

Generating Enquiries at carehome.co.uk

With Craig Foster – Senior Account Manager



Over 16 million visits a year



Number 1 care home review site with 256,000 reviews





Top organic search result in most areas on search engines

In 2022 we provided the following leads/enquiries to care homes using the website



2.1m phone calls



1.1m website referrals



310k emails, tour bookings & brochure requests

Care Homes in West Berkshire Area

How do care seekers use the website?


Filter By Category Or Facility Filter By Postal Town

New Search Ranking affected by subscription level View on Map

42 West Berkshire Area Care Homes | 593 Reviews Sort by: Default Highest Review Score Most Reviews

Newbury Grove

370 London Road, Newbury RG14 2QH **Group/Owner** Care UK Nursing & Residential Care Services



Newbury Grove features 60 ensuite rooms for individuals and five apartments for couples. The care home offers high quality residential, nursing and dementia care, including short term respite care. The home is arranged into smaller suites with stylish...

Read more about Newbury Grove >

Care Provided Nursing • Elderly • Dementia • Short Term/Respite
• Physical Disability **68 Rooms from £1,395 / week**


67 reviews **9.8**

"Newbury Grove is a lovely, caring home. It has a modern feel to it and a nice atmosphere. When he was in better health, my father loved the..."

Save [View Full Details](#)

Hungerford Care Home

Wantage Road, Hungerford Newtown, Hungerford RG17 0PN **Group/Owner** brighterkind



Hungerford Care Home provides general nursing care and more focused nursing care for residents living with dementia. Situated in rural Berkshire on the outskirts of the historic market town of Hungerford, the home has extensive grounds and gardens...

Read more about Hungerford Care Home >

Care Provided Nursing • Elderly • Dementia • Short Term/Respite
• Palliative Care **59 Rooms from £1,216 / week**


112 reviews **9.8**

"My mother has been in Hungerford Care Home for several years now. I have no complaints at all and have been happy with the care she has..."

Save [View Full Details](#)

Bayford House Care Home

Rookwood, Stockcross, Newbury RG20 8LB **Group/Owner** Bupa Care Homes



Nestled in the leafy village of Stockcross, Bayford House offers personalised care packages which include residential, respite, nursing, palliative and Parkinson's care. The home also has independent living suites for those in need of extra support or...

Read more about Bayford House Care Home >

Care Provided Nursing • Elderly • Short Term/Respite • Palliative Care
• Younger Adults **59 Rooms from £1,000 / week**

42 reviews **9.8**

"My mother moved into Newdale Court last year, following several falls at her home. Having led an independent life up until this point, we..."

Save [View Full Details](#)

- Search by location. Town, City, Postcode, District.
- Receive a list of care homes ranked by review score/subscription.
- Use the search results to find out more information on available options.
- Can sort results by Review score, number of reviews and distance.

carehome.co.uk [Care Search](#) [Care Advice](#) [Job Search](#) [Industry Resources](#) [My Account](#) [Log In](#)

[Care Homes](#) [Other Care Settings](#) [Groups / Owners](#) [Awards](#) [Submit a Review](#)

UK Care Homes Search / [Care Homes in England](#) / [Care Homes in West Midlands](#) / [Care Homes in Staffordshire](#) / [Bubbling Bank](#) / [Cowslip Court](#)

Cowslip Court

Bubbling Bank, Staffordshire, BA7 0XY

[Save](#) [Submit a Review](#) [Twitter](#) [Facebook](#) [LinkedIn](#) [Pinterest](#)

Cowslip Court  76 Reviews

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

[Overview](#) [Reviews \(76\)](#) [Photos \(13\) / Video \(1\) / '360' Tour\(1\)](#) [Performance](#) [Bed Vacancies](#) [Awards \(12\)](#) [News \(27\) & Events \(1\)](#) [Team \(8\)](#)

"Dad loves living at Cowslip Court, he is so much happier ..."

Penelope Q (Daughter of Resident)




[All Photos \(13\)](#) [Video \(1\)](#)

Coronavirus (COVID-19) Information
 Our residents' safety and wellbeing is our priority. Loved ones are welcome to visit our home at any time but we ask that you wear a face covering in communal areas. ... [Read more](#)

A complete profile shows a care seeker...

