

# HOW TO CREATE THE PERFECT PROFILE ON CAREHOME.CO.UK

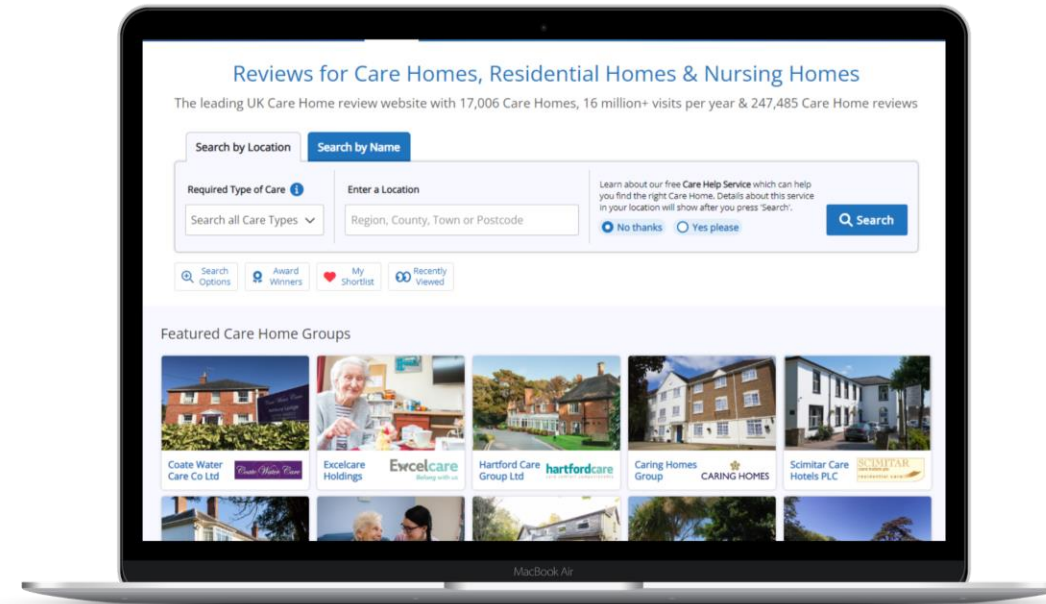
Craig Foster



# IN THIS WEBINAR

1. Why Profile Completeness is important?
2. Using your Control Panel as a guidance to create the perfect profile
3. What do care seekers expect when they land on your profile?
4. Profile Completeness and its impact on Lead Generation

# WEB TRAFFIC



Over 15 million visits a year

# REVIEWS

Number 1 care home review site with 330,000 reviews



## Review us

on [carehome.co.uk](https://carehome.co.uk)  
the leading care home review website



Please take a moment to review us on [carehome.co.uk](https://carehome.co.uk)

- We welcome residents/service users and their family/friends to submit reviews to [carehome.co.uk](https://carehome.co.uk)
- Staff or people with a professional connection to the care provider cannot submit reviews
- This is not a formal complaints procedure, for complaints contact the care provider or relevant regulatory authority
- Before publication, we check that all reviews comply with our Review Policy and we show all reviews to care providers
- It can take up to 30 days for a review to be published or deemed non-compliant
- Reviews are published on [carehome.co.uk](https://carehome.co.uk) and potentially other selected websites
- Our full Review Policy can be viewed on [carehome.co.uk/reviews](https://carehome.co.uk/reviews)
- For assistance, call 01488 684321 or email [reviews@carehome.co.uk](mailto:reviews@carehome.co.uk)

