

BOOST ENQUIRIES 2026



How to increase care enquires and utilise all the tools [homecare.co.uk](https://www.homecare.co.uk) has to offer

Tom Hill



BOOSTING ENQUIRIES



What we will be covering today

1

What is most important to care seekers?

2

How Profile Completeness will boost enquires

3

Review Generation – profile visibility and care seeker engagement

4

Where can I track lead generation and care leads?

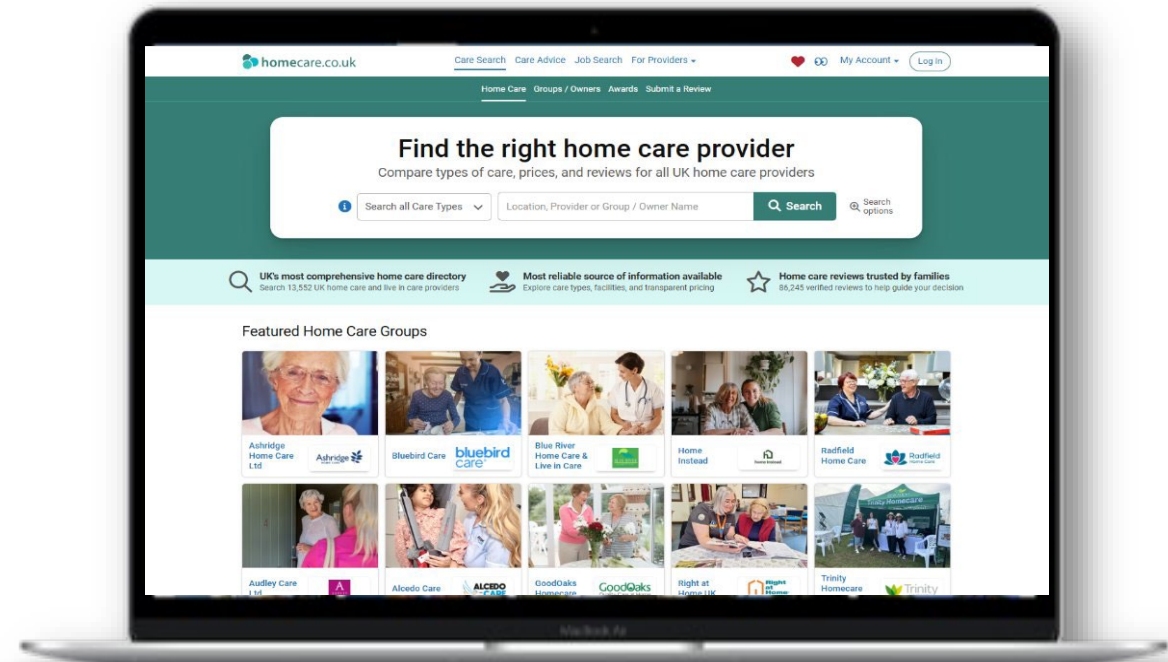
Homecare.co.uk is the leading website for helping people find older people care at home



