

BOOST ENQUIRIES 2026



| How to increase care home enquires and utilise
all the tools carehome.co.uk has to offer

Tom Hill

BOOST ENQUIRIES



What we will be covering today

1

What is most important to care seekers?

2

How Profile Completeness will boost enquires

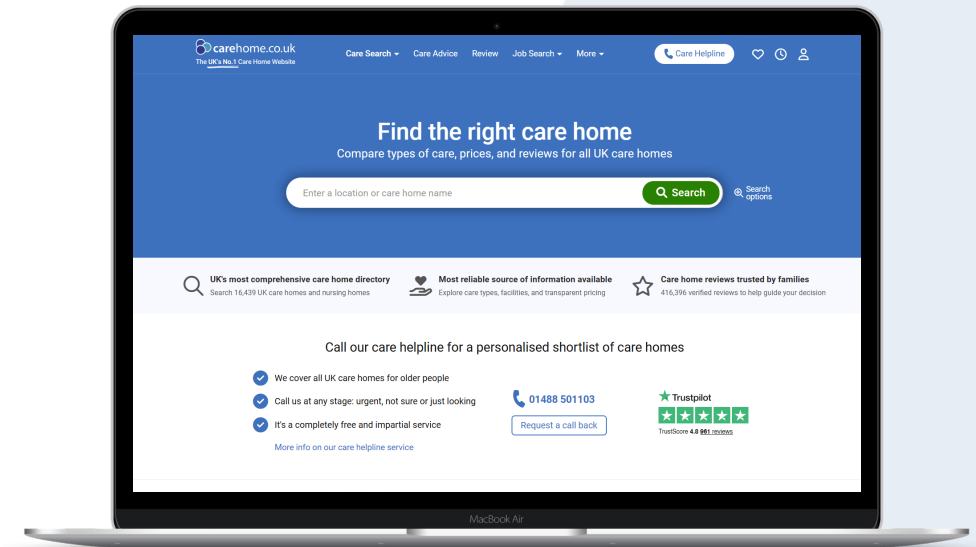
3

Review Generation – profile visibility and care seeker engagement

4

Where can I track lead generation and care leads?

carehome.co.uk is the leading website for helping people find older people care



| 16,500 care homes listed

| 10,500 older person care homes listed

| Over 15 million visits a year

| Insights from **over 2.5 million data points** about UK care homes

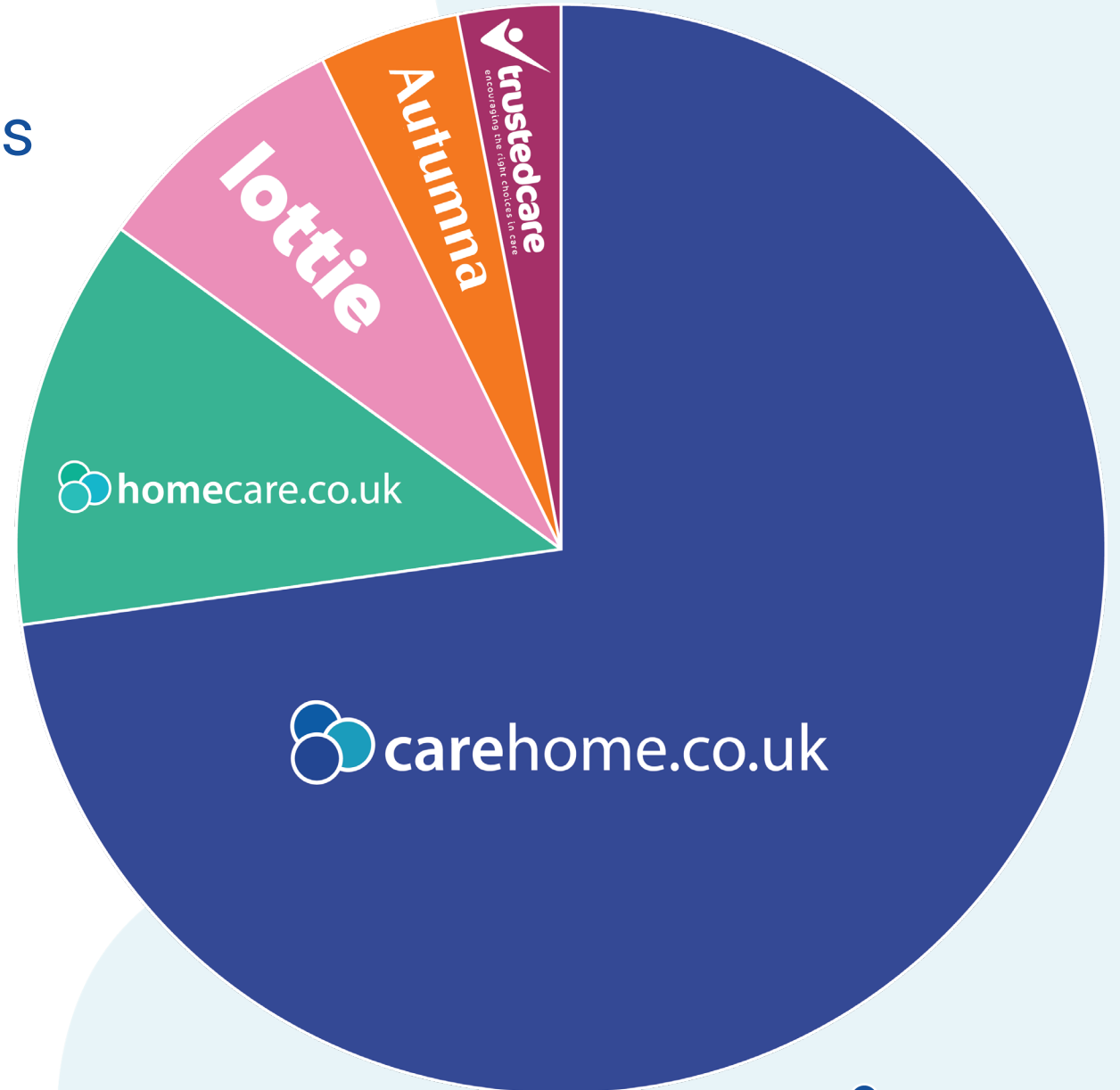
...Including data on bed capacity, facilities, care types, pricing and regulatory status.

...The largest publicly available dataset of its kind in the UK

carehome.co.uk is the leading website for helping care seekers find older people care

85%

of older care seeker research takes place on carehome.co.uk & homecare.co.uk



Source:  similarweb January 2026

Demonstrable Enquiry Generation



109,000

Verified Care Emails, Tours & Brochures



137,000

Verified Care Phone Calls*

Notes: Oct 2024-Sep 2025. carehome.co.uk, Verified Care Emails are care email enquiries which have been verified as genuine by a member of the Tomorrows Guides team; Verified Care Phone Calls are calls to a provider's care phone number that are answered and then confirmed as a care enquiry via Call Insights. *The total number of verified care phone calls has been estimated based on a sample of 4389 EPP customers with Call Tracking/Insights enabled. Numbers are estimated because not all providers currently use Call Insights.

