Sam Cleere

Getting the Most From Your Free homecare.co.uk Profile

Simple actions you can take today to improve your visibility, build trust and generate more opportunities from your free profile.

homecare.co.uk

Getting the Most From Your Free homecare.co.uk Profile

Today's journey: turning profile improvements into more opportunities



Complete profile + recent reviews → more reasons to enquire → log in and act

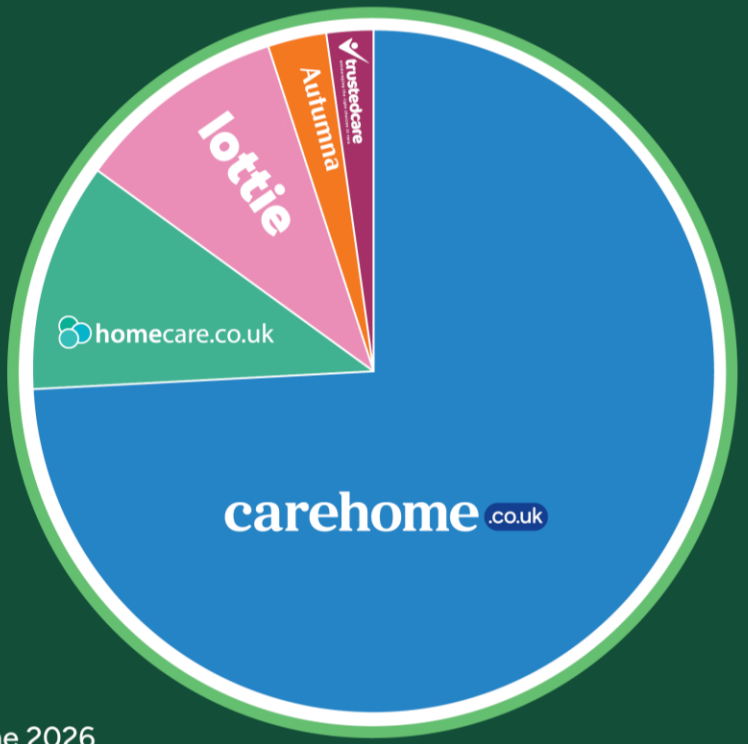
We will follow the care seeker journey: from searching and comparing, through to making contact — and what you can do next.

homecare.co.uk & carehome.co.uk: The Leading Websites for Finding Older People's Care

- 13,250+ home care services listed
- Over 3 million visits a year
- Over 100,000 Reviews

85%

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



Source: similarweb August 2025 - June 2026

What is most important to care seekers?

- What home care services operate in my area?
- Do they provide the right care for Mum and Dad?
- Can we afford them?
- What do loved ones of those who receive home care think?



How can you answer these questions with your free homecare.co.uk profile?

Focus on these 5 areas:

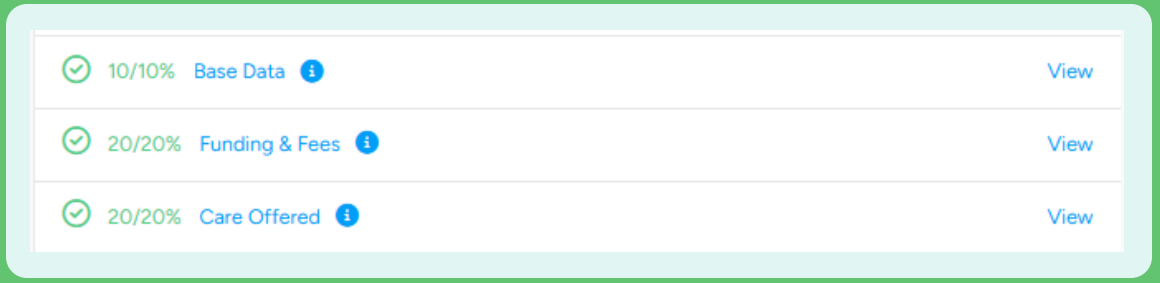
1 - Base Data
2 - Funding & Fees
3 - Care Offered
4 - A Profile Photo
5 – Build recent reviews

Use Profile Completeness to see what information is missing and strengthen your profile.