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

Profile Completeness



What is Profile Completeness?

- Your Profile Completeness is made up of 10 different content types (shown opposite) which each contribute 10% if the content has been uploaded.
- Your current Profile Completeness is at 90% (out of a maximum 100%).

Why should I complete my Profile?

Obtaining the highest profile completeness % possible makes sure that your profile is visible and attractive to care seekers and gives you the best chance to receive more enquiries.

[? More Info on Profile Completeness](#)

- Full profiles generate more enquiries.
- The list on your control panel contains the 10 most important pieces of information, or 'content'.
- Easy-to-use list.

Profile Completeness

Profile Completeness includes the following Content:

✓	Base Data ⓘ	Edit >
✓	Care Offered ⓘ	Edit >
✓	Facilities ⓘ	Edit >
✓	Funding and Fees Info ⓘ	Edit >
✓	Covid Info ⓘ	Edit >
✓	Description ⓘ	Edit >
✓	12+ Photos ⓘ	Edit >
✗ -10%	Video ⓘ	Add Content >
✓	Meet the Team ⓘ	Edit >
✓	Tour Availability Info ⓘ	Edit >


The most important pieces of information are...

- Care offered
- Fees/funding
- A description
- 12+ Photos
- Meet the Team/staff profiles
- Tour Availability

Tour Availability

- Offer on-site and remote tours
- Set days and times that tours are available.
- Set a message detailing how long tours take & which applications are available for remote tours.
- WhatsApp, Facetime, Zoom & Teams.
- These are not official 'bookings' but are 'requests'
- 'Tour booking' enquiries are considered to be very strong opportunities for a care home.

Tour Types Currently being Offered Both Onsite & Remote Tours

 The Days & Time Ranges selected below will dictate what Days and Time can be selected on the tour booking form on your profile page. These are guideline Day and Time ranges, and you will be required to confirm availability directly with the contact who filled in the booking form (the form submission will be emailed to you).

Onsite Tours - Tours conducted at the Care Home

Available Days

Monday Tuesday Wednesday Thursday Friday Saturday

Sunday

Available Time Range From: To:

Onsite Tours Info

Please include typical length of the tour, maximum number of participants, and any other information you think may help (eg arrive 10 minutes before, brief details about the tour / what to expect etc) **Please Do Not include** Phone Numbers / Email Addresses / Website Addresses, or non-informative text such as 'please contact us for more information' - these will all be edited out.

Dashboard

Profile

Ranking Report

Profile Details

Photos/PS/Logo/Video/360

Bed Vacancies

PDF Brochure Upload

News/Events

Awards

Meet the Team

Coronavirus (COVID-19)
Information

Tour Availability

Reviews

Leads / Enquiries

Features

Jobs

Further important information

- Bed Vacancies
- News/Events
- Awards

2 Bed Vacancies
posted 13 Dec 2022
2 single en-suite rooms

Please complete the form below Bed / Place Vacancies will show on your Profile Page 'Vacancies' tab, and will be highlighted on all listings on the search result pages.

If you do not currently have any vacancies, please select '0' (or leave if already selected) in the 'Number of Vacancies' menu below.

The Bed / Place Vacancies information will show for a maximum of 1 month (or until the date selected below), and a couple of days before your selected expiry date, you will be emailed (on the submitted email address below) to find out if the Vacancy information is still current, and you will be able to extend the expiry date / amend the details. You can amend/cancel the Vacancy information at any time by visiting this page.

Number of Vacancies

0

Vacancy Description

please note if phone numbers / web addresses / email addresses entered they will be removed by our editorial team