| 13,250+ home care services listed

| Over 3 million visits a year

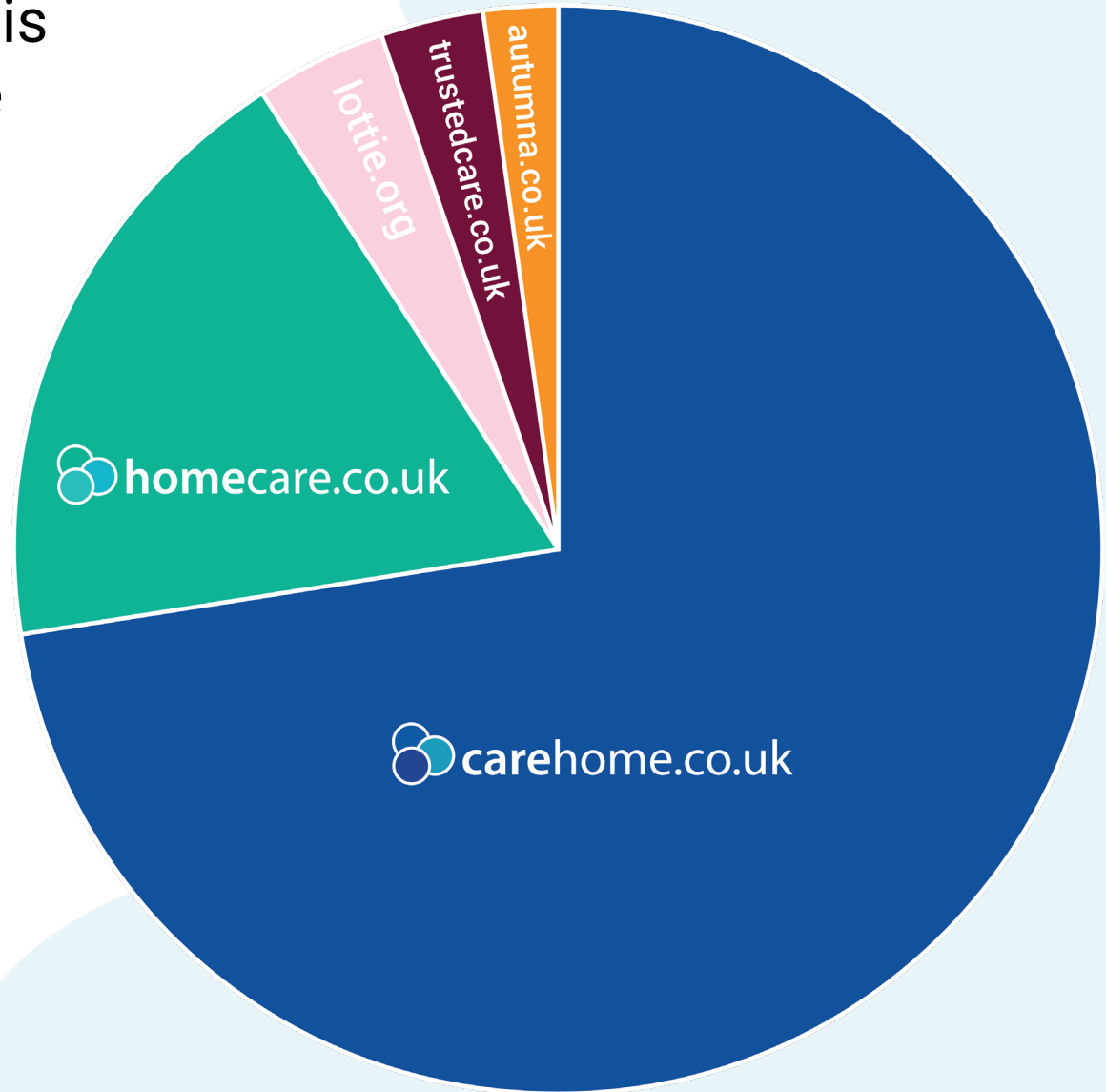
| Over 100,000 Reviews



Homecare.co.uk + carehome.co.uk is the leading website for helping care seekers find older people care

>80%

of older care seeker research takes place on carehome.co.uk & homecare.co.uk



Source:  similarweb September 2025

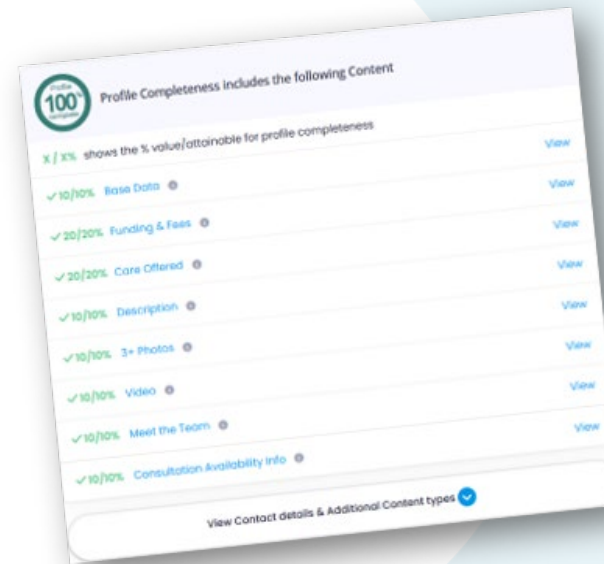
What is most important to care seekers?

- What home care services closest to me?
- Do they provide the right care for Mum and Dad?
- Can we afford them?
- Life with home care – what does it look like?
- What do loved ones of those who receive home care think?



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

- Detailed profile content
- Regular reviews from those using the home care service and their family & friends



Profile Completeness – Why is it important?

