



HOW TO INCREASE YOUR CARE ENQUIRIES FOR 2025

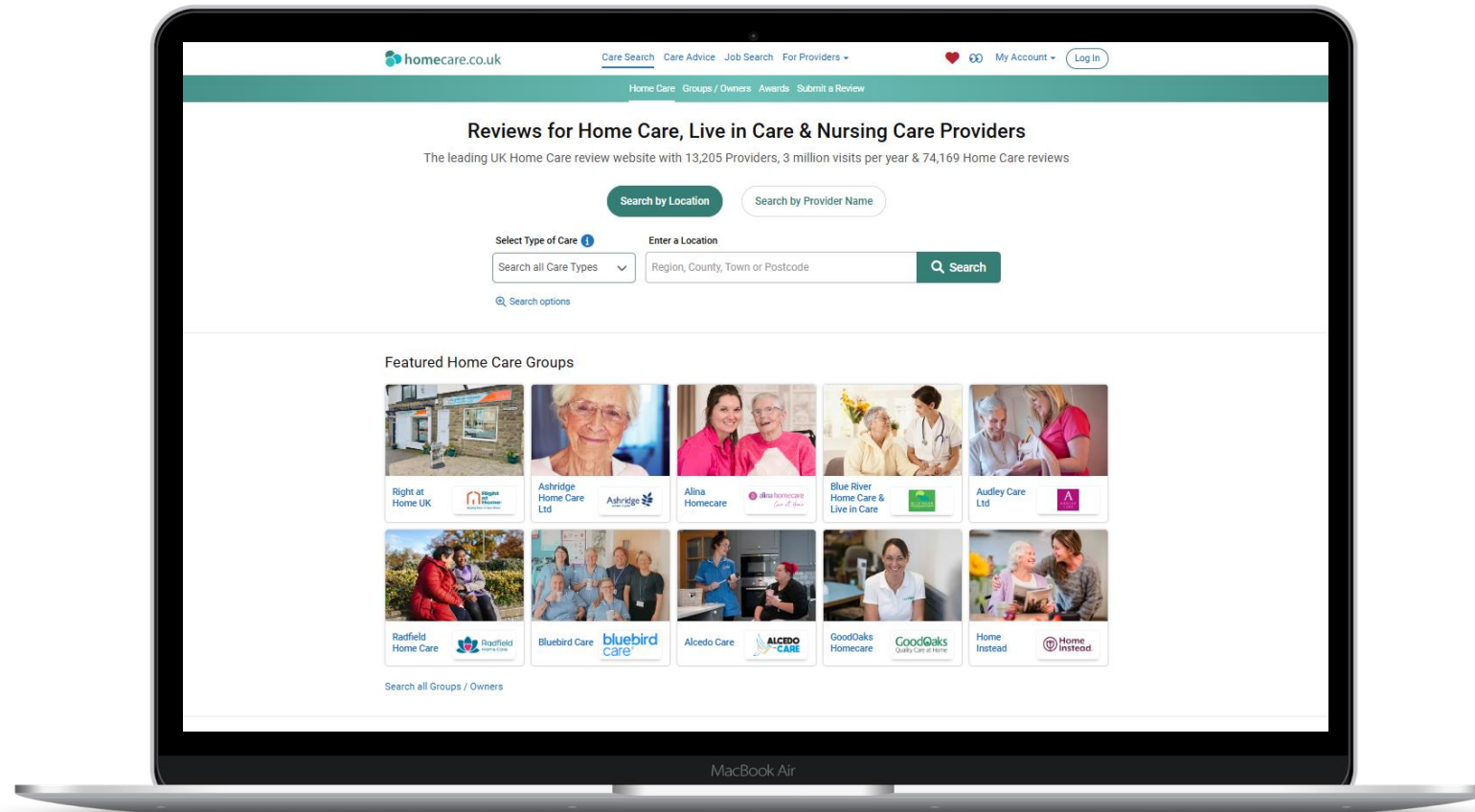
TOM HILL



IN THIS WEBINAR

1. The tips, tricks and methods to **increase care enquiries** for your home care organisation.
2. How **Profile Completeness can impact your ability** to generate enquiries.
3. How your **reviews and review management can impact** your enquiries.

WEB TRAFFIC



Over **3 million** visits a year

REVIEWS

Number 1 home care review site with 74,000+ reviews



Review us
on homecare.co.uk
the leading home care review website



Please take a moment to leave a review for us on homecare.co.uk

- We welcome home care provider clients or their family/friends to submit reviews to homecare.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 homecare.co.uk and potentially other selected websites
- Our full Review Policy can be viewed on homecare.co.uk/reviews
- For assistance, call 01488 684321 or email reviews@homecare.co.uk

homecare.co.uk

REVIEWS & ENQUIRIES

In the last 12 months...