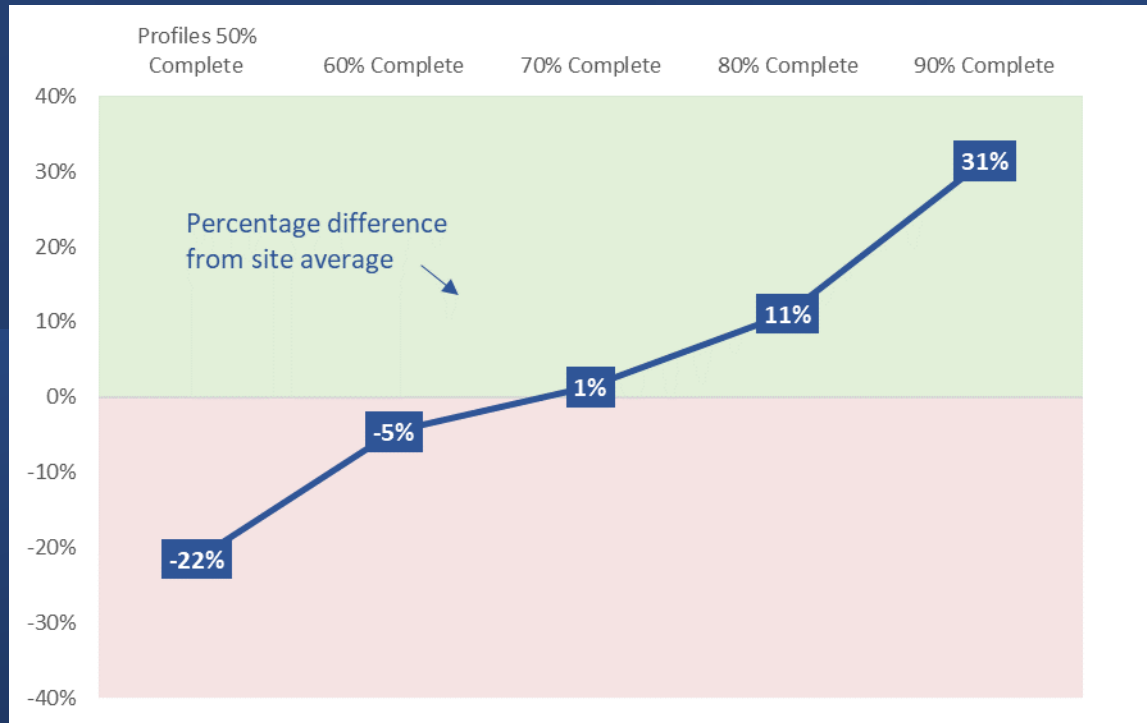
Display Until Date

please select

By pressing the Submit vacancy information button I/we agree to the terms & conditions set out on <https://www.carehome.co.uk/terms>

Profile Completeness & Enquiries

- Enhancing your profile with more information attracts more enquiries



Profiles 90% complete get 31% more enquiries than the site average

Above the site average

	Web Referrals	Care Emails	Care Phone Views	Brochure Requests	Overall
Profiles 50% Complete	-23%	-18%	-13%	-25%	-22%
60% Complete	-6%	-3%	0%	-4%	-5%
70% Complete	0%	6%	5%	6%	1%
80% Complete	12%	6%	5%	11%	11%
90% Complete	36%	24%	11%	32%	31%

Reviews at Carehome.co.uk

Reviews are the driving force of the website and the best way for you to increase your visibility and chances of receiving care enquiries.

- Your review score impacts your visibility
- Care seekers are more likely to engage with those care homes that have up-to-date reviews
- Care seekers like to see a high volume of reviews
- Residents, their relatives and their friends are welcome to write reviews.

Review from Mary H (Niece of Resident) published on 20 July 2022

Submitted via Postal Card • [Report](#)

Overall Experience ★★★★★

The place and accommodation are absolutely beautiful, accommodation is spotlessly clean and spacious. The care home is an excellent facility, very accommodating and friendly. Whenever we come to visit staff are most welcoming. The place is beautifully kept.

Facilities	★★★★★
Care / Support	★★★★★
Cleanliness	★★★★★
Treated with Dignity	★★★★★
Food & Drink	★★★★★
Staff	★★★★★
Activities	★★★★★
Management	★★★★★
Safety / Security	★★★★★
Rooms	★★★★★
Value for Money	★★★★★

Your reviews dashboard

- Tools, tips & tricks to help you generate reviews
- Showcase your reviews at Carehome.co.uk and your own website
- Write responses to reviews
- Check your review 'analytics'

The screenshot shows a dashboard titled 'Reviews' with a user icon. It is divided into two main sections: 'Your Reviews' and 'Generate and Showcase Reviews'.