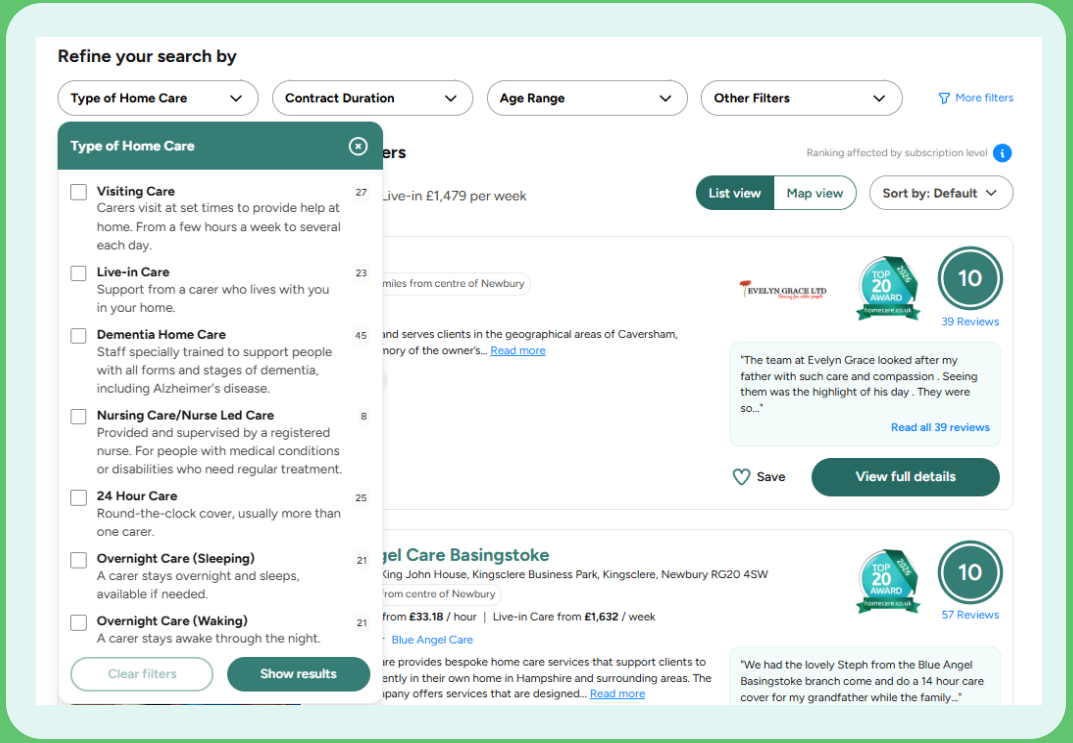


BE FOUND → BUILD TRUST → GET CONTACTED → TAKE ACTION → GO FURTHER

The most important pieces of information for care seekers searching on homecare.co.uk are…



- Base Data
- Funding & Fees
- Care Offered



Incomplete Care Offered or Funding & Fees information can prevent you from appearing in relevant filtered searches.

Base Data – How to add/update

What is Base Data? It gives the care seeker the key information about your home care organisation; such as Minimum Visit Duration, total number of carers or whether you provide care directly to the general public.

Where to update?

Sign into your **Portal** > **Content included in Profile Completeness** > Select '**View**' next to **Base Data** > **Edit**



Types of Home Care

Visiting Care

Minimum Visit Duration (Visiting Care)
30 minutes

Contract Durations

Ongoing / Long Term
Respite / Short Term

Age Ranges

Older Person Care (65+)
Younger Adult Care (18-65)