Reviews Service

22,999 Reviews submitted by service users & friends/family

11,627 Replies from home care providers

Home Care Enquiries

39,434 phone calls

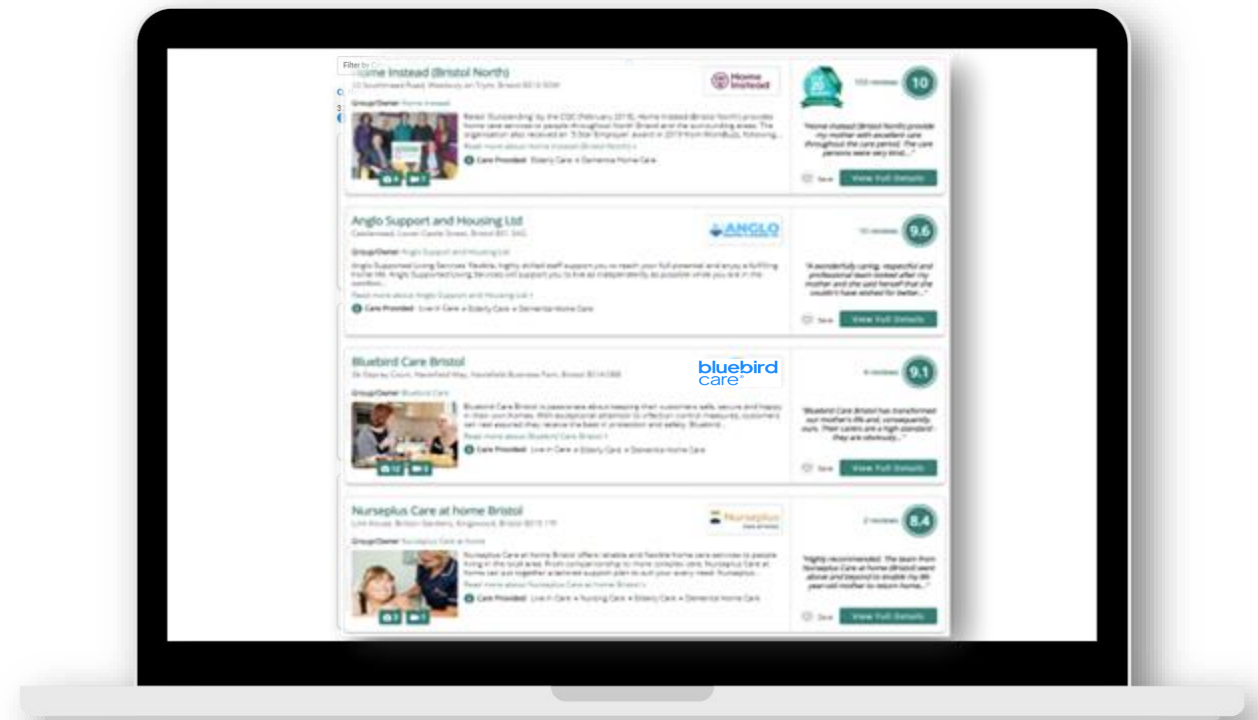
152,525 website referrals

20,948 emails, consultation bookings and brochure requests



HOW DO CARE SEEKERS USE THE WEBSITE?

- Search by location. Town, District, Postcode, County.
- Receive a list of home care services ranked by review score/subscription.
- Use the search results to find out more information on available options.
- Can sort results by review score, number of reviews and distance.



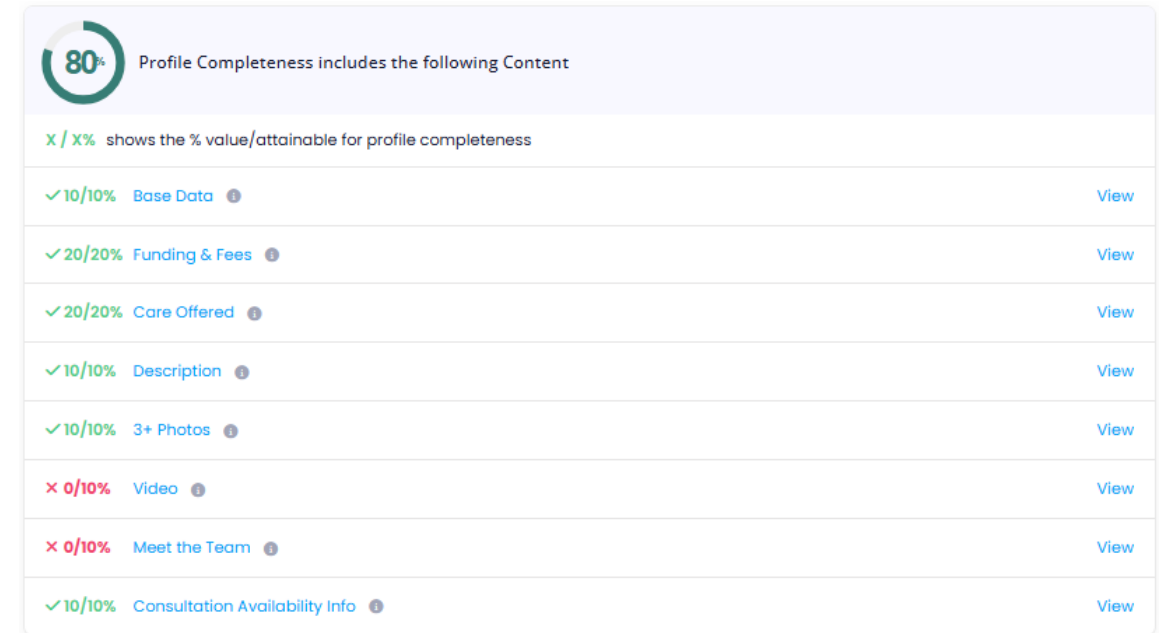
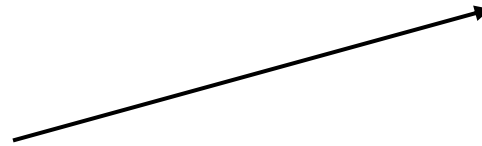
WHAT IS PROFILE COMPLETENESS?

