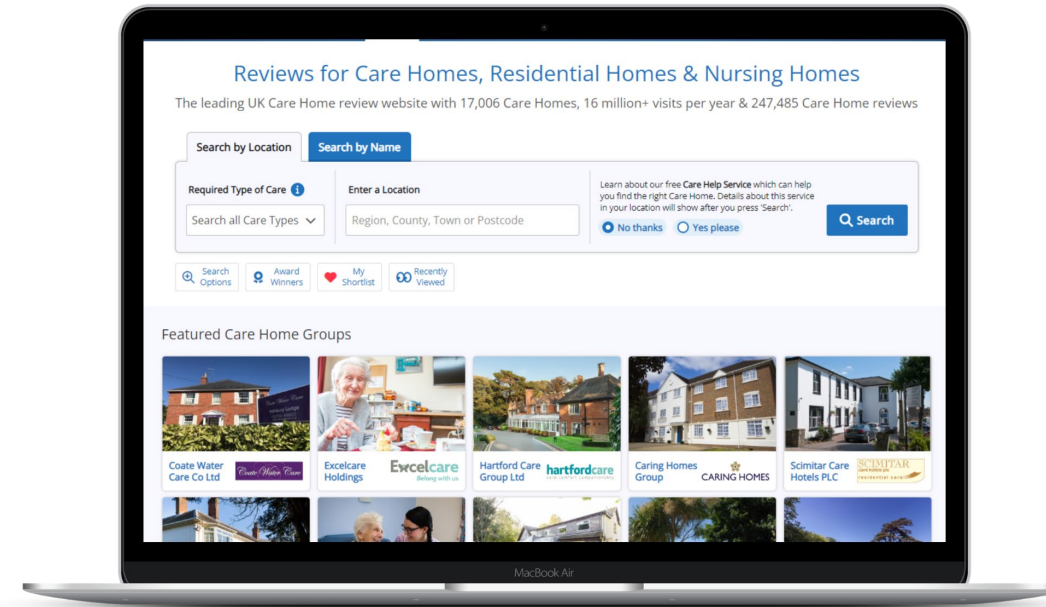


HOW TO EFFECTIVELY MANAGE REVIEWS

& BUILD TRUST IN
YOUR CARE HOME

Craig Foster

WEB TRAFFIC



Over 16 million visits a year

REVIEWS

Number 1 care home review site with 290,000 reviews



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

SEO



Top organic search result in most
areas on search engines

REVIEWS

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

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 carehome.co.uk

WHY ARE REVIEWS

SO IMPORTANT?

Care seekers research...



Friends & family



Internet



Independent reviews

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 carehome.co.uk

WHY ARE REVIEWS SO IMPORTANT?

Reviews build trust, displays confidence in your care home and shows transparency

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 carehome.co.uk

Review from S J (Daughter of Resident) published on 17 January 2023
Submitted via Website • Report

Overall Experience ★★★★★

Mum was at Penhill for 4 and a half years before her death in December 2022. The care, respect and love she received was exceptional in every way. This was especially so in her last week of life. Nothing more could have been done for her. We were so moved by all the care she received in her final week.

The love and compassion she had were beyond what we could have expected even in such a caring community. That extended to us, her family, too.

I would recommend Penhill to anyone wanting a residential home which is a family and where the resident's families become part of Penhill too.

Reply from Nathan Corfield, Manager at Penhill

Thank you so much for your lovely review, it is very much appreciated and goes such a long way. Both Mum and your family were all part of the extended Penhill family and thank you so much for entrusting Mum into our care. Mum will be sadly missed by us all, she was such a larger-than-life character and loved to take part in everything, and she was always happy and contented. Please don't forget about us, if you are back in the neighbourhood in the future, pop in for a cup of tea and a catch-up, you're always welcome.

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

WHY ARE REVIEWS SO IMPORTANT?