Personal Care Services

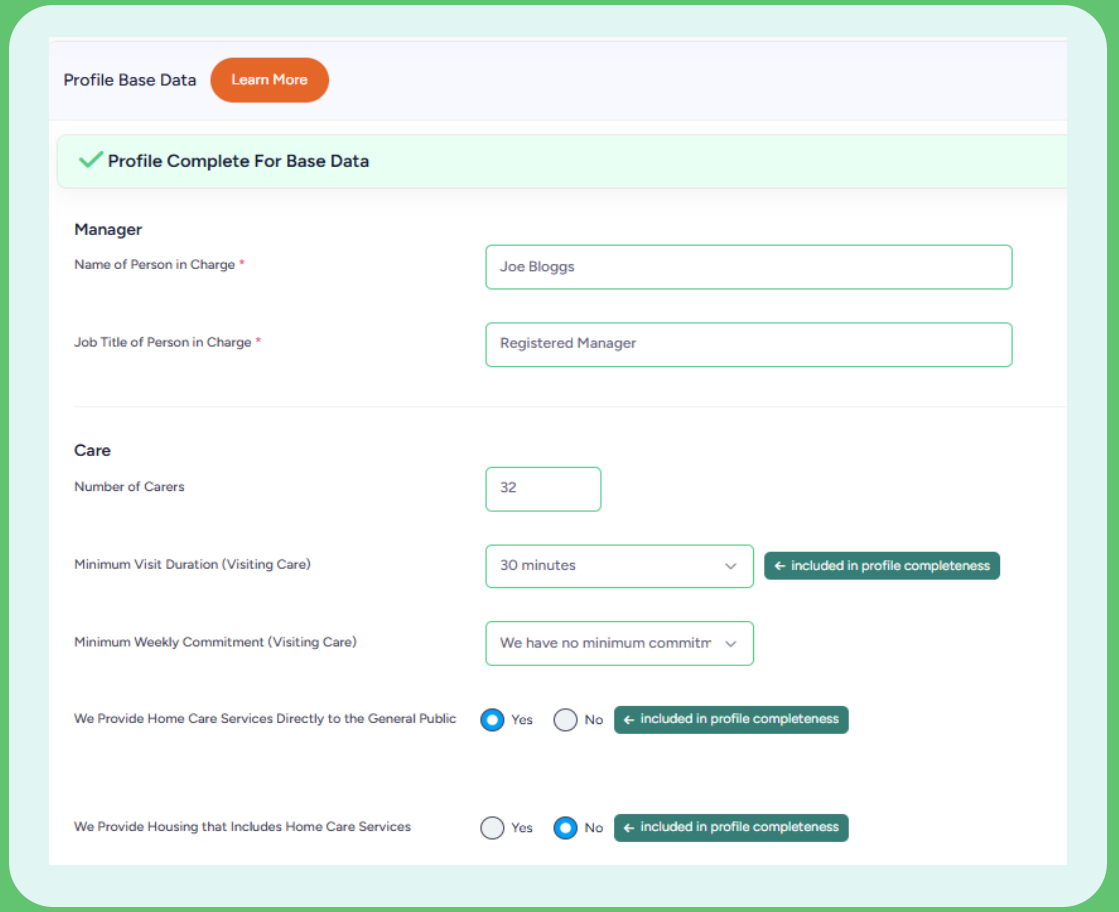
Washing & Dressing
Toileting Assistance
Medication Assistance (Oral)
Companionship
Continence Care
Feeding & Drinking Assistance

Household Services

Cleaning Service
Food Preparation & Serving
Laundry Service
Shopping Service / Errands

Other Care Provided

Dementia
Parkinson's Disease
Stroke
Cancer Care
Palliative / End of Life Care
Mental Health Condition
Physical Disability
Visual / Hearing Impairment
Alcohol / Drug Misuse
Hospital Discharge



Profile Base Data Learn More

Profile Complete For Base Data

Manager

Name of Person in Charge * Joe Bloggs

Job Title of Person in Charge * Registered Manager

Care

Number of Carers 32

Minimum Visit Duration (Visiting Care) 30 minutes ← included in profile completeness

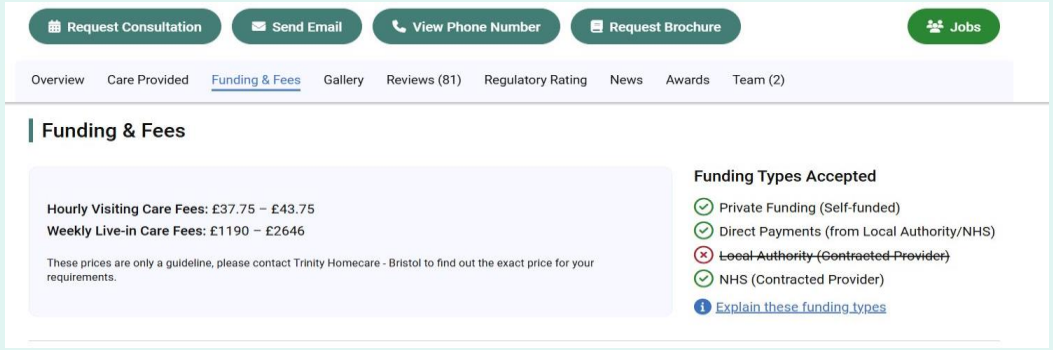
Minimum Weekly Commitment (Visiting Care) We have no minimum commitm