Exceptional Value for Money



61% of enquirers will move into a care home within 2 months



64 weeks of care per move in



£50 delivered per £1 spent

Source: carehome.co.uk enquirer survey October 2025. Average permanent stay 104 weeks (industry research). Average respite stay assumed to be 2.9 weeks (carehome.co.uk enquirer survey). Average self funded fee of £1421 per week for residential permanent care and £1483 per week for residential respite care from provider profile data on carehome.co.uk. Local Authority funded care rates 78% of self funded rates (Laing Buisson).

carehome.co.uk has more verified reviews than any other platform

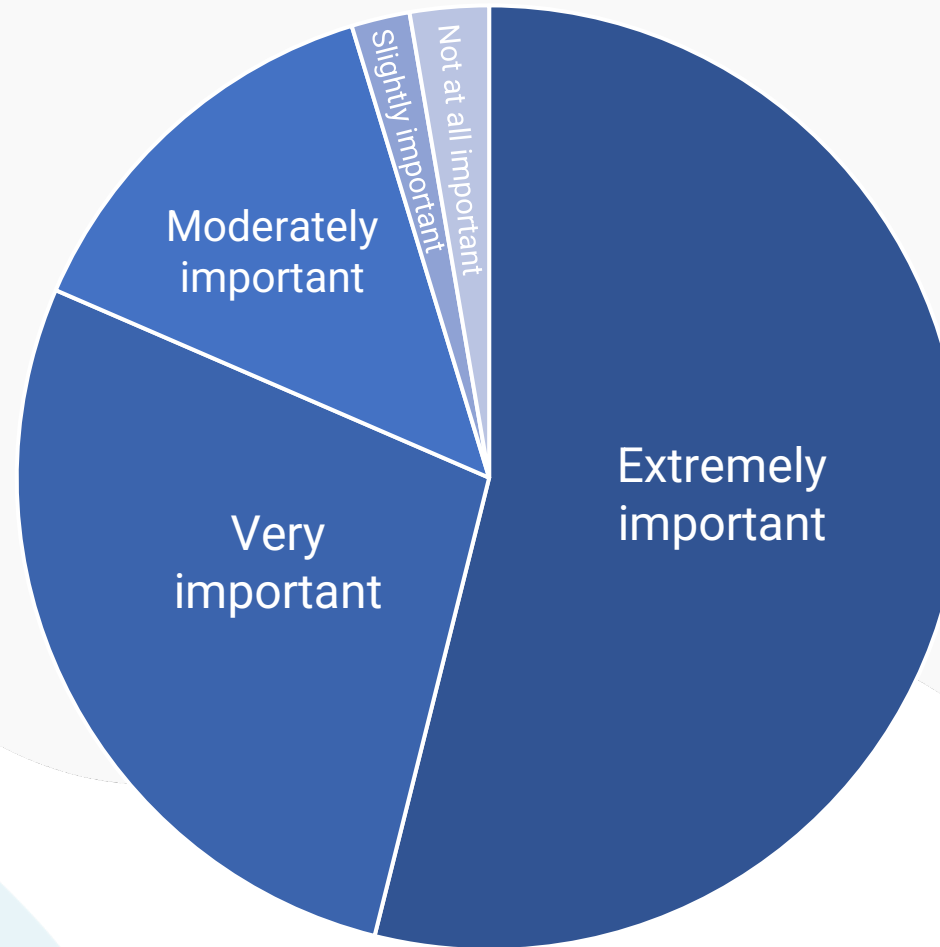
Over 415k reviews on carehome.co.uk



Total number of older person care reviews on carehome.co.uk and Google as of 9th January 2026

Care seekers see carehome.co.uk reviews as critical information when choosing a care home

>80%
of care seekers
considered reviews
are 'extremely' or 'very'
important when
searching for care
★★★★★



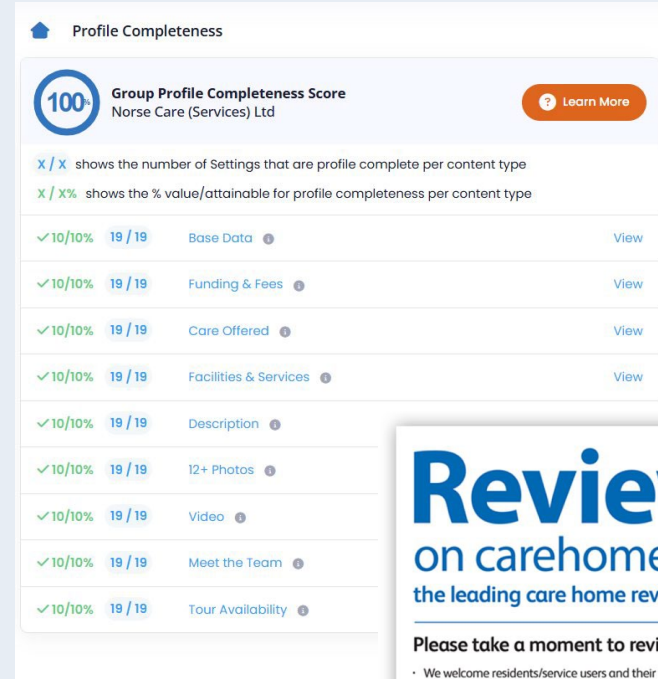
What is most important to care seekers?

- What care homes are closest to me?
- Do they provide the right care for Mum and Dad?
- Do they accept our funding type / can we afford them?
- Everyday life in the care home – does it look nice?
- What do other residents and their families say about the home?



How can care homes answer these questions?

- Detailed profile content
- Regular reviews from residents and their family & friends



Profile Completeness

100% Group Profile Completeness Score
Nurse Care (Services) Ltd [Learn More](#)

X / X shows the number of Settings that are profile complete per content type
X / X% shows the % value/attainable for profile completeness per content type

✓ 10/10%	19 / 19	Base Data	View
✓ 10/10%	19 / 19	Funding & Fees	View
✓ 10/10%	19 / 19	Care Offered	View
✓ 10/10%	19 / 19	Facilities & Services	View
✓ 10/10%	19 / 19	Description	
✓ 10/10%	19 / 19	12+ Photos	
✓ 10/10%	19 / 19	Video	
✓ 10/10%	19 / 19	Meet the Team	
✓ 10/10%	19 / 19	Tour Availability	

Review us
on carehome.co.uk
the leading care home review website



Please take a moment to review us on carehome.co.uk

- We welcome residents/service users and their family/friends to submit reviews to 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 and potentially other selected websites
- Our full Review Policy can be viewed on carehome.co.uk/reviews
- For assistance, call 01488 684321 or email reviews@carehome.co.uk

