

How to Create the Perfect Profile on carehome.co.uk



| Are you taking advantage of all the tools your profile has to offer?

Sam Cleere

Profile Completeness



Want your profile to stand out? What we will be covering today...

1

Why Profile Completeness is so important to care seekers

2

How to use your Control Panel as a guidance to create the perfect profile

3

What care seekers expect when they land on your profile

4

What to do next to make sure YOUR profile is updated and stands out today

Introduction to New Portal (Launching 2026)

A simpler way to manage your profile

Your Control Panel is now your new Dashboard Portal – redesigned to make information easier to find and understand.

What's new:

- Improved Overview section
- Enhanced Verified Care Enquiries area
- Clearer performance insights
- Easier navigation

The new portal helps you to:

- Find key information quickly
- Track performance at a glance
- Identify ways to improve
- Get more value from your subscription

See important metrics instantly, including:

- Verified Care Enquiries
- Estimated Enquiry Value
- Review Score
- Profile Completeness
- Profile Ranking
- Jobs Posted

Introduction to New Portal (Launching 2026)

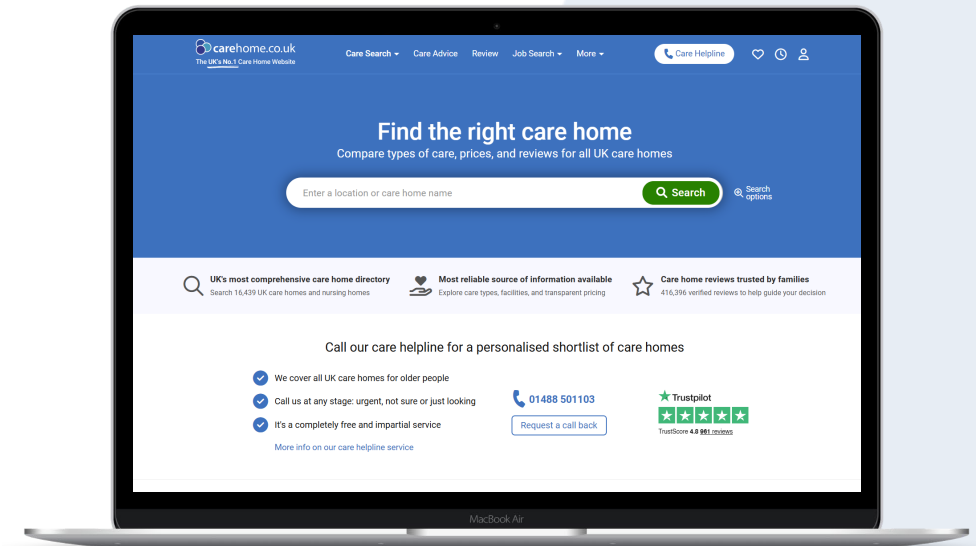
The screenshot displays the carehome.co.uk dashboard for a Platinum subscription user. The interface includes a dark sidebar with navigation links: Dashboard, Profile, Reviews, carehome.co.uk Awards, Leads / Enquiries (marked 'new'), Features, Jobs, APIs & Integrations, and Account. The main content area features several key performance indicators (KPIs) and sections:

- Verified Care Enquiries Last 12 Months:** 39 total, 28 emails, 11 calls.
- Estimated Value Last 12 Months:** 12% (avg revenue per customer), £68k (avg revenue per customer), £316,368* (total revenue).
- Review Score:** 9.4
- Profile Completeness:** 70%
- Profile Ranking:** Top 9%
- Jobs Last 12 Months:** 0

The 'Jobs' section shows 'Jobs added in the last 12 months' with a message: 'No jobs have been posted in the last 365 days.' The 'Jobs Actions' panel includes buttons for: Post a New Job, View Live Jobs, View Applications, View Integrations, and View CV Search.

Footer: Cookie Preferences © 2026 carehome.co.uk

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

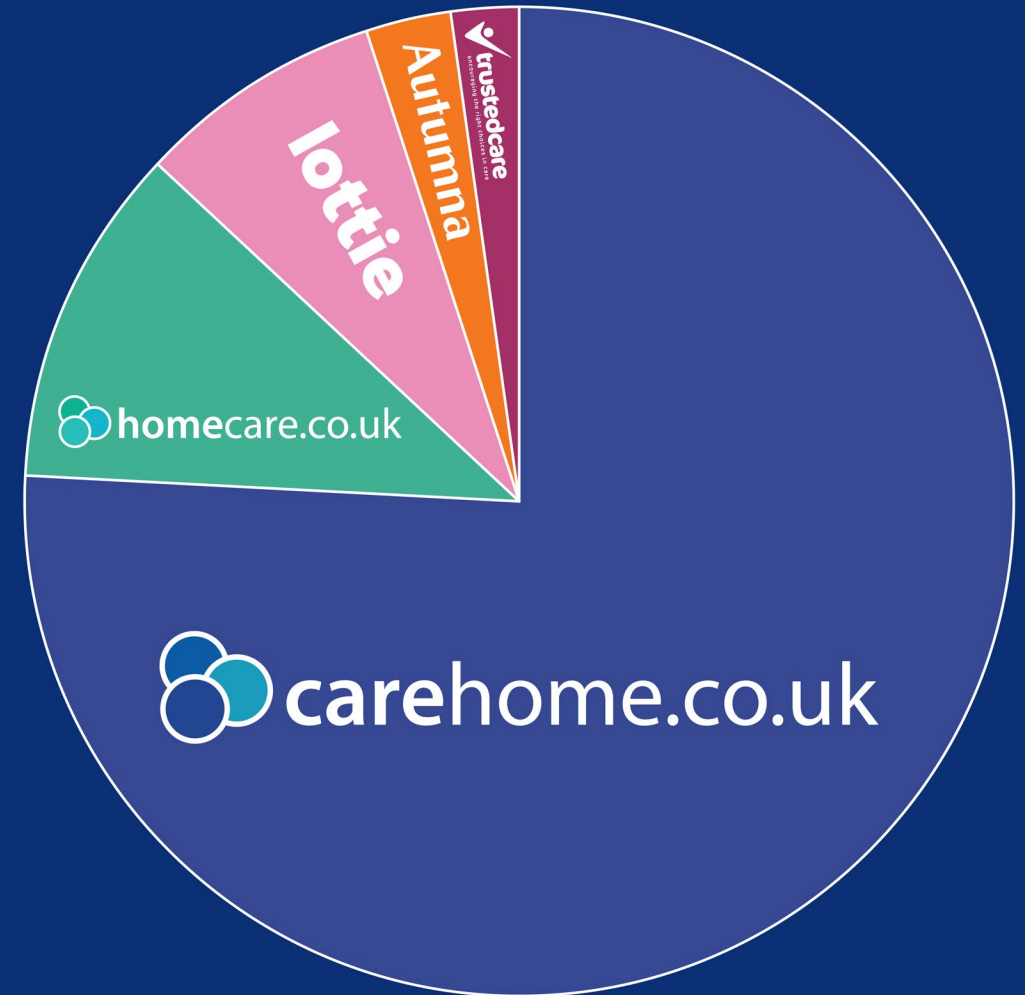
| Insights from **over 2.5 million data points** about UK care homes