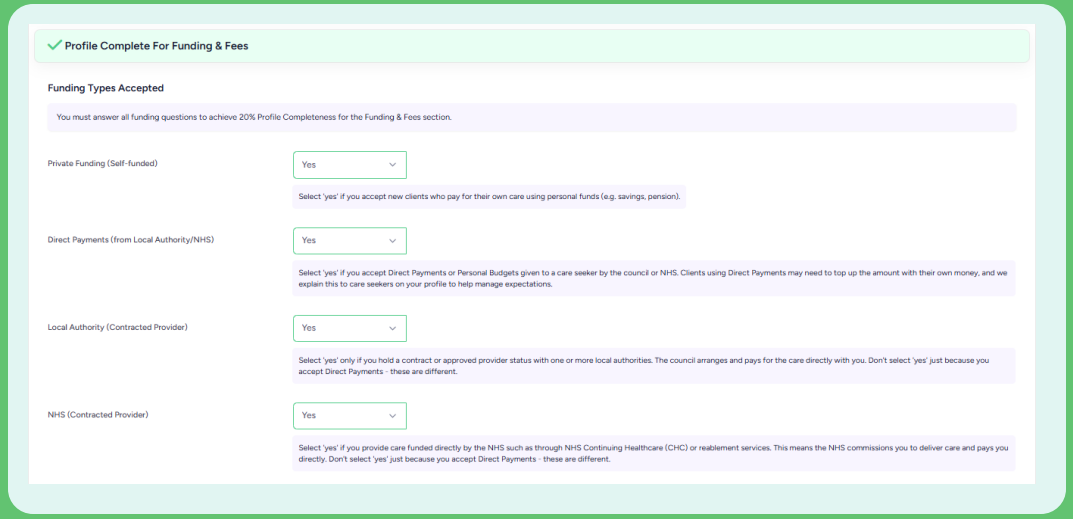
We Provide Home Care Services Directly to the General Public (•) Yes ( ) No ← included in profile completeness

We Provide Housing that Includes Home Care Services ( ) Yes (•) No ← included in profile completeness

Funding & Fees – How to add/update

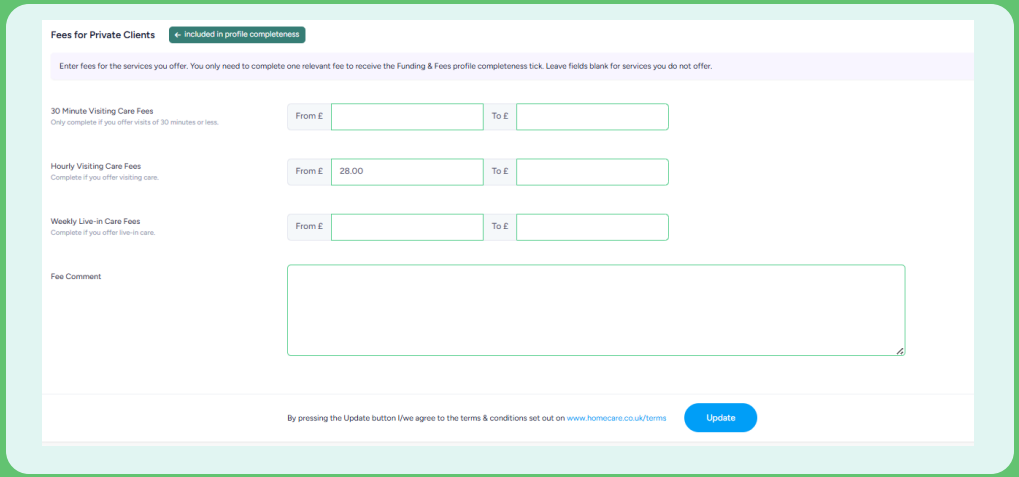
Funding & Fees - This is one of the most important pieces of data to display on your homecare.co.uk profile, helping reduce uncertainty and helping families understand whether a service is suitable and within budget.





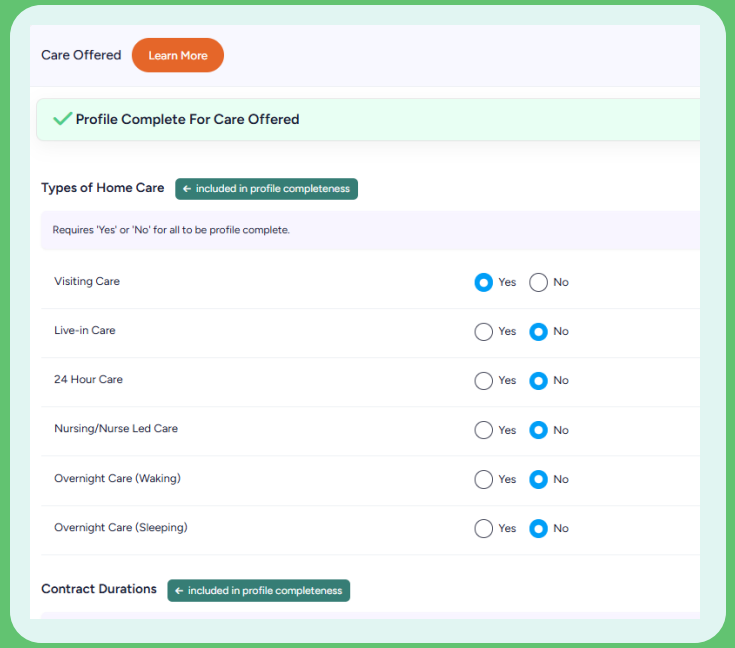
Where to update?

