



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

With Sara Simpson

IN THIS WEBINAR

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

In this session, you'll learn:

- What is important to care seekers and how Profile Completeness helps to answer their most frequently asked questions
- Profile Completeness and its impact on lead generation
- How to use your Control Panel

WEB TRAFFIC / REVIEWS

In the last 12 months...

Web Traffic

Over 3.5 million web visits

Reviews Service

85,000 reviews submitted by service users & friends/family
12,000 responses from home care providers

Home Care Enquiries

135,000 website referrals
96,000 phone calls
19,000 emails, consultation requests and brochure requests

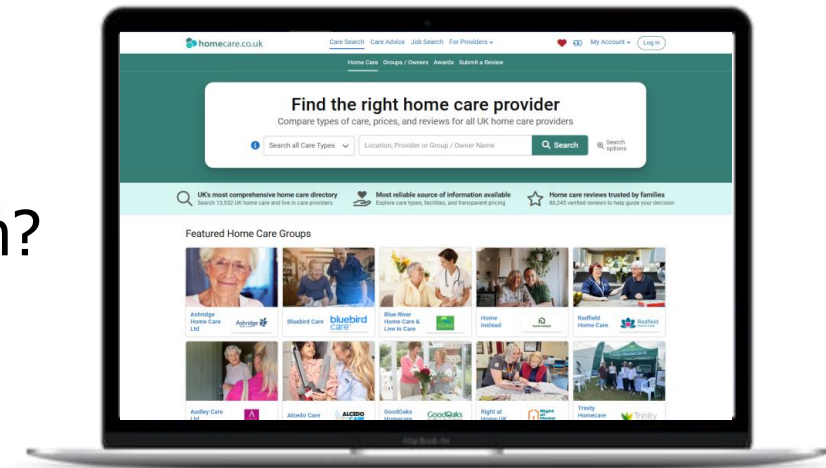
Number 1 home care review website with over 85,000 reviews



WHAT IS IMPORTANT TO CARE SEEKERS?

Questions care seekers will ask when searching on homecare.co.uk:

- What care is available locally?
- Do they provide the right care?
- Do they accept our funding type / can we afford them?
- What do other care receivers and their families say about the quality of care?



HOW CAN CARE PROVIDERS ANSWER THESE QUESTIONS?



- Detailed profile content
- Regular reviews from those receiving care and their family & friends

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



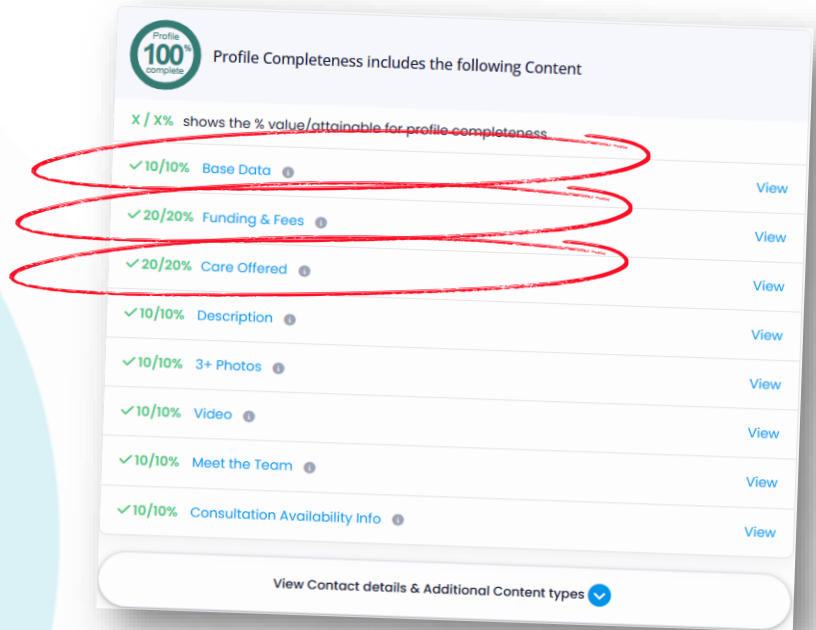
WHERE YOU SHOULD START - WHAT'S MOST IMPORTANT?

Base Data, Funding and Fees and Care Offered are the most important parts of a profile and so a great place to start – but why?

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.