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

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

>85%

of time spent across
the top five older
people's care discovery
websites happens on
carehome.co.uk
& **homecare.co.uk**



Source:  similarweb March 2026

*Research carried out on the top 5 older people care websites *All job seeker traffic to carehome.co.uk and homecare.co.uk has been removed before calculating final figure.



carehome.co.uk delivers **more care enquiries than any other platform** in the UK... and we're still growing.

23%

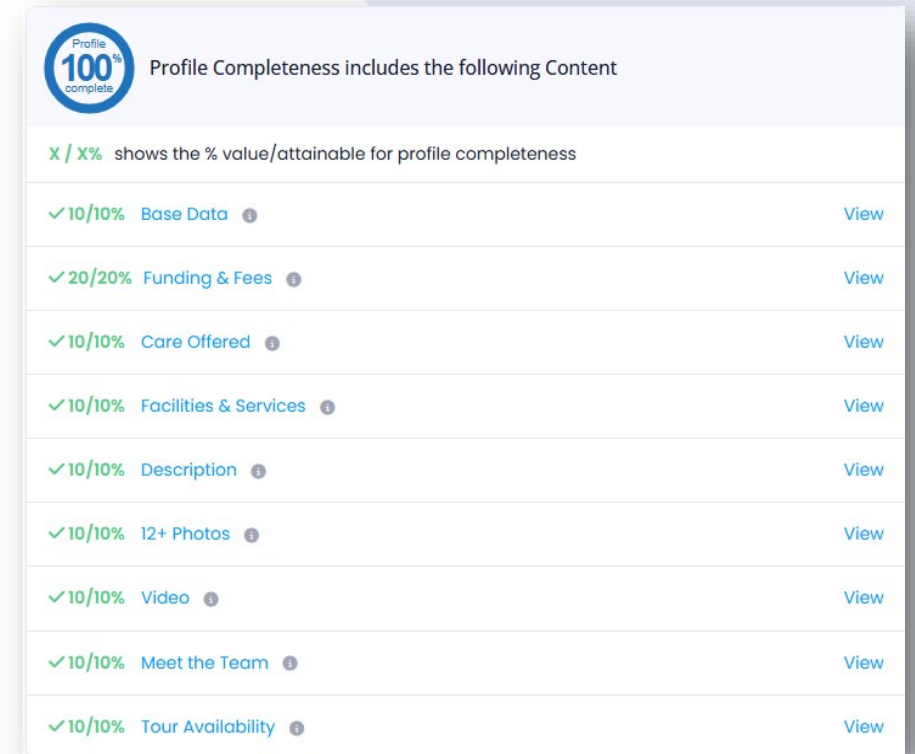
We've increased the number of enquiries we generate for care homes by **23% in the last 12 months**