Your Reviews

- Reviews Pending Publication:** 0. Action: [Publish Reviews >](#)
- Reviews Published in the last 3 months that have no Response:** 3. Action: [Add Responses >](#)
- Published Reviews:** 94. Action: [View Published Reviews >](#)

Generate and Showcase Reviews

Request Reviews with Invite to Review

- [Email](#)
- [Facebook](#)
- [WhatsApp](#)
- [Twitter](#)

[Send Invites to Potential Reviewers >](#)

Review card Ordered in the last 12 months: Yes. Action: [Order Review Postal Cards >](#)

Review Widgets Currently Installed: Yes. Action: [Configure Website Review Widget >](#)

- [PhotoStory >](#)
- [Pinned Review >](#)
- [Highlighted Review Phrases >](#)
- [Reviews PDF >](#)
- [Review Score Certificate + QR Code >](#)
- [QR Code Poster >](#)

Generating reviews

Dashboard

Profile

Reviews

Your Reviews

Generate & Showcase
(Online)

Invite To Review

Vertical Review Widget

Horizontal Review Widget

Submit Review Widget

'Recommended On' Website
Stamp

Pinned Review

Highlighted Review Phrases

Generate & Showcase
(Offline)

Review Insights

Leads / Enquiries

Features

- Review Cards
- 'Invite to review' links for email, Facebook, WhatsApp & Twitter
- 'Review us' QR code poster
- 'Submit a review' link on every single profile

carehome.co.uk

PLEASE TAKE A MOMENT TO REVIEW US

Scan the QR code below and enter
your review on **carehome.co.uk** for
Sutton Court Residential Home



Alternatively, visit [carehome.co.uk/submitreview](https://www.carehome.co.uk/submitreview)
or pick up a carehome.co.uk review card

Request Reviews - Give potential reviewers a link to review you on carehome.co.uk

This link goes directly to your online review submission form on carehome.co.uk, where your contacts can write a review.

Either copy the link

<https://www.carehome.co.uk/review-submit/35213/rcsid/1012/>

Copy link

Or share the link via

Email

Facebook

WhatsApp

Twitter

Showcase your reviews

- Showcase reviews at carehome.co.uk organically on your profile (right)
- Showcase on your website using the 'review widget' (below)
- 'pin' your favourite review as a Platinum subscriber
- Download & print off your 'review score' certificate to show potential residents when they visit

Reviews (36)
Review Score Breakdown
Submit a Review

9.9 Penhill has a Review Score of 9.9 (9,915) out of 10 based on reviews in the last 2 years. Over all time Penhill has 36 reviews with an average 'Overall Experience' of 5 out of 5. Total of 36, showing 1-20

Overall Experience	Date Submitted	Reviewer Connection to Penhill
<input type="checkbox"/> ★★★★★ 35	<input checked="" type="checkbox"/> All Time 36	<input type="checkbox"/> Daughter of Resident/Service User 14
<input type="checkbox"/> ★★★★☆ 1	<input type="checkbox"/> In last 6 Months 4	<input type="checkbox"/> Son of Resident/Service User 7
<input type="checkbox"/> ★★★☆☆ 0	<input type="checkbox"/> In last 12 Months 10	<input type="checkbox"/> Daughter-in-law of Resident show more 3
<input type="checkbox"/> ★★☆☆☆ 0	<input type="checkbox"/> In last 2 Years 15	<input type="checkbox"/> Friend of Resident/Service User 3
<input type="checkbox"/> ★☆☆☆☆ 0	<input type="checkbox"/> 2 Years + 21	

Order by: Default

Review from Lynda G (Daughter of Resident) published on 13 January 2023
Submitted via Website • [Report](#)

Overall Experience ★★★★★

Small and personal residence that truly feels like a home from home with residents and staff one big happy, loving family.

I looked at 15 placements in my search for the perfect home for my lovely mum and when I visited Penhill I knew I'd found the right place. Every member of the team was friendly, welcoming and so genuinely kind and caring. The property itself is small enough to feel like an actual home. Cosy, comfy and well maintained with a lovely lounge, conservatory, dining area, gardens and bedrooms can be personalised as much as you want. The residents are encouraged to keep their independence but offered assistance, their choices are respected and they're treated with dignity.