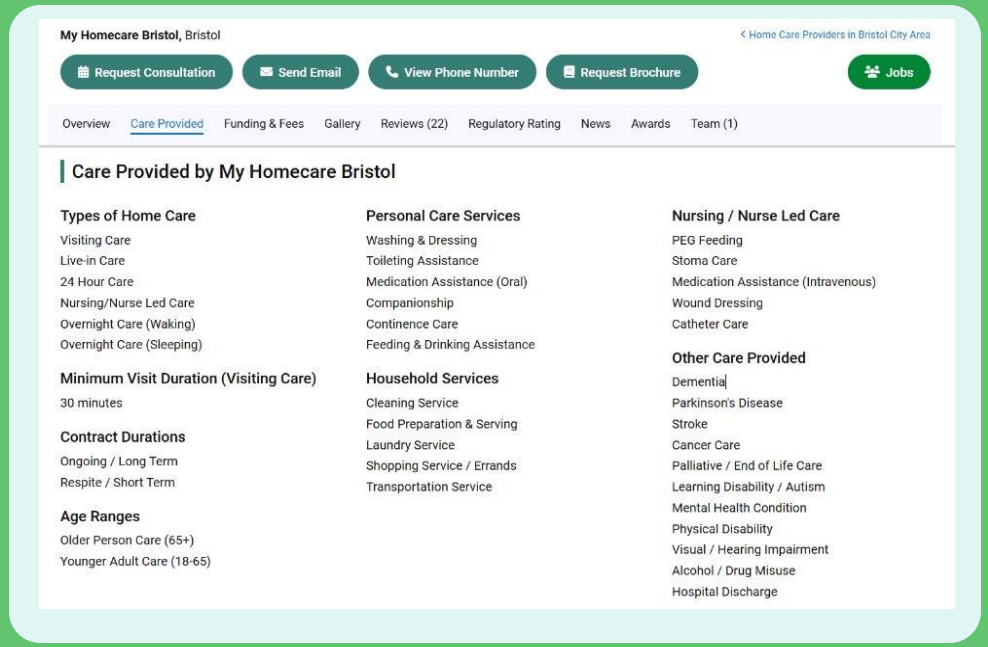
Sign into your **Portal** > **Content included in Profile Completeness** > Select '**View** ' next to **Funding & Fees** > **Edit**



Care Offered – How to add/update

Care Offered – Listing the care you offer lets care seekers understand if you can provide a particular type of specialist care they are looking for.



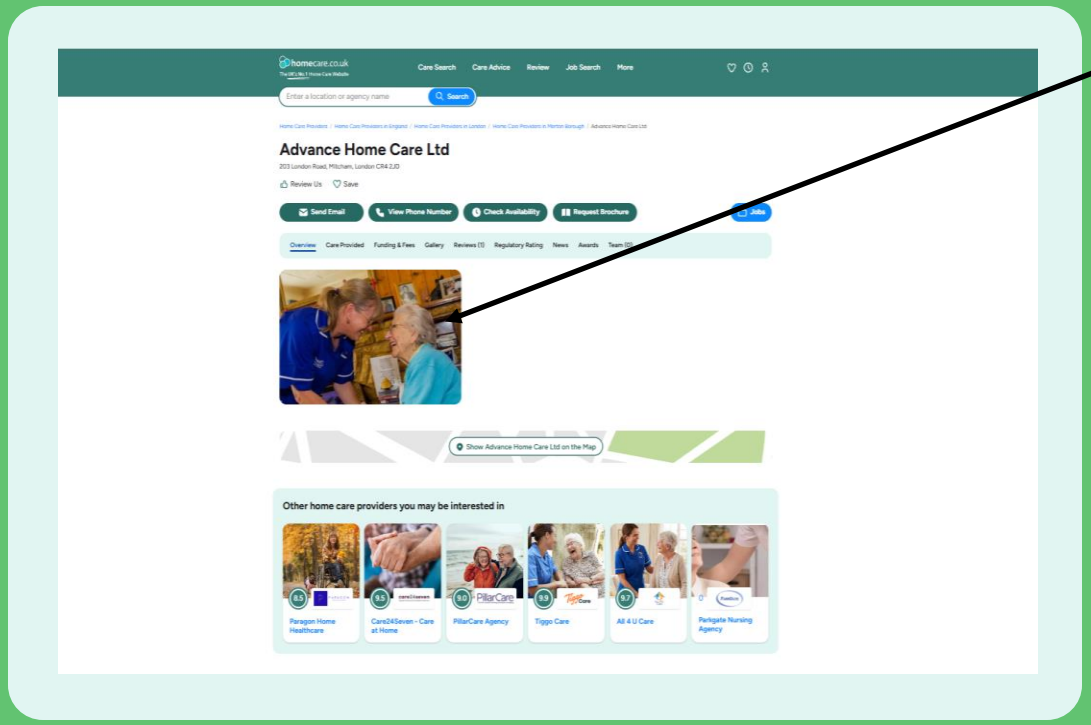


Where to update?