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 care homes that have up-to-date reviews
- Care seekers like to see a high volume of reviews



Review us
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the leading care home review website



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carehome.co.uk



REVIEWS

DASHBOARD

Reviews

Your Reviews

Reviews Pending Publication
0
[Publish Reviews >](#)

Reviews published in the last 6 months that have no response
2
[Add Responses >](#)


Published Reviews
75
[View Published Reviews >](#)


Generate and Showcase Reviews

Request Reviews with Invite to Review via

Email Facebook WhatsApp


[Send Invites to Potential Reviewers >](#)

Review card Ordered in the last 12 months
No

[Order Review Postal Cards >](#)

Review Widgets Currently Installed
Yes

[Configure Website Review Widget >](#)

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

Review Score for Bagshot Gardens Care Home - Avery Collection



[View Review Score Breakdown](#)

- Your Review Score is calculated using a combination of the Quantity of Reviews, Recency of Reviews, and Review Ratings using only Reviews published in the last 24 months. Please see your carehome.co.uk profile page 'Reviews' tab to see a full breakdown of your Review Score calculation.
- Your current Review Score is 9.6 (out of a maximum 10).

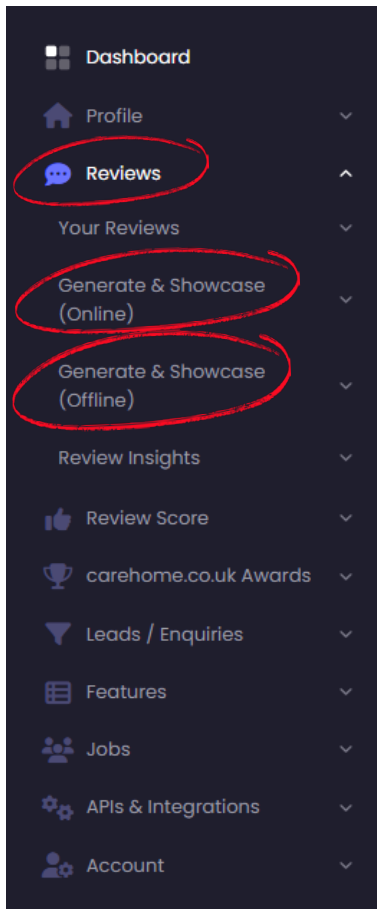
Why is your Review Score important?

Obtaining the highest Review Score gives you the best chance to receive more enquiries, as higher Review Scores are rewarded with a higher position on the Search Result pages, resulting in more clicks to your profile page.

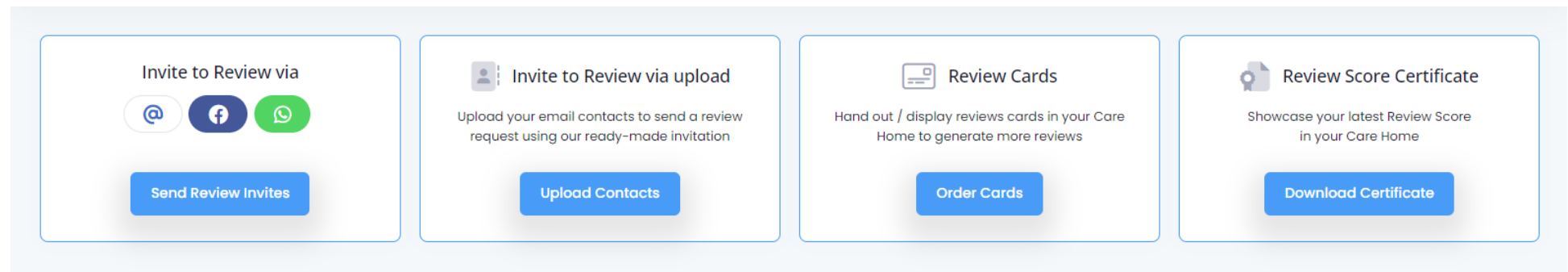
[Learn more in the Support Centre](#)

REVIEWS

OVERVIEW



- 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'