Meals are freshly cooked and look delicious, tea trolley rounds with a choice of drinks and biscuits are regularly offered and the residents often joke that they're constantly eating.

Facilities ★★★★★

Care / Support ★★★★★

Cleanliness ★★★★★

Treated with Dignity ★★★★★

Food & Drink ★★★★★

Staff ★★★★★

Activities ★★★★★☆

Management ★★★★★

Safety / Security ★★★★★

Rooms ★★★★★

Value for Money ★★★★★

9.4

carehome.co.uk Review Score for Byron Lodge Care Home
32 reviews

carehome.co.uk

★★★★☆

10 Nov 2022

Byron Lodge is quite a distance from where my dad and I live, but it is worth travelling the...

K M (Daughter of Resident)

★★★★★

25 Oct 2022

I am pleased to give my review of Byron Lodge, as I find it is everything I would want it to be for...

Anne S (Wife of Resident)

★★★★☆

10 Nov 2022

Caring and patient. A very community-styled care and welfare delivery. Good to see carers discuss...

Andrew M (Son-in-law of Resident)

★★★★☆

13 Oct 2022

We understand the care home has had some reported problems in the past, but have never experienced...

Michelle W (Daughter of Resident)

★★★★★

13 Oct 2022

We are so pleased my dad is in Bryon Lodge Care Home. He is really cared for by the staff and is...

Andrew S (Son of Resident)

[Write a review](#) | [Read all 32 reviews](#)

Responding to Reviews

It is very important to write meaningful and positive responses to every review.

This is because care seekers want to see that not only are you responsive and engaged, but that you are able to receive meaningful feedback with humility and positivity.

Review from J S (Son of Resident) published on 24 January 2023

Submitted via Postal Card • Report

Overall Experience ★★★★★

Since my mother has been a resident here she has met a lot of people which she would not have done at home. She has settled in well, is well looked after and enjoys the company of everyone. We were a bit apprehensive to start with, but are really appreciative of the kindness and consideration given by all the staff.

↳ Reply from Sharon Wassing, Manager at Brackley Care Home

Thank you for the lovely review. We are pleased that your mother has settled in well at Brackley Care Home. Please do join us for a coffee next time you visit.

Facilities	★★★★★
Care / Support	★★★★★
Cleanliness	★★★★★
Treated with Dignity	★★★★★
Food & Drink	★★★★★
Staff	★★★★★
Activities	★★★★★
Management	★★★★★
Safety / Security	★★★★★
Rooms	★★★★★
Value for Money	★★★★★

Thank you for taking the time to leave us feedback and for your kind comments about the team. We pride ourselves on providing exceptional service, so we are disappointed to hear that you feel this is not the case in some areas. Our home manager has shared your concerns with the housekeeping team and welcomes you to discuss your comments further on your next visit, or alternatively please ring the home. Thank you.

Thank you for taking the time to leave your lovely review. We are very pleased to hear your Husband has settled so well with Thatcham Court and that he enjoys getting involved with the activities they offer. We hope to continue providing your loved one with the best possible care.