Profile Completeness helps you to prioritise:

- Key profile information required by care seekers when searching for home care
- Important content that shows what the experience of using your service is like

Profiles that are 100% complete perform better than those that are missing content or key information



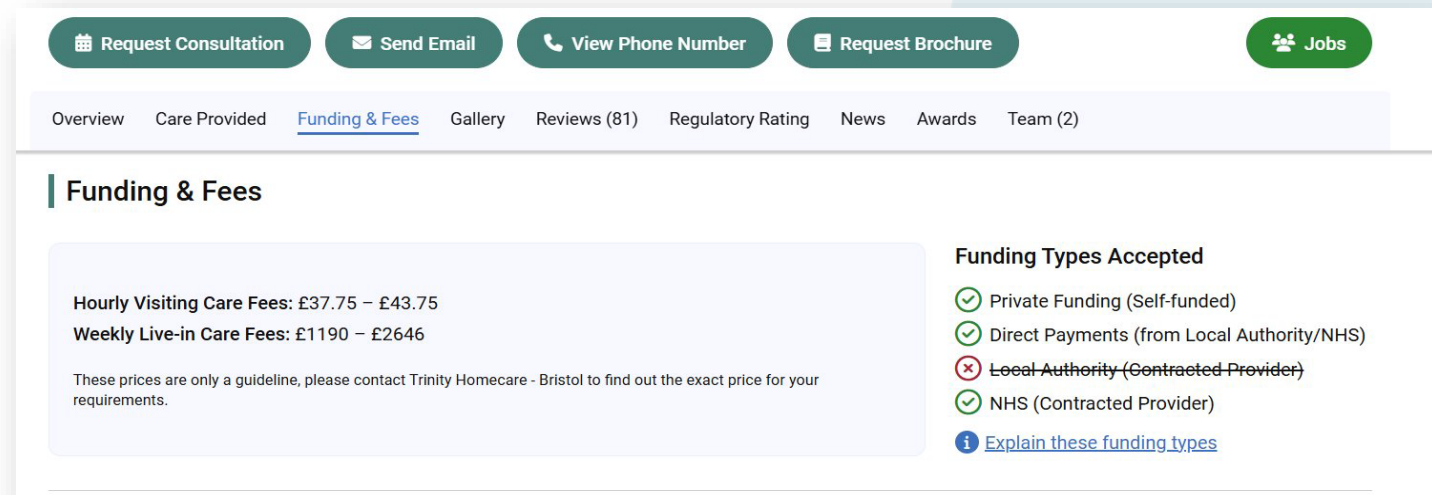
The most important pieces of information for care seekers searching homecare.co.uk are...

Base Data – This 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.

The screenshot shows a registration form with two main sections: 'Manager' and 'Care'. The 'Manager' section includes two text input fields: 'Name of Person in Charge' with the value 'Will Akin' and 'Job Title of Person in Charge' with the value 'Manager'. The 'Care' section includes a text input field for 'Number of Carers' with the value '10', a dropdown menu for 'Minimum Visit Duration (Visiting Care)' with the value 'Please Select', and two radio button options: 'We Provide Home Care Services Directly to the General Public' (selected 'Yes') and 'We Provide Housing that Includes Home Care Services' (selected 'No'). Each of the last three fields has a green arrow pointing left with the text 'included in profile completeness'.

The most important pieces of information for care seekers searching [homecare.co.uk](https://www.homecare.co.uk) are...

Funding and Fees - This is one of the most important pieces of information to display on your [homecare.co.uk](https://www.homecare.co.uk) profile. Care seekers will often disregard care providers if it's not immediately obvious how much they charge.



The screenshot shows a user profile page on [homecare.co.uk](https://www.homecare.co.uk). At the top, there are five action buttons: "Request Consultation", "Send Email", "View Phone Number", "Request Brochure", and "Jobs". Below these is a navigation menu with "Overview", "Care Provided", "Funding & Fees" (highlighted), "Gallery", "Reviews (81)", "Regulatory Rating", "News", "Awards", and "Team (2)".

Funding & Fees

Hourly Visiting Care Fees: £37.75 – £43.75
Weekly Live-in Care Fees: £1190 – £2646

These prices are only a guideline, please contact Trinity Homecare - Bristol to find out the exact price for your requirements.

Funding Types Accepted

- ✓ Private Funding (Self-funded)
- ✓ Direct Payments (from Local Authority/NHS)
- ✗ Local Authority (Contracted Provider)
- ✓ NHS (Contracted Provider)

[i Explain these funding types](#)

The most important pieces of information for care seekers searching [homecare.co.uk](https://www.homecare.co.uk) are...

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.