- Ensures the care seeker has the best user experience when carrying out a search
- Enables you to focus on the key areas of interest for those looking for care
- Ensures you don't miss an opportunity to highlight your strengths
- Portrays a professional and busy home care provider

PROFILE COMPLETENESS

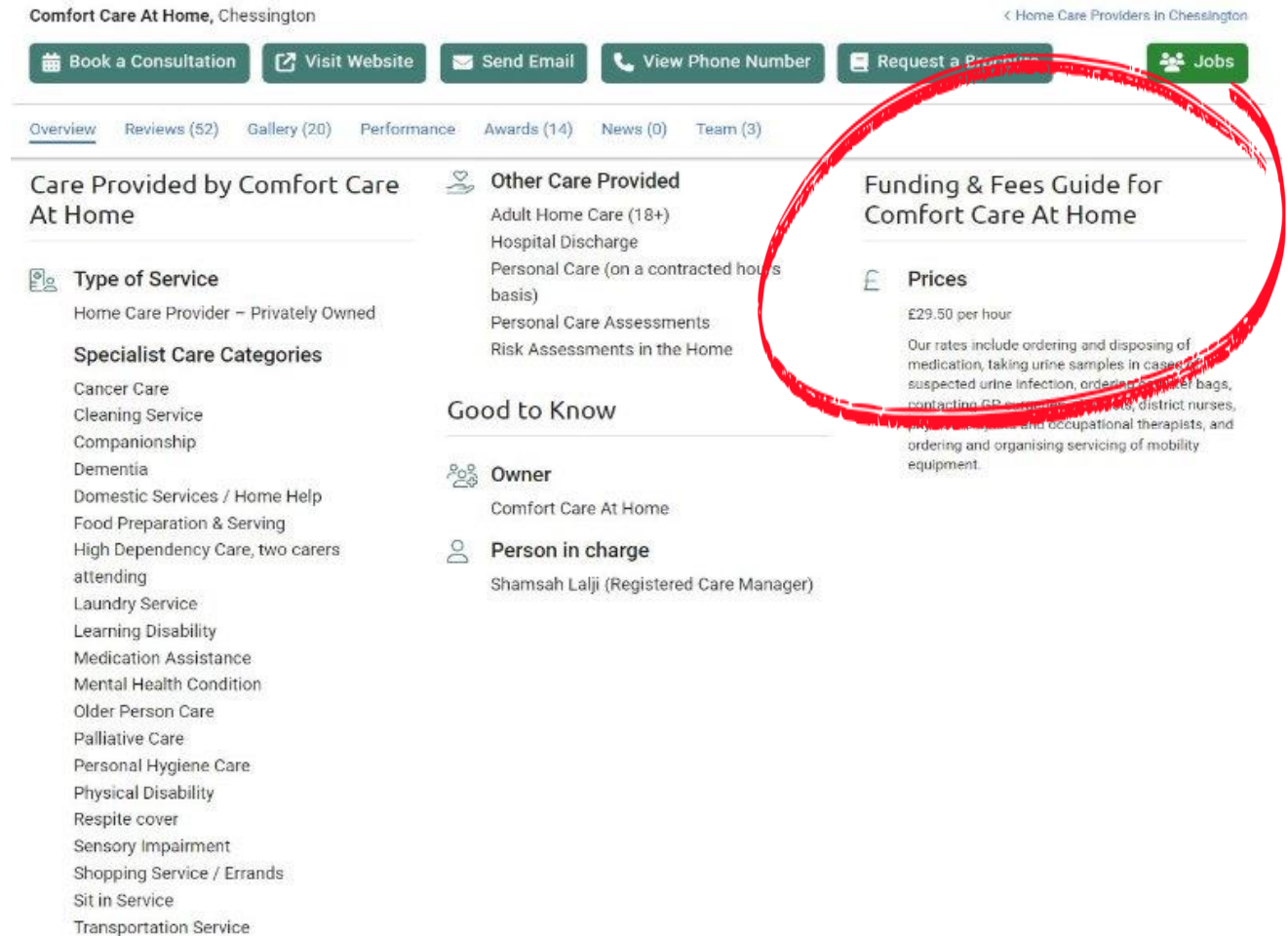
The most important pieces of information are...

- Funding & Fees
- Description
- 3+ Photos
- Meet the Team/staff profiles
- Consultation Availability



FUNDING & FEES

- One of the most important pieces of information to display on your profile is your funding and fees information.
- Care seekers will often disregard care providers if it's not immediately obvious how much they charge.



The screenshot shows the profile page for 'Comfort Care At Home, Chessington'. At the top, there are navigation links: 'Book a Consultation', 'Visit Website', 'Send Email', 'View Phone Number', 'Request a Brochure', and 'Jobs'. Below these are tabs for 'Overview', 'Reviews (52)', 'Gallery (20)', 'Performance', 'Awards (14)', 'News (0)', and 'Team (3)'. The main content area is divided into three columns. The left column is titled 'Care Provided by Comfort Care At Home' and lists 'Type of Service' (Home Care Provider – Privately Owned) and 'Specialist Care Categories' (Cancer Care, Cleaning Service, Companionship, Dementia, Domestic Services / Home Help, Food Preparation & Serving, High Dependency Care, two carers attending, Laundry Service, Learning Disability, Medication Assistance, Mental Health Condition, Older Person Care, Palliative Care, Personal Hygiene Care, Physical Disability, Respite cover, Sensory Impairment, Shopping Service / Errands, Sit in Service, Transportation Service). The middle column is titled 'Other Care Provided' and lists 'Adult Home Care (18+)', 'Hospital Discharge', 'Personal Care (on a contracted hours basis)', 'Personal Care Assessments', and 'Risk Assessments in the Home'. The right column is titled 'Funding & Fees Guide for Comfort Care At Home' and is circled in red. It includes a 'Prices' section with '£29.50 per hour' and a detailed note: 'Our rates include ordering and disposing of medication, taking urine samples in cases of suspected urine infection, ordering and disposing of sharps, contacting GP, district nurses, district nurses, district nurses, district nurses, district nurses, and ordering and organising servicing of mobility equipment.' Below this, there is a 'Good to Know' section with 'Owner' (Comfort Care At Home) and 'Person in charge' (Shamsah Lalji (Registered Care Manager)).