Your 'Ranking Report' & Visibility

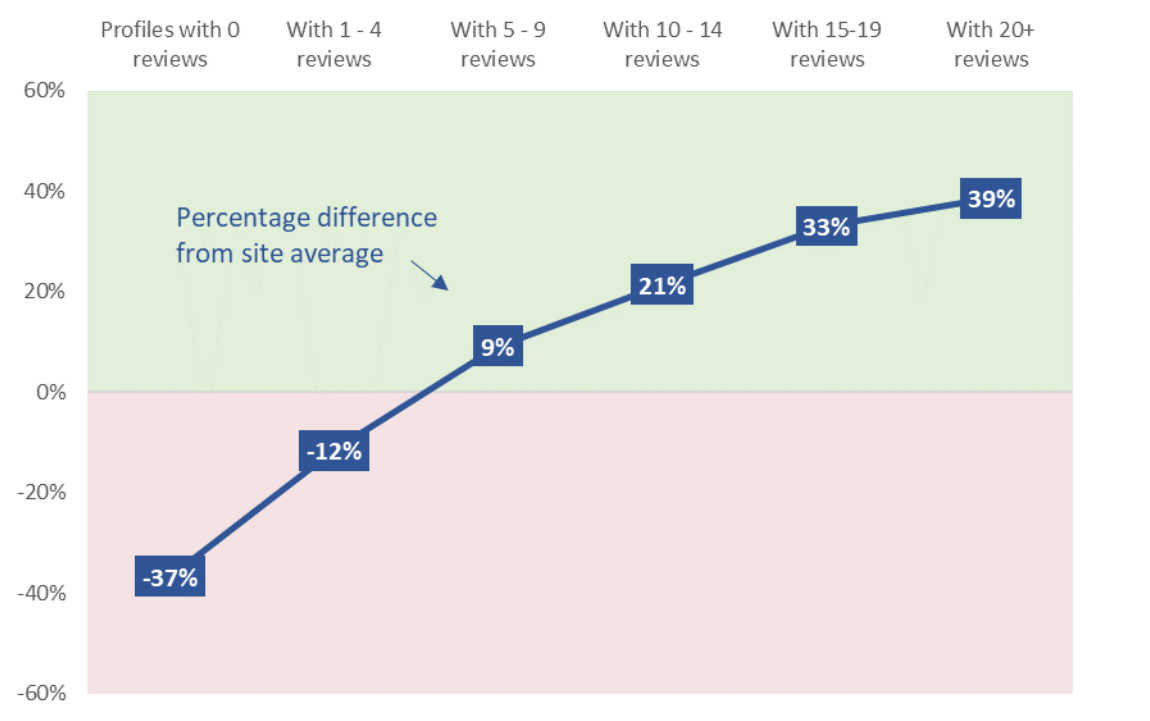
- Dashboard
- Profile
- Ranking Report**
- Profile Details
- Photos/PS/Logo/Video/360
- Bed Vacancies
- PDF Brochure Upload
- News/Events
- Awards
- Meet the Team
- Coronavirus (COVID-19) Information
- Tour Availability

- Your visibility/ranking is impacted by two things – Review score & subscription level.
- Ranking report shows you how you rank on each relevant search page based on your registered address.
- Report shows how you would rank based on each subscription level.
- Example below shows that as a Platinum subscription with a review score of 9.380, Byron lodge is 8th in Rotherham town. But if they stepped down to Enhanced, they would be 16th.

Setting	Current Review Score	Page Type	Page Location	Total No. of Profiles on Page	Current 'Default' Rank	'Default' Rank as Basic	'Default' Rank as Enhanced / Premium	'Default' Rank as Platinum
Byron Lodge Care Home Current Subscription Level: Platinum	9.380	Postal Town	Rotherham	65	8	46*	16	8
		Postcode Area	S	361	58	256*	96	58
		District	Rotherham Area	78	10	54*	18	10
		County	South Yorkshire	339	54	246*	94	54
		Region	Yorkshire & The Humber	1405	194	980*	360	194

Reviews & Enquiries

- Increasing your reviews attracts more enquiries



Profiles with 20+ reviews get 39% more enquiries than the site average

Above the site average

	Web	Care	Care	Brochure	Overall
	Referrals	Emails	Phone Views	Requests Tours	
Profiles with 0 reviews	-38%	-27%	-24%	-28%	-67%
With 1 - 4 reviews	-11%	-7%	-4%	-10%	-12%
With 5 - 9 reviews	8%	6%	5%	8%	19%
With 10 - 14 reviews	23%	16%	12%	18%	39%
With 15-19 reviews	35%	18%	18%	22%	72%
With 20+ reviews	42%	27%	16%	29%	79%

Carehome.co.uk Top 20 Awards 2023

Eligibility Criteria

- Being listed on carehome.co.uk means you are eligible to be considered for an award.
- Must have at least 5 reviews published between 1st March 2022 and 28th February 2023.
- Overall Good or Overall Outstanding with CQC/CI. New care providers not yet inspected will be eligible for an award.



Our annual Care Home Awards 2023 recognises 20 of the top rated Care Homes in each region of the UK based on reviews from residents/service users and their family/friends.

The Awards are based on the Care Home's Review Score, as of 28th February 2023, for a full breakdown of a Care Home's Review Score please visit the 'Reviews' tab on its profile page.

Please note there is no ranking within each of the Top 20 Care Home awards. The current care home review scores on the website do not reflect the review scores at the time of the awards.