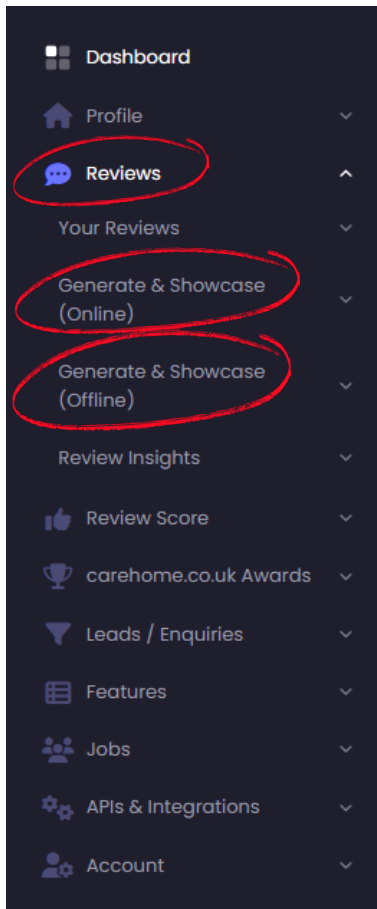


The image displays four action cards for generating reviews:

- Invite to Review via**: Includes icons for email, Facebook, and WhatsApp. A blue button labeled "Send Review Invites" is at the bottom.
- Invite to Review via upload**: Includes a person icon. Text: "Upload your email contacts to send a review request using our ready-made invitation". A blue button labeled "Upload Contacts" is at the bottom.
- Review Cards**: Includes a card icon. Text: "Hand out / display reviews cards in your Care Home to generate more reviews". A blue button labeled "Order Cards" is at the bottom.
- Review Score Certificate**: Includes a certificate icon. Text: "Showcase your latest Review Score in your Care Home". A blue button labeled "Download Certificate" is at the bottom.

REVIEWS

TOOLS

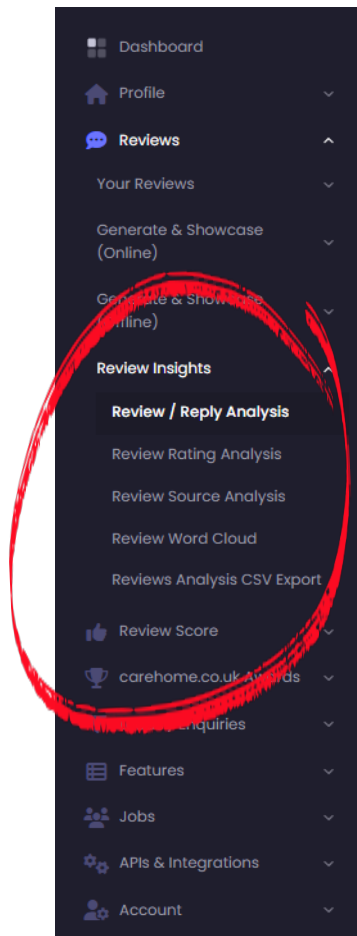


- Review Cards
- ‘Invite to review’ links for email, Facebook & WhatsApp
- ‘Review us’ QR code poster
- ‘Submit a review’ link on every single profile