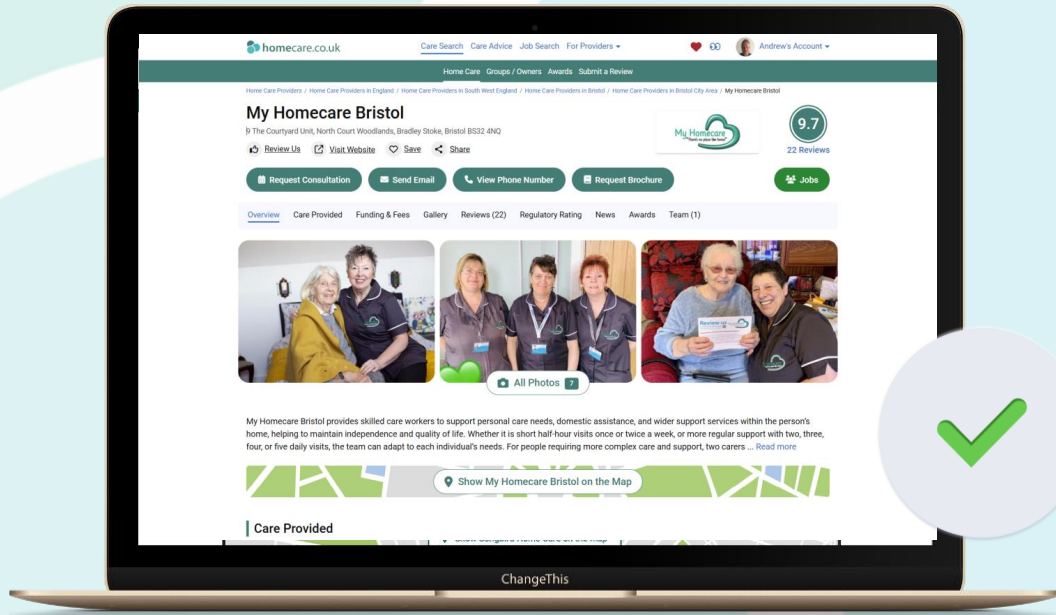
Funding and Fees - This is one of the most important pieces of information to display on your homecare.co.uk profile. Care seekers will often disregard care providers if it's not immediately obvious how much they charge.

Care Offered – Listing the care you offer let's care seekers understand if you can provide a particular type of specialist care they're looking for.



BASE DATA

Check that all your basic info is provided AND up to date:



Manager

Name of Person in Charge *

Job Title of Person in Charge *

Care

Number of Carers

Minimum Visit Duration (Visiting Care) included in profile completeness

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 AND FEES

Greater transparency on Funding & Fees results in more enquiries

[Request Consultation](#) [Send Email](#) [View Phone Number](#) [Request Brochure](#) [Jobs](#)

[Overview](#) [Care Provided](#) [Funding & Fees](#) [Gallery](#) [Reviews \(81\)](#) [Regulatory Rating](#) [News](#) [Awards](#) [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](#)

CARE OFFERED

My Homecare Bristol, Bristol

[< Home Care Providers in Bristol City Area](#)

 [Request Consultation](#)

 [Send Email](#)

 [View Phone Number](#)

 [Request Brochure](#)

 [Jobs](#)

[Overview](#)

[Care Provided](#)

[Funding & Fees](#)

[Gallery](#)

[Reviews \(22\)](#)

[Regulatory Rating](#)

[News](#)

[Awards](#)

[Team \(1\)](#)

Care Provided by My Homecare Bristol

Types of Home Care

Visiting Care
Live-in Care
24 Hour Care
Nursing/Nurse Led Care
Overnight Care (Waking)
Overnight Care (Sleeping)

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
Transportation Service

Nursing / Nurse Led Care

PEG Feeding
Stoma Care
Medication Assistance (Intravenous)
Wound Dressing
Catheter Care