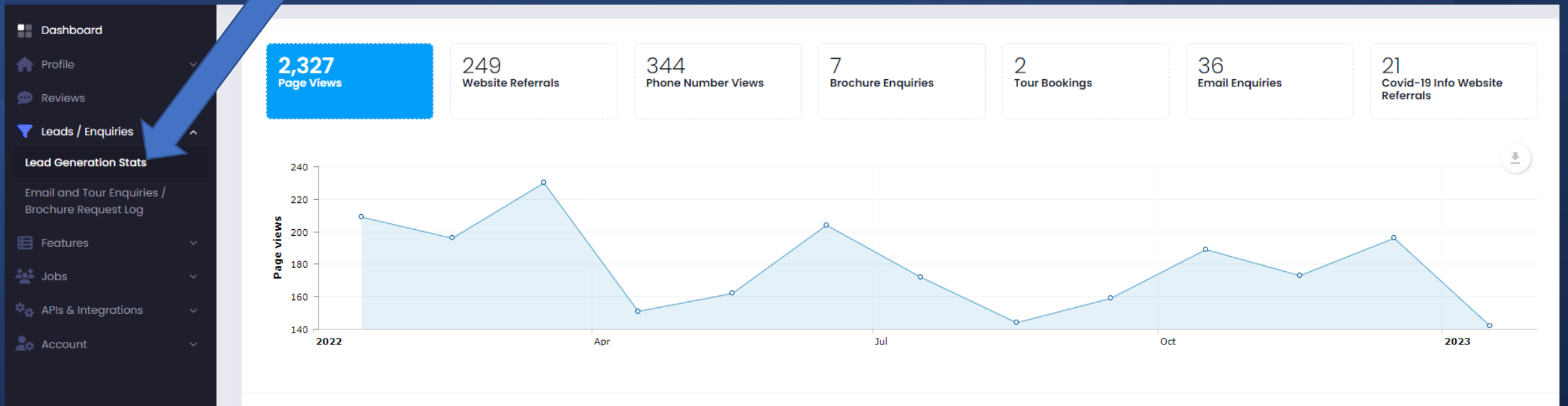
- Winners receive an award logo on their profile page to encourage more engagement and to share on their own marketing literature/website
- Winners receive more views and enquiries.
- Cut off date for awards is the 28th February.
- PR opportunities for winners.

Lead Generation Statistics

- Page Views
- Website Referrals
- Phone Number Views
- Brochure Enquiries
- Tour Bookings
- Email Enquiries

Find your enquiries in the 'Email and Tour Enquiries/Brochure Request Log'

01 Jan 2022 to 31 Dec 2022



Summary – Generating Enquiries at carehome.co.uk

- Complete your profiles with attractive, clear and up to date information.
- Regular reviews from residents, their relatives & friends
- Write personal responses to all reviews
- A profile with 100% profile completeness and regular reviews is much more likely to receive positive and actionable enquiries from care seekers.
- Care homes with regular reviews are more visible; visibility means more profile views and more profile views lead to higher potential for enquiries

The screenshot displays the homepage of carehome.co.uk, titled "Reviews for Care Homes, Residential Homes & Nursing Homes". It features a search bar with two tabs: "Search by Location" and "Search by Name". Below the search bar, there are filters for "Required Type of Care" (with a dropdown menu set to "Search all Care Types") and "Enter a Location" (with a text input field for "Region, County, Town or Postcode" and a "Search" button). A blue banner on the right side of the search area reads "Need help finding care? Call our Free Care Help Service for help finding the right home" and includes a photo of four people. Below the search bar, there are four icons: "Search Options", "Award Winners", "My Shortlist", and "Recently Viewed". The main content area is titled "Featured Care Home Groups" and displays a grid of ten care home profiles. Each profile includes a photo of the care home or staff, the name of the care home, and its logo. The featured care home groups are: Scimitar Care Hotels PLC, Notaro Homes Ltd, Larchwood Care, Caring Homes Group, Akari Care Ltd, Four Seasons Health Care, Excelcare Holdings, Hartford Care Group Ltd, Kingsley Healthcare Group, and Coate Water Care Co Ltd.

Finding 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 best next steps.