# SEO



Top organic search result in most  
areas on search engines

# CAREHOME.CO.UK

## CARE ENQUIRIES

**LAST 12**  
MONTHS



17M profile page views



960K web referrals



38K brochure requests



4.6K tour bookings



52K care enquiry emails



378K care telephone enquiries

# WEBINAR QUESTIONS

Please enter questions in the  
Q&A section

Any questions will be answered  
in a follow up email

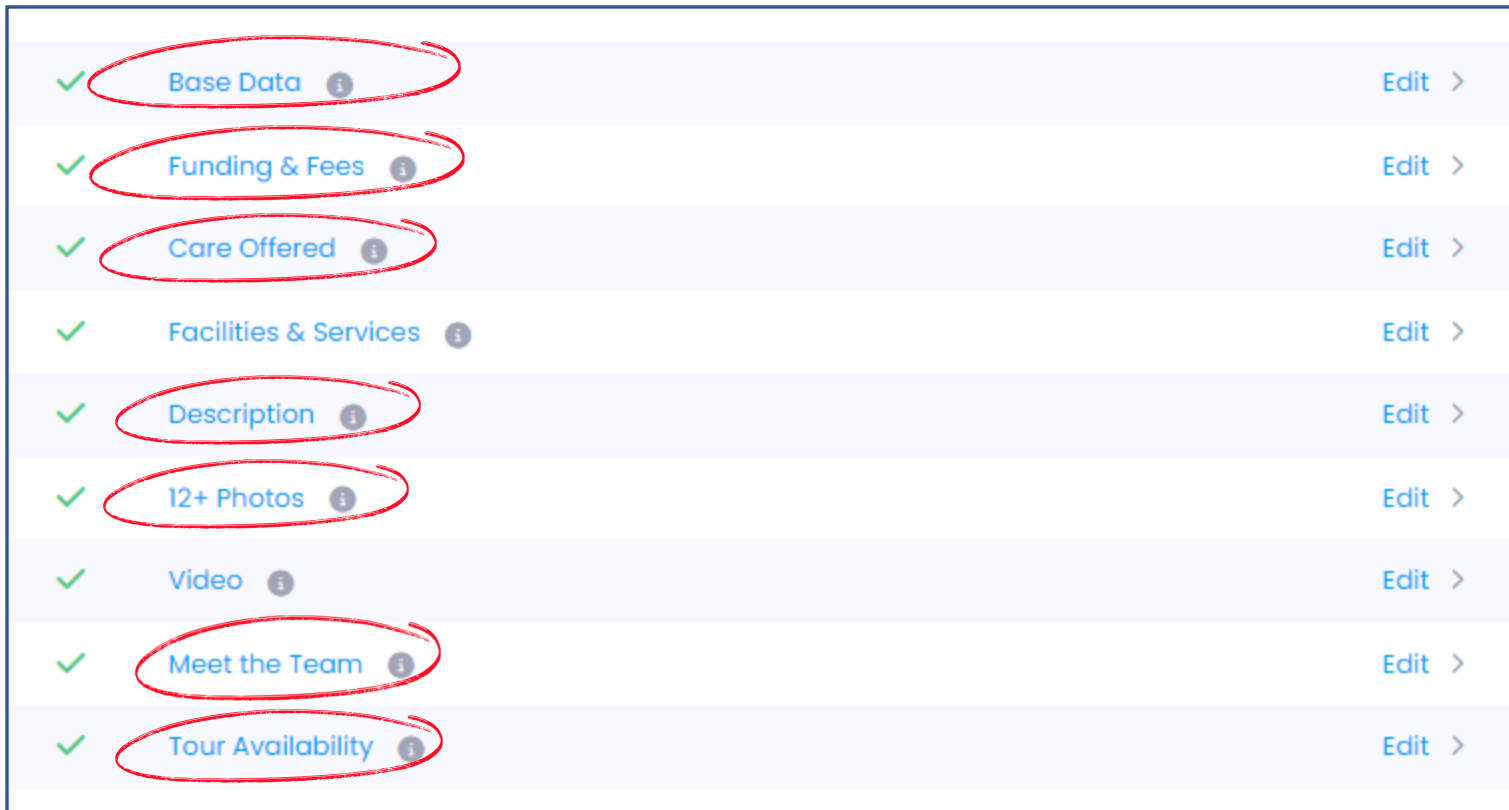
# WHAT IS PROFILE COMPLETENESS?

- Ensures the care seeker has the best user experience when carrying out a search
- Enables you to focus on the key areas of interest for those looking for care
- Ensures you don't miss an opportunity to highlight your strengths
- Portrays a professional and busy care home



# PROFILE

## COMPLETENESS



A screenshot of a profile completeness checklist. The checklist consists of nine items, each with a green checkmark on the left and an 'Edit >' link on the right. The items are: Base Data, Funding & Fees, Care Offered, Facilities & Services, Description, 12+ Photos, Video, Meet the Team, and Tour Availability. Red circles are drawn around the text of the first six items: Base Data, Funding & Fees, Care Offered, Description, 12+ Photos, and Tour Availability.