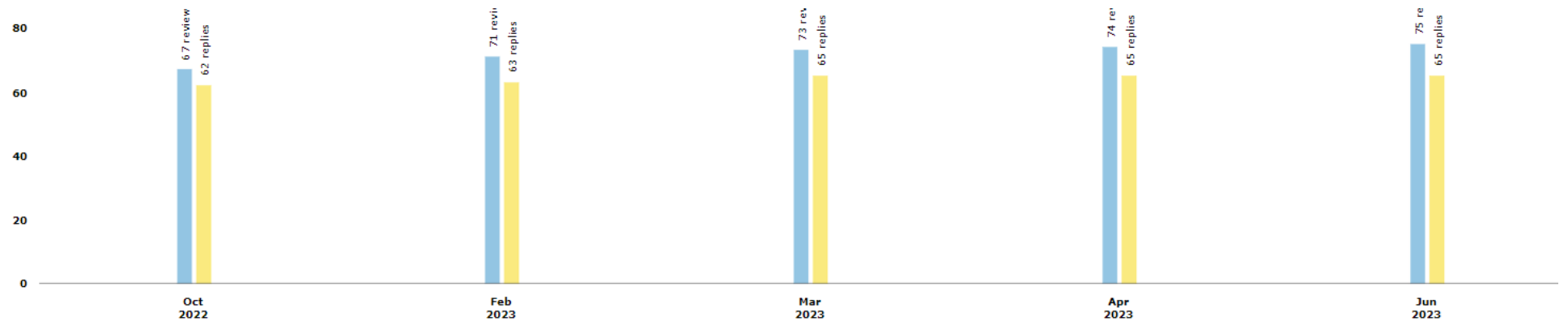


REVIEWS

REPORTING



Review / Reply Analysis All Time Running Total



DISPLAYING REVIEWS

- Showcase reviews at carehome.co.uk on your profile (right)
- Showcase on your website using the 'review widget' (below)
- Download & print off your 'review score' certificate to display in your reception.

Broadlands Lodge Care Home Reviews (13)

Reviews (13) | Review Score Breakdown | [Submit a Review](#)

10 Broadlands Lodge Care Home has a Review Score of 10 (9.952) out of 10 based on reviews in the last 2 years. Over all time Broadlands Lodge Care Home has 13 reviews with an average 'Overall Experience' of 5 out of 5.

Overall Experience	Date Submitted	Reviewer Connection to Broadlands Lodge Care Home
<input type="checkbox"/> ★★★★★ 13	<input checked="" type="checkbox"/> All Time 13	<input type="checkbox"/> Daughter of Resident/Service User 6
<input type="checkbox"/> ★★★★☆ 0	<input type="checkbox"/> In last 6 Months 9	<input type="checkbox"/> Granddaughter of Resident/Service User 2
<input type="checkbox"/> ★★★☆☆ 0	<input type="checkbox"/> In last 12 Months 13	<input type="checkbox"/> Son of Resident/Service User 2
<input type="checkbox"/> ★★☆☆☆ 0	<input type="checkbox"/> In last 2 Years 13	<input type="checkbox"/> Daughter-in-law of Resident/Service User 1
<input type="checkbox"/> ★☆☆☆☆ 0	<input type="checkbox"/> 2 Years +	<input type="checkbox"/> Friend of Resident/Service User 1

Order by: Default

Review from Steve R (Son of Resident) published on 16 May 2023
Submitted via Postal Card - Report

Overall Experience ★★★★★

Broadlands Lodge is a stunning care home and I am very happy that my mum now lives there. The staff are excellent, the staff friendly and helpful and the care is first class. The rooms are very luxurious with beautiful decor and an excellent wet room. My mum has now been a resident for four months and has settled well into her new home. It was the best choice for a home that we could have made.



10 carehome.co.uk Review Score for Broadlands Lodge Care Home
13 reviews

★★★★★ Broadlands Lodge is a stunning care home and I am very happy that my mum now lives there. The...	16 May 2023	★★★★★ Dad initially came into Broadlands Lodge for respite care, but we soon realised as a family we were...	10 May 2023	★★★★★ Very welcoming. Food excellent - enjoyed lunch with resident. Caring staff. Nothing too much...	28 Apr 2023	★★★★★ This is a new home and my appointor moved in December 2022. So far the experience has been top...	15 Mar 2023	★★★★★ I can't thank this home enough, they have gone above and beyond for my Grandad since he arrived...	12 Jan 2023
Steve R (Son of Resident)		Yvonne B (Daughter of Resident)		F S (Friend of Resident)		Norman G (Power of Attorney of Resident)		Clair G (Granddaughter of Resident)	

[Write a review](#) | [Read all 13 reviews](#)