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

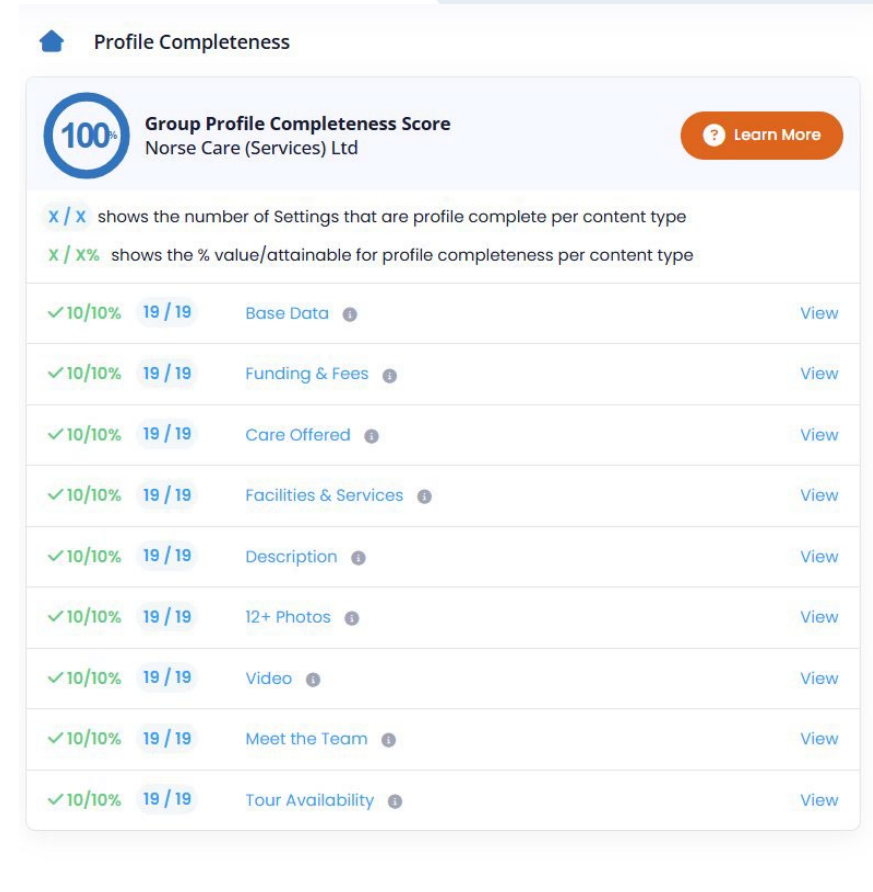


The screenshot displays a dashboard for profile completeness. At the top left, a circular badge indicates 'Profile 100% complete'. To the right, the text reads 'Profile Completeness includes the following Content'. Below this, a table lists various content categories, each with a green checkmark and '10/10%' completion status, followed by a 'View' link. A legend indicates that 'X / X%' shows the % value/attainable for profile completeness.

Completion Status	Category	Action
✓ 10/10%	Base Data ⓘ	View
✓ 20/20%	Funding & Fees ⓘ	View
✓ 10/10%	Care Offered ⓘ	View
✓ 10/10%	Facilities & Services ⓘ	View
✓ 10/10%	Description ⓘ	View
✓ 10/10%	12+ Photos ⓘ	View
✓ 10/10%	Video ⓘ	View
✓ 10/10%	Meet the Team ⓘ	View
✓ 10/10%	Tour Availability ⓘ	View

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](#)

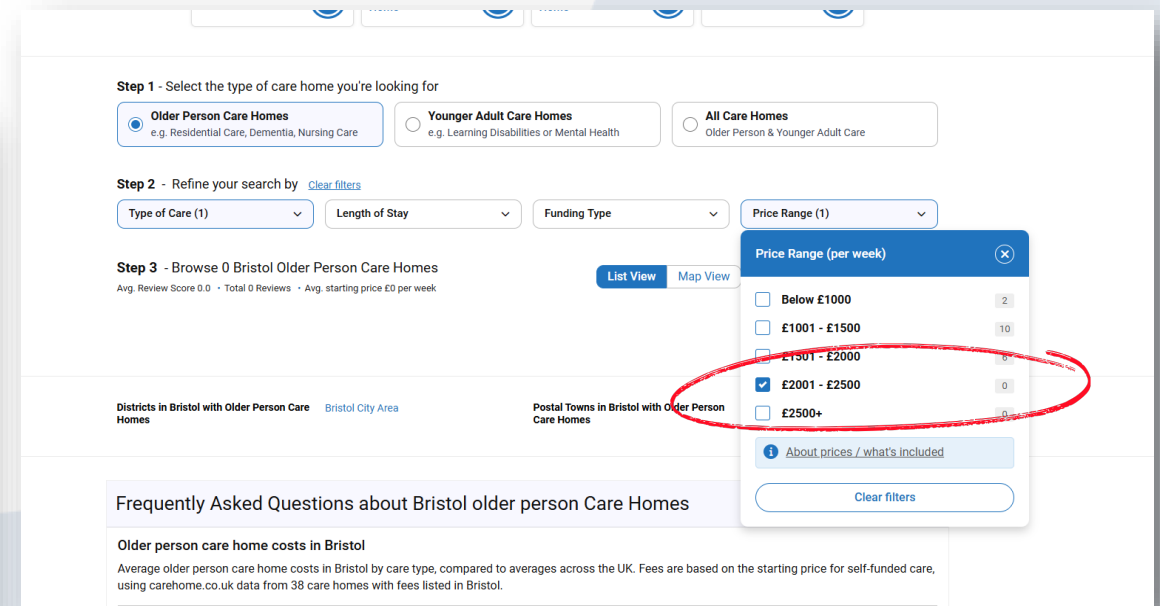
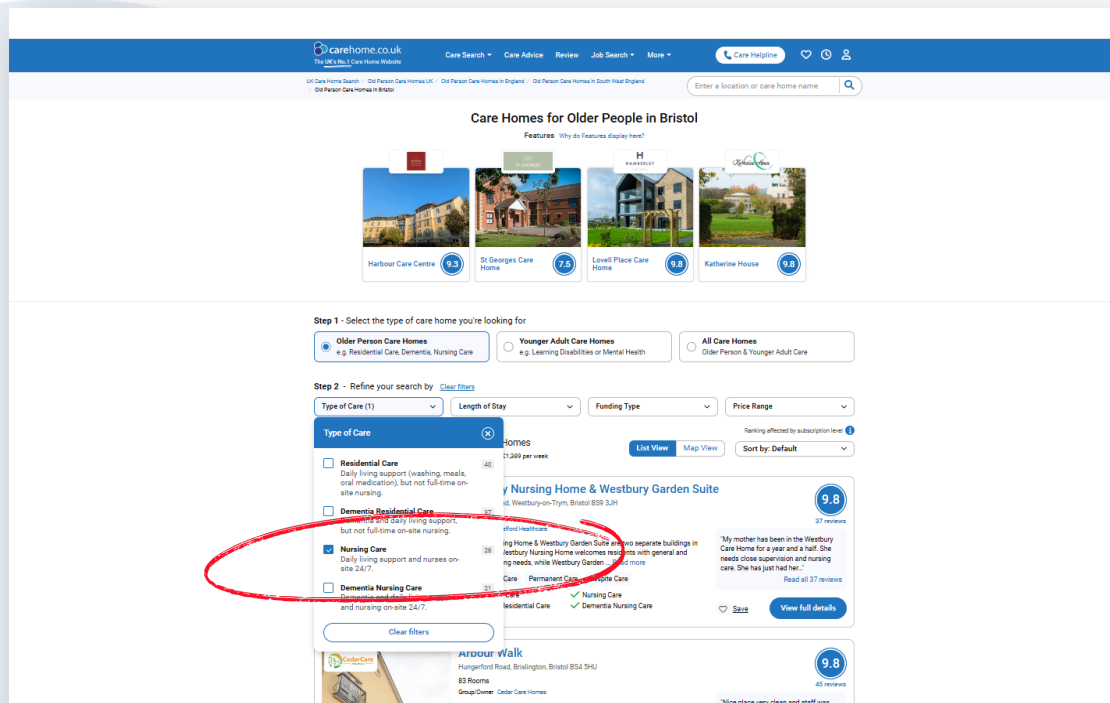
X / X shows the number of Settings that are profile complete per content type
X / X% shows the % value/attainable for profile completeness per content type

✓ 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 ⓘ	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

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? Our website filters...