Comfort Care At Home, Chessington

< Home Care Providers In Chessington

Book a Consultation Visit Website Send Email View Phone Number Request a Brochure Jobs

Overview Reviews (52) Gallery (20) Performance Awards (14) News (0) Team (3)

Care Provided by Comfort Care At Home

Type of Service

Home Care Provider – Privately Owned

Specialist Care Categories

Cancer Care

Cleaning Service

Companionship

Dementia

Domestic Services / Home Help

Food Preparation & Serving

High Dependency Care, two carers attending

Laundry Service

Learning Disability

Medication Assistance

Mental Health Condition

Older Person Care

Palliative Care

Personal Hygiene Care

Physical Disability

Respite cover

Sensory Impairment

Shopping Service / Errands

Sit in Service

Transportation Service

Other Care Provided

Adult Home Care (18+)

Hospital Discharge

Personal Care (on a contracted hours basis)

Personal Care Assessments

Risk Assessments in the Home

Good to Know

Owner

Comfort Care At Home

Person in charge

Shamsah Lalji (Registered Care Manager)

Funding & Fees Guide for Comfort Care At Home

Prices

£29.50 per hour

Our rates include ordering and disposing of medication, taking urine samples in cases of suspected urine infection, ordering and disposing of sharps, contacting GP, district nurses, district nurses, district nurses, district nurses, district nurses, and ordering and organising servicing of mobility equipment.

CARE OFFERED

Comfort Care At Home, Chessington


[Home Care Providers In Chessington](#)

 [Book a Consultation](#)

 [Visit Website](#)

 [Send Email](#)

 [View Phone Number](#)

 [Request a Brochure](#)

 [Jobs](#)

[Overview](#)

[Reviews \(52\)](#)

[Gallery \(20\)](#)

[Performance](#)

[Awards \(14\)](#)

[News \(0\)](#)

[Team \(3\)](#)

Care Provided by Comfort Care At Home

Type of Service

Home Care Provider – Privately Owned

Specialist Care Categories

Cancer Care
Cleaning Service
Companionship
Dementia
Domestic Services / Home Help
Food Preparation & Serving
High Dependency Care, two carers attending
Laundry Service
Learning Disability
Medication Assistance
Mental Health Condition
Older Person Care
Palliative Care
Personal Hygiene Care
Physical Disability
Respite cover
Sensory Impairment
Shopping Service / Errands
Sit in Service
Transportation Service

Other Care Provided

Adult Home Care (18+)
Hospital Discharge
Personal Care (on a contracted hours basis)
Personal Care Assessments
Risk Assessments in the Home

Good to Know

Owner

Comfort Care At Home

Person in charge

Shamsah Lalji (Registered Care Manager)

Funding & Fees Guide for Comfort Care At Home

Prices

£29.50 per hour

Our rates include ordering and disposing of medication, taking urine samples in cases of suspected urine infection, ordering catheter bags, contacting GP surgeries, chemists, district nurses, physiotherapists and occupational therapists, and ordering and organising servicing of mobility equipment.

CARE OFFERED

Home Instead (Greenwich & Bexley)

130 Bellegrove Road, Welling DA16 3QR

Group/Owner Home Instead



6 photos 1 video

Home Instead (Greenwich & Bexley) provide a range of care services to suit adults at home, tailored to support independence and available for many specialist needs. Home Instead is very proud to have been given a CQC rating of 'outstanding' (May 2019). Areas...

[Read more about Home Instead \(Greenwich & Bexley\) >](#)

Care Provided Live in Care ☐ Older Person Care ☐ Dementia



34 reviews

9.8

"Home Instead provided excellent home support and personal care to my elderly mother and kept her living independently longer than would..."

[Read all 34 reviews](#)

Save

[View Full Details](#)



Songbird Home Care

Suite 53, Penn House, Beckspool Road, Bristol BS16 5AB

Group/Owner Harford Home Care



15 photos 1 video

Songbird Home Care - currently taking on additional clients

[Read more about Songbird Home Care](#)



58 reviews

9.7

"The care my father has received has been excellent. Every carer has been extremely kind and friendly and they always arrive on time..."

[Read all 57 reviews](#)

Save

[View Full Details](#)



PHOTOS & VIDEO



HOMECARE.CO.UK REVIEWS

"Why are Reviews important?"

Reviews are the driving force of homecare.co.uk and the best way for you to increase your visibility and chances of receiving care enquiries.

