

## Google

Headline- max 25 characters

Description 1- max 35 characters

Description 2- max 35 characters

## Yahoo

190 characters total

### Location/Segment

The Admiral at the Lake  
The new Admiral  
Chicago  
Chicago's Lakefront  
Chicago Lakefront  
downtown Chicago  
downtown Chicago lakefront  
Foster Avenue

#### The NEW Admiral

New lakefront Chicago retirement community offering Lifecare.  
[www.thenewadmiral.com](http://www.thenewadmiral.com)

#### The NEW Admiral at the Lake

New lakefront Chicago Lifecare community offers spacious retirement living and easy downtown access.  
[www.admiralatthelake.com](http://www.admiralatthelake.com)

### Affordability/Flexibility

apartments  
financial security  
member Benefits  
opportunity  
Priority Program

#### The Admiral at the Lake

Risk-free retirement apartments -- maintenance-free, onsite care.  
[www.thenewadmiral.com](http://www.thenewadmiral.com)

#### The NEW Admiral at the Lake

Act now for preferred pricing and best selection of spacious Chicago-area senior apartments with Lifecare health and wellness programs.  
[www.admiralatthelake.com](http://www.admiralatthelake.com)

### Health Care/Lifestyle

senior living community  
retirement community  
Lifestyle  
Lifecare  
resort  
senior living  
senior  
urban living  
community

#### The Admiral at the Lake

Chicago-area senior community with a range of onsite health care.  
[www.thenewadmiral.com](http://www.thenewadmiral.com)

#### Enjoy Urban Living at The NEW Admiral at the Lake

Find culture, fellowship and financial security in Chicago-area senior community with guaranteed health care access.  
[www.admiralatthelake.com](http://www.admiralatthelake.com)