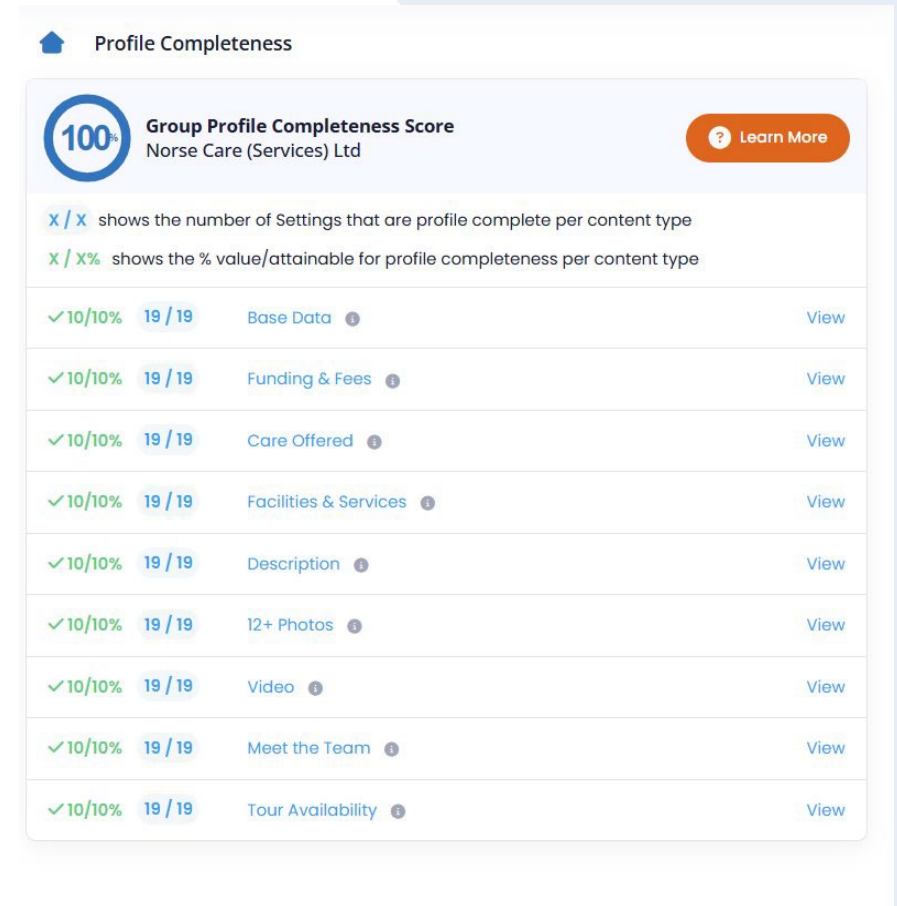
 carehome.co.uk

Profile Completeness – Why is it important?

Profile Completeness helps care homes to prioritise:

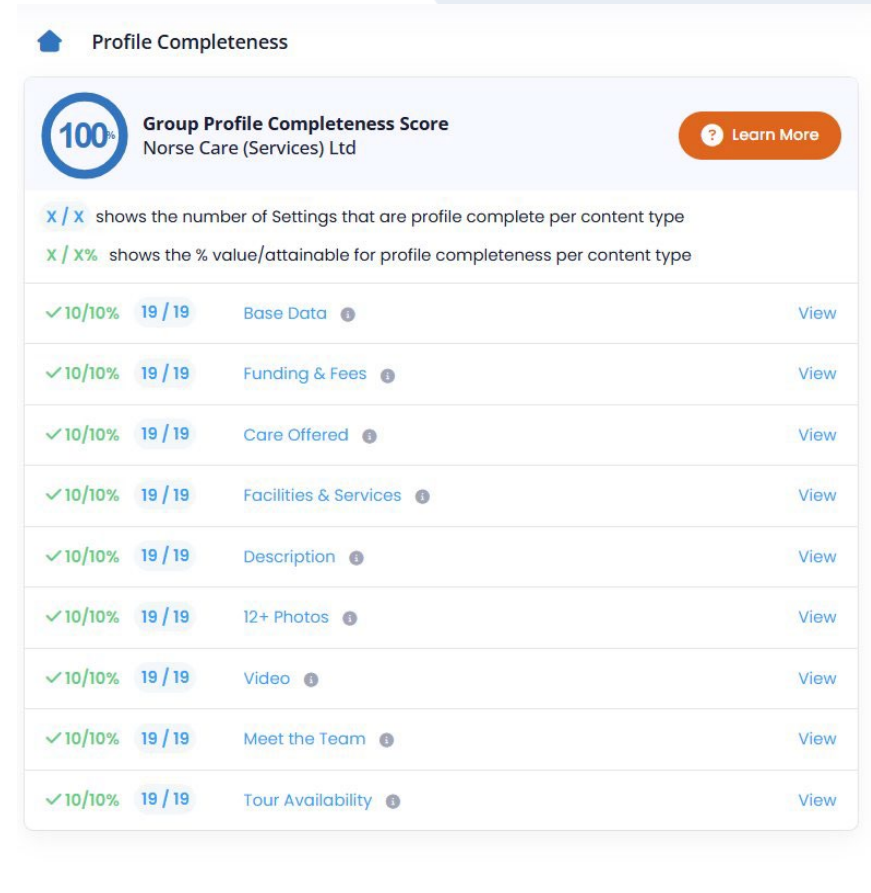
- Key profile information required by care seekers when searching for care
- Important content which shows life in the care home

Profiles that are 100% complete perform better than those that are missing content or key information



The most important pieces of information for care seekers searching carehome.co.uk are...

- Base Data
- Funding & Fees
- Care Offered



Profile Completeness

100% Group Profile Completeness Score
Norse Care (Services) Ltd [Learn More](#)

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✓ 10/10%	19 / 19	Base Data ⓘ	View
✓ 10/10%	19 / 19	Funding & Fees ⓘ	View
✓ 10/10%	19 / 19	Care Offered ⓘ	View
✓ 10/10%	19 / 19	Facilities & Services ⓘ	View
✓ 10/10%	19 / 19	Description ⓘ	View
✓ 10/10%	19 / 19	12+ Photos ⓘ	View
✓ 10/10%	19 / 19	Video ⓘ	View
✓ 10/10%	19 / 19	Meet the Team ⓘ	View
✓ 10/10%	19 / 19	Tour Availability ⓘ	View

Base Data & Care Offered

Base Data

- Bed & Room Info
- Admission Criteria
- Care Home Design/Build

Care Offered

- Primary Care Categories
- Care Types Provided
- Dementia Care Types
- Any other relevant information

The screenshot shows the website for Manor House, Birmingham. At the top, there are navigation buttons for 'Request Tour', 'Visit Website', 'Send Email', 'View Phone Number', 'Request Brochure', and 'Jobs'. Below this is a breadcrumb trail: 'Overview', 'Reviews (98)', 'Gallery (18)', 'Performance', 'Bed Vacancies', 'Awards (10)', 'News (22) & Events (0)', and 'Team (1)'. The main content is organized into several columns:

- Care Provided by Manor House**
 - Primary Care Categories**: Dementia, Mental Health Condition, Older Person Care, Physical Disability, Respite Care, Sensory Impairment, Younger Adults.
 - Care Types Provided**: Dementia Residential Care, Residential Care, For a maximum of 37 Service Users, Privately Owned.
 - Dementia Care Types**: Includes a link 'What are the different dementia care types?' and lists Mild Dementia, Moderate Dementia, and Advanced/Complex Dementia.
 - Care Offered**: Alzheimer's, Epilepsy, Hearing Impairment, Orthopaedic, Parkinson's Disease, Speech Impairment, Visual Impairment.
 - Other Care Provided**: Own GP if required.
- Local Authority / Social Services**: Birmingham City Council (click for contact details).
- Admission Criteria**: Ages 18+.
- Room Information**: Single Rooms (37), Single Rooms with ensuite Wet Room (19).
- Care Home Design/Build**: Purpose Built: No, Last Refurbishment: 1997.
- Funding & Fees Guide for Manor House**
 - 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 £1,200 – £1,200; Self-Funded Residential Dementia Care £1,200 – £1,200; RESPITE Self-Funded Residential Care £1,200 – £1,200; RESPITE Self-Funded Residential.
- Facilities**: Bar/Café, Close to Local shops, Gardens, Lift, Near Public Transport, Own Furniture if required, Pet Friendly (or by arrangement), Phone Point in own room, Residents Internet Access, Residents Kitchenette, Smoking not permitted, Stairlift, Television point in own room, Wheelchair Access.
- Visiting**: Anytime, except protected meal times, meal times are: 13:00-14:00, 17:00-18:00. Relatives welcomed to dine with residents during meal times.
- Parking**: 09 free parking space available.

Funding and Fees

- Funding & Fees is crucial to care seekers search journey
- Funding information immediately identifies whether the care home is suitable
- Fees information helps to make informed decisions at the point of enquiry

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 Matching Code (FMC).

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)
NHS FMC Self-funded Residential Care	From £		To £		weekly charges per person (rounded to the nearest pound)
NHS FMC Self-funded Residential Dementia Care	From £		To £		weekly charges per person (rounded to the nearest pound)
NHS FMC Self-funded Nursing Care	From £		To £		weekly charges per person (rounded to the nearest pound)
NHS FMC Self-funded Nursing Dementia Care	From £		To £		weekly charges per person (rounded to the nearest pound)

Fee Comment

Enquire Directly

(eg, when it is included or excluded in your standard fee such as full boarding, or self care policy or top ups and any other relevant fees information)

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

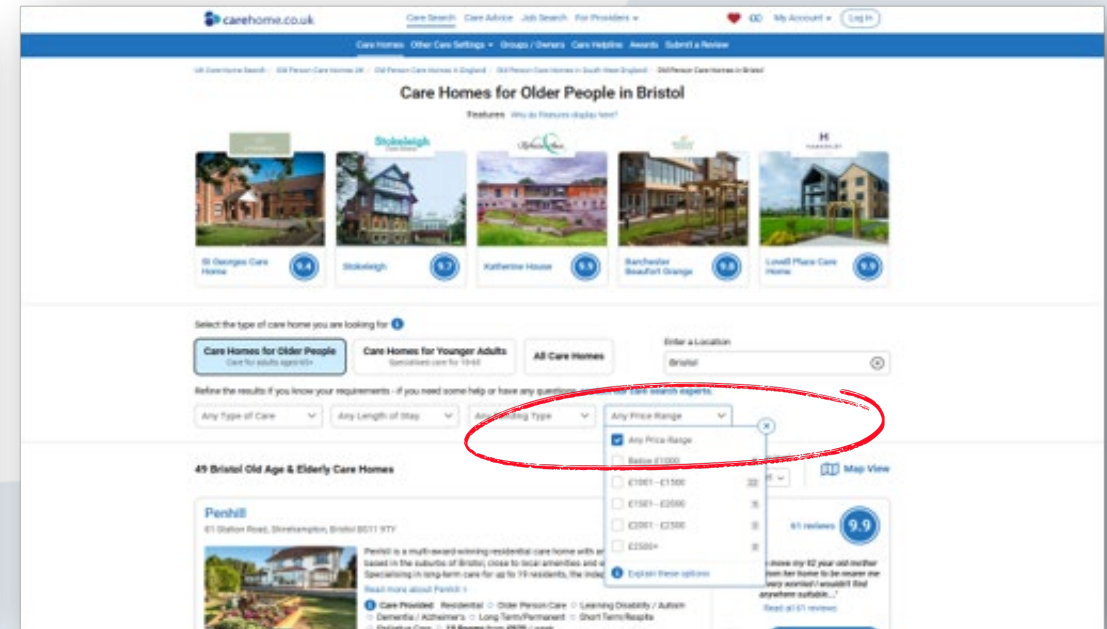
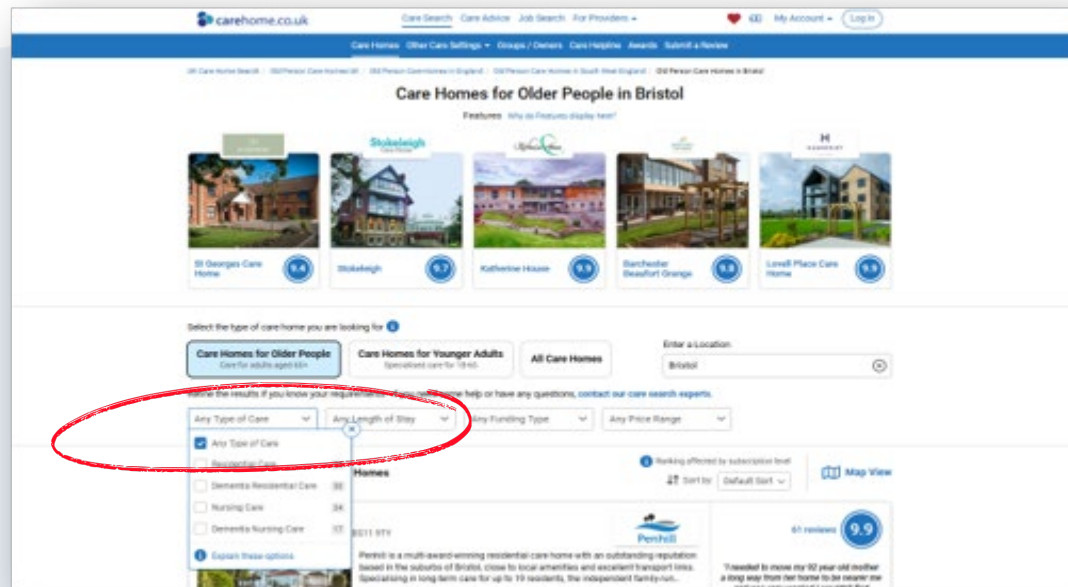
Fees Info For Self-Funded Older Person Care (Weekly Charges Per Person)

We offer self-funded older person care	Yes
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Why are these so important? Our website filters...

Our filtered search tool allows care seekers to find the right residential care for them. These additional search tools include 'type of care' offered and a price range for fees.