Reviews contribute to:

1. Review score & Subscription Level impacts visibility in local searches
2. Profiles with more reviews receive more care enquiries
3. Your review score contributes towards the homecare.co.uk Awards



Home Instead (Bristol North)
33 Southmead Road, Westbury on Trym, Bristol BS10 5DW

**Home Instead**
It's all personal

TOP 20 AWARD 2025
103 reviews **10**

Group/Owner Home Instead



Rated 'Outstanding' by the CQC (February 2018), Home Instead (Bristol North) provides home care services to people throughout North Bristol and the surrounding areas. The organisation also received an '5 Star Employer' award in 2019 from WorkBuzz, following...
[Read more about Home Instead \(Bristol North\) >](#)

1 Care Provided Elderly Care • Dementia Home Care

[Save](#) [View Full Details](#)

Anglo Support and Housing Ltd
Castlemead, Lower Castle Street, Bristol BS1 3AG

**ANGLO**
SUPPORT & HOUSING LTD

10 reviews **9.6**

Group/Owner Anglo Support and Housing Ltd


Anglo Supported Living Services' flexible, highly skilled staff support you to reach your full potential and enjoy a fulfilling home life. Anglo Supported Living Services will support you to live as independently as possible while you are in the comfort...

[Read more about Anglo Support and Housing Ltd >](#)

1 Care Provided Live in Care • Elderly Care • Dementia Home Care

[Save](#) [View Full Details](#)

Bluebird Care Bristol
3b Osprey Court, Hawkfield Way, Hawkfield Business Park, Bristol BS14 0BB

**bluebird care**

4 reviews **9.1**

Group/Owner Bluebird Care



Bluebird Care Bristol is passionate about keeping their customers safe, secure and happy in their own homes. With exceptional attention to infection control measures, customers can rest assured they receive the best in protection and safety. Bluebird...
[Read more about Bluebird Care Bristol >](#)

1 Care Provided Live in Care • Elderly Care • Dementia Home Care

[Save](#) [View Full Details](#)

Nurseplus Care at home Bristol
Link House, Britton Gardens, Kingswood, Bristol BS15 1TF

**Nurseplus**
Care at home

2 reviews **8.4**

Group/Owner Nurseplus Care at home



Nurseplus Care at home Bristol offers reliable and flexible home care services to people living in the local area. From companionship to more complex care, Nurseplus Care at home can put together a tailored support plan to suit your every need. Nurseplus...
[Read more about Nurseplus Care at home Bristol >](#)

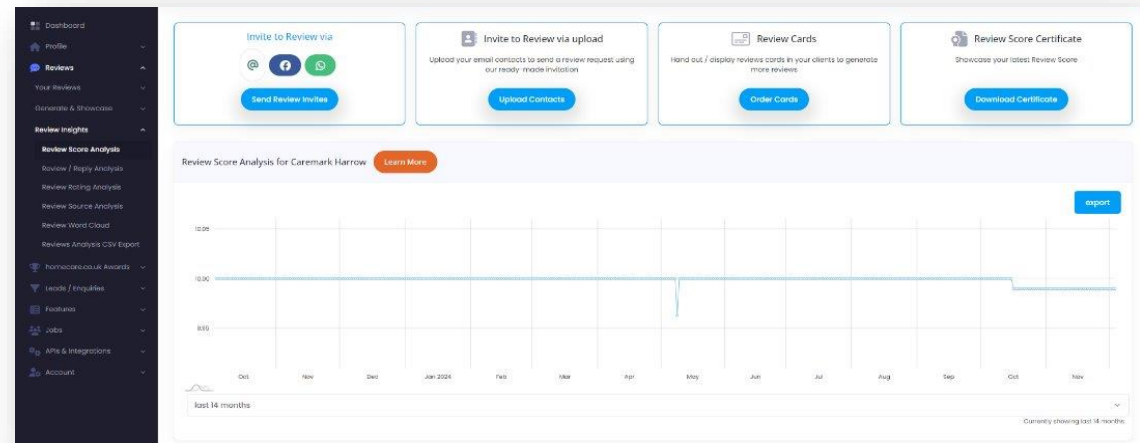
1 Care Provided Live in Care • Nursing Care • Elderly Care • Dementia Home Care

[Save](#) [View Full Details](#)

 homecare.co.uk

YOUR REVIEWS DASHBOARD

- Tools, tips & tricks to help you generate Reviews.
- Showcase your Reviews at homecare.co.uk and your own website.
- Write Replies to Reviews.
- Check your Reviews 'analytics'.



TOOLS TO GENERATE REVIEWS

Review cards | Invite to review links | Submit a review



DISPLAYING REVIEWS

ONLINE

Your Profile | Review Widget
Search Result Pages

Home Instead (Bristol North)


33 Southmead Road, Westbury on Trym, Bristol BS10 5DW

Home Instead

TOP 20 AWARD 2023

103 reviews

10



Rated 'Outstanding' by the CQC (February 2018). Home Instead (Bristol North) provides home care services to people throughout North Bristol and the surrounding areas. The organisation also received an '5 Star Employer' award in 2019 from WorkBuzz, following...

Read more about Home Instead (Bristol North) >

Care Provided

Elderly Care

Dementia Home Care

Anglo Support and Housing Ltd

Castlemead, Lower Castle Street, Bristol BS1 3AG

ANGLO

10 reviews

9.6

Anglo Supported Living Services' flexible, highly skilled staff support you to reach your full potential and enjoy a fulfilling home life. Anglo Supported Living Services will support you to live as independently as possible while you are in the comfort...

Read more about Anglo Support and Housing Ltd >

Care Provided

Live in Care

Elderly Care

Dementia Home Care

Bluebird Care Bristol

3b Osprey Court, Hawkfield Way, Hawkfield Business Park, Bristol BS14 0BB

bluebird care

4 reviews

9.1

Bluebird Care Bristol is passionate about keeping their customers safe, secure and happy in their own homes. With exceptional attention to infection control measures, customers can rest assured they receive the best in protection and safety. Bluebird...