Sign into your **Portal** > **Content included in Profile Completeness** > Select '**View**' next to **Care Offered** > **Edit**

Add a strong main profile photo

- A photo can show happy clients and the great service you provide
- Good quality images are important for care seeker engagement
- Avoid stock images, bad quality or blurry photos
- Stand out among competitors who are yet to have uploaded a photo



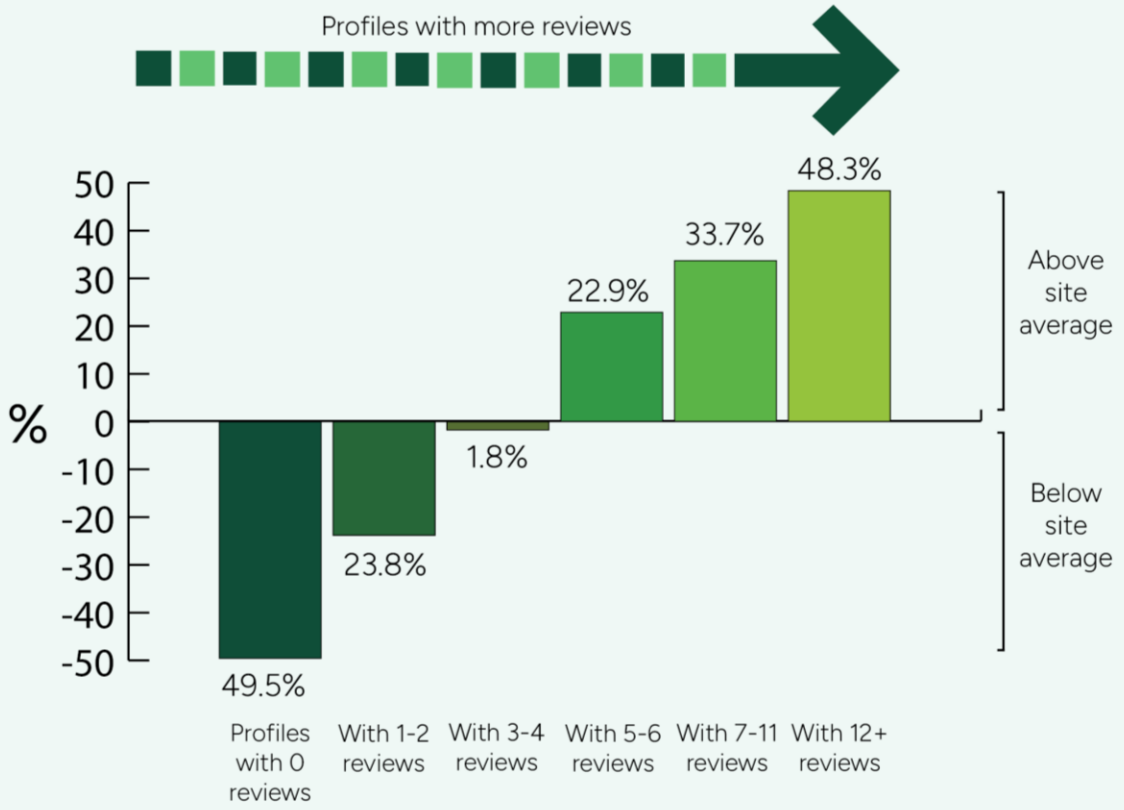




Reviews - one of the strongest ways to increase trust, visibility and enquiry opportunity.

- Build trust with care seekers
- Show the real experience of receiving care
- Give families confidence to take the next step

A steady flow of recent reviews can help your profile stand out when families are comparing providers.



Profiles with 12+ reviews get **48% more** enquiries than the site average

BE FOUND → **BUILD TRUST**

Calculating the review score



Who can review?



Those Receiving Care



Family of Those Receiving Care



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



Relatives or friends of staff members



Anyone with a professional connection to the care provider (e.g. doctor/nurse/therapist etc.)