- Profiles without key profile data are unseen by 1 in 5 care seekers.
- There is greater intent from care seekers who use the filters on carehome.co.uk
- Care enquires are better from filtered searches

Step 1 - Select the type of care home you're looking for



Older Person Care Homes

e.g. Residential Care, Dementia, Nursing Care



Younger Adult Care Homes

e.g. Learning Disabilities or Mental Health



All Care Homes

Older Person & Younger Adult Care

Step 2 - Refine your search by

Type of Care



Length of Stay




Funding Type



Price Range



Ranking affected by subscription level 

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 displays the website for Harbour Care Centre, Bristol. At the top, there are navigation buttons: Request Tour, Send Email, View Phone Number, Check Availability, Request Brochure, and Jobs. Below these are menu items: Overview, Care Provided, Funding & Fees, Gallery, Reviews (108), Regulatory Rating, Bed Vacancies, News / Events / Awards, and Team (2). The main content area is titled 'Care Provided by Harbour Care Centre' and is divided into three columns: Primary Care Categories, Care Types Provided, and Other Care Provided. The Primary Care Categories include Older Person Care, Dementia, Mental Health Condition, Physical Disability, Eating Disorders, and Younger Adults. The Care Types Provided include Residential Care, Nursing Care, Dementia Residential Care, Dementia Nursing Care, and a note for a maximum of 108 Service Users. The Dementia Care Types are Mild, Moderate, and Advanced/Complex. The Other Care Provided includes Parkinson's Disease, Stroke, Palliative / End of Life Care, COPD/Pulmonary Disease, Convalescent Care, Acquired Brain Injury (ABI), and Day Care. Below this is a 'Facilities' section with icons and text for: Own Furniture if required, Pet Friendly (or by arrangement), Smoking not permitted, Close to Local shops, Near Public Transport, Lift, Wheelchair Access, Gardens, Bar/Café, Residents Kitchenette, Phone Point in own room, Television point in own room, and Residents Internet Access.

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 Note: As of May 2026, you will need to add fee information for ALL the types of care you offer

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 Meeting Care (FMC).

Self-funded Residential Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)
Self-funded Residential Dementia Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)
Self-funded Nursing Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)
Self-funded Nursing Dementia Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)
NHS/FI Self-funded Residential Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)
NHS/FI Self-funded Residential Dementia Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)
NHS/FI Self-funded Nursing Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)
NHS/FI Self-funded Nursing Dementia Care	From	£	<input type="text"/>	To	£	<input type="text"/>	weekly charges per person (rounded to the nearest pound)

Fee Comment

(eg, when it is included or excluded in your standard fee such as full boarding, or self-referral policy or top-up and any other relevant fee 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? 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

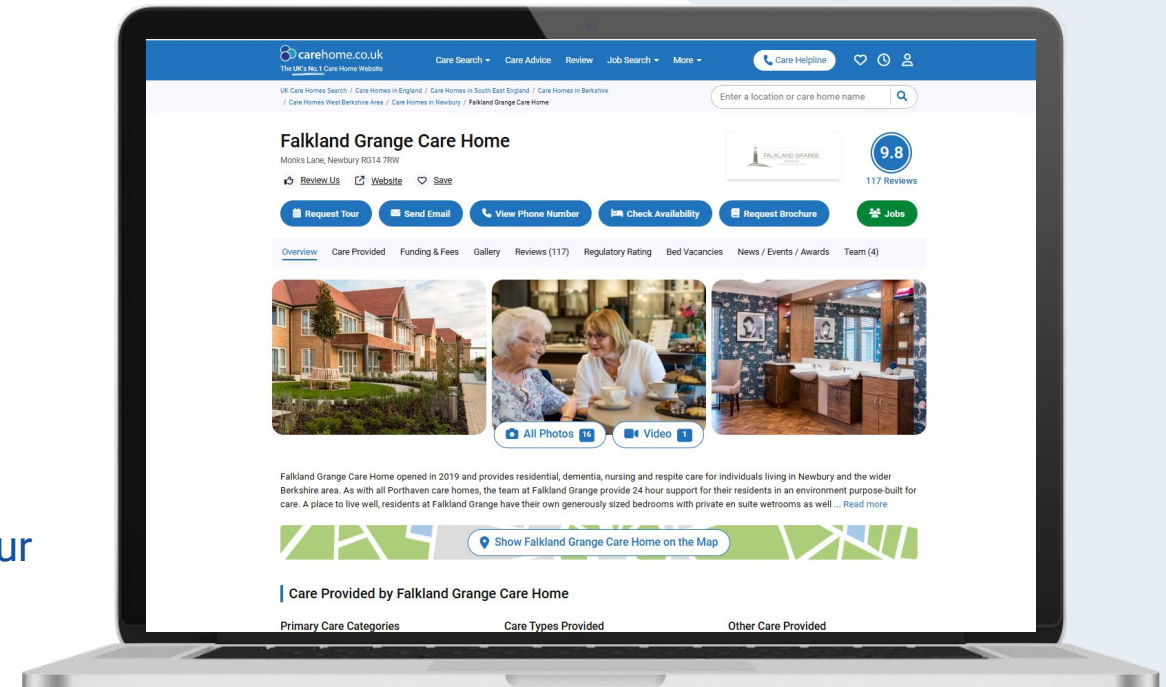
The screenshot displays the carehome.co.uk website interface. At the top, the navigation bar includes the logo, 'The UK's No.1 Care Home Website', and menu items for 'Care Search', 'Care Advice', 'Review', 'Job Search', and 'More'. A 'Care Helpline' button is also present. The main heading reads 'Let us help you find the right care home', followed by the text 'Our care help team provide a personalised shortlisting service'. A central call-to-action box contains the text 'Call for a personalised shortlist of care homes', the phone number 'Call 01488 502590', and a 'request a call back' button. Below this, it states 'The service from carehome.co.uk is free. Calls are charged at your local rate.' To the right, three bullet points with checkmarks list service features: 'We cover all UK care homes for older people', 'Call us at any stage: urgent, not sure or just looking', and 'It's a completely free and impartial service'. The bottom section features a Trustpilot review carousel with the heading 'Excellent' and 'Based on 1,011 reviews'. Three verified reviews are shown, each with a 5-star rating and a 'Verified' badge. The first review is by Joanne Morris, the second by Michael, and the third by Pamela.