Read more about Bluebird Care Bristol >

Care Provided

Live in Care

Elderly Care

Dementia Home Care

Nurseplus Care at home Bristol

Link House, Britton Gardens, Kingswood, Bristol BS15 1TF

Nurseplus

2 reviews

8.4

Nurseplus Care at home Bristol offers reliable and flexible home care services to people living in the local area. From companionship to more complex care, Nurseplus Care at home can put together a tailored support plan to suit your every need. Nurseplus...

Read more about Nurseplus Care at home Bristol >

Care Provided

Live in Care

Nursing Care

Elderly Care

Dementia Home Care

9.8

homecare.co.uk Review Score for Bluebird Care Market Harborough & Oadby

26 reviews

★★★★★

26 Nov 2024

All Bluebird Care carers are very caring, friendly and professional. They arrive on time and are...

W R (Wife of Client)

★★★★★

26 Nov 2024

Bluebird Care has allowed our mother to remain in her own home and be supported with independent...

J M (Daughter of Client)

★★★★★

26 Nov 2024

Professional, helpful, punctual and above all, the carer is kind. My husband, who has Parkinson's,...

Linda N (Wife of Client)

Review of Right at Home (Hillingdon & Uxbridge) from Susan M (Daughter of Client) published on 28 November 2024

Submitted via Website • Report

Overall Experience ★★★★★

Staff ★★★★★

Care / Support ★★★★★

Management ★★★★★

Treated with Dignity ★★★★★

Value for Money ★★★★★

My mum received a wonderful service from RAH and I would recommend their service. The manager took a lot of time to understand and assess Mum's needs. She matched Mum with Carers which Mum really liked. The Carers demonstrated an understanding of dementia needs and showed kindness towards Mum. They took time to listen to her stories and ensured she took her medication and meals. I would recommend this service to families who have elderly relatives who need extra care.

Reply from Mahi Shettiar, Managing Director at Right at Home (Hillingdon & Uxbridge)

Thank you for your lovely feedback. We're thrilled to hear your mum received such thoughtful care from our team. It's great to know our Carers' understanding, kindness, and attention to her needs made a positive impact. Your recommendation means a lot to us - thank you for sharing your experience!

homecare.co.uk

DISPLAYING REVIEWS

OFFLINE



Caremark Harrow		
Harrow HA3 9QX		
Authority ID: 1-1363002334		
Reviews independently validated by homecare.co.uk		
ID	Location	Date Published
1449309	Caremark Harrow (Harrow, HA3 9QX)	15 Oct 2024
She is very good and maintains a good time. She is caring for my wife very nicely.		
Overall Experience: Good	Staff: Excellent	Care / Support: Good
Management: Excellent	Treated with Dignity: Good	Value for Money: Excellent
Submitted by: N (Husband of Client/Service User) Review relates to September 2024.		
Submission Method: Postal Card		
1448843	Caremark Harrow (Harrow, HA3 9QX)	14 Oct 2024
Very pleased with my carer and the care I receive. Would highly recommend Caremark Harrow for care services and friendly carers.		
Overall Experience: Excellent	Staff: Excellent	Care / Support: Excellent
Management: Excellent	Treated with Dignity: Excellent	Value for Money: Excellent
Submitted by: S A (Client / Service User) Review relates to September 2024.		
Submission Method: Postal Card		
1448844	Caremark Harrow (Harrow, HA3 9QX)	14 Oct 2024
My carer is the best. She listens to me. She helps in everything.		
Overall Experience: Excellent	Staff: Excellent	Care / Support: Excellent
Management: Excellent	Treated with Dignity: Excellent	Value for Money: Excellent
Submitted by: J P (Client / Service User) Review relates to September 2024.		
Submission Method: Postal Card		

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 who not only read reviews but like to see how the provider Replies
- Always ensure that you make your Replies relevant, personal and most importantly it is not generic
- No one expects a home care provider to receive 100% positive feedback
- A negative review with a good reply can lend more authenticity and credibility to your other reviews

Review from Jenny M (Daughter of Client) published on 2 October 2024

Submitted via Postal Card • [Report](#)

Overall Experience ★★★★★

Being the first time we have needed care for my dad, we have been very happy with everything provided. The communication has been great, dealt with professionally between me and my brother. When medication was added, it was no problem.

All the teams have arrived on time and nothing for us in trouble.

It really helps my dad with a good start to the day.

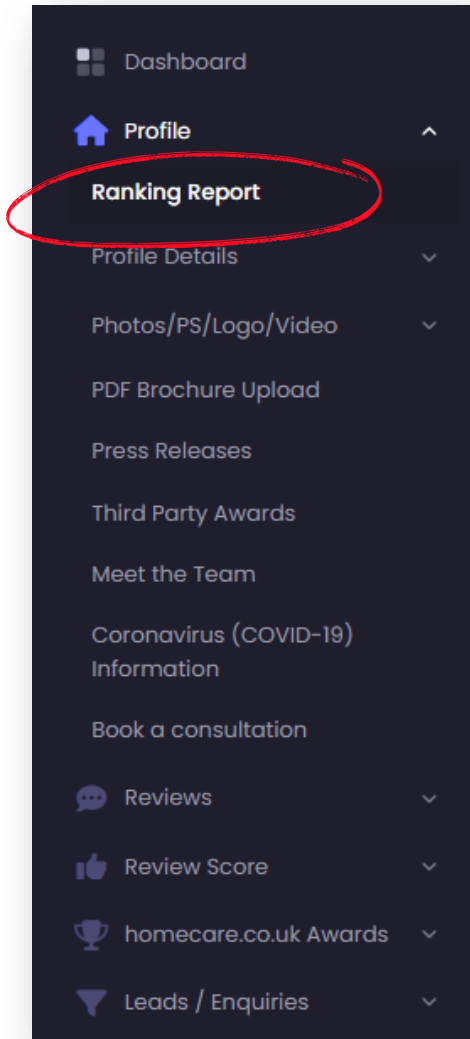
Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★★

