

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

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Web Traffic / Reviews

In the last 12 months...

Web Traffic

Over 15 million web visits

Reviews Service

79,000+ reviews submitted by service users & friends/family

43,000+ responses from care home providers

Care Home Enquiries

1,000,000 website referrals

400,000 phone calls

100,000 emails, tour bookings and brochure requests

Number 1 care home review website with over 375,000 reviews



In This Webinar

We will be talking you through the process of creating the perfect profile for care seekers on carehome.co.uk

In this session, you will learn:

- How care seekers search carehome.co.uk to find their perfect care home
- How to manage your profile to grab the attention of care seekers in searches
- The perfect content to add to your profile to maximise the number of care enquiries you receive

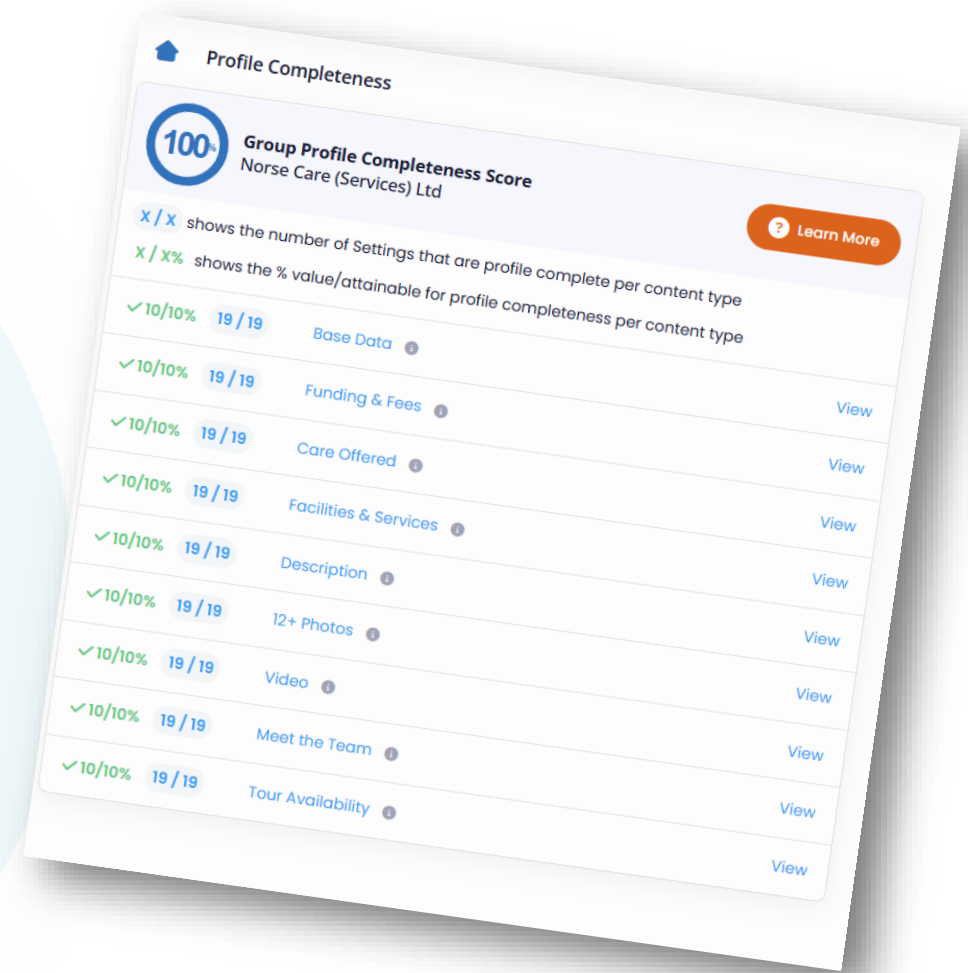
What is Profile Completeness?