Bring your carehome.co.uk profile to life!

Now for the rest of the important aspects of your profile, which show what day-to-day life is like in your care home.

A complete profile shows a care seeker:

- **Facilities** – Whether you have a café, garden, spa, cinema room or just the option to bring your own furniture; share all the amenities you have to offer.
- **Description** – Everything and anything you want care seekers to know about your care home.
- **Photos (12+) & Videos** – Showcase every day life in your care home.
- **Meet the Team** – Introduce your staff to potential residents
- **Tour Availability** – A quick and easy step to booking a tour of your care home



Facilities and Services

Don't forget to include all the great amenities your care home has to offer...

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



Visiting

There are no current restrictions with visiting.



Parking


Haling Park has private car parking.



Description – Tell Us About Your Care Home!

- First impression of your care home and a snapshot of your setting
- Showcase the services you provide
- Highlights facilities residents can enjoy
- Explain how your activities benefit resident wellbeing

[Overview](#) [Reviews \(45\)](#) [Gallery \(13\)](#) [Performance](#) [Bed Vacancies](#) [Awards \(0\)](#) [News \(0\) & Events \(0\)](#) [Team \(1\)](#)



[All Photos 13](#) [Video 1](#) [360 Tour](#)

New purpose-built wing added to existing Grade 11 listed Chapel, which has also been completely refurbished to extremely high standards.

All large bedrooms with flat-screen smart TV, and en-suite shower rooms, for Residential, Dementia and Nursing Care.

Chapel Care Centre has a highly trained staff team to support residents in all aspects of their daily living. They offer a range of activities to suit most tastes.

Chapel Care Centre has close links with the nearby hospital and GP service, with regular GO rounds being undertaken each week.

All meals are freshly prepared on-site by the home's chefs. Residents can choose from the menu daily, or choose an alternative should they wish. Drinks and snacks are widely available throughout the day and night.

[Read less](#)

Photos (We suggest 12+)

- Photos can show happy residents, a welcoming care home, activities and your friendly team
- Good quality images are important for care seeker engagement
- Profiles with 12 or more photos generate more enquiries




Nayland House

Bear Street, Nayland, Colchester CO6 4LA

[Review Us](#) [Website](#) [Save](#)

[Request Tour](#) [Send Email](#) [View Phone Number](#) [Check Availability](#) [Request Brochure](#) [Jobs](#)

[Overview](#) [Care Provided](#) [Funding & Fees](#) [Gallery](#) [Reviews \(90\)](#) [Regulatory Rating](#) [Bed Vacancies](#) [News / Events / Awards](#) [Team \(1\)](#)



[All Photos](#) 15 [360 Tour](#)

Photos – What To Do



Real photos of staff and residents



Attractive and full images of outer building



Photos – What Not To Do



Poor-quality/poorly lit photos



Stock images found online



Photos – Tagging

Uploaded photos will need to be tagged as what they are, as so to allow us to encourage a better set of photos if needs be and help influence your photo collection. Tagging options will be:

Exterior Shot

Resident Room

Common Area

Dining Area

Healthcare Area

Recreational / Activity Area

Outdoor Space / Garden

Reception Area

Team Member / Resident

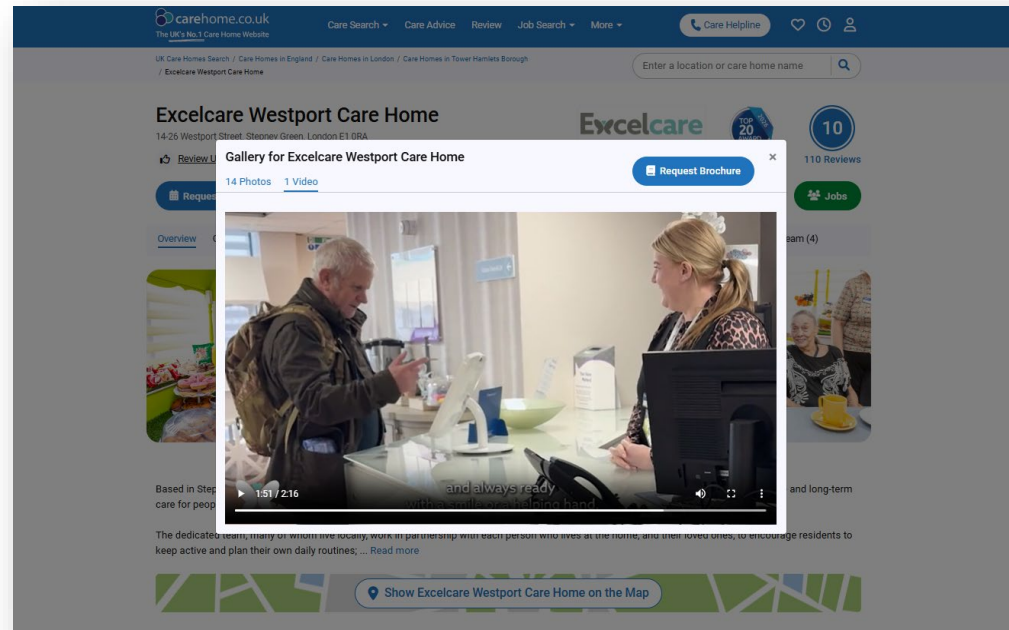
Other

Too Low Quality - Not Published on Website

Non-Compliant - Not Published on Website

Videos – Lights, Camera, Action!