RESPONDING TO REVIEWS

- Helps build relationships with reviewers
- Shows that you have taken onboard and value their feedback
- Creates a positive impression for care seekers looking for a care home who not only read reviews but like to see how the care home respond
- Always ensure that you make your response relevant, personal and most importantly it is not generic
- No one expects a care home to receive 100% positive feedback
- A negative review with a good response can lend more authenticity and credibility to your other reviews

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Reply from Meghan Tattersall, Sales and Marketing Manager at Broadlands Lodge Care Home

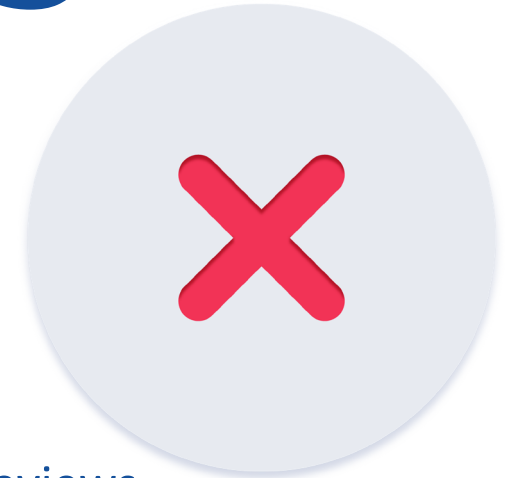
Thank you so much for your kind words about Broadlands Lodge. We are so pleased that your mum is settling in well and that you chose us as her new home. Our staff strive to provide the best care and facilities for our residents, and it's wonderful to hear that we have been successful in this. We are sure your mum will continue to be happy and comfortable here. Thanks again for your review.

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



NEGATIVE REVIEWS

WHAT TO DO...



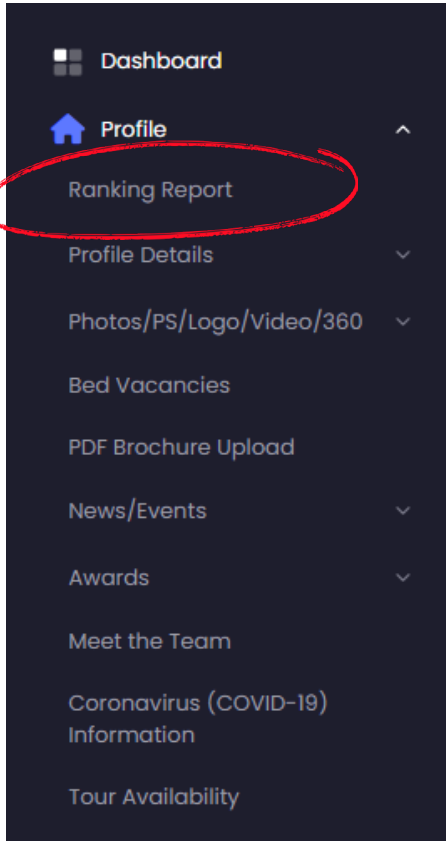
- Negative reviews can often add credibility to your review portfolio
- We have a Review Compliance Team specifically to assist with negative reviews
- Our support centre has lots of information to help you deal with a negative review
- Don't delay in adding a response

- Utilise the many ways in which you can ask for reviews
 - Review Cards
 - Email
 - Invite to Review
 - WhatsApp & Facebook


REVIEWS

- Reviews build trust, displays confidence and shows transparency
- Regular and new reviews shows an ongoing commitment to customer service
- More reviews means those looking for care spend longer on your profile
- Responding to reviews (both positive and negative) shows you are listening to residents and are constantly looking for ways to improve your service

RANKING REPORT



- 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 an Enhanced subscription with a review score of 9.952, Broadlands is 34th in Norwich. If they stepped up to Platinum, they would be 1st. Additionally if they stepped down to a Basic, they would be 99th

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
Broadlands Lodge Care Home Current Subscription Level: Platinum	 9.952	Postal Town	Norwich	133	1	99*	34	1
		Postcode Area	NR	283	3	206*	66	3
		District	Broadland Area	55	1	39*	10	1
		County	Norfolk	321	3	231*	77	3
		Region	East of England	1566	19	1,156*	439	19

