

Falcons Landing | Potomac Falls, Virginia

Site and AI-Search Review

An illustrative review of falconslanding.org, based on public pages and Semrush data, 5 October 2026. **Six subscores, three findings, and a 90-day fix sequence.**

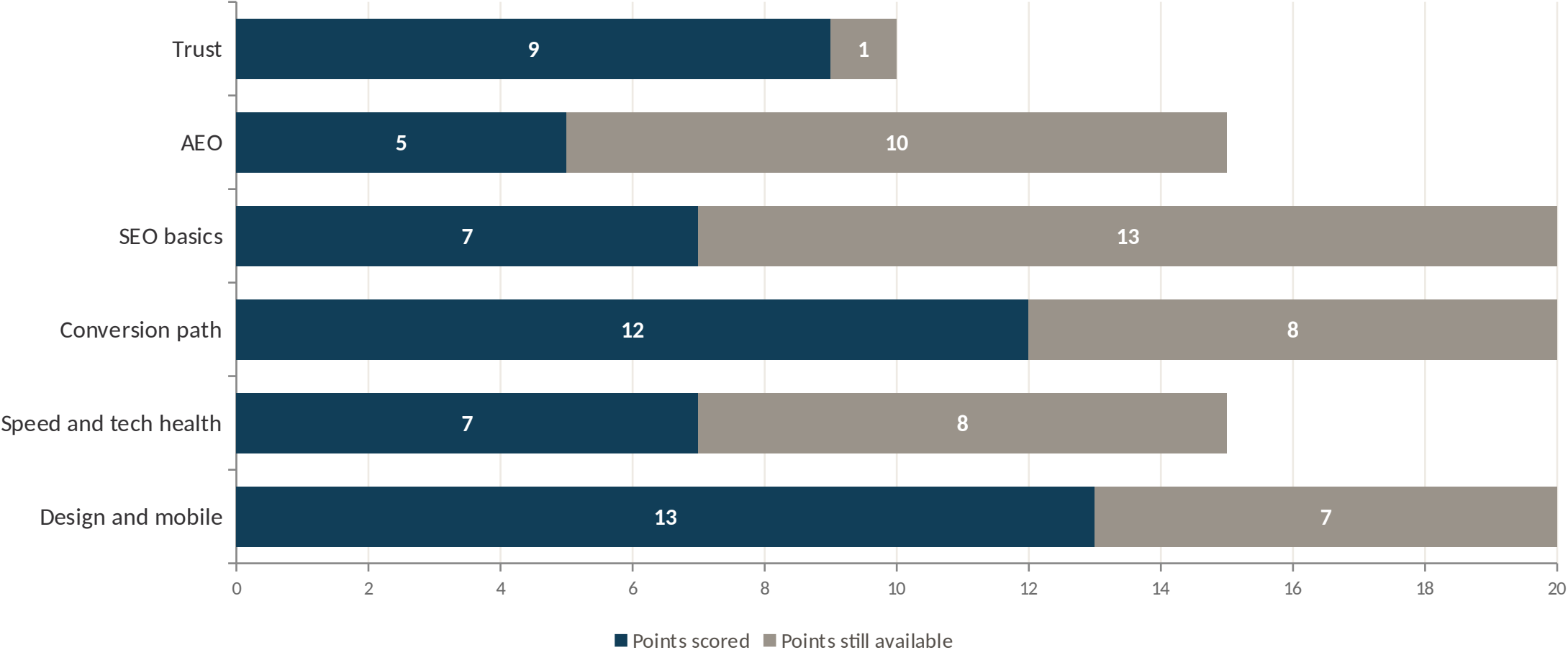
53

OUT OF 100

The shop window is lit and the door is locked.

Where the 53 points come from

Points scored against the points available in each category. AEO and SEO basics are the two gaps, and they share a cause.



What Semrush shows today

falconslanding.org, Semrush United States database, snapshot 15 September 2026 with the monthly series behind it. The live site domain and the email domain are the same.