An overview:

Profile Completeness is our guidance tool which helps care homes fill their carehome.co.uk profile with content, providing as much information as possible for potential residents, prioritising:

- **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



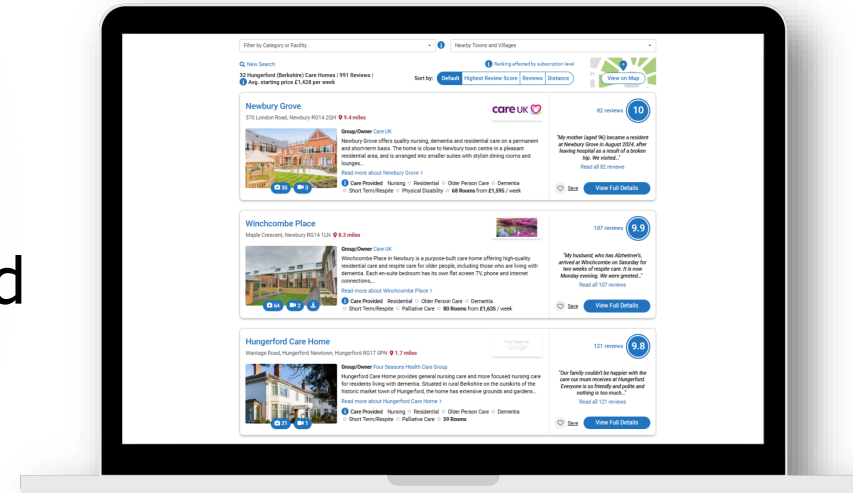
How Care Seekers Use carehome.co.uk...



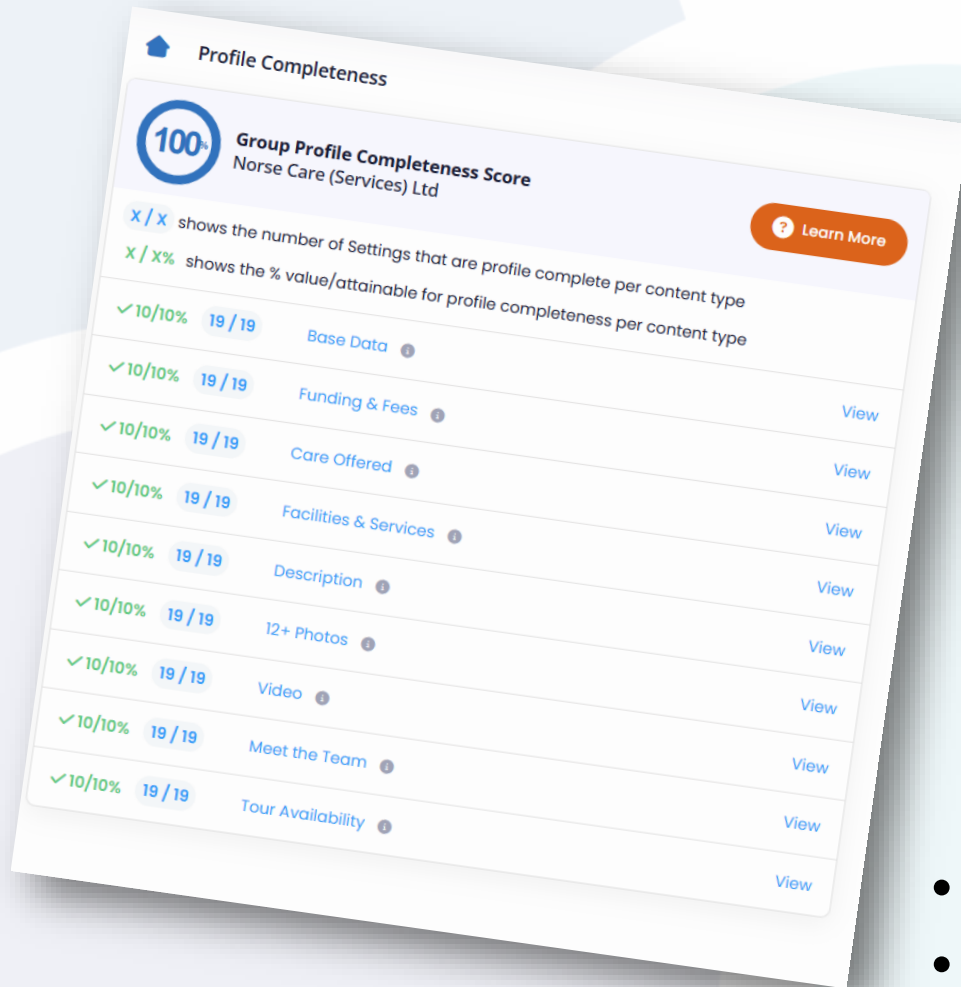
Summary: What Did We See in the Search?

When searching carehome.co.uk, these are the main questions care seekers will be searching answers to...