The screenshot shows the profile page for 'My Homecare Bristol, Bristol'. At the top, there are navigation buttons: 'Request Consultation', 'Send Email', 'View Phone Number', 'Request Brochure', and 'Jobs'. Below these are tabs for 'Overview', 'Care Provided', 'Funding & Fees', 'Gallery', 'Reviews (22)', 'Regulatory Rating', 'News', 'Awards', and 'Team (1)'. The main content area is titled 'Care Provided by My Homecare Bristol' and is organized into three columns:

- Types of Home Care**
 - Visiting Care
 - Live-in Care
 - 24 Hour Care
 - Nursing/Nurse Led Care
 - Overnight Care (Waking)
 - Overnight Care (Sleeping)
- Personal Care Services**
 - Washing & Dressing
 - Toileting Assistance
 - Medication Assistance (Oral)
 - Companionship
 - Continence Care
 - Feeding & Drinking Assistance
- Nursing / Nurse Led Care**
 - PEG Feeding
 - Stoma Care
 - Medication Assistance (Intravenous)
 - Wound Dressing
 - Catheter Care
- Minimum Visit Duration (Visiting Care)**
 - 30 minutes
- Contract Durations**
 - Ongoing / Long Term
 - Respite / Short Term
- Household Services**
 - Cleaning Service
 - Food Preparation & Serving
 - Laundry Service
 - Shopping Service / Errands
 - Transportation Service
- Age Ranges**
 - Older Person Care (65+)
 - Younger Adult Care (18-65)
- Other Care Provided**
 - Dementia
 - Parkinson's Disease
 - Stroke
 - Cancer Care
 - Palliative / End of Life Care
 - Learning Disability / Autism
 - Mental Health Condition
 - Physical Disability
 - Visual / Hearing Impairment
 - Alcohol / Drug Misuse
 - Hospital Discharge

Then bring your profile to life!

Now for the rest of the important aspects of your homecare.co.uk profile...

- **A Description** – Everything and anything you want care seekers to know about the service you provide
- **3+ Photos/Videos** – Your care workers in action!
- **Meet the Team** – Introduce your staff to potential clients
- **Consultation Availability** – The important first step of a care seeker