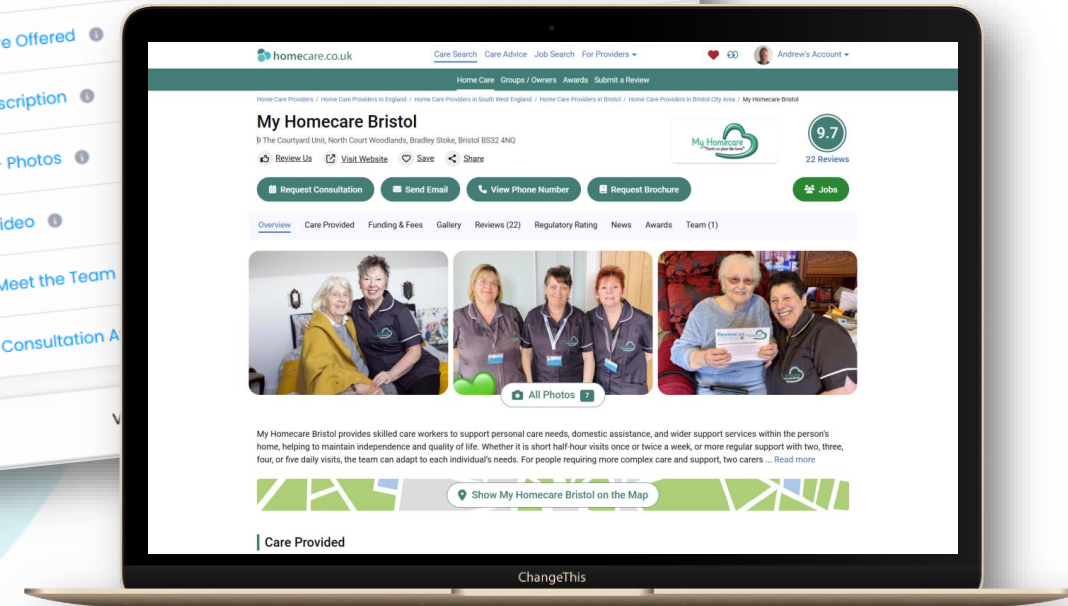
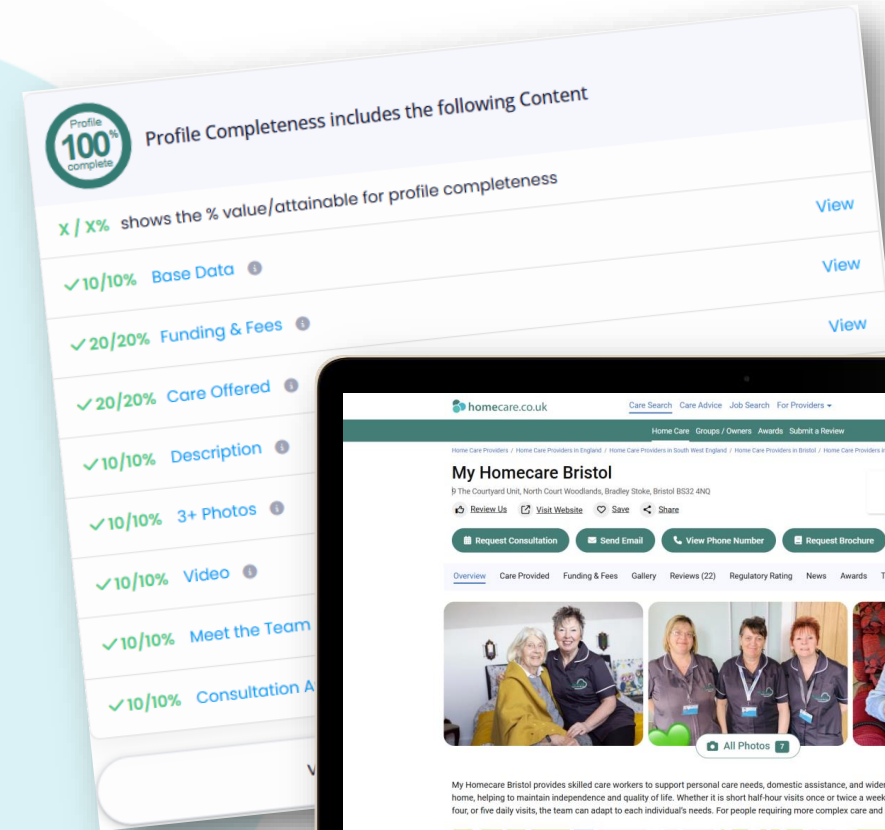
Other Care Provided

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

NOW LET'S BRING YOUR HOMECARE.CO.UK PROFILE TO LIFE

A complete profile shows a care seeker...