- What care homes are near me?
- Do they provide the right care for my Mum or Dad?
- Do they accept our funding type / can we afford them?
- Life in the care home – does it look nice for my loved one?
- What are other residents and their families saying about the home?



Using Your carehome.co.uk Profile to Answer Those Questions



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

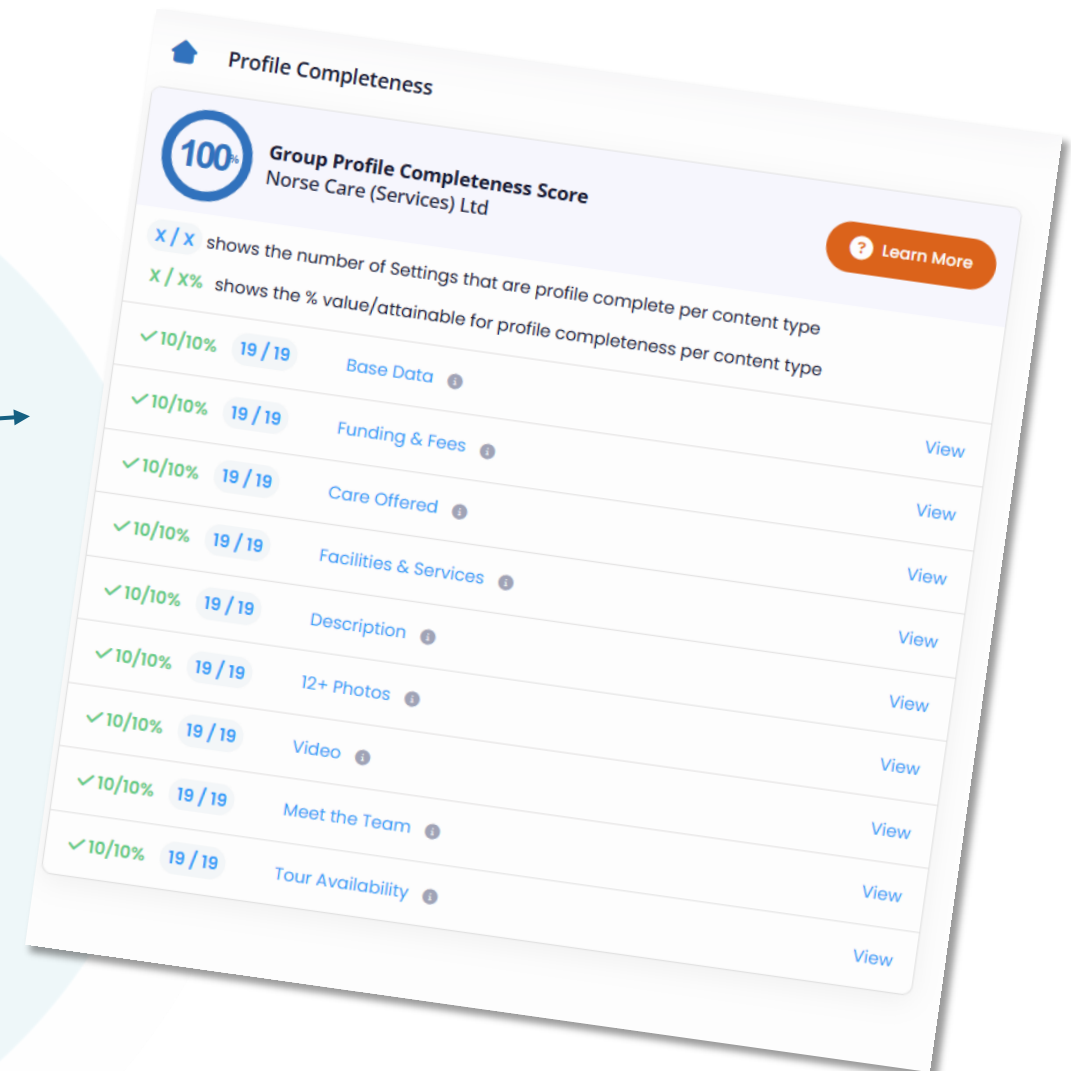
carehome.co.uk

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

Profile Completeness – Key Profile Information

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

- **Base Data**
- **Care Offered**
- **Funding & Fees**



Care Offered

Care Offered

- Primary Care Categories
- Care Types Provided
- Dementia Care Types
- Other Care Provided

Manor House, Birmingham

Care Homes in Birmingham

Request Tour

Visit Website

Send Email

View Phone Number

Request Brochure

Jobs

Overview

Reviews (98)

Gallery (18)

Performance

Bed Vacancies

Awards (10)

News (22) & Events (0)

Team (1)

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

What are the different dementia care types?

