

# HOW TO CREATE THE PERFECT PROFILE ON HOMECARE.CO.UK

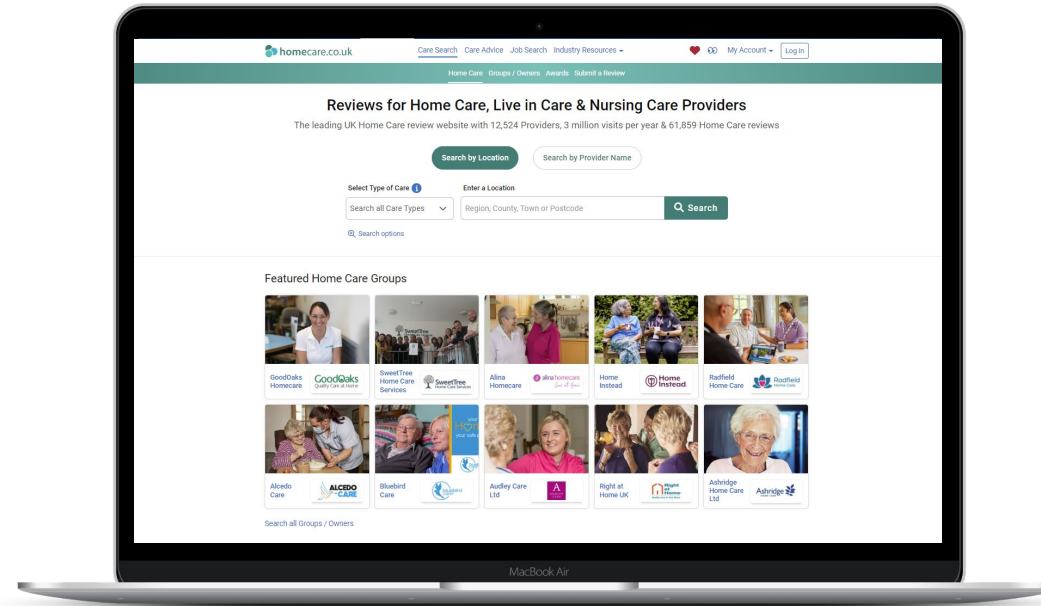


Craig Foster

# IN THIS WEBINAR

1. Why Profile Completeness is important?
2. Using your Control Panel as a guidance to create the perfect profile
3. What do care seekers expect when they land on your profile?
4. Profile Completeness and its impact on Lead Generation

# WEB TRAFFIC



Over 3 million visits a year

# REVIEWS

Number 1 home care review site with over 60,000 reviews



## Review us

on [homecare.co.uk](https://homecare.co.uk)  
the leading home care review website



Please take a moment to leave a review for us on [homecare.co.uk](https://homecare.co.uk)

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

# SEO



Top organic search result in most  
areas on search engines

# HOMECARE.CO.UK

## CARE ENQUIRIES

**LAST 12**  
MONTHS



3M profile page views



170K web referrals



7.4K brochure requests



1.3K consultation bookings



16.7K care enquiry emails



76K care telephone enquiries

# WEBINAR QUESTIONS

Please enter questions in the  
Q&A section

Any questions will be answered  
in a follow up email

# 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

✓	Base Data ⓘ	Edit >
✓	Funding & Fees ⓘ	Edit >
✓	Care Offered ⓘ	Edit >
✓	Description ⓘ	Edit >
✓	3+ Photos ⓘ	Edit >
✓	Video ⓘ	Edit >
✓	Meet the Team ⓘ	Edit >
✓	Consultation Availability Info ⓘ	Edit >

The most important pieces of information are...

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

# PROFILES

A complete profile shows a care seeker...

- Fees information
- Photos & video(s)
- Staff profiles
- Logo
- Consultation booking availability
- Reviews
- Awards, news & press releases
- Type of care provided
- Description



# FUNDING & FEES

Comfort Care At Home, Chessington

[Home Care Providers in Chessington](#)

- [Book a Consultation](#)
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- [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)

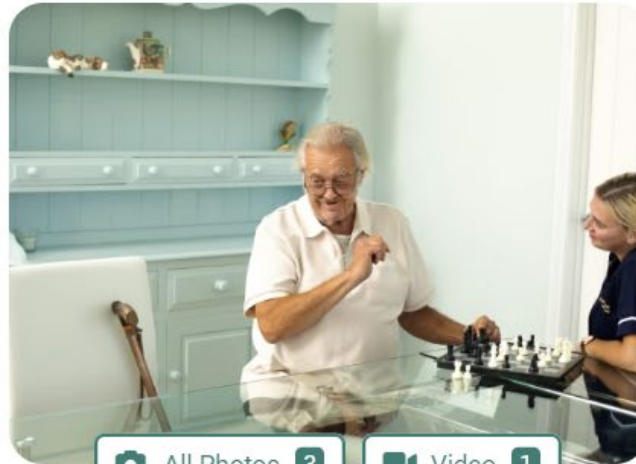
## Funding & Fees Guide for Comfort Care At Home

### £ 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.

# DESCRIPTION



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](#)



# PHOTOS & VIDEO



homecare.co.uk

Care Search Care Advice Job Search Industry Resources

Home Care Groups / Owners Awards Submit a Review

Home Care Providers / Home Care Providers in England / Home Care Providers in South West England / Home Care Providers in Bristol / Songbird Home Care