- **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



DESCRIPTION

- First impression of your organisation and a snapshot of the care you offer
- Showcase the services you provide
- Highlight what you offer differently to your competitors



All Photos 3 Video 1

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.

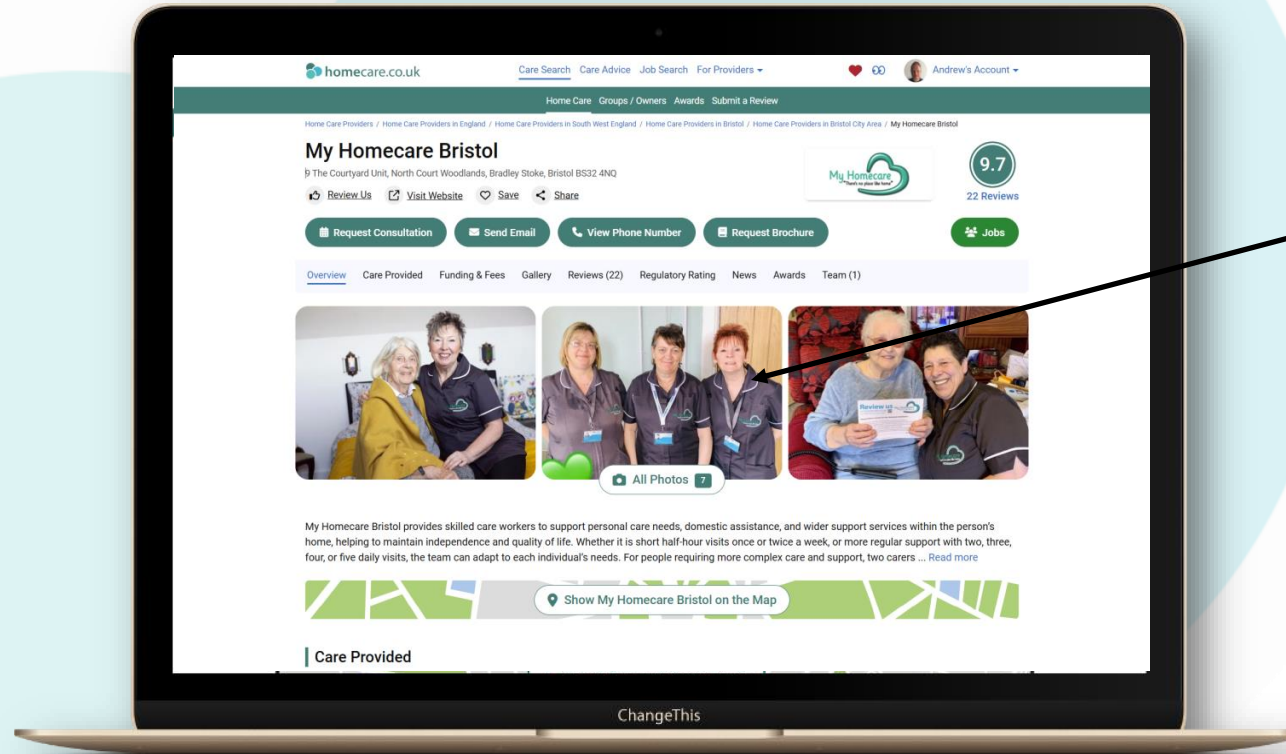
Nurseplus Care at home covers Bristol, Bath, Weston-Super-Mare, Portishead, Yate, Clevedon, Winterbourne, Trowbridge, Kingswood, Westbury, and the surrounding areas.

The team of qualified and experienced staff, including carers and nurses, are able to support people with a range of care and support needs. They offer services including assistance getting in and out of bed, personal care, dressing, accompanying to appointments and leisure activities, live-in care, re-enablement, palliative care and dementia care as well as specialist care.