819

Organic keywords ranking in the top 100

4,436

Organic visits a month

\$9,256

Monthly value of that traffic

365,160

Semrush rank, United States

2,056

Organic keywords in March 2026, now 819

6,725

Organic visits in June 2026, now 4,436

0

Paid keywords behind the eligibility news

15 of 15

Top organic keywords that are your own name

Every top keyword is a search by someone who already knows the name. Eligibility just opened to people who do not.

Three findings

Each one checkable in your own page source in under a minute

What we found

Evidence from the live page source and the Semrush organic positions report, both read on 5 October 2026.

1

The Independent Living page tells Google not to index it

falconslanding.org/independent-living-virginia carries a robots noindex directive in its head, plus two competing canonical tags, the second pointing at opinionstage.com, the vendor behind the embedded floor plan quiz. It is the commercial landing spot for the eligibility change, and it has asked not to be eligible for search.

2

Thirty answered questions, invisible to AI answer engines

The Independent Living page carries about thirty well-written questions and answers, and the assisted living and memory care pages carry thirty more each. Only a generic WebPage object is declared. No FAQPage or Question schema anywhere, so the answers are decoration rather than data.

3

Four H1 headings, and two of them are a form label

The four H1 elements read: the same form prompt twice, then The Falcons Difference, then Find your Falcons Floor Plan. The phrase Independent Living appears in none of them. The homepage video tour hero also carries alt text naming a different community altogether.

A 90-day fix sequence

Ordered so the cheapest structural repairs land first. Nothing here requires a rebuild.

1 Days 1 to 21

Unlock the page

Remove the noindex directive and the opinionstage canonical from the Independent Living page, request indexing, then give every page one H1 that names the service and fix the alt text that names another community.

SEO basics, 7 to 13

2 Days 14 to 45

Make the answers quotable

Wrap the question and answer sets already on the page in FAQPage and Question schema across independent living, assisted living, memory care, skilled nursing and short-term rehab. Markup only, no rewriting.

AEO, 5 to 11

3 Days 21 to 60

Give eligibility its own page

One page carrying both rules: independent living at 62 and better regardless of service, and health services open to all with no military or government background needed. Then cut the third-party script load.

Conversion path, 12 to 16

4 Days 45 to 90

Contest the unbranded search

Build the terms a Loudoun County family would actually type, then stand up one reporting view across the continuum: inquiry to tour to deposit to move-in, by level of care and by eligibility route.

Speed and tech health, 7 to 11

Two things we built for Falcons Landing this week

Both use your own words, your own photography and your own palette, taken from falconslanding.org.

1

A modernized sample of your homepage

- Your copy, your photography, your navy and gold, no stock anything
- An eligibility section that states both rules in one place for the first time
- A living options set covering all seven residences and centers on the campus
- FAQPage structured data already in place, which is finding two solved

2

A continuum and eligibility board

- Occupancy, inquiry to tour, tour to deposit and cycle time across five service lines
- A hand-drawn campus map of your seven places, with the two eligibility routes feeding them
- Filters for period, eligibility route and level of care that recalculate every panel
- An ask-the-data panel that runs on your own server, and three automation candidates

Where to look

Every link below opens a page built for Falcons Landing, not a generic demonstration.



The scorecard

The full review behind this deck: six subscores, three findings with evidence, and the 90-day sequence.

index.html



The sample homepage

A modernized Falcons Landing homepage using your real copy and photography, with FAQPage schema in place.

site/index.html



The continuum and eligibility board

Occupancy and funnel across five service lines, the campus map, and the two eligibility routes side by side.

the dashboard



Book twenty minutes

calendly.com/nichole-mck-bics/assisted-living-analytics-support

Nichole McK, BI Consulting Services

powerbiconsultingservices.com

Who we are

BI Consulting Services

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

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.

The next step

Twenty minutes, on your calendar, to walk the continuum 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)