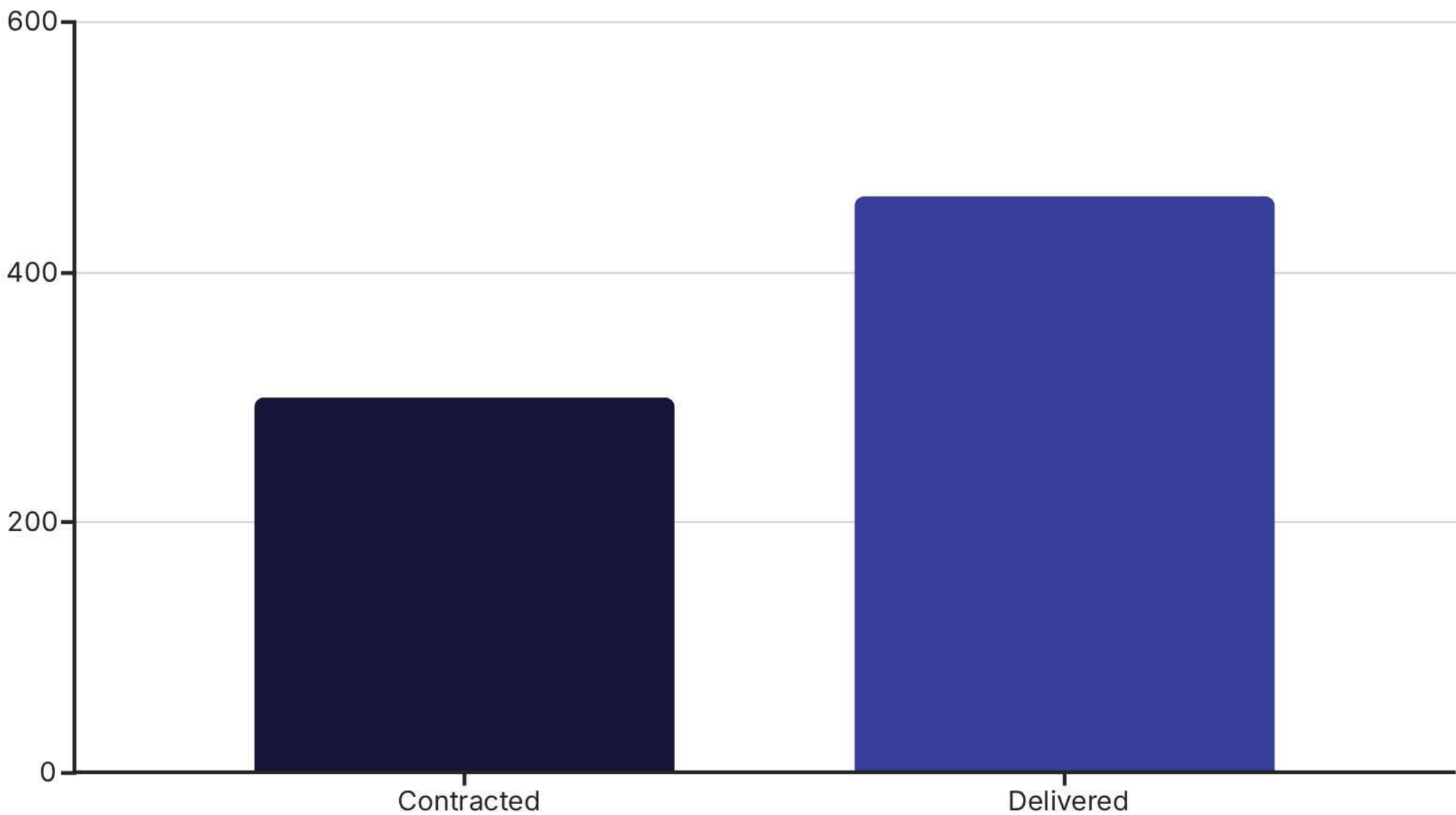
Performance Multiple

Exceeded expectations significantly

7

Keywords Targeted

High-intent local elder care searches



❑ **1.5x Click Performance** - Exceptional search visibility and engagement across Google & Bing platforms for Blackberry Pines Residential Assisted Living. Strong cross-regional engagement from Elburn, St. Charles, and Geneva. Campaign delivered significant exposure across elder care, assisted living, and senior living search terms.