Get in touch with the team to discuss the different options available to you. [Read less](#)

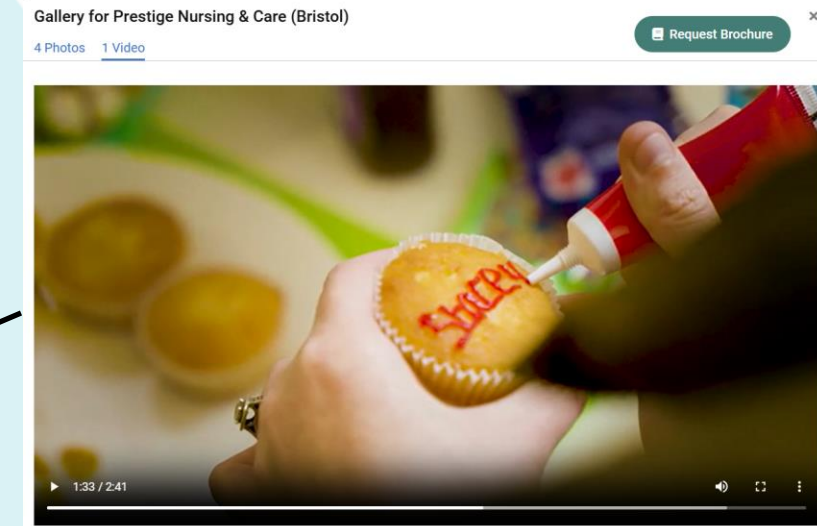
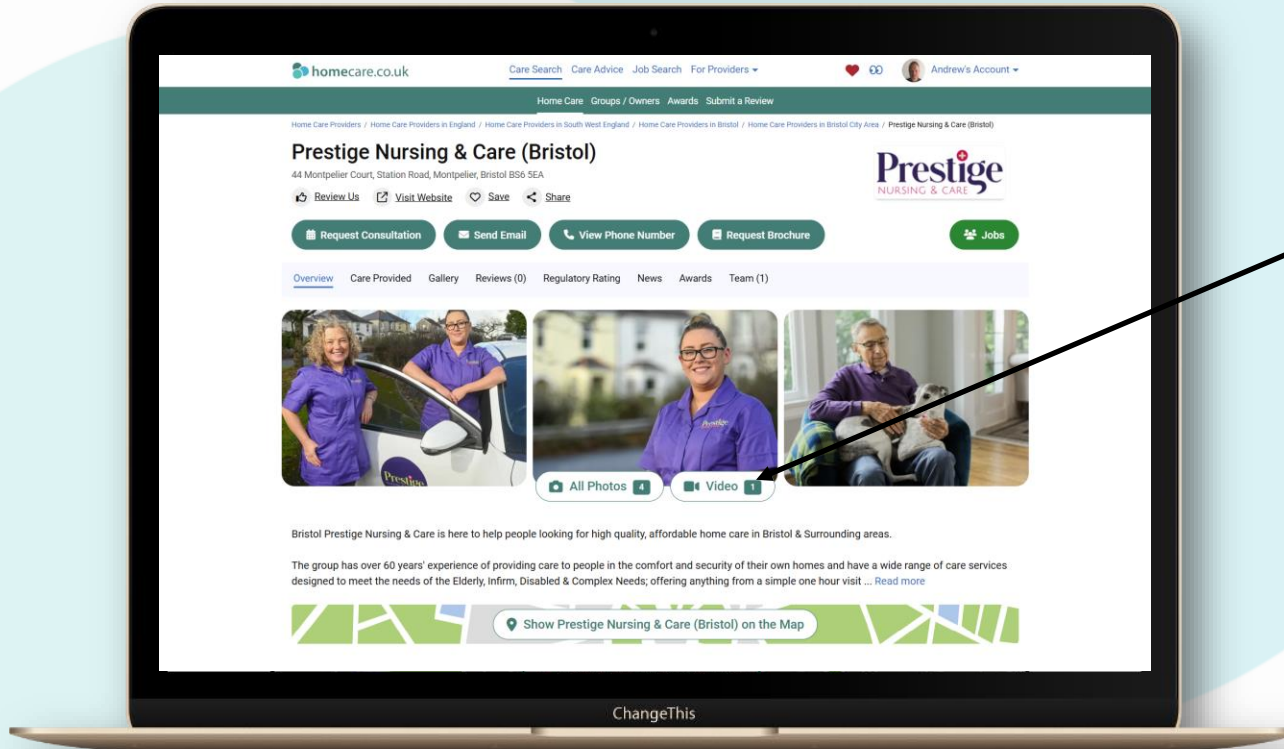
3+ PHOTOS

- Profiles with 3 or more photos generate more enquiries
- Photos can show happy clients and the great service you provide
- Good quality images are important for care seeker engagement



VIDEOS

High-quality videos of your home care service, your staff and the day-to-day interactions with those you provide care too (with permission!)