✓	Base Data ⓘ	Edit >
✓	Funding & Fees ⓘ	Edit >
✓	Care Offered ⓘ	Edit >
✓	Facilities & Services ⓘ	Edit >
✓	Description ⓘ	Edit >
✓	12+ Photos ⓘ	Edit >
✓	Video ⓘ	Edit >
✓	Meet the Team ⓘ	Edit >
✓	Tour Availability ⓘ	Edit >

The most important pieces of information are...

- Base Data
- Funding & Fees
- Care offered
- A Description
- 12+ Photos
- Meet the Team/staff profiles
- Tour Availability

# PROFILES

A complete profile shows a care seeker...

- Fees information
- Photos & video(s)
- Staff profiles
- Logo
- Tour booking availability
- Reviews
- Awards, news & events
- Type of care provided
- Description



# FUNDING & FEES

Baycroft Great Baddow, Chelmsford < Care Homes in Chelmsford

[Book a Tour](#)
[Visit Website](#)
[Send Email](#)
[View Phone Number](#)
[Request a Brochure](#)
[Jobs](#)

[Overview](#)
[Reviews \(130\)](#)
[Gallery \(15\)](#)
[Performance](#)
[Bed Vacancies](#)
[Amenities \(14\)](#)
[News \(699\) & Events \(0\)](#)
[Team \(9\)](#)

Physical Disability  
Respite Care  
Sensory Impairment

**Dementia Care Types**

**?** What are the different dementia care types?

Mild Dementia  
Moderate Dementia

**Care Offered**

Alzheimer's  
Hearing Impairment  
Multiple Sclerosis  
Parkinson's Disease  
Speech Impairment  
Stroke  
Visual Impairment

**Other Care Provided**

Convalescent Care  
End of Life Care  
Own GP if required  
Palliative Care

**Good to Know**

**Group/Owner**

Country Court

**Person in charge**

Rebecca Harris (Home Manager)

## Funding & Fees Guide for Baycroft Great Baddow

**Funding Types Accepted**

- ✓ Self funding (Private)
- ✓ Local Authority with Top-Up
- ✗ Local Authority
- ✓ NHS Continuing Healthcare (CHC) Funding

**£ Weekly Charges per Person**

- Self-Funded Residential Care from £1,600
- Self-Funded Residential Dementia Care from £1,600
- Self-Funded Nursing Care from £1,700
- RESPITE Self-Funded Residential Care from £1,650
- RESPITE Self-Funded Residential Dementia Care from £1,650
- RESPITE Self-Funded Nursing Care from £1,750

All our fees are subject to a care needs assessment. All fees quoted are a guideline, please contact the care home for a detailed price for your care requirements.

(these prices are only a guideline, please contact Baycroft Great Baddow to find out the exact price for your requirements)

**Visiting**

Visitors welcome at any time.

**Parking**

On-site car park.

# FUNDING & FEES

## ^ Funding & Fees

Expand All

### Funding Types Accepted

Self Funding (Private)	Yes	▼	included in profile completeness
Local Authority with Top Up	Yes	▼	included in profile completeness
Local Authority	Yes	▼	included in profile completeness
NHS Continuing Healthcare (CHC)	Yes	▼	included in profile completeness

### Fees Info For Self-Funded Older Person Care (Weekly Charges Per Person)

We offer self-funded older person care	Yes	▼
--	-----	---

# FUNDING & FEES

Please select one of the options below

We strongly recommend that you provide your self-funded fees information to help the care seeker, to receive more relevant enquiries and to receive enquiries faster from our care help team. Please do not deduct any contribution from NHS Funding Nursing Care (FNC).

Self-Funded Residential Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

Self-Funded Residential Dementia Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

Self-Funded Nursing Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

Self-Funded Nursing Dementia Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

RESPITE Self-Funded Residential Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

RESPITE Self-Funded Residential Dementia Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

RESPITE Self-Funded Nursing Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

RESPITE Self-Funded Nursing Dementia Care

From

£

To

£

weekly charges per person  
(rounded to the nearest pound)

Fee Comment

Enquire directly

(e.g. what is included or excluded in your standard fees such as hairdressing, as well as your policy on top ups and any other relevant fees information)

# CARE OFFERED

Barchester Bamfield Lodge Care Home, Bristol < Care Homes in Bristol City Area

[Book a Tour](#)
[Visit Website](#)
[Send Email](#)
[View Phone Number](#)
[Request a Brochure](#)
[Jobs](#)

[Overview](#)
[Reviews \(64\)](#)
[Gallery \(24\)](#)
[Performance](#)
[Bed Vacancies](#)
[Awards \(27\)](#)
[News \(102\) & Events \(0\)](#)
[Team \(11\)](#)