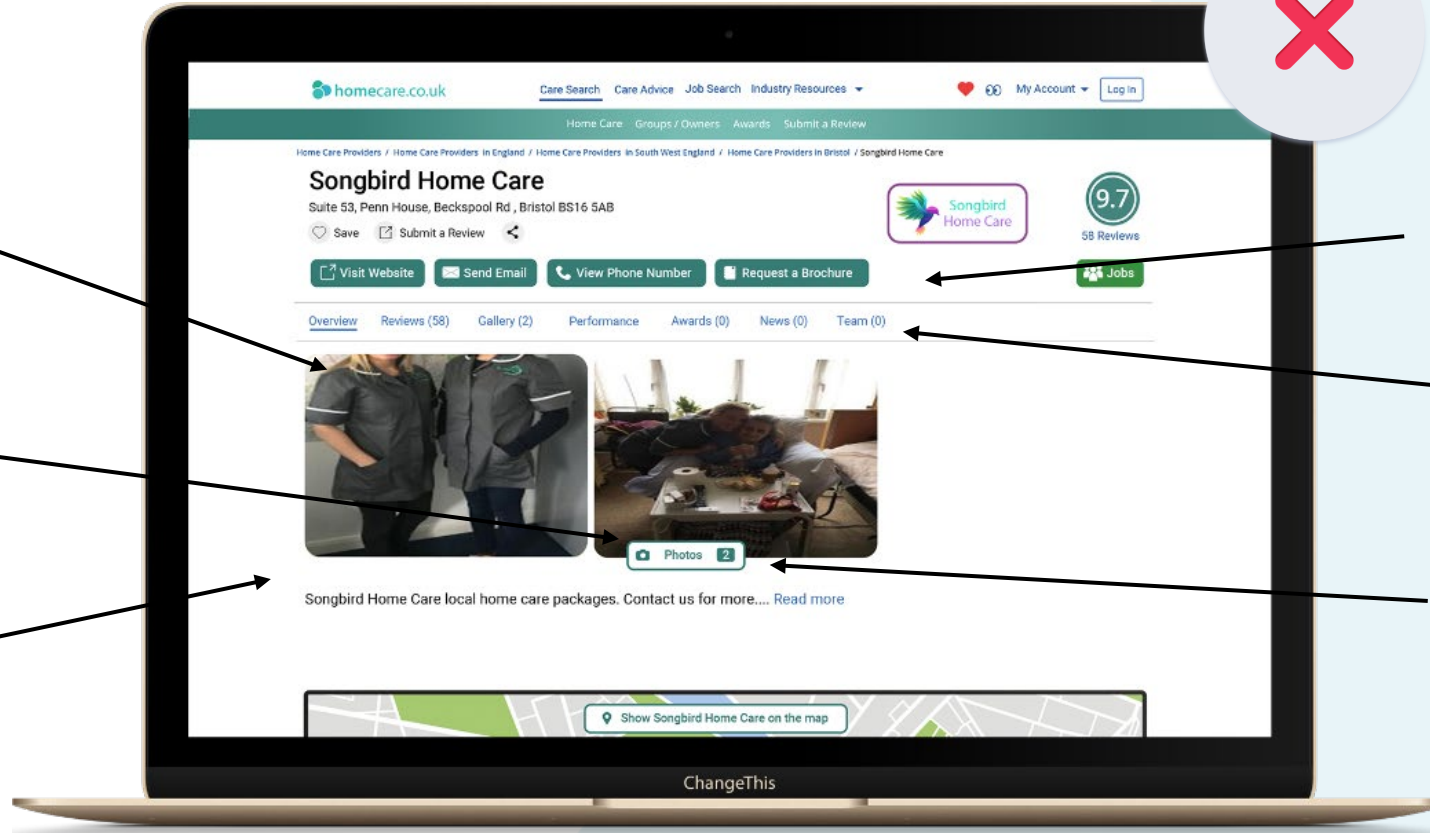


Full homecare.co.uk profiles

Badly Cropped Photos

Only Two Photos

Stock Image



No Consultation Button

No Staff Listed

No Video

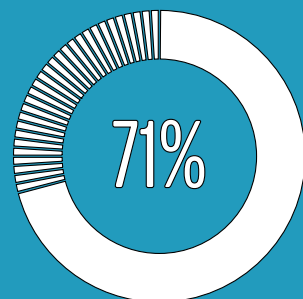
Full homecare.co.uk profiles

A complete and effective pro

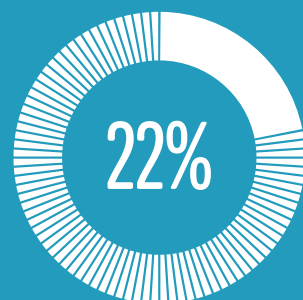
- Base Data – Full and updated
- Funding & Fees – Up to date
- Care Offered – Full information
- Detailed Description
- Photos and Videos
- Meet The Team
- Consultation booking availability
- Awards, news & press releases
- Logo – High Quality
- Reviews



Care seekers see reviews as critical information when choosing home care



71% of consumers read online reviews when researching businesses.



22% of consumers don't trust businesses that don't have any reviews.



Care seekers want genuine reviews from those receiving home care and their families

- Build trust and transparency
- Provide insight into everyday lived experience of care at home
- Hold home care providers accountable and encourage improvement when necessary
- Shows a home care provider is willing to be seen, judged and improved
- Reduce risk when making such a major life decision



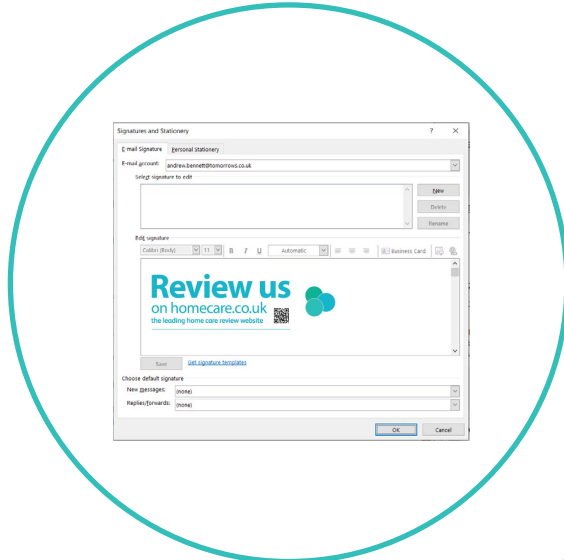
Effective ways to help you collect reviews



WhatsApp



Review Card



Email Footer



QR Code Poster



Email Newsletters



Email Invitation



Care Worker's Tablet/Laptop




Social Media

Online review tools

Home Instead (Tavistock and Tamar Valley)

Kilworthy Park, Tavistock PL19 0BZ



67 reviews **9.9**

"As my Mum's dementia got worse, my sister and I felt it would be good to get her some help in the home. She was reticent at first, but the..."

Read all 67 reviews

Save View full details

Home Instead Tavistock and Tamar Valley is rated Outstanding by the CQC (February 2020), a rating earned by less than 3% of all UK home care providers. The provider delivers the highest quality care for older people in the comfort of their own home...