Potential service users and their family or friends



Reviews written on behalf of someone else cannot be accepted

How to generate reviews from your free profile

Basic homecare.co.uk profiles can collect reviews for free

Start by sharing your profile review link with eligible clients and families

1. **Find your profile** – open your homecare.co.uk profile on the website
2. **Share the review link** – send it to eligible clients or family members
3. **Ask Regularly** – build review requests into your normal follow up routine

Not sure what to say?

Hi [Name],
We hope you've been happy with the care we provide. If you have a moment we'd really appreciate you leaving us a short review on homecare.co.uk.

Review Link

Your feedback helps other families searching for care.

Keep the request simple and personal

You don't need a subscription to start generating reviews

Subscriptions unlock additional tools that make generating and showcasing reviews easier and more consistent

Don't miss written enquiries

Care seekers often contact multiple agencies. Log into your Portal so written enquiries can be seen and followed up.

3 agencies
Care seekers enquire with 3 home care agencies on average.

Written enquiries your free profile can receive:

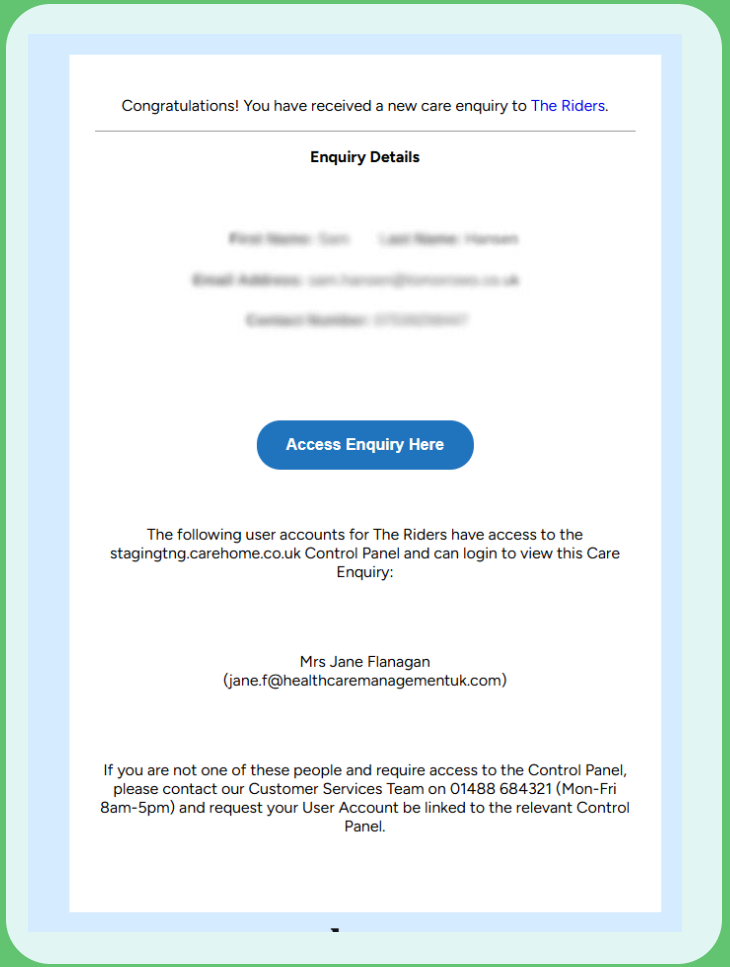
- Care emails
- Availability checks
- Brochure requests

To access the full enquiry details:

1. **Be set up as a Linked User**
2. **Log into your homecare.co.uk Portal**
3. **Open the enquiry and follow up**

89% need care within one month

Log in to reveal the full enquiry details


Congratulations! You have received a new care enquiry to The Riders.

Enquiry Details

[redacted]

Access Enquiry Here

The following user accounts for The Riders have access to the stagingtng.carehome.co.uk Control Panel and can login to view this Care Enquiry:

Mrs Jane Flanagan
(jane.f@healthcaremanagementuk.com)

If you are not one of these people and require access to the Control Panel, please contact our Customer Services Team on 01488 684321 (Mon-Fri 8am-5pm) and request your User Account be linked to the relevant Control Panel.

Make sure the right people have Portal access so written opportunities are not missed.

BE FOUND → BUILD TRUST → **GET CONTACTED → TAKE ACTION**

Checklist – What you should be doing today with your free profile:

1. Check your **Base Data** has been added and/or updated
2. Complete your **Funding & Fees** information
3. Check **Care Offered** and that every service you offer is listed on your profile
4. Add or update the main **photo** on your profile
5. Start asking eligible clients and family members for **Reviews** and respond to them promptly
6. Respond promptly to **enquiries** that come through your profile

Once the free-profile basics are right, a subscription helps you stand out, generate more opportunities and better understand your enquiries....