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

Meet the Team (3)



Shamsah Lalji

Job Title: Director

Joined: 2018

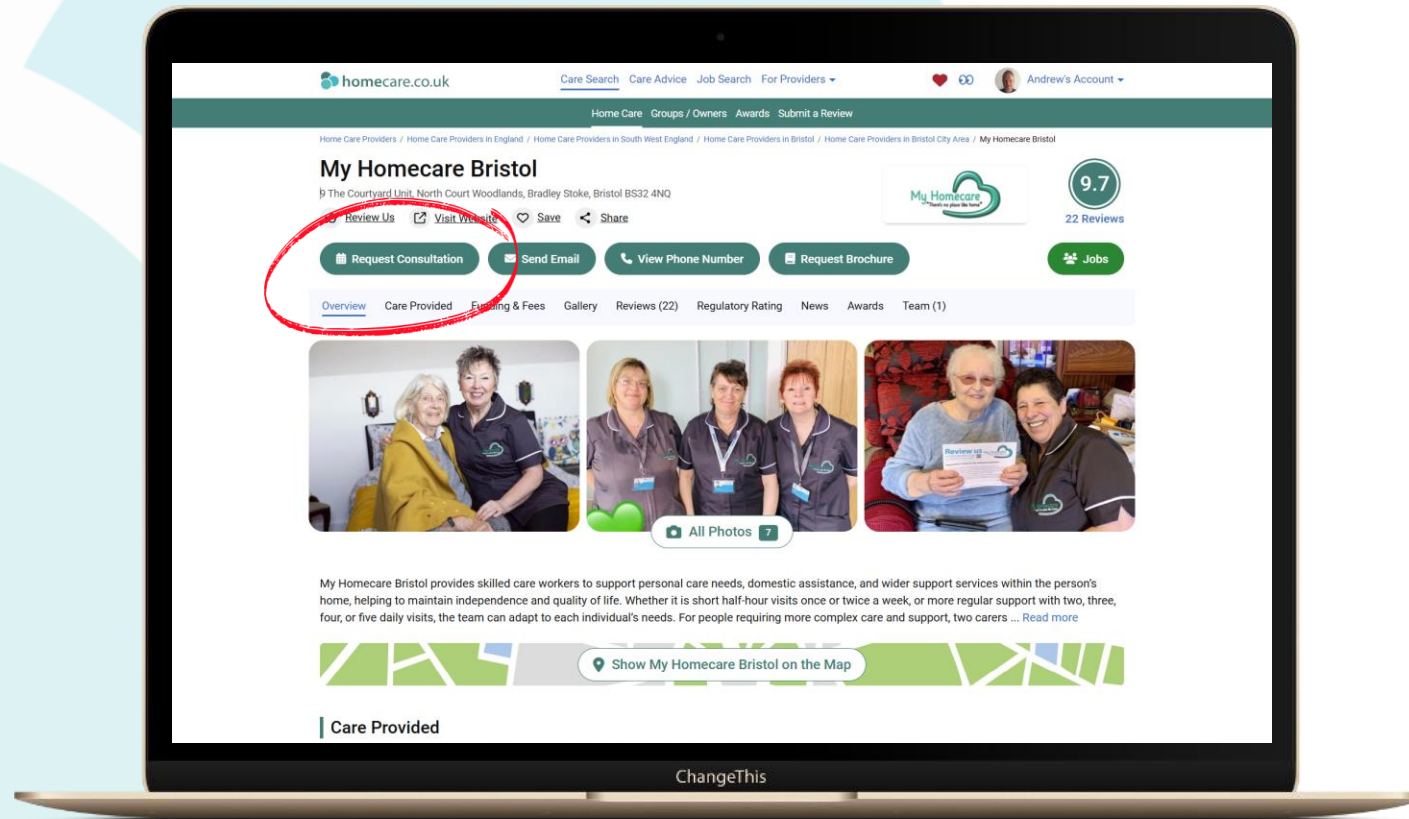
What inspired me to found Comfort Care At Home®? I grew up in a household living with my grandmother and an aunt who had certain physical disabilities. I witnessed the importance of home care professionals first-hand and the impact they had on my family's quality of life and peace of mind. My personal experience helped me shape what high-quality care should be: from the caring and kind-hearted staff we recruit to the standards to which we work. I wanted to help older people live happily and safely in their own homes longer, and this is why I launched my company.