↳ Reply from Emily Jones, Registered Manager at Bluebird Care Stafford


Thank you so much for the positive review! We will continue to do our best to earn it. Please don't hesitate to reach out to us if there's anything additional we can do for you. All the best from Bluebird Care Stafford.

Support Centre Help
Available

YOUR RANKING REPORT & VISIBILITY



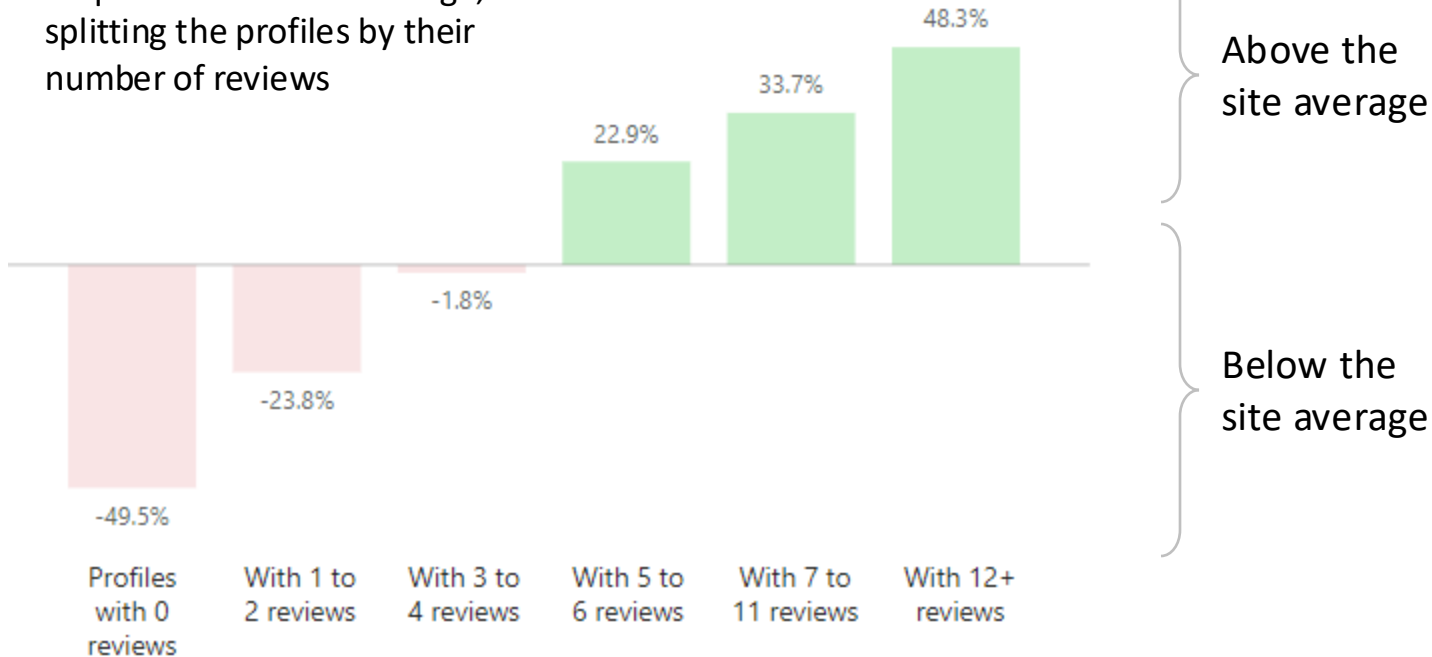
- Your visibility/ranking is impacted by two things – Review score & subscription level
- The Ranking Report shows you how you rank on each relevant search page based on your registered address
- Report shows how you would rank based on each subscription level
- Example below shows that as an Enhanced subscription with a review score of 9.8, MasterStaff Healthcare is 10th in Preston. If they stepped up to Platinum, they would be 3rd. Additionally if they stepped down to a Basic, they would be 36th

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
MasterStaff Healthcare Current Subscription Level: Enhanced Upgrade Info	 9.822	Postal Town	Preston	54	10	36*	10	3
		Postcode Area	PR	88	14	57*	14	3
		District	Wyre Area	16	4	12*	4	2
		County	Lancashire	258	34	159*	34	12
		Region	North West England	1163	147	720*	147	52

REVIEWS & ENQUIRIES

Profiles with more reviews

% increase or decrease in enquiries vs the site average, splitting the profiles by their number of reviews



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

AWARDS

Eligibility Criteria

- Being listed on homecare.co.uk means you are eligible to be considered for an award.
- Having a Review Score that places you in the Top 20 in your region.
- Having at least 5 reviews published in the year running up to the cut-off date (May 30th).
- Plus, compliance is required with the relevant regulatory body (different bodies for England, Scotland and Wales).