A video on your profile can give a true representation of daily life in your care home and gives you the option to showcase your facilities and the care you offer. These can be done by a media team (if available) or simply with use of a regular smartphone camera.



- Show as much of the care home as possible
- Care workers and staff are important, show the team in action
- With permission, seeing residents enjoy activities, events and the day-to-day life in your care home

Meet The Team

This is great opportunity to talk about your staff and all the great work they do!

- Allows care seekers to virtually meet you and your team before sending an enquiry
- It gives them an insight into the quality of care they can expect
- Highlights your team's experience and qualifications



Charlotte Goodfellow

Job Title: Home Manager

Joined: 2019

Charlotte qualified as an Adult Registered Nurse from the University of Southampton in 2014 and began her nursing career in an Accident and Emergency Department. Whilst she loved the excitement and adrenaline of working an A&E, she found herself wanting to spend more time with her patients and their families. So, she decided to discover what other avenues were available outside of the acute hospital setting.

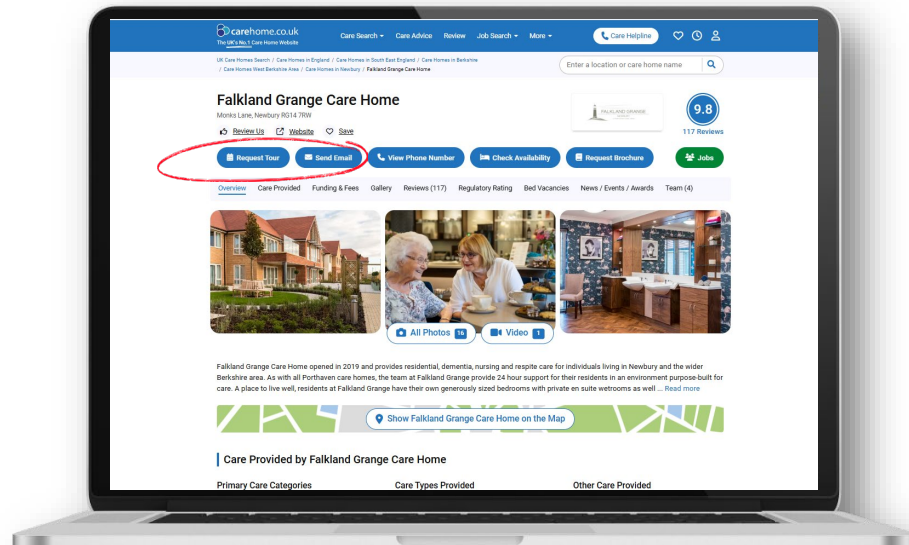
In March 2019, Charlotte joined Park Avenue as a Bank Nurse, and found this new direction exceptionally satisfying. In October 2019, Charlotte took up the position of Deputy Manager at Park Avenue Care Home, before moving to a leadership capacity in a sister home in November 2020. Now, she has returned to Park Avenue as Home Manager, and looks forward to partnering with the people who live in our homes, their families and friends.

Tour Availability (Request Tour)

- Enables care seekers to request care home tours
- These enquiries are among the strongest types of enquiries generated for care homes

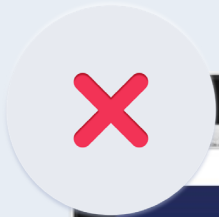
Once activated you can:

- Generate on-site and remote tours requests
- Set days and times that tours can be requested
- Set a message detailing how long tours take

A screenshot of the 'Profile Complete For Tour Availability' form. At the top, a green banner reads 'Profile Complete For Tour Availability'. Below this, a dropdown menu shows 'Tour Types Currently being Offered' set to 'Both Onsite & Remote Tours'. A yellow warning box contains a triangle icon and text: 'The Days & Time Ranges selected below will dictate what Days and Time can be selected on the tour request 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 request form (the form submission will be emailed to you)'. Under the heading 'Onsite Tours - Tours conducted at the Care Home', there is a section for 'Available Days' with checkboxes for Monday through Sunday. Below that is an 'Available Time Range' section with 'From:' and 'To:' labels and 'Select Time' input boxes. At the bottom, there is an 'Onsite Tours Info' section with a text area for providing details like tour length and participant numbers, with a note to 'Please Do Not include Phone Numbers / Email Addresses / Website Addresses, or non-informative text such as please contact us for more information'.