Read more about Home Instead (Tavistock and Tamar Valley) >

Care Provided Visiting Care Live-in Care Dementia

Visiting Care from £37.50 / hour Live-in Care from £1,850 / week

7 3

Reviews appear on your profile listing

Review from Andrew R (Son of Client) published on 19 February 2026
Submitted via Website - Report

Overall Experience ★★★★★

We have used Bluebird for the last 3 months, initially three times a day and now twice. There is a consistent group of Carers visiting who spend time getting to know my Mother, preparing really good meals, light household duties, personal care, medication prompts and above all enabling a successful transition from hospital via respite care, back home. Every single person is excellent, prompt, friendly, efficient and kind. It feels very much a team effort and the help and support from the main office staff is also wonderful. We have access to the mutually drawn-up care plan, the rota and post-visit notes via the app all of which helps me enormously and to know that my Mother is safe and well. There is a pro-active and can-do attitude throughout the whole organisation with quick and easy communications. I can not recommend the team more highly.

Andrew.

Reply from Terina Jones, Registered Care Manager at Bluebird Care Highgate & Haringey

Thank you so much for your kind words regarding our services. It has truly been a privilege to care for your mum, and we are thrilled with her improvement. Your support and trust have made our work even more rewarding.

We appreciate the opportunity to make a positive impact during this time, and we are more than happy that our services were able to meet her needs. Wishing you and your family all the best moving forward.

Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★★

Reviews on profile

10 **homecare.co.uk Review Score for Bluebird Care Rotherham**
59 reviews

homecare.co.uk

★★★★★ 6 Feb 2026
On contacting Bluebird Care the Manager was very friendly and helpful. She guided us through the...
Helen R (Daughter-in-law of Client)

★★★★★ 2 Feb 2026
As a family we are so glad that Bluebird Care came into our mum's life. Mum is a totally different...
Michelle N (Daughter of Client)

★★★★★ 6 Jan 2026
I now have good carers who do as I request and try to please. They use the time sensibly.
Andrea M (Client)

★★★★★ 6 Jan 2026
Our experience of help from Bluebird is quite wonderful. We love our carers who always arrive with...
Ann M (Wife of Client)

★★★★★ 10 Nov 2025
Excellent service every day.
Jim R (Husband of Client)

Displaying our 4 & 5 star reviews

Write a review | Read all 59 reviews

Horizontal Review Widget

homecare.co.uk
the leading home care review website

Home Instead (Tavistock and Tamar Valley)

9.9 **homecare.co.uk Review Score**
for Home Instead (Tavistock and Tamar Valley) 67 reviews

Write a Review

© 2026 homecare.co.uk

Vertical Review Widget

Offline review tools



Review PDF



Review Score Certificate

Have you activated Call Insights yet?

- ✓ Every call tracked, recorded, and categorized
- ✓ Care leads confirmed via email with summary and recording link
- ✓ Easy to access call data and logs through the Control Panel

Activate Call Insights [Learn More](#)

Call Insights Benefits:

- **Improve enquiry conversion:** Track and refine your approach based on clear, actionable data from each call.
- **Gain insights into phone enquiries:** Monitor every care enquiry phone call made through your care home profile, gaining in-depth care seeker insights with verified call leads.
- **Receive confirmation of all call enquiries:** Never miss an enquiry! Get a complete overview of all calls received, including detailed recording, transcripts and call data - perfect for staff training and improving call handling skills.

[View our Call Insights FAQ](#)

Once Activated:

- **In-depth overview of all telephone care enquiries:** Recordings and written summaries of all telephone care enquiries are automatically generated. All details and full call recordings will be available here in your Control Panel.
- **Call Log Breakdown:** Receive a comprehensive overview of all calls received, with detailed breakdowns and key call data.
- **Automatic email notification:** Confirmation of telephone care enquiries are sent straight to your Inbox as soon as the 'Verified Care Lead' has been created (usually within an hour of the call being made, Mon-Fri 9am - 5pm).
- **Seamless integration:** Calls will work in exactly the same way (going directly through to your number), and there are no extra call charges for you or the care seeker.