I have a Masters Degree in Business Administration in Marketing and a Bachelor's Degree in Psychology. I have worked for a number of years in the pharmaceutical industry, specialising in conditions and diseases many older people are living with, such as diabetes, nutrition disorders, cancers, and many more. I am a Dementia Friends Ambassador and committed to making a positive difference to people living with dementia.

I have always enjoyed being involved in the community, from volunteering to raising money for charities. I was appointed as a Trustee for Re-Engage, a charity that works within communities to end social isolation and loneliness in older people.

CONSULTATION AVAILABILITY

- Enables care seekers to request a consultation
- These enquiries are among the strongest types of enquiries generated for home care providers

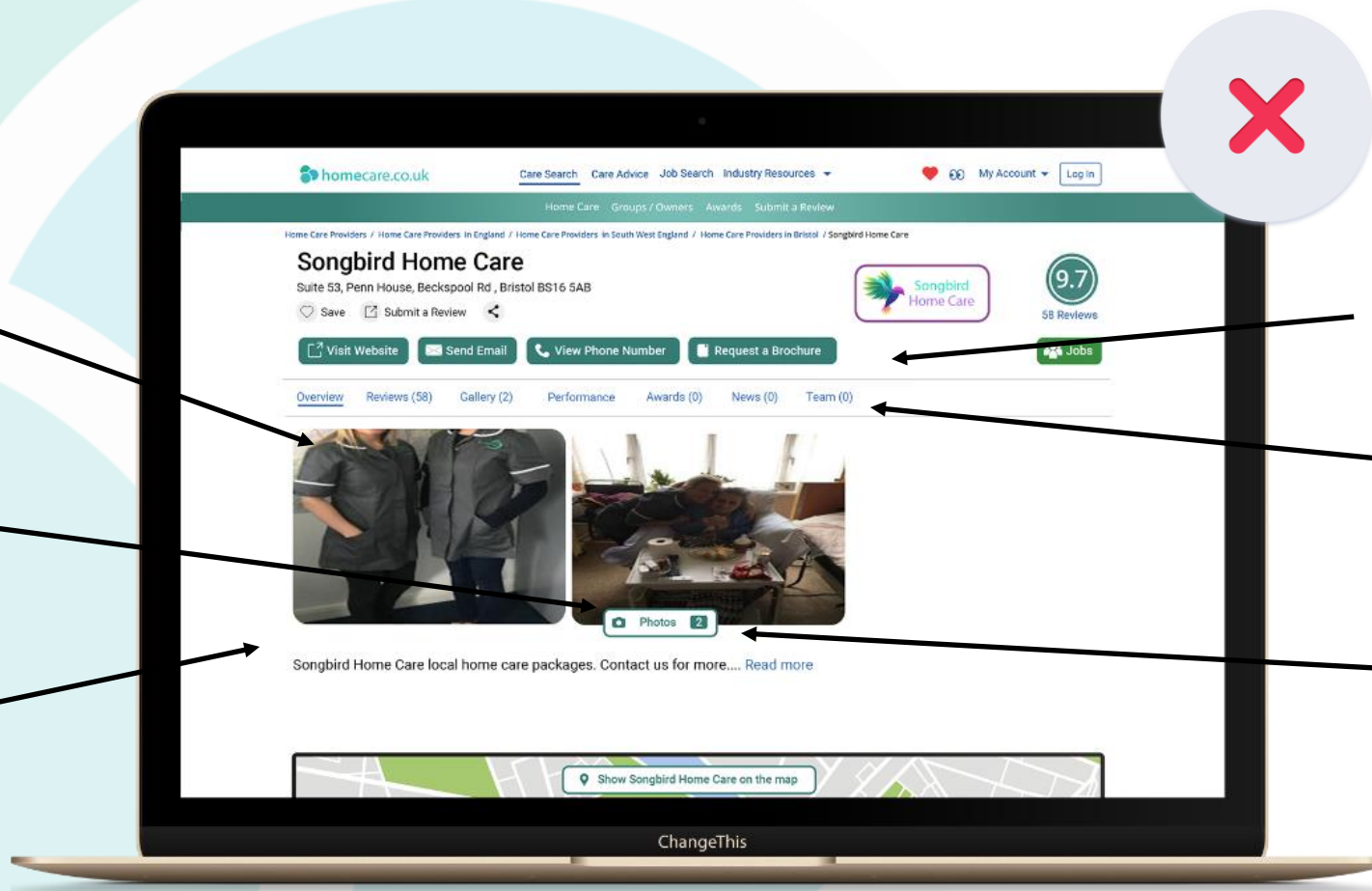


WHAT A LOW PERFORMING HOMECARE.CO.UK PROFILE LOOKS LIKE

Badly Cropped Photos

Only Two Photos

Stock Image



No Consultation Button

No Staff Listed

No Video

RISKS OF HAVING A LOW PERFORMING PROFILE

An unpopulated and incomplete homecare.co.uk profile will result in your business being...