### Care Types Provided

- Dementia Residential Care
- Nursing Care
- Residential Care

For a maximum of 60 Service Users

#### Primary Care Categories

- Dementia
- Older Person Care
- Physical Disability
- Respite Care
- Sensory Impairment

#### Dementia Care Types

- Mild Dementia
- Moderate Dementia

#### Care Offered

- Alzheimer's
- COPD/Pulmonary Disease
- Cancer Care
- Epilepsy
- Hearing Impairment
- Motor Neurone Disease
- Neuropathic
- Parkinson's Disease
- Speech Impairment
- Stroke
- Visual Impairment

### Admission Criteria

- Ages 65+

### Room Information

- Single Rooms (60)
- Rooms with ensuite WC and Washbasin (60)
- Single Rooms with ensuite Wet Room (60)

### Care Home Design/Build

- Purpose Built: Yes
- Last Refurbishment: 2024
- Number of floors: 3

### Funding & Fees Guide for Barchester Bamfield Lodge Care Home

#### Funding Types Accepted

- Self funding (Private)
- Local Authority with Top-Up
- Local Authority
- NHS Continuing Healthcare (CHC) Funding

#### Weekly Charges per Person

- Self-Funded Residential Care from

### Facilities

- ✓ Bar/Café
- ✓ Close to Local shops
- ✓ Gardens
- ✓ Lift
- ✓ Minibus or other transport
- ✓ Near Public Transport
- ✓ Own Furniture if required
- ✓ Pet Friendly (or by arrangement)
- ✓ Phone Point in own room
- ✓ Residents Internet Access
- ✓ Residents Kitchenette
- ✓ Television point in own room
- ✓ Wheelchair Access

#### Parking

Availability - 20 car parking spaces



# DESCRIPTION



All Photos 24

Video 1



Bamfield Lodge Care home is surrounded by parks and open spaces in South Bristol and is within easy access to local amenities and leisure facilities.

The home provides nursing, residential and dementia care both on a permanent, or respite basis. Residents also have access to a spacious back garden with a sun-trap, ideal for the summer months.

Activities at Bamfield are designed to enhance the residents' well-being, encourage social interaction, and support them with their existing hobbies and interests. Activities are wide ranging and personalised to residents' needs.

Bamfield Lodge has a patio garden and an outdoor seating space, ideal for enjoying coffee or lunch. The home also features a hair salon, spacious en-suite bedrooms and lounges.

Residents enjoy freshly made nutritious meals, prepared on-site by trained chefs, who can also cater for special dietary requirements. [Read less](#)

# MEET THE TEAM

## Meet the Team (1)



Katrina Ball

**Job Title:** Care Home Manager

We offer first-class care for the elderly on a permanent or respite basis, delivered by highly trained professionals in lovely comfortable surroundings.

Our philosophy is simple; we want everyone to enjoy life to the fullest. We never forget that all our residents are individuals and we treat them with dignity, privacy and respect while offering freedom of choice and as much independence as possible.

Friends and family are welcome at any time. Hot drinks and snacks are always available and guests are invited to share a meal with residents. Our cook prepares three nutritious meals a day and the menu changes regularly to reflect seasonal produce. Special diets are catered for.

Residents have the freedom to choose what to do and when. There is plenty going and our activities coordinator puts together a full programme which is adapted to suit the needs and wishes of our residents. Activities include quizzes, sing-alongs, reminiscence therapy, indoor games, arts and crafts, baking and wherever possible, trips out and about.

I'd love to show you around the home. So if you should like a tour, or wish to discuss any aspect of elderly care with me, please telephone the home to make an appointment.



# TOUR AVAILABILITY



# BASE DATA



# PHOTOS & VIDEO



# FACILITIES & SERVICES

## Facilities

---

- ✓ Bar/Café
- ✓ Close to Local shops
- ✓ Gardens
- ✓ Lift
- ✓ Minibus or other transport
- ✓ Near Public Transport
- ✓ Own Furniture if required
- ✓ Pet Friendly (or by arrangement)
- ✓ Phone Point in own room
- ✓ Residents Internet Access
- ✓ Residents Kitchenette
- ✓ Television point in own room
- ✓ Wheelchair Access





# RESULTS

## Avoid Badly Cropped Photos

### Bristol Grange Care Home

Westbury Crescent , Frenchay, Bristol BS16 4AB

Group/Owner Harford Care Homes

58 reviews

9.7

Bristol Grange is a delightful 40 bed care home in the beautiful village of Frenchay. The home provides nursing, residential and dementia care. An experienced team provide professional care personalised to match each individual..