Both 'Care Offered' and 'Funding & Fees' must be completed to appear in filtered searches.



Why are these so important? Care Help Team...

- The Care Help Team send hundreds of care enquiries each week
- They use carehome.co.uk to provide shortlists for care seekers based on your profile information
- Low Profile Completeness means a delay / exclusion from delivering enquiries

Let us help you find the right care home

Our dedicated **Care Help Team** provide a free, personalised shortlisting service.



For a free shortlist of suitable care homes

Call 01488 501137 or request a call back

Monday - Friday • 9am - 5pm

The service from carehome.co.uk is free. Calls are charged at your local rate.

"The carehome.co.uk website and staff were so helpful. I had been using the website to find a home and read the reviews before contacting the Care Help team for a shortlist. They listened to my father's needs and wishes before sending me information on additional homes, which then contacted me. My father is due to move-in to one of the homes you suggested that I hadn't previously considered."

Marylyn, January 2025

Full carehome.co.uk profiles

Now for the rest of the important aspects of your carehome.co.uk profile...

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



An incomplete carehome.co.uk profile



No Tour Button

No Staff Listed

Stock Image

No Video

Badly Cropped Photos


Only Two Photos



Reviews are a core part of the user experience on carehome.co.uk

Field House

Blakeney Road, Horfield, Bristol BS7 0DL



Group/Owner Bristol Care Homes

Field House opened in 2002. It is a modern home which has a purpose-built building. Located on a residential road in Horfield, this home is situated in a quiet location, but with close proximity to the local amenities. There are 55 individual rooms...

"My mum was a resident at Field House for 4 years. She loved all of the staff and was very happy in the last years of her life. Mum was..."


40 reviews **9.9**

Read all 40 reviews

View Full Details

Garden House

Cote Lane, Westbury-on-Trym, Bristol BS9 3TW



Group/Owner St Monica Trust

From the moment you arrive at St Monica Trust's The Garden House, you'll feel surrounded by warmth and kindness. Located in a sheltered spot in the magnificent grounds of the Cote Lane retirement community, this thoughtfully designed nursing and...

"My mother was found a place at short notice. She is on palliative care. The trust deserves its reputation. The facilities are excellent and..."


40 reviews **9.5**

Read all 40 reviews

View Full Details

St Georges Care Home

Kenn Road, St George, Bristol BS5 7PD



Group/Owner Aria Care

St Georges is a modern, purpose-built nursing home in Bristol. Located in a quiet residential area three miles from the city centre, St Georges provides specialist nursing care for up to 67 people, offering trial stays, short stays, long-term care and...

"All the staff are so welcoming and supportive. A very caring support to family and friends. Overall, very happy with the care the residents..."


42 reviews **8.7**

Read all 42 reviews

View Full Details

Glenview Nursing Home

8-9 Belvedere Road, Redland, Bristol BS6 7JG



Group/Owner Meadow Care Homes Ltd

Glenview Nursing Home prides itself on the provisions of excellent dementia and nursing care services to individuals with the local and wider community. The care home is focused on offering its residents a dedicated level of highly person-centred...

"Dad has been at Glenview since October 23, during which time as a family we have been completely 'wowed' by the care, respect, compassion..."

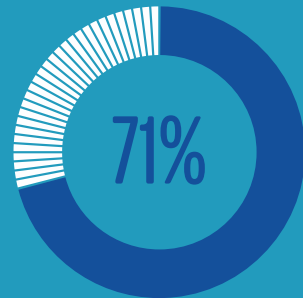
26 reviews **8.1**

Read all 26 reviews

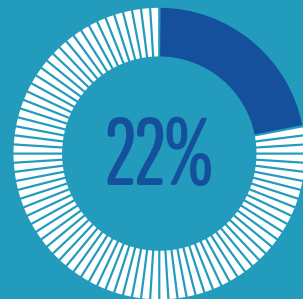
View Full Details



Care seekers see reviews as critical information when choosing a care home



71% of consumers read online reviews when researching businesses.



22% of consumers don't trust businesses that don't have any reviews.



Care seekers want genuine reviews from residents and their families when choosing a care home

- Build trust and transparency
- Provide insight into everyday lived experience
- Hold care homes accountable and encourage improvement
- Shows a home is willing to be seen, judged and improved
- Reduce risk when making such a major life decision



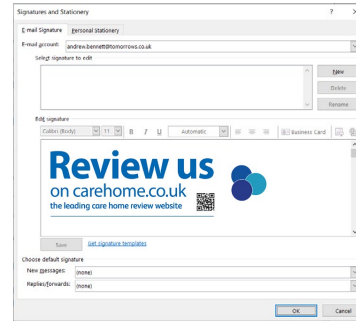
Effective ways to help you collect reviews



WhatsApp



Review Card



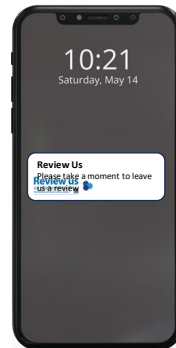
Email Footer



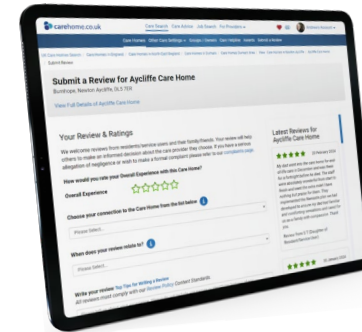
QR Code Poster



Email Newsletters



Email Invitation

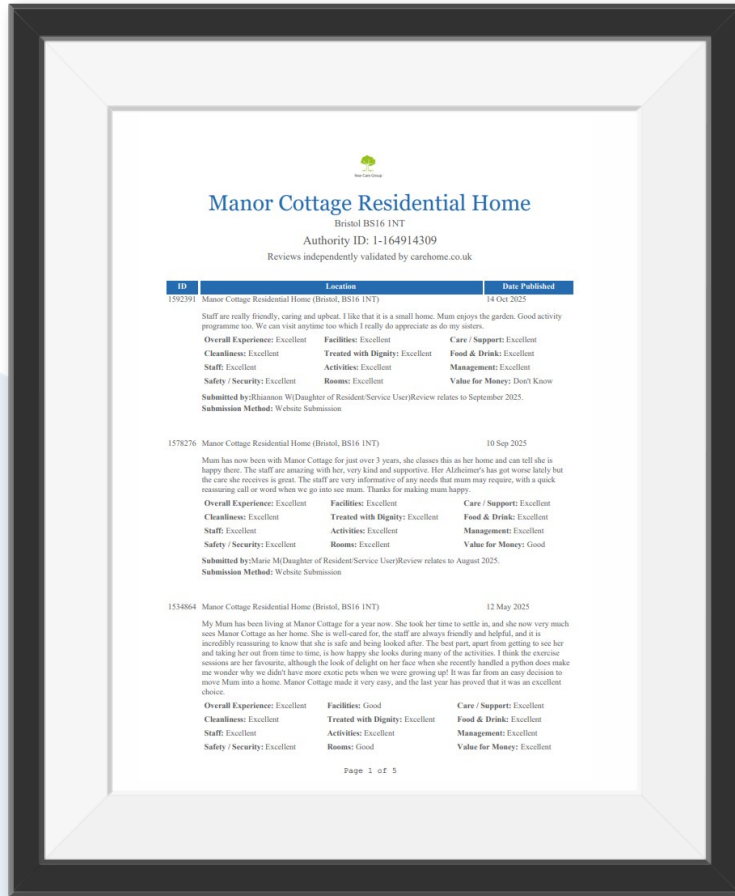


iPad in Reception



Social Media

Offline review tools



Review PDF




Review Score Certificate

Online review tools

Manor Cottage Residential Home

Beckspool Road, Frenchay, Bristol BS16 1NT 0.2 miles



Group/Owner Kew Care Group

Manor Cottage offers a stylish environment in which to provide residential care, being a listed building originating from the fifteenth century, lovingly converted for the practice of modern care. Tasteful furnishings and en-suite rooms add to the...