THE REVIEWS

PROCESS



REVIEW RECEIVED

Reviews are submitted on Review Cards or online by residents and their family and friends



VERIFICATION

Review Team checks the review is compliant with our Review Policy



COMPLIANT

Compliant reviews moved to Pending Publication. You are notified by email and the review is shown in your Control Panel



NON COMPLIANT

Incomplete/Non compliant reviews are not published. You are notified by email and the review is shown in your Control Panel



PUBLISHED

The review will automatically be published after 7 days. Alternatively you can choose to publish Immediately with or without a response



LIVE REVIEW

The Review is live on carehome.co.uk and shown in your Control Panel

CALCULATING REVIEW SCORES

The maximum Review Score is 10, which is made up of Average Rating of Reviews (5 points) and Number of Reviews in the last 24 months (5 points)



The maximum score of 10 is nice to have but be realistic, everyone's experience and expectation is different!

ACCEPTED REVIEWS



Residents



Friends of Residents



Family of Residents

Residents can have assistance from their family and friends, but they should not be assisted by staff

DECLINED REVIEWS



Members of staff and ex-members of staff (includes staff working within the wider organisation)



Ad-hoc visitors (e.g. attending an open day, Mayor, MP's etc.)



Anyone with a professional connection to the care home (e.g. entertainer, therapist, hairdresser etc.)



Students or Work Experience



Potential service users and their family or friends



Reviews written on behalf of someone else cannot be accepted

WHY ARE REVIEWS

DECLINED?



- Staff have assisted the reviewer in filling out any of the sections
- A review is incomplete, and the reviewer can't be contacted
- The review is hearsay and not first-hand experience
- A review is submitted by a member of staff even if a member of their family is a resident in the home
- The review meets our threshold for accusations of abuse, negligence or criminal activity
- The review was made in exchange for personal gain e.g. money, prizes etc
- The review contains advertising or is promoting a service
- The review is unable to be authenticated with the reviewer or has been submitted anonymously
- The review has not been submitted within 12 months of the resident/service user receiving care

AWARDS

Eligibility Criteria

- Being listed on carehome.co.uk means you are eligible to be considered for an award
- First and foremost, having a Review Score putting you in the Top 20 in your region as well as having at least 5 reviews published in the year running up to the cut off date.
- Plus, compliance is required with the relevant regulatory body (different bodies for England, Scotland and Wales).

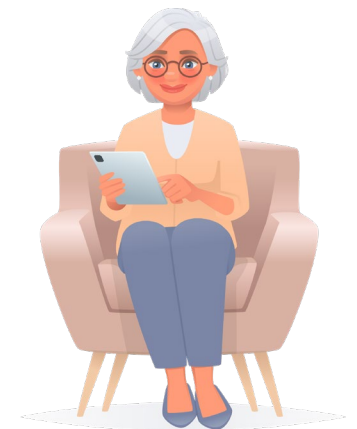


Benefits

- Winners receive an award logo on their profile page to encourage more engagement and to share on their own marketing literature/website
- Winners receive a framed award winner certificate
- Winners receive more views and enquiries
- Cut off date for awards will be announced soon
- PR opportunities for winners