[Read more about Bristol Grange Care Home](#)

**i** Care Provided  Nursing  Elderly  Dementia  Physical Disability  Palliative Care  Younger Adults  **40 Rooms** from **£1,350** / week

*"My mother is really happy at the Bristol Grange. The staff are friendly and attentive and the home has a lovely atmosphere"*

[Read all 58 reviews](#)

Save

[View Full Details](#)

### Bristol Grange Care Home

Westbury Crescent , Frenchay, Bristol BS16 4AB

Group/Owner Harford Care Homes

58 reviews

9.7

Bristol Grange is a delightful 40 bed care home in the beautiful village of Frenchay. The home provides nursing, residential and dementia care. An experienced team provide professional care personalised to match each individual..

[Read more about Bristol Grange Care Home](#)

*"My mother is really happy at the Bristol Grange. The staff are friendly and attentive and the home has a lovely atmosphere"*

[Read all 58 reviews](#)

Save

[View Full Details](#)


# RESULTS

## Avoid Stock Images

### Bristol Grange Care Home

Westbury Crescent , Frenchay, Bristol BS16 4AB

Group/Owner [Harford Care Homes](#)




15 photos 1 video

Bristol Grange is a delightful 40 bed care home in the beautiful village of Frenchay. The home provides nursing, residential and dementia care. An experienced team provide professional care personalised to match each individual..

[Read more about Bristol Grange Care Home](#)

**i** Care Provided  Nursing  Elderly  Dementia  Physical Disability  Palliative Care  Younger Adults  **40 Rooms** from **£1,350** / week




58 reviews **9.7**

*"My mother is really happy at the Bristol Grange. The staff are friendly and attentive and the home has a lovely atmosphere"*

[Read all 58 reviews](#)


Save [View Full Details](#)



### Bristol Grange Care Home

Westbury Crescent , Frenchay, Bristol BS16 4AB


Group/Owner [Harford Care Homes](#)



2 photos

Bristol Grange is a delightful 40 bed care home in the beautiful village of Frenchay. The home provides nursing, residential and dementia care. An experienced team provide professional care personalised to match each individual..

[Read more about Bristol Grange Care Home](#)




58 reviews **9.7**

*"My mother is really happy at the Bristol Grange. The staff are friendly and attentive and the home has a lovely atmosphere"*

[Read all 58 reviews](#)

Save [View Full Details](#)




# RESULTS

## Avoid Negative/Poor Quality Photos


### Bristol Grange Care Home

Westbury Crescent , Frenchay, Bristol BS16 4AB

Group/Owner [Harford Care Homes](#)



15 photos 1 video



58 reviews 9.7

*"My mother is really happy at the Bristol Grange. The staff are friendly and attentive and the home has a lovely atmosphere"*

[Read all 58 reviews](#)


Save View Full Details

✓


### Bristol Grange Care Home

Westbury Crescent , Frenchay, Bristol BS16 4AB

Group/Owner [Harford Care Homes](#)



2 photos



58 reviews 9.7

*"My mother is really happy at the Bristol Grange. The staff are friendly and attentive and the home has a lovely atmosphere"*

[Read all 58 reviews](#)

Save View Full Details

✗

# INCOMPLETE PROFILE



Cropped Image

Only 2 Pictures

No Tour Button

No Staff Listed

Stock Image

No Videos



carehome.co.uk

Care Search Care Advice Job Search Industry Resources

My Account Log In

Care Homes Other Care Settings Groups / Owners Care Helpline Awards Submit a Review

UK Care Homes Search / Care Homes in England / Care Homes in South West England / Care Homes in Bristol / The Grange Care Home

### Bristol Grange Care Home

Westbury Crescent , Frenchay, Bristol BS16 4AB

Save Submit a Review

Visit Website Send Email View Phone Number Request a Brochure

9.7  
58 Reviews

Jobs

Overview Reviews (58) Gallery (2) Performance Bed Vacancies Awards (1)

Photos 2

Bristol Grange is a delightful 40 bed care home in the beautiful village of Frenchay. The home provides nursing, residential and dementia care. An experienced team provide professional care personalised to match each individual. Each room features an en-suite, has underfloor heating and is double glazed. There is a nurse call system which immediately alerts staff to any unusual movement ensuring residents receive the very best care.. [Read more](#)

Show the Bristol Grange Care Home on the map



# COMPLETE PROFILE

A complete profile shows a care seeker...