[Read more about Manor Cottage Residential Home >](#)


Care Provided Long Term/Permanent Short Term/Respite Older Person Care Residential Care Dementia Residential Care Learning Disability / Autism Physical Disability Palliative Care Mental Health Visual / Hearing Impairment **27 Rooms** from **£1,000 / week**

55 reviews **9.9**

"Staff are really friendly, caring and upbeat. I like that it is a small home. Mum enjoys the garden. Good activity programme too. We can..."


[Read all 55 reviews](#)

[Save](#) [View Full Details](#)



"can't praise the carers, managers and office staff enough. I know my father was happy at Manor"

Carole W (Daughter of Resident)



"Lots of activities, a variety of food, entertainment and trips."


Rickie K (Grandson of Resident)

Review Showcase

Reviews appear on your profile listing

carehome.co.uk Review Score for Manor Cottage Residential Home

55 reviews



★★★★★ 14 Oct 2025

Staff are really friendly, caring and upbeat. I like that it is a small home. Mum enjoys the...

Rhiannon W (Daughter of Resident)

★★★★★ 10 Sep 2025

Mum has now been with Manor Cottage for just over 3 years, she classes this as her home and can...

Marie M (Daughter of Resident)

★★★★★ 12 May 2025

My Mum has been living at Manor Cottage for a year now. She took her time to settle in, and she now...

Gary B (Son of Resident)

★★★★★ 9 May 2025

My mother has been a resident at Manor Cottage for around 3 months, and they really look after her...


Simeon D (Son of Resident)

★★★★★ 6 Mar 2025

Finding a care home for my 97 year old sister near her own home was not an easy task but the...

Jennie N (Sister of Resident)

Horizontal Review Widget

 **carehome.co.uk**
the leading care home review website

Manor Cottage Residential Home

9.9 carehome.co.uk Review Score
55 reviews

★★★★★
14 Oct 2025: Rhiannon W (Daughter of Resident)
Staff are really friendly, caring and upbeat. I like that it is a small home. Mum enjoys the...

★★★★★
10 Sep 2025: Marie M (Daughter of Resident)
Mum has now been with Manor Cottage for just over 3 years, she classes this as her home and can...

[Read all 55 reviews](#)

[Write a Review](#)

© 2025 carehome.co.uk

Vertical Review Widget

Have you activated Call Insights yet?

- ✓ Every call tracked, recorded, and categorized
- ✓ Care leads confirmed via email with summary and recording link
- ✓ Easy to access call data and logs through the Control Panel

Activate Call Insights [Learn More](#)

Call Insights Benefits:

- **Improve enquiry conversion:** Track and refine your approach based on clear, actionable data from each call.
- **Gain insights into phone enquiries:** Monitor every care enquiry phone call made through your care home profile, gaining in-depth care seeker insights with verified call leads.
- **Receive confirmation of all call enquiries:** Never miss an enquiry! Get a complete overview of all calls received, including detailed recording, transcripts and call data - perfect for staff training and improving call handling skills.

[View our Call Insights FAQ](#)

First Name *

Last Name *

Email *

Job Title *

I confirm I have the authority to activate Call Insights and agree to the [Terms and Conditions](#)

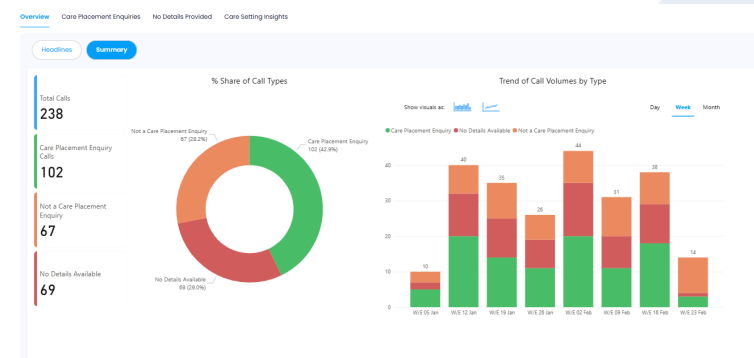
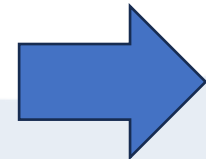
[Activate](#)

How Call Insights works:

The screenshot shows the website header with navigation links like 'Care Search', 'Care Advice', and 'Job Search'. The main content area displays the name 'Westbourne Tower Care Home - Avery Collection', the address '16/18 Poole Road, Westbourne, Bournemouth BH4 9DR', and a '10' award badge. Below this are buttons for 'Request Tour', 'Visit Website', 'Send Email', 'View Phone Number', and 'Request Brochure'. A 'Jobs' button is also visible.



This interface shows a 'Please select a contact reason' section with three buttons: 'I'm looking for care' (selected), 'I'm looking for a job', and 'Something else'. Below this, it displays the phone number '01202 238435' and a note: 'Don't forget to mention carehome.co.uk when you call!'. At the bottom, there is a small privacy policy disclaimer.



The call summary is titled 'Call Summary' and provides details for a call made on Wednesday, May 14, 2025, at 10:34 to 'Grange Park Nursing Home'. The summary states: 'The call is about a daughter enquiring about placing her 90-year-old mother with mild dementia into a care home, as the mother is having trouble eating meals and maintaining her daily routine.' A link is provided to 'Listen to the full recording of the call in your control panel'. A disclaimer at the bottom notes: 'Please note the above call summary is generated by AI and is moderated by our Care Help Team. We look to include as much information as possible from the call transcription. However, where the information has not been asked or provided, we are unable to populate the relevant field below.'

Activate Call Insights in just a few clicks

The screenshot displays the user interface for activating Call Insights. On the left, a dark sidebar contains navigation items: Dashboard, Profile, Reviews, carehome.co.uk Awards, Leads / Enquiries (with a 'new' badge and a red circle), Verified Care Leads, Call Insights (with a 'new' badge and a red circle), Call Log, Call Analysis, Allocated Tracking Numbers, Email Log, Features, Jobs, APIs & Integrations, and Account.