Benefits

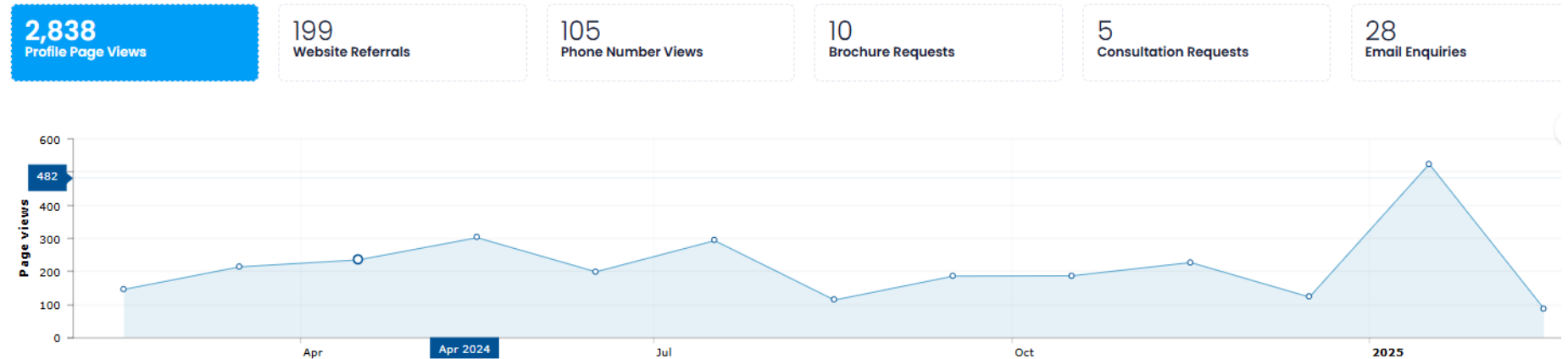
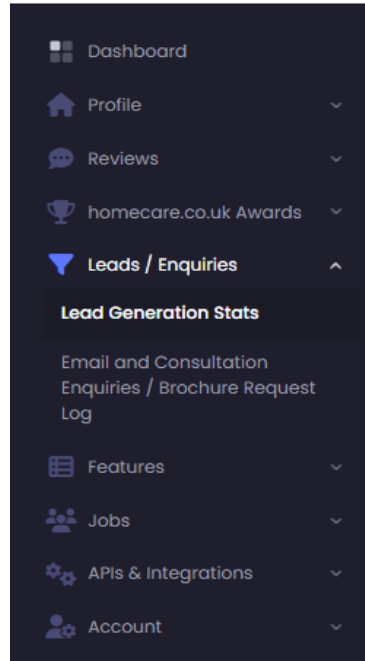
- Winners receive an award logo on their profile page to encourage more engagement.
- Additional digital assets for care home/group' external marketing.
- Winners receive a framed award winner certificate.
- PR opportunities for winners.

Cut-off date for awards - 30th May 2025

LEAD GENERATION STATISTICS

- Page Views
- Website Referrals
- Phone Number Views
- Brochure Enquiries
- Email Enquiries

Find your enquiries in the 'Email and Tour Enquiries/Brochure Request Log'.



SUMMARY

- **Complete your profiles** with attractive, clear and up to date information.
- **Regular Reviews** from clients, their relatives & friends.
- Write **personal Replies** to all Reviews.
- A profile with **100% Profile Completeness** is much more likely to receive positive and actionable enquiries from care seekers.
- Home Care Providers with **regular Reviews** are more visible; visibility means more profile views and more profile views lead to higher potential for enquiries.



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 best next steps.

The screenshot displays the Homecare.co.uk Control Panel for 'Helping Hands Home Care (Caine)'. The interface includes a sidebar with navigation options: Dashboard, Profile, Reviews, homecare.co.uk Awards, Leads / Enquiries, Features, Jobs, APIs & Integrations, and Account. The 'Reviews' section is highlighted with a red circle. The main content area shows a 'Reviews' overview with a 9.8 Review Score, 18 Published Reviews, and 0 Reviews Pending Publication. A bar chart indicates 5 reviews in the last 12 months, with a peak in January 2025 (3 reviews). A 'Your Account Manager' modal is open, displaying the profile of Tom Hill, who is the Account Manager. The modal includes contact information: email (tom.hill@tomorrows.co.uk), phone (01488 644830), and a 'Request a Call Back' button. The modal also features a circular profile picture of Tom Hill and a message: 'Any questions, please contact your Account Manager, Tom Hill'.

homecare.co.uk

Helping Hands Home Care (Caine)
Current Subscription: Platinum | View profile page

Hi, Sam Cleere

Dashboard

Profile

Reviews

homecare.co.uk Awards

Leads / Enquiries

Features

Jobs

APIs & Integrations

Account

Reviews

9.8

Review Score Breakdown >

18

Published Reviews >

0

Reviews Pending Publication >

3

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 (Caine) has 5 reviews in the last 12 months

Jan 2025: 3

Feb 2024

Mar 2024

Apr 2024

May 2024

Jun 2024

Jul 2024

Aug 2024

Sep 2024

Oct 2024

Nov 2024

Dec 2024

Jan 2025

Feb 2025

View Reviews Overview

1 Support Centre

Profile Content

Profile 100% complete

Profile Completeness includes the following:

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

✓ 10/10% Base Data

✓ 20/20% Funding & Fees

✓ 20/20% Care Offered

✓ 10/10% Description

✓ 10/10% 3+ Photos

✓ 10/10% Video

✓ 10/10% Meet the Team

✓ 10/10% Consultation Availability Info

View Contact details & Additional Content types

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