- Fees information
- Photos & video(s)
- Care staff profiles
- High Quality Logo
- Tour booking availability
- Reviews
- Awards, news/press releases & events
- Type of care provided
- Detailed description

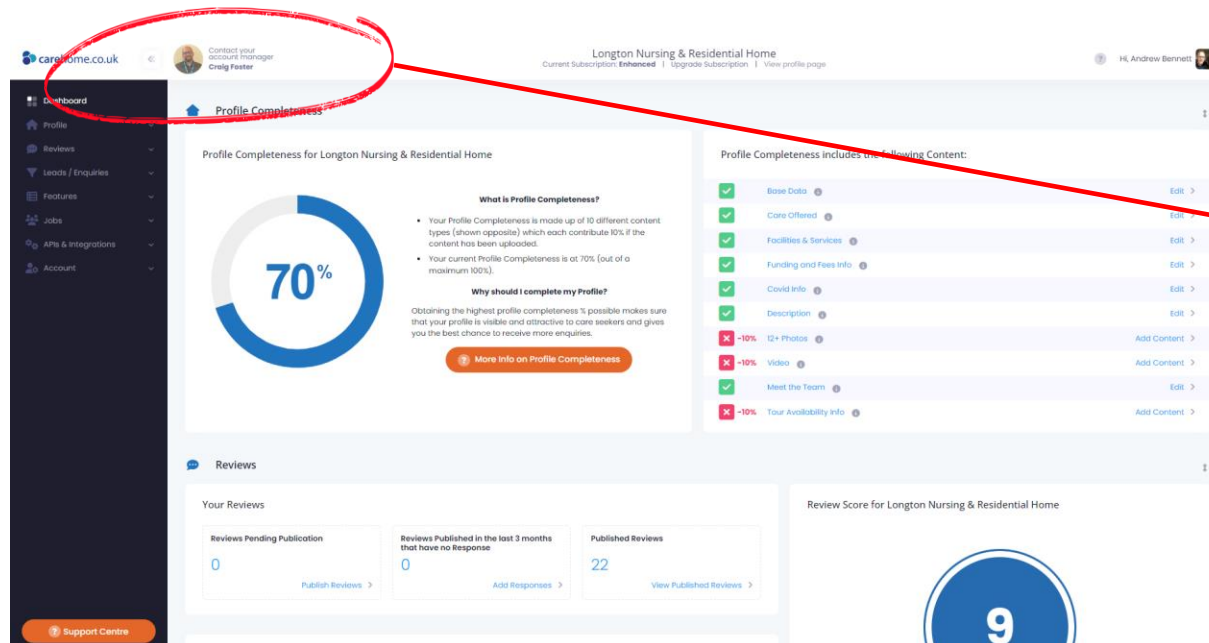


# SUMMARY

- carehome.co.uk is the UK's most popular Care Home listing website
- Profile Completeness is a great guide to ensure care seekers notice and visit your profile
- Focus on completing your Profile especially Fees, Description, Meet the Team, Tour Availability and Photos
- Take a look at your profile and think about it from a care seeker perspective – is it achieving what you want it to achieve?

# YOUR ACCOUNT MANAGER

- Log into your Control Panel to find your Account Manager
- Click on their image to find telephone number, email address and a 'Request a Call Back' button
- Your Account Manager is happy to provide a full walkthrough of how to use the Control Panel and can offer guidance on your profile.




The screenshot shows the 'Profile Completeness' page for 'Longton Nursing & Residential Home'. The profile is 70% complete. A table lists the content types and their completion status:

Content Type	Status	Action
Basic Data	100%	Edit
Core Offered	100%	Edit
Facilities & Services	100%	Edit
Funding and Fees Info	100%	Edit
Covid Info	100%	Edit
Description	100%	Edit
12+ Photos	-10%	Add Content
Video	-10%	Add Content
Meet the Team	100%	Edit
Tour Availability Info	-10%	Add Content

### Your Account Manager

**Craig Foster**



Any questions, please contact your Account Manager, **Craig Foster**

[craig.foster@tomorrows.co.uk](mailto:craig.foster@tomorrows.co.uk)  
01488 644542 | [Request a Call Back](#)