Mild Dementia

Moderate Dementia

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 & 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

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

Please select one of the options below

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

Self-Funded Residential Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Self-Funded Residential Dementia Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Self-Funded Nursing Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Dementia Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Residential Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Residential Dementia Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Nursing Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Nursing Dementia Care

From £

To £

weekly charges per person (rounded to the nearest pound)

Enquire directly

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

Why Are These So Important? New Website Filtered Searches

Our new filtered search tool allows care seekers to find the right 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.

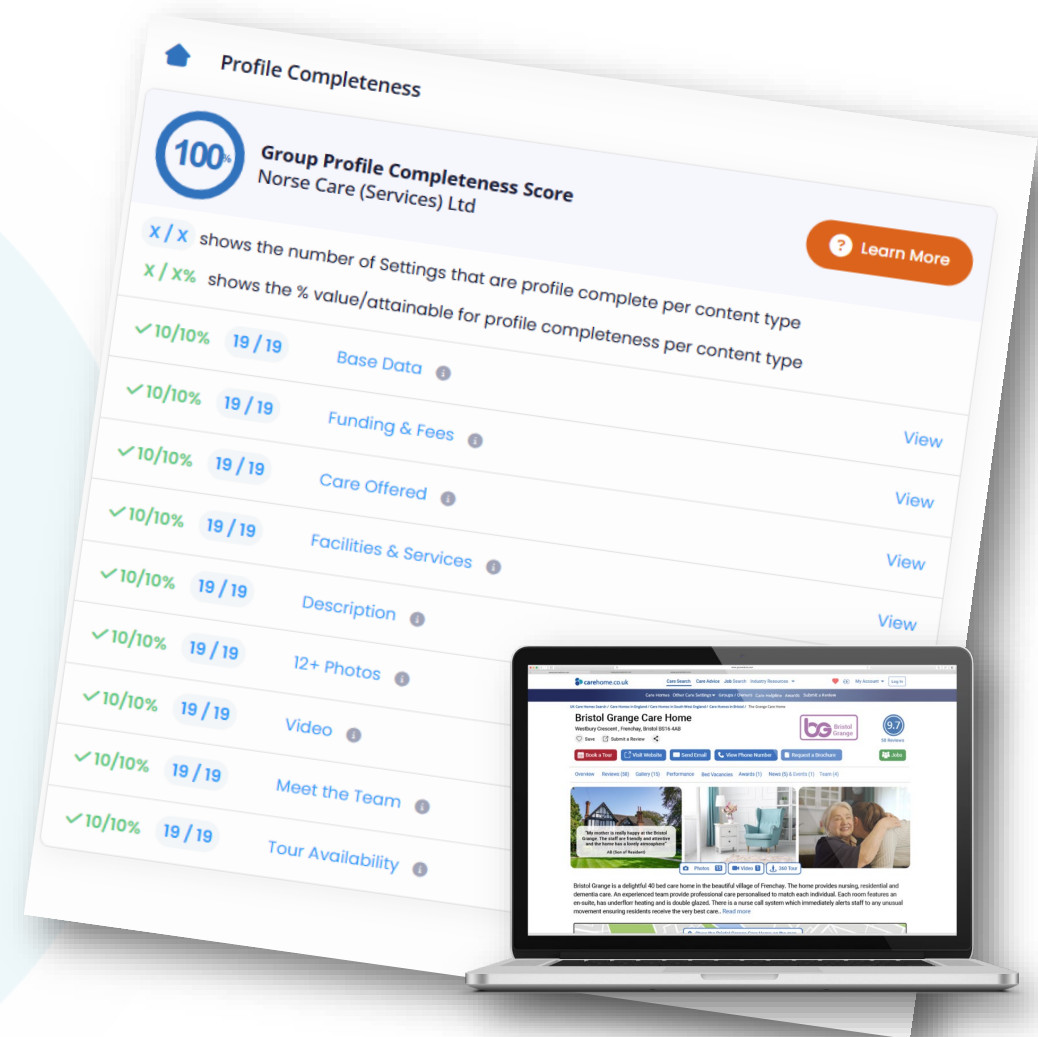
- **Profiles without key profile data are unseen by 1 in 5 care seekers**
- **There is greater intent from care seekers using the filters**
- **Care enquiries are better from filtered searches**