The main content area has a breadcrumb trail: Overview > Verified Care Leads > Call Insights (new) > Email Log. Below this, there are sub-navigation options: Call Log, Call Analysis, and Activate Call Insights (underlined). The 'Activate Call Insights' section features a 'Learn More' button and a list of benefits:

- Call Insights Benefits:**
 - Improve enquiry conversion:** Track and refine your approach based on clear, actionable data from each call.
 - Gain insights into phone enquiries:** Monitor every care enquiry phone call made through your care home profile, gaining in-depth care seeker insights with verified call leads.
 - Receive confirmation of all call enquiries:** Never miss an enquiry! Get a complete overview of all calls received, including detailed recording, transcripts and call data - perfect for staff training and improving call handling skills.

A link to 'View our Call Insights FAQ' is provided below the benefits. The 'Once Activated' section lists the following features:

- In-depth overview of all telephone care enquiries:** Recordings and written summaries of all telephone care enquiries are automatically generated. All details and full call recordings will be available here in your Control Panel.
- Call Log Breakdown:** Receive a comprehensive overview of all calls received, with detailed breakdowns and key call data.
- Automatic email notification:** Confirmation of telephone care enquiries are sent straight to your inbox as soon as the 'Verified Care Lead' has been created (usually within an hour of the call being made, Mon-Fri 9am - 5pm).
- Seamless integration:** Calls will work in exactly the same way (going directly through to your number), and there are no extra call charges for you or the care seeker.

To the right of the benefits is a registration form with the following fields:

- First Name * (Text input: Alex)
- Last Name * (Text input: Jones)
- Email * (Text input: alex.jones@tomorrows.co.uk)
- Job Title * (Text input: empty)

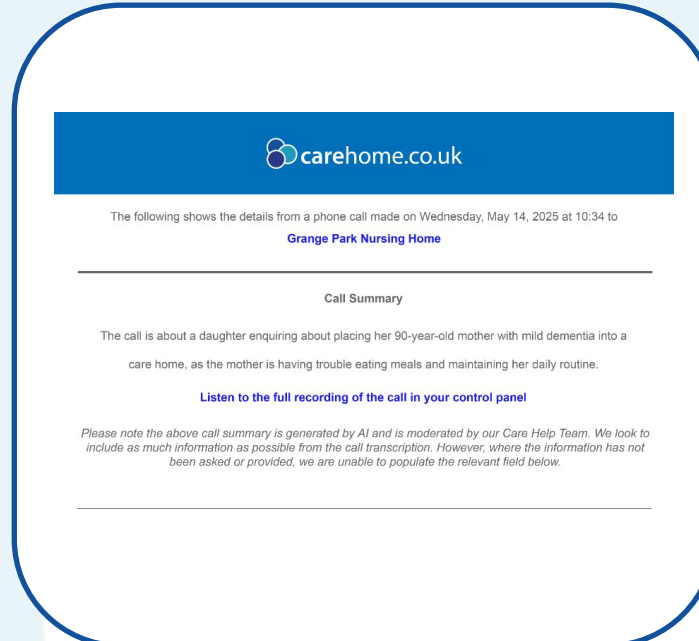
Below the form is a checkbox: I confirm I have the authority to activate Call Insights and agree to the [Terms and Conditions](#). An 'Activate' button is located at the bottom right of the form area.

Call Insights – what we provide:



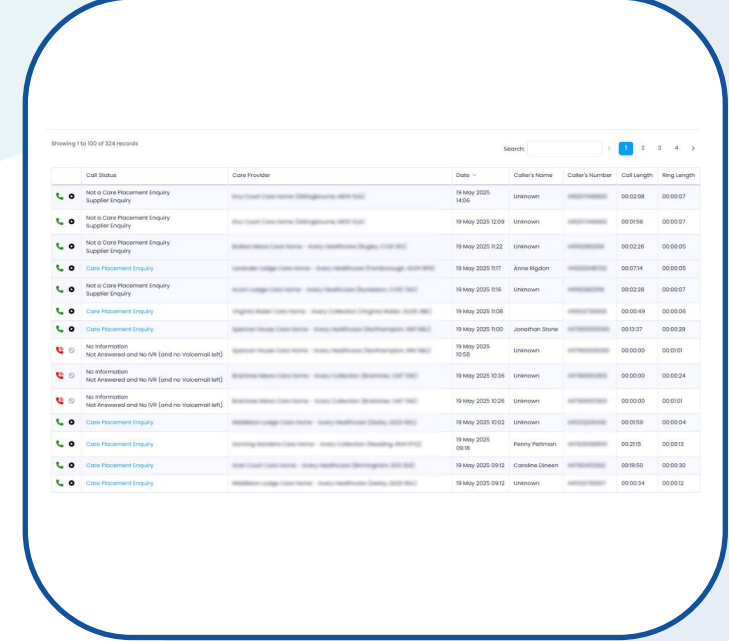
Telephone number assigned to your profile

- Local number displayed to those selecting "I'm looking for care"
- Connects the caller seamlessly to the existing number registered with carehome.co.uk
- No noticeable difference to caller or recipient



Care enquires verified & emailed to you

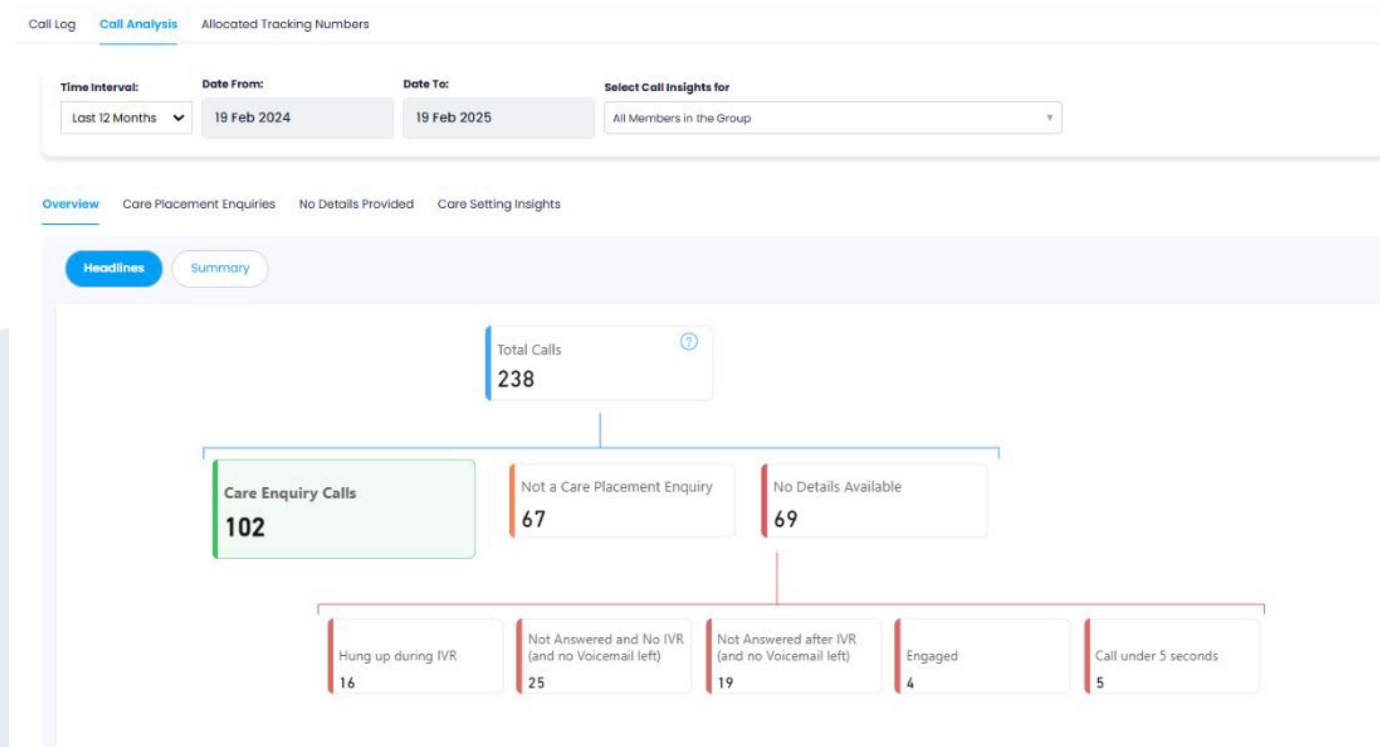
- Care enquiry notifications sent to your usual email address
- Summary of call included in email
- Link to recording of call for training / follow up purposes