An incomplete carehome.co.uk profile

No Tour Button



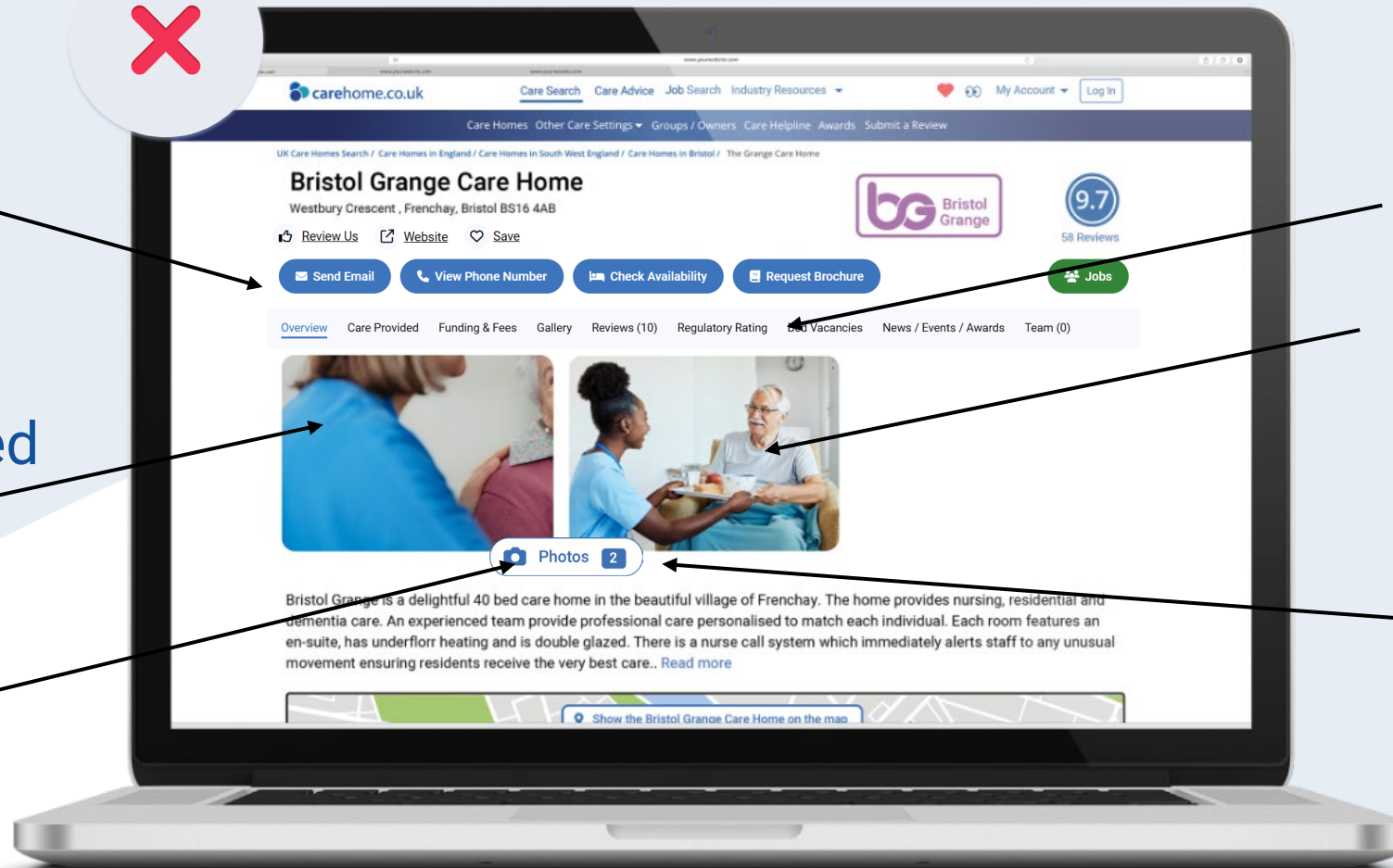
No Staff Listed

Stock Image

Badly Cropped Photos

No Video

Only Two Photos




Risks of an incomplete carehome.co.uk profile

An unpopulated and incomplete carehome.co.uk profile carehome.co.uk profile could result in your care home being...

- Harder to find in our search result
- Less likely to attract potential residents with a lack of information
- Lose out on care enquires to local care homes with fuller profiles