The screenshot shows the search filters on the carehome.co.uk website. At the top, there are three buttons: 'Care Homes for Older People' (selected), 'Care Homes for Younger Adults', and 'All Care Homes'. To the right is a search bar with the placeholder 'Enter a location' and a magnifying glass icon. Below these, a text line reads: 'Refine the results if you know your requirements - if you need some help or have any questions, call our care search experts on 01488 684321'. The main filter section consists of four columns of dropdown menus: 'Any Type of Care', 'Any Length of Stay', 'Any Funding Type', and 'Any Price Range'. Each dropdown is open, showing a list of options with checkboxes. In the 'Any Type of Care' dropdown, 'Any Type of Care' is unchecked, while 'Residential Care', 'Nursing Care', 'Dementia Residential Care', and 'Dementia Nursing Care' are checked. In the 'Any Length of Stay' dropdown, 'Any Length of Stay' is checked, while 'Permanent (Long Stay)' and 'Respite (Short Stay)' are unchecked. In the 'Any Funding Type' dropdown, 'Any Funding Type' is checked, while 'Privately funded (self pay)', 'Local authority', 'Local authority with top up', and 'NHS' are unchecked. In the 'Any Price Range' dropdown, 'Any Price Range' is checked, while 'Below £1000', '£1000 - £1500', '£1501 - £2000', '£2001 - £2500', and '£2500+' are unchecked. To the right of the filters, there is a 'Reset these filters' link, a 'Map View' button, and a review section for 'Anchor's Manor Court' showing '58 reviews' and a '10' rating. A testimonial quote is visible: 'My mum has been in the care home since mid-July. Her care has been excellent. She has a lovely room and is very well looked after.'

Profile Completeness – Bring Your Care Home to Life

The best ways to show what life is like in your care home and attract potential residents is with these engagement driving aspects of Profile Completeness:

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



Facilities & Services

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

- 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](#)

12+ Photos

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

Request Tour Visit Website Send Email View Phone Number Request Brochure Jobs

Overview Reviews (74) Gallery (17) Performance Bed Vacancies Awards (5) News (2) & Events (0) Team (3)

All Photos 17 Video 1 360 Tour

Welcome to Kingswood Manor Care Home, a historic Grade 2 listed building built in 1839 and a well-known local landmark, with a beautiful sweeping staircase, painted ceilings and original cornices.

Care within the home is led by an experienced and dedicated team of nursing staff and carers. This well trained team ensures that residents are cared for in a 'person-centred' way which ensures that residents' needs and wishes are understood and recorded. ... [Read more](#)

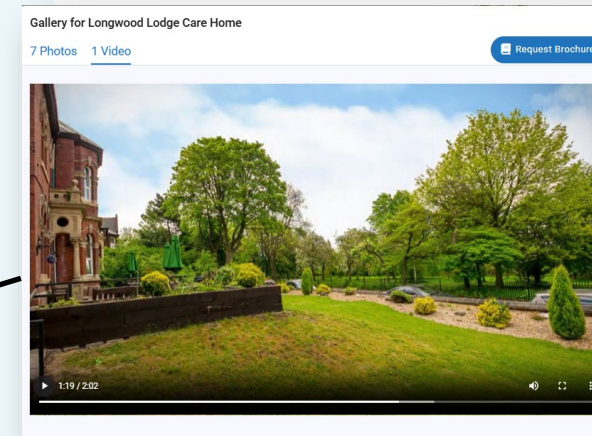
Show Kingswood Manor Care Home on the Map



Videos

High-quality videos of your care home, your staff and the daily activities of residents...

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



Meet The Team

- 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

- 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 tour requests
- Set days and times that tours can be requested
- Set a message detailing how long tours take



✓ Profile Complete For Tour Availability

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 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).

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.

What a Low Performing carehome.co.uk Profile Looks Like

What not to do...