- Harder to find in our search results.
- Less likely to attract potential clients with a lack of information.
- Likely to lose out on care enquires to local home care companies and organisations with fuller profiles.

COMPLETE AND EFFECTIVE PROFILE

Looking good!

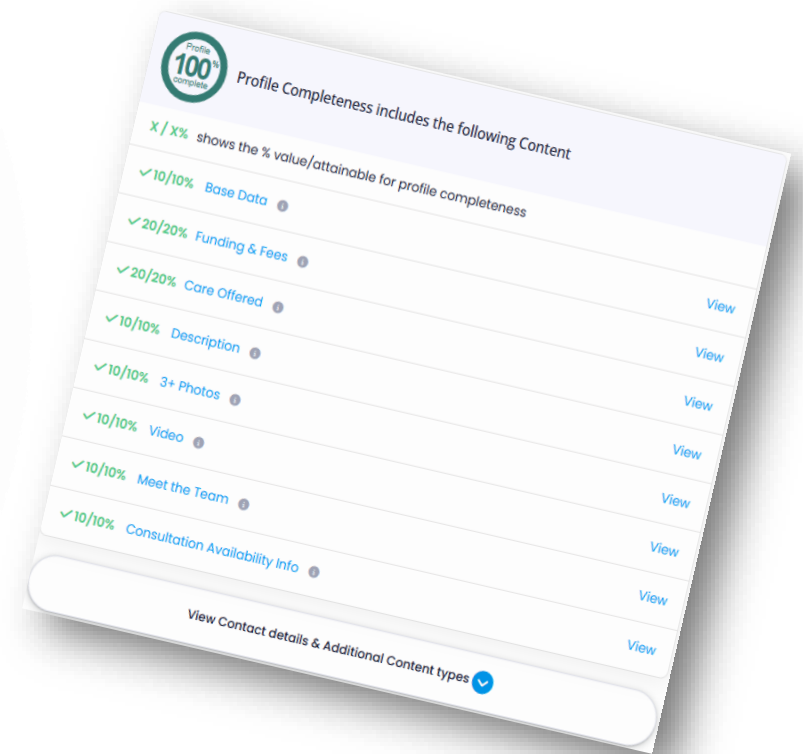
- Base Data – Full and updated
- Funding & Fees – Up to date
- Care Offered – Full information
- Detailed Description
- Photos and Videos
- Meet The Team
- Consultation booking availability
- Awards, news & press releases
- Logo – High Quality
- Reviews



IN SUMMARY – COMPLETE YOUR HOMECARE.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 **Base Data, Funding & Fees** and **Care Offered** information?
- 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 homecare.co.uk Control Panel. On the left, a sidebar menu includes options like Dashboard, Profile, Reviews, Leads / Enquiries, Features, Jobs, APIs & Integrations, and Account. The main content area is titled 'Reviews' and shows a 'Review Score' of N/A, 'All Reviews' (0 Published Reviews), and 'Reviews requiring action' (0 Pending, 0 Recent Reviews with no Reply). A bar chart shows 11 reviews in the last 12 months. On the right, the 'Profile Content' section shows a 100% completion rate for various profile elements.

Overlaid on the right is a modal window titled 'Your Account Manager'. It features a profile picture of Sara Simpson, her name, and contact information: 'Any questions, please contact your Account Manager, **Sara Simpson**', 'sara.simpson@tomorrows.co.uk', and '01488 644814 | Request a Call Back'.

Account Manager Details:

- Name:** Sara Simpson
- Contact Information:** Any questions, please contact your Account Manager, **Sara Simpson**
- Email:** sara.simpson@tomorrows.co.uk
- Phone:** 01488 644814
- Action:** Request a Call Back