First Name *

Last Name *

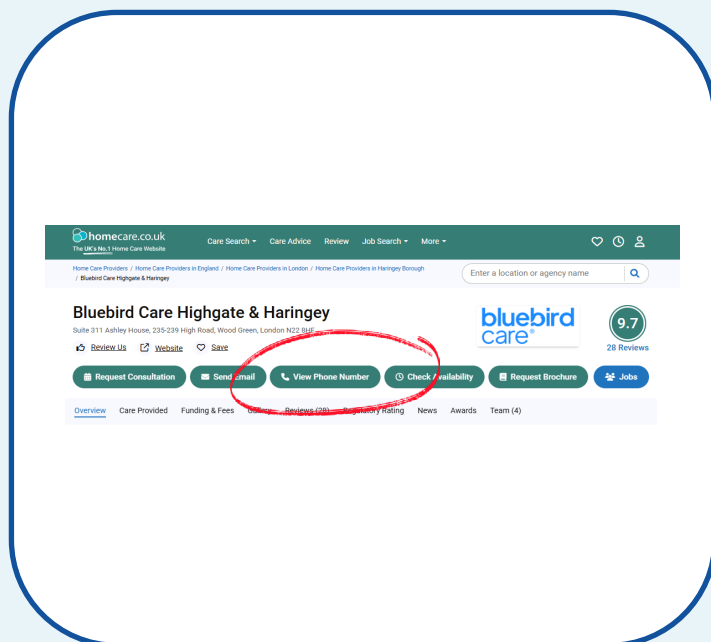
Email *

Job Title *

I confirm I have the authority to activate Call Insights and agree to the [Terms and Conditions](#)

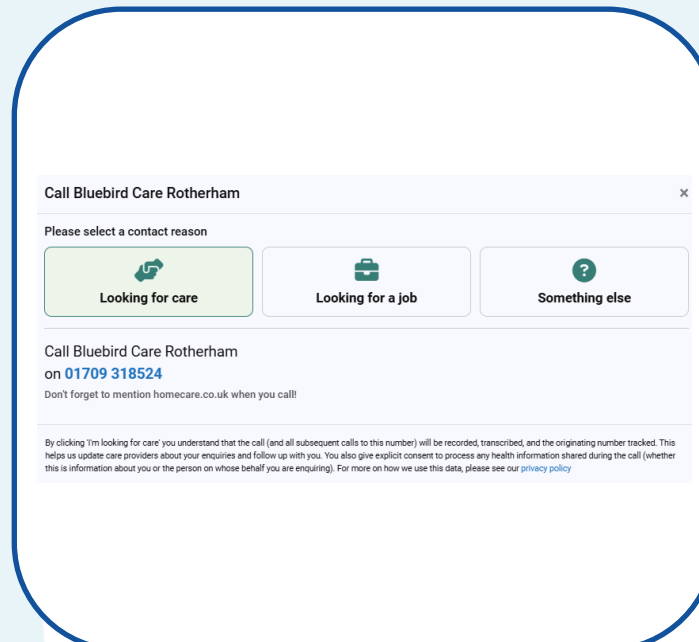
[Activate](#)

Call Insights – what we provide:



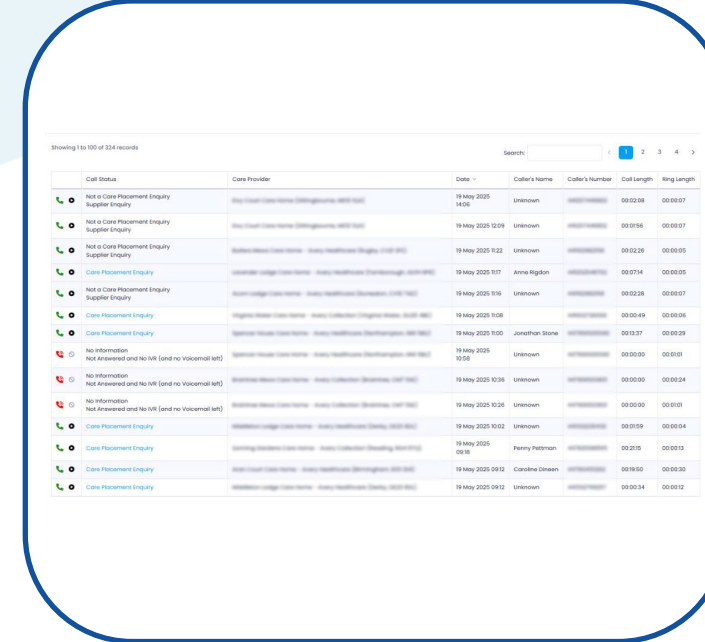
Telephone number assigned to your profile

- Local number displayed to those selecting "I'm looking for care"
- Connects caller seamlessly to the existing number registered with homecare.co.uk
- No noticeable difference to caller or recipient



Care enquires verified & emailed to you

- Care enquiry notifications sent to your usual email address
- Summary of call included in email
- Link to recording of call for training / follow up purposes