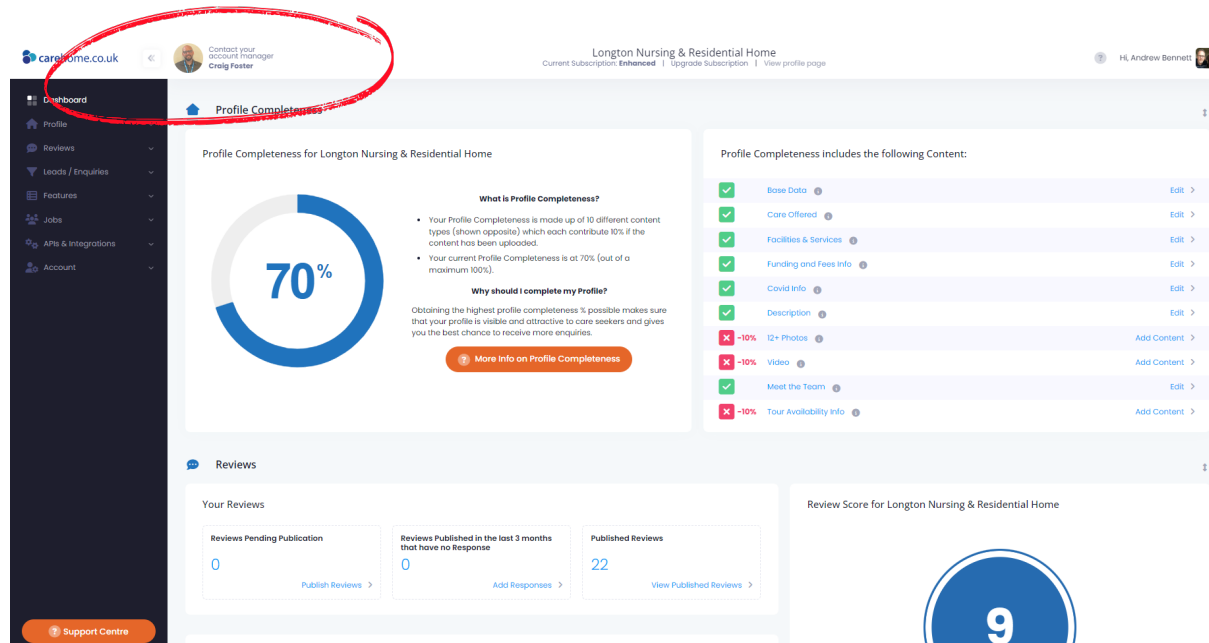
SUMMARY

- The ability to generate reviews is one of the **powerful tools** you have at your disposal
- **Positive reviews** help backup the content and information on your profile
- Make sure you always **respond to all reviews**
- **Regularly ask** Residents, Friends and Family to complete reviews whether it's on a review card or online
- Care seekers want to see **recent reviews**



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.



carehome.co.uk

Contact your account manager
Craig Foster

Longton Nursing & Residential Home

Current Subscription: Enhanced | Upgrade subscription | View profile page

Hi, Andrew Bennett

Dashboard

Profile Completeness

Profile Completeness for Longton Nursing & Residential Home

70%

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 70% (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](#)

Profile Completeness includes the following Content:

- Base Data [Edit >](#)
- Care Offered [Edit >](#)
- Facilities & Services [Edit >](#)
- Funding and Fees Info [Edit >](#)
- Covid Info [Edit >](#)
- Description [Edit >](#)
- T2+ Photos [Add Content >](#) -10%
- Video [Add Content >](#) -10%
- Meet the Team [Edit >](#)
- Tour Availability Info [Add Content >](#) -10%

Reviews

Your Reviews

Reviews Pending Publication: 0 [Publish Reviews >](#)

Reviews Published in the last 3 months that have no Response: 0 [Add Responses >](#)

Published Reviews: 22 [View Published Reviews >](#)

Review Score for Longton Nursing & Residential Home

9

Support Centre

Your Account Manager

Craig Foster

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

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



USEFUL LINKS

- Getting started with your profile: <https://support.carehome.co.uk/docs/getting-started>
- Profile Completeness: <https://support.carehome.co.uk/docs/what-is-profile-completeness>
- How carehome.co.uk searches work: <https://support.carehome.co.uk/docs/how-do-carehomecouk-searches-work>
- Everything you need to know about Reviews: <https://support.carehome.co.uk/docs/reviews>
- Awards: <https://support.carehome.co.uk/docs/top-20-care-home-awards>
- carehome.co.uk subscription plans: <https://www.carehome.co.uk/ourservices/compare>