Call Log

- No missed leads. Every call is logged, even if the call was missed.
- Simple follow-up. Anyone can pick up the thread with full caller details.
- Everything in one place. No more handwritten notes or forgotten voicemails.

Call Insights analytics



- Quickly understand which calls are about care placements vs. general enquiries
- See where calls are being missed or dropped
- Make small changes to improve staff availability in your care home

Summary: Why care homes are turning on Call Insights

Confirmation of telephone care enquiries straight to your Inbox – the best way to ensure no enquiry is missed

Improved enquiry conversion – in-depth understanding of your care enquiries and how best to handle them

Overview of all telephone care enquiries – recordings, written summaries and call breakdowns of all telephone care enquiries are automatically generated

Call Log Breakdown

- Access to a 'Verified Care Leads Log' section on your Control Panel
- Comprehensive overview of all calls received
- Detailed breakdowns and key call data

It's free! – included within all subscriptions and completely free to use

Types of care home enquires



Book a Tour



View Phone Number



Send Email



Visit Website



Request a Brochure

Verified care lead log

Verified Care Lead Log

What is a Verified Care Lead?

- The carehome.co.uk team check your email enquiries, brochure requests, tour requests and phone call transcripts (if 'Call Insights' has been activated). If the enquiry is about a care placement, then a 'Verified Care Lead' will be created, containing as much information as possible about the person needing care and their requirements.
- A 'Verified Care Lead' will usually be generated within the hour (Mon-Fri 9am-5pm) of the enquiry being made.

Select Verified Care Leads for: All Members in the Group

Select a Date Range or clear all dates: Date From: 13 Mar 2024, Date To: 13 Mar 2025

Source:

- Care Enquiry via Care Help Team
- Care Enquiry via Phone
- Tour Request
- Care Enquiry via Email
- Brochure Request

[View](#) [Export to CSV](#)

Showing 1 to 100 of 3,022 records [Show/hide the additional details on each care lead](#) Search: 1 2 3 4 5 ... 31

	Source	Care Provider	Date	Enquirer	Resident details	Who is in need of care	Type of care	How soon is care needed	Length of stay	Type of Funding
<input checked="" type="checkbox"/>	Brochure Request	[Redacted]	13 March 2025 13:10	[Redacted]	Name: N/A Age: N/A Gender: N/A	A parent	Older person residential dementia	Immediately (1 day-1 week)	Respite/Short-term	Self funding (Private)
<input checked="" type="checkbox"/>	Care Enquiry via Phone	[Redacted]	13 March 2025 12:16	[Redacted]	Name: N/A Age: N/A Gender: N/A	A client	Older person residential dementia	N/A	N/A	N/A
<input checked="" type="checkbox"/>	Care Enquiry via Phone	[Redacted]	13 March 2025 10:53	[Redacted]	Name: N/A Age: N/A Gender: N/A	A parent	N/A	N/A	Permanent/Long-term	N/A
<input checked="" type="checkbox"/>	Care Enquiry via Phone	[Redacted]	13 March 2025 11:48	[Redacted]	Dorothy Marshall Age: N/A Gender: N/A	Another family member	N/A	1-3 months	Respite/Short-term	N/A

Track your process

BOOST ENQUIRIES 2026 WEBINAR



Takeaways

1

carehome.co.uk is the UK's most popular Care Home listing website

2

Profile Completeness is a great guide to ensure care seekers notice and visit your profile

3

Take a look at your profile and think about it from a care seeker perspective – is it achieving what you want it to achieve?

4

Reviews improve your profile and help care seekers choose you

5

More reviews means more care enquiries

6

Call Insights: Don't risk missing out on telephone enquires

Reach out to your Account Manager for additional help or further information

A screenshot of the carehome.co.uk dashboard for Abbeylands Care Home. The dashboard shows a review score of 9.2, 9 published reviews, and 0 reviews requiring action. A red circle highlights the 'Contact your account manager Tom Hill' link in the top navigation bar. A 'Profile Content' section shows a 10% completeness score with missing items like Base Data, Funding & Fees, and Care Offered. A 'Your Account Manager' pop-up window is overlaid on the right side of the dashboard.

Missing profile content preventing you from appearing in all searches. Please make sure these are profile complete: [Base Data](#) Update [Funding & Fees](#) Update [Care Offered](#) Update

carehome.co.uk [Contact your account manager Tom Hill](#) Abbeylands Care Home Current Subscription: Basic Upgrade Subscription View profile page Hi, Sam Cleere

Reviews

Review Score: 9.2 [Review Score Breakdown >](#)

All Reviews: 9 [Published Reviews >](#)

Reviews requiring action: 0 [Reviews Pending Publication >](#) 0 [Recent Reviews with no Reply >](#)

A higher number of recent reviews will likely result in more leads; we recommend aiming for at least 1 review per month

Abbeylands Care Home has 1 reviews in the last 12 months

Bar chart showing 1 review in Mar 2025.

Profile Content

Profile Completeness includes the following Content

X / X% shows the % value/attainable for profile completeness

- 0/10% Base Data [View](#)
- 0/20% Funding & Fees [View](#)
- 0/10% Care Offered [View](#)
- 10/10% Facilities & Services [View](#)

Your Account Manager

Tom Hill

Any questions, please contact your Account Manager, **Tom Hill**

tom.hill@tomorrows.co.uk
01488 644830 | [Request a Call Back](#)