What a homecare.co.uk subscription unlocks

Enhanced subscribers get 199% more enquiries - Platinum subscribers get 373% more enquiries

Increase Visibility

Showcase your Service

Build Reputation

Create more Opportunities

Understand Enquiries

BE FOUND → BUILD TRUST → GET CONTACTED → TAKE ACTION → **GO FURTHER**

Ready to get more from your free profile?

Your Account Manager is here to help you take the next step.

Ask for a free profile review

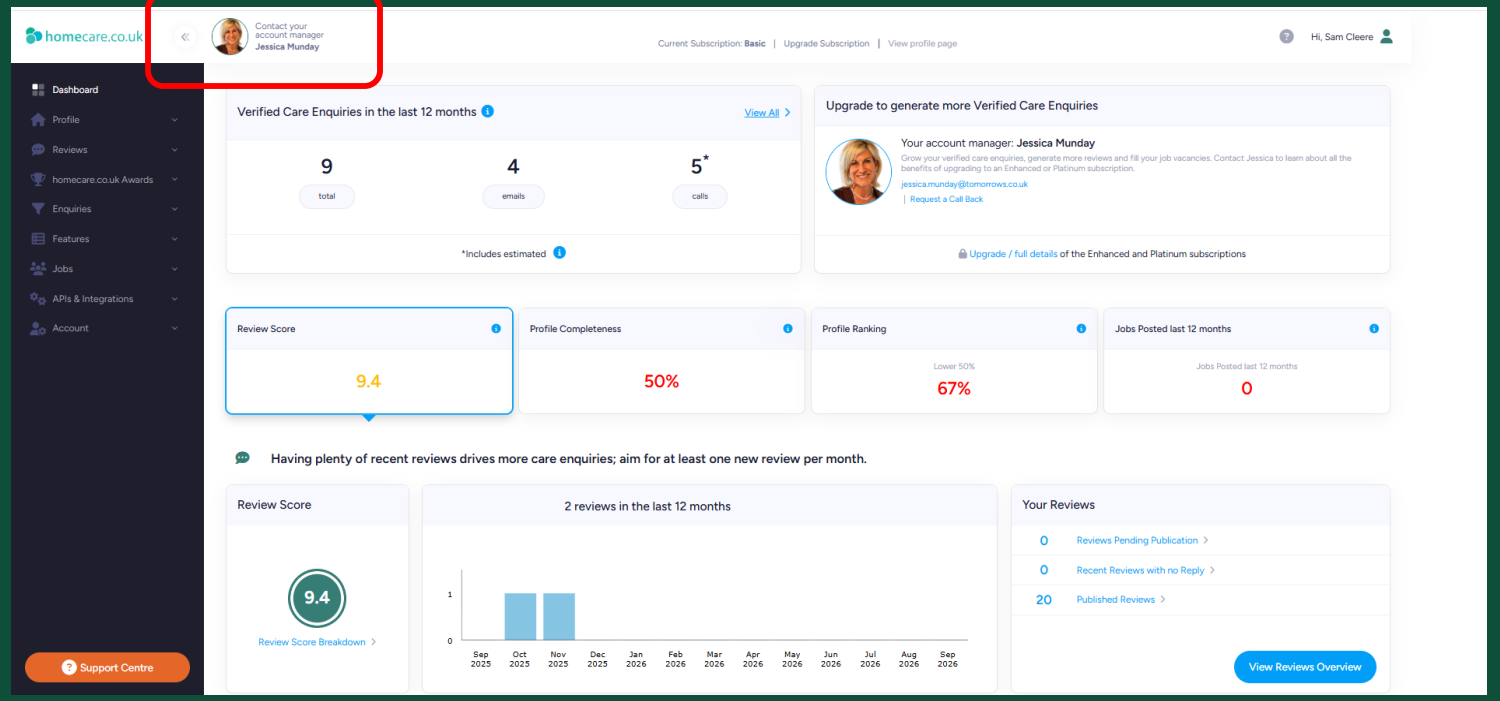
Contact them for:

A free profile review
Identify gaps and opportunities to strengthen your profile.

Help improving your profile
Support with Profile Completeness, photos, reviews and enquiries.

Advice on getting more from homecare.co.uk
Understand what else you can do to increase visibility and generate more opportunities.

Your Account Manager's details are shown in your portal



Log into your Portal today and ask your Account Manager for help

Prefer us to contact you?
Scan to request a callback



Sam Cleere

Marketing Executive

Sam.cleere@tomorrows.co.uk