Call Status	Care Provider	Date	Caller's Name	Caller's Number	Call Length	Ring Length
Not a Care Placement Enquiry Supplier Enquiry	Bluebird Care Rotherham	19 May 2025 14:08	Unknown	0000000000	00:02:08	00:00:07
Not a Care Placement Enquiry Supplier Enquiry	Bluebird Care Rotherham	19 May 2025 12:09	Unknown	0000000000	00:01:56	00:00:07
Not a Care Placement Enquiry Supplier Enquiry	Bluebird Care Rotherham	19 May 2025 11:22	Unknown	0000000000	00:02:28	00:00:05
Care Placement Enquiry	Bluebird Care Rotherham	19 May 2025 10:17	Anne Elgdon	0000000000	00:07:14	00:00:05
Not a Care Placement Enquiry Supplier Enquiry	Bluebird Care Rotherham	19 May 2025 11:56	Unknown	0000000000	00:02:28	00:00:07
Care Placement Enquiry	Bluebird Care Rotherham	19 May 2025 11:08	Unknown	0000000000	00:00:49	00:00:06
Care Placement Enquiry	Bluebird Care Rotherham	19 May 2025 11:00	Jonathan Stone	0000000000	00:03:27	00:00:29
No information Not Answered and No IVR (send no voicemail left)	Bluebird Care Rotherham	19 May 2025 10:55	Unknown	0000000000	00:00:00	00:00:01
No information Not Answered and No IVR (send no voicemail left)	Bluebird Care Rotherham	19 May 2025 10:36	Unknown	0000000000	00:00:00	00:00:24
No information Not Answered and No IVR (send no voicemail left)	Bluebird Care Rotherham	19 May 2025 10:26	Unknown	0000000000	00:00:00	00:00:01
Care Placement Enquiry	Bluebird Care Rotherham	19 May 2025 10:02	Unknown	0000000000	00:00:59	00:00:04
Care Placement Enquiry	Bluebird Care Rotherham	19 May 2025 09:18	Henry Petman	0000000000	00:02:05	00:00:03
Care Placement Enquiry	Bluebird Care Rotherham	19 May 2025 09:12	Coastline Dineen	0000000000	00:19:50	00:00:30
Care Placement Enquiry	Bluebird Care Rotherham	19 May 2025 09:12	Unknown	0000000000	00:00:34	00:00:02

Call Log

- No missed leads. Every call is logged, even if the call was missed.
- Simple follow-up. Anyone can pick up the thread with full caller details.
- Everything in one place. No more handwritten notes or forgotten voicemails.

Summary: Why Home Care Providers are turning on Call Insights

Confirmation of telephone care enquiries straight to your Inbox – the best way to ensure no enquiry is missed

Improved enquiry conversion – in-depth understanding of your care enquiries and how best to handle them

Overview of all telephone care enquiries – recordings, written summaries and call breakdowns of all telephone care enquiries are automatically generated

Call Log Breakdown

- Access to a 'Verified Care Leads Log' section on your Control Panel
- Comprehensive overview of all calls received
- Detailed breakdowns and key call data

It's free! – included within all subscriptions and completely free to use

Types of home care enquires

 Request Consultation

 View Phone Number

 Send Email

 Check Availability

 Request Brochure

BOOST ENQUIRIES 2026 WEBINAR



Takeaways

1

homecare.co.uk is the UK's most popular home care provider listing website

2

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

3

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

4

Reviews improve your profile and help care seekers choose you

5

More reviews means more care enquiries

6

Call Insights: Don't risk missing out on telephone enquires

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



homecare.co.uk | Contact your Account Manager Tom Hill

Hi, Tom Hill

Reviews

9.6 Review Score (breakdown)

18 Published Reviews

Reviews requiring action

- Reviews Pending Publication
- Recent Reviews with no Reply

A higher number of recent reviews will likely result in more leads; we recommend aiming for at least 1 review per month

Helping Hands Home Care (Colne) has 5 reviews in the last 12 months

Month	Reviews
Feb 2024	0
Mar 2024	0
Apr 2024	0
May 2024	0
Jun 2024	0
Jul 2024	0
Aug 2024	5
Sep 2024	0
Oct 2024	0

View Reviews Overview

Support Centre

Profile Content

100% Profile Completeness includes the following Content

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

- ✓ 10/10% [Show Data](#)
- ✓ 20/20% [Funding & Fees](#)
- ✓ 20/20% [Care Offered](#)
- ✓ 10/10% [Description](#)
- ✓ 10/10% [3+ Photos](#)
- ✓ 10/10% [Video](#)

Your Account Manager

Tom Hill

Any questions, please contact your Account Manager, **Tom Hill**

tom.hill@tomorrows.co.uk
01488 644830 | [Request a Call Back](#)