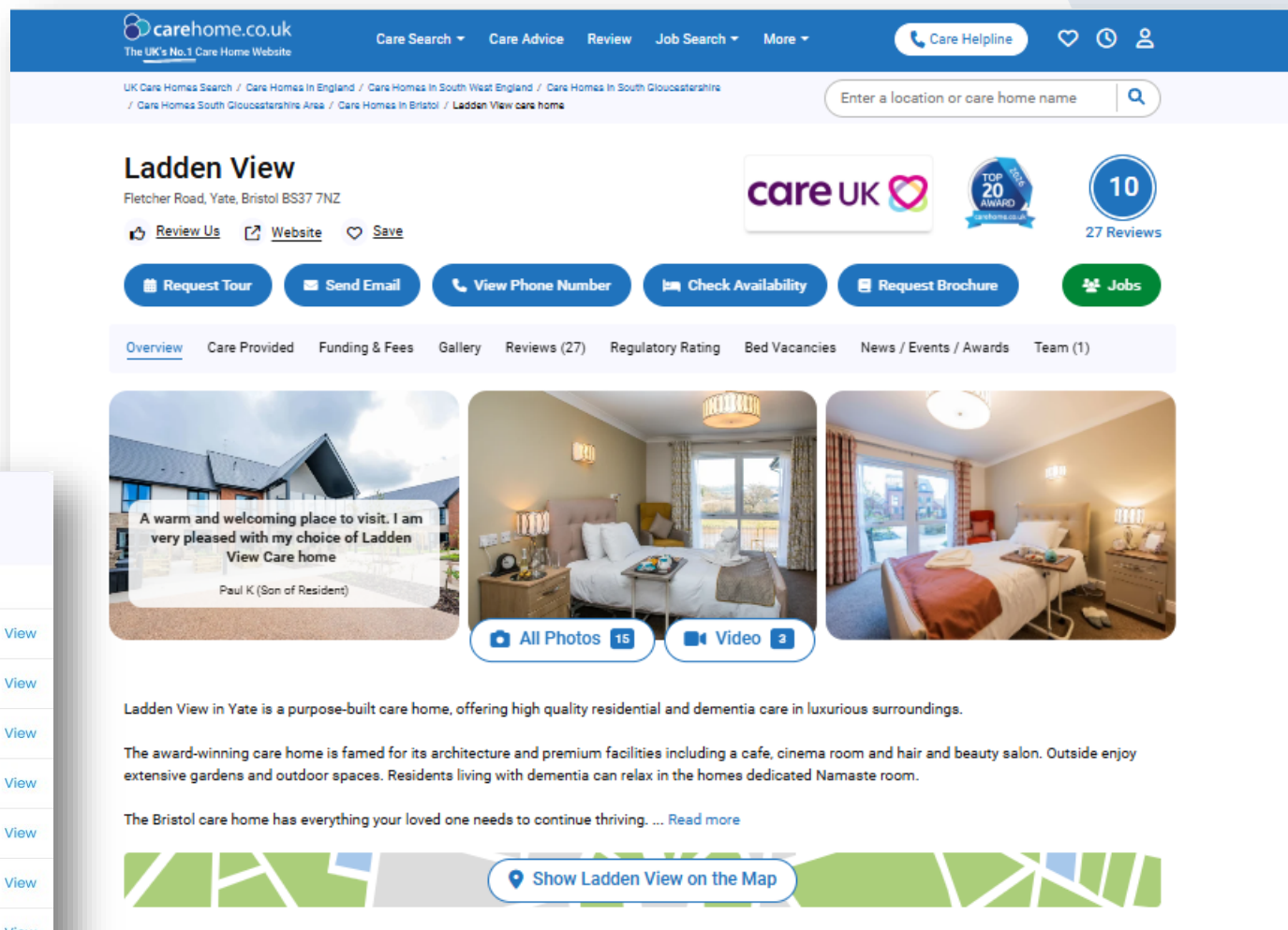
A Complete and Effective Profile

Looking good!

 Profile Completeness includes the following Content

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

✓ 10/10% Base Data	View
✓ 20/20% Funding & Fees	View
✓ 10/10% Care Offered	View
✓ 10/10% Facilities & Services	View
✓ 10/10% Description	View
✓ 10/10% 12+ Photos	View
✓ 10/10% Video	View
✓ 10/10% Meet the Team	View
✓ 10/10% Tour Availability	View



The screenshot shows the profile page for Ladden View care home on carehome.co.uk. The page features a blue header with navigation links and a search bar. The main content area includes the care home's name, address, and contact information. A prominent feature is a testimonial from Paul K, a resident's son, praising the care home. Below the testimonial are several photos of the care home's interior and exterior. The page also displays various service buttons and a map link.

carehome.co.uk
The UK's No.1 Care Home Website

Care Search Care Advice Review Job Search More

Care Helpline

UK Care Homes Search / Care Homes in England / Care Homes in South West England / Care Homes in South Gloucestershire / Care Homes South Gloucestershire Area / Care Homes in Bristol / Ladden View care home

Enter a location or care home name

Ladden View

Fletcher Road, Yate, Bristol BS37 7NZ

care UK

TOP 20 AWARD

10

27 Reviews

Review Us Website Save

Request Tour Send Email View Phone Number Check Availability Request Brochure Jobs

Overview Care Provided Funding & Fees Gallery Reviews (27) Regulatory Rating Bed Vacancies News / Events / Awards Team (1)

A warm and welcoming place to visit. I am very pleased with my choice of Ladden View Care home

Paul K (Son of Resident)

All Photos 15 Video 3

Ladden View in Yate is a purpose-built care home, offering high quality residential and dementia care in luxurious surroundings.

The award-winning care home is famed for its architecture and premium facilities including a cafe, cinema room and hair and beauty salon. Outside enjoy extensive gardens and outdoor spaces. Residents living with dementia can relax in the homes dedicated Namaste room.

The Bristol care home has everything your loved one needs to continue thriving. ... [Read more](#)

Show Ladden View on the Map

Create the Perfect Profile – In Summary



Takeaways

1

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

3

Focus on completing your Profile especially Fees, Description, Meet the Team, Tour Availability and Photos

2

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

4

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

Check today – how complete is your profile?

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

The screenshot shows the carehome.co.uk dashboard. At the top left, the logo 'carehome.co.uk' is visible. To its right, there is a profile card for the account manager, Tom Hill, with a 'Contact your account manager' link. This profile card is circled in red. The dashboard includes a sidebar with navigation options: Dashboard, Profile, Reviews, carehome.co.uk Awards, Leads / Enquiries (marked 'new'), Features, Jobs, APIs & Integrations, and Account. The main content area displays several key performance indicators (KPIs) for the last 12 months:

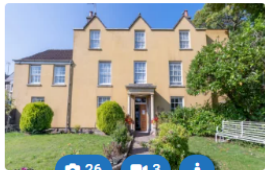
- Verified Care Enquiries Last 12 Months:** 39 total, 28 emails, 11 calls.
- Estimated Value Last 12 Months:** 12% of enquiries that become a customer, £68k avg revenue per customer, £316,368 total revenue.
- Review Score:** 9.4
- Profile Completeness:** 70%
- Profile Ranking:** Top 9%
- Jobs Last 12 Months:** 0

Below these KPIs, there is a 'Jobs' section with a sub-section 'Jobs added in the last 12 months' which states 'No jobs have been posted in the last 365 days.' To the right of this section is a 'Jobs Actions' panel with buttons for 'Post a New Job', 'View Live Jobs', 'View Applications', 'View Integrations', and 'View CV Search'. At the bottom right of the dashboard, there are links for 'Cookie Preferences' and '© 2026 carehome.co.uk'.

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](#)


Edit | Delete



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

Carole W (Daughter of Resident)

Edit | Delete



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


Rickie K (Grandson of Resident)

Review Showcase

Reviews appear on your profile listing

9.9 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

How call insights works?



Heading

Header



copy

A horizontal row of five stars. The first four are solid green, and the fifth is white with a green outline.

Header

Header

Heading

Copy

Heading

Copy

Heading

Copy

Copy here



Copy here



Header

Header