Badly Cropped
Photos

Only Two
Photos

No Tour Button

No Staff Listed

Stock Image

No Video



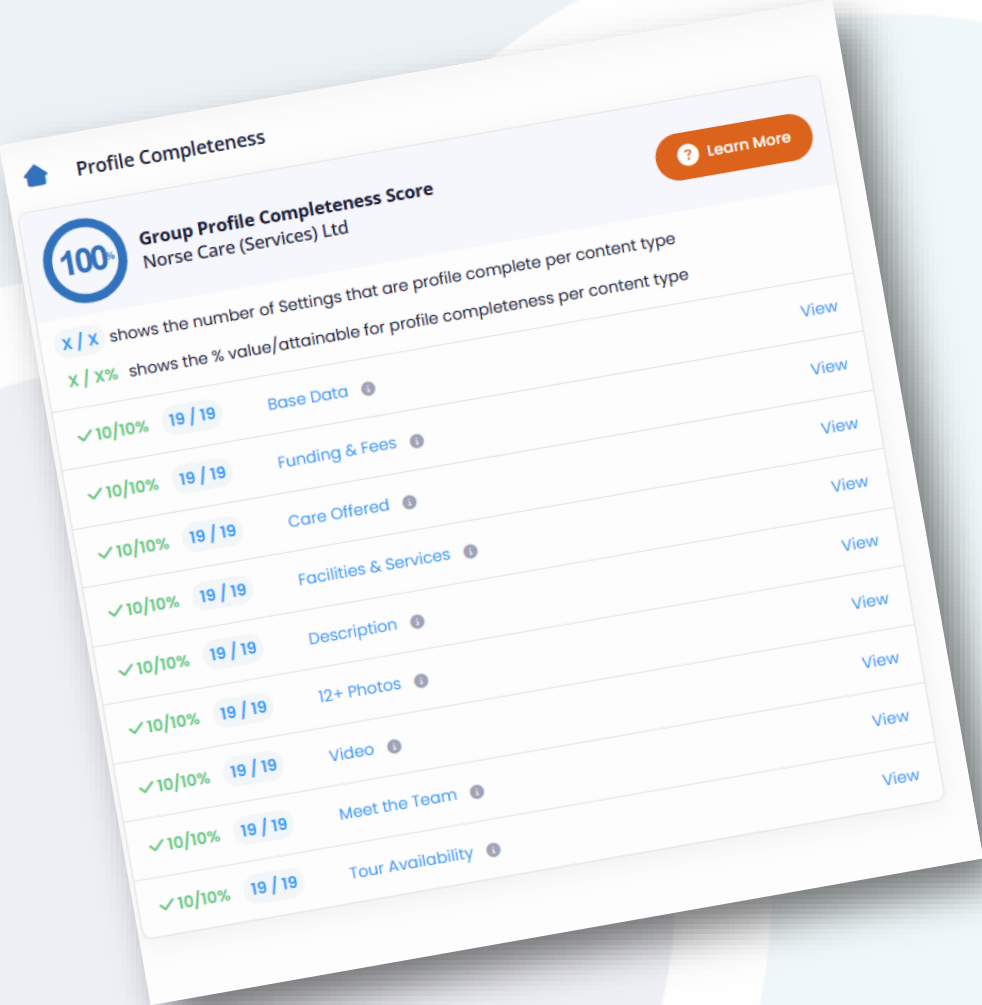
Risks of Having a Low Performing Profile

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

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

Complete and Effective Profile

Looking good!



In Summary – Complete Your carehome.co.uk Profile Today

Profile Completeness is a great guide to ensure care seekers notice and visit your profile, which is why it is important to provide as much information as possible.

- Check today – **how complete is your profile?**
- Have you added or updated your **Care Offered** and **Fees Information**, so that you appear in filtered searches?
- Do you feel you have the information from this webinar to **complete your profile?**



Your Account Manager – Contact Today

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

The screenshot displays the carehome.co.uk Control Panel interface. A red circle highlights the 'Contact your account manager Craig Foster' link in the top navigation bar. A red arrow points from this link to a modal window titled 'Your Account Manager'. The modal window contains the following information:

- 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](#)

The background interface shows the 'Reviews' section with a Review Score of 9.7, 89 Published Reviews, and a bar chart showing 34 reviews in the last 12 months. The 'Profile Content' section shows a profile completeness of 80% and a list of content items with their completion status.

Month	Reviews
Jun 2024	5
Jul 2024	8
Aug 2024	4
Sep 2024	3
Oct 2024	3
Nov 2024	0
Dec 2024	2
Jan 2025	2
Feb 2025	0
Mar 2025	7
Apr 2025	0
May 2025	0
Jun 2025	0