### Songbird Home Care

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

9.7  
58 Reviews

Save Submit a Review

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

Overview Reviews (58) Gallery (15) Performance Awards (1) News (5) Team (4)

Everyone, carers, office staff & management have been compassionate, knowledgeable, friendly & professional.  
WR (Daughter of Client)

Photos 15 Video 1

Songbird Home Care delivers professional home care packages throughout Bristol and surrounding areas. Our friendly and versatile approach ensures the highest quality of care delivered by carers with a wealth of experience. We offer a range of services including dementia care, elderly care, respite care, supported living, personal care, complex care and much more depending on the needs of the individual... [Read more](#)

Show Songbird Home Care on the map

ChangeThis

# MEET THE TEAM

## 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





# CARE OFFERED

Comfort Care At Home, Chessington

< Home Care Providers in Chessington

- [Book a Consultation](#)
- [Visit Website](#)
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- [Request a Brochure](#)
- [Jobs](#)

[Overview](#) [Reviews \(52\)](#) [Gallery \(99\)](#) [Performance](#) [Awards \(14\)](#) [News \(0\)](#) [Team \(3\)](#)

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# BASE DATA




# RESULTS

## Home Instead (Greenwich & Bexley)

130 Bellegrove Road, Welling DA16 3QR

Group/Owner Home Instead




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



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 \(Greenwich & Bexley\) >](#)

i Care Provided  Live in Care  Older Person Care  Dementia


📷 6 📺 1



## Songbird Home Care

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

Group/Owner Harford 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](#)

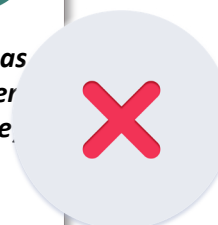
Save View Full Details



Songbird Home Care - currently taking on additional clients

[Read more about Songbird Home Care](#)

📷 15 📺 1



# RESULTS

## SureCare (Richmond & Kingston)

Suite 7, Link House, 140 Tolworth Broadway, Surbiton KT6 7HT

Group/Owner SureCare



SureCare (Richmond & Kingston) received a CQC rating of 'good' in all areas 2019. The agency supports people who need home care (domiciliary care) in Richmond, Kingston, Surbiton, Tolworth and surrounding areas. SureCare is committed to providing...

[Read more about SureCare \(Richmond & Kingston\) >](#)

**Care Provided**  Live in Care  Older Person Care  Dementia

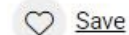


19 reviews

8.8

*"Very impressed with the speed of response to our sudden emergency need and then the service provided. Efficient, very understanding and..."*

[Read all 19 reviews](#)



Save

[View Full Details](#)



## Songbird Home Care

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

Group/Owner Harford Home Care



Songbird Home Care - currently taking on additional clients

[Read more about Songbird Home Care](#)



58 reviews

9.7

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[Read all 57 reviews](#)



Save

[View Full Details](#)





# RESULTS

### Integrity Care and Support Ltd

5 Westmoreland House, Scrubs Lane, London NW10 6RE



4 reviews **9.0**



Integrity Care and Support offers home care across London is regulated by the Care Quality Commission (CQC). They have an in-depth understanding of the care system and processes. Staff practice is also subject to ongoing observation and assessment from...

[Read more about Integrity Care and Support Ltd >](#)

**Care Provided**  Live in Care  Older Person Care  Dementia

8 photos 1 video

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

*"I've been using this agency for over 3 years now. I get 3 sessions a week & I can say that in all that time I've never had any concerns..."*


[Read all 4 reviews](#)



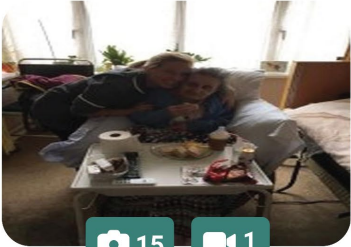
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Suite 53, Penn House, Beckspool Road, Bristol BS16 5AB

Group/Owner [Harford Home Care](#)



58 reviews **9.7**



Songbird Home Care - currently taking on additional clients


[Read more about Songbird Home Care](#)

15 photos 1 video

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

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

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# RESULTS

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Home Care Providers / Home Care Providers in England / Home Care Providers in London / Home Care Providers in Kingston upon Thames Borough / Home Care Providers in Chessington / Comfort Care At Home

## Comfort Care At Home

1 Oakcroft Road, Chessington KT9 1BD

Save Submit a Review

TOP 20 AWARD 2023 homecare.co.uk

10 52 Reviews

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)

All Photos 20 Video 2

Comfort Care At Home is an award-winning and local domiciliary care provider, working to support and provide high-quality care for people in their own homes.

Their goal is to help your loved ones to stay happily in their own homes for longer. They promote their independence whilst supporting them with the tasks they are no longer able to do alone.

They chase your healthcare professionals such as GPs and district nurses to ... Read more

Show Comfort Care At Home on the Map

Care Provided by Comfort Care Other Care Provided Funding & Fees Guide for

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# RESULTS

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

Save Submit a Review

9.7  
58 Reviews

Visit Website Send Email View Phone Number Request a Brochure Jobs

Overview Reviews (58) Gallery (2) Performance Awards (0) News (0) Team (0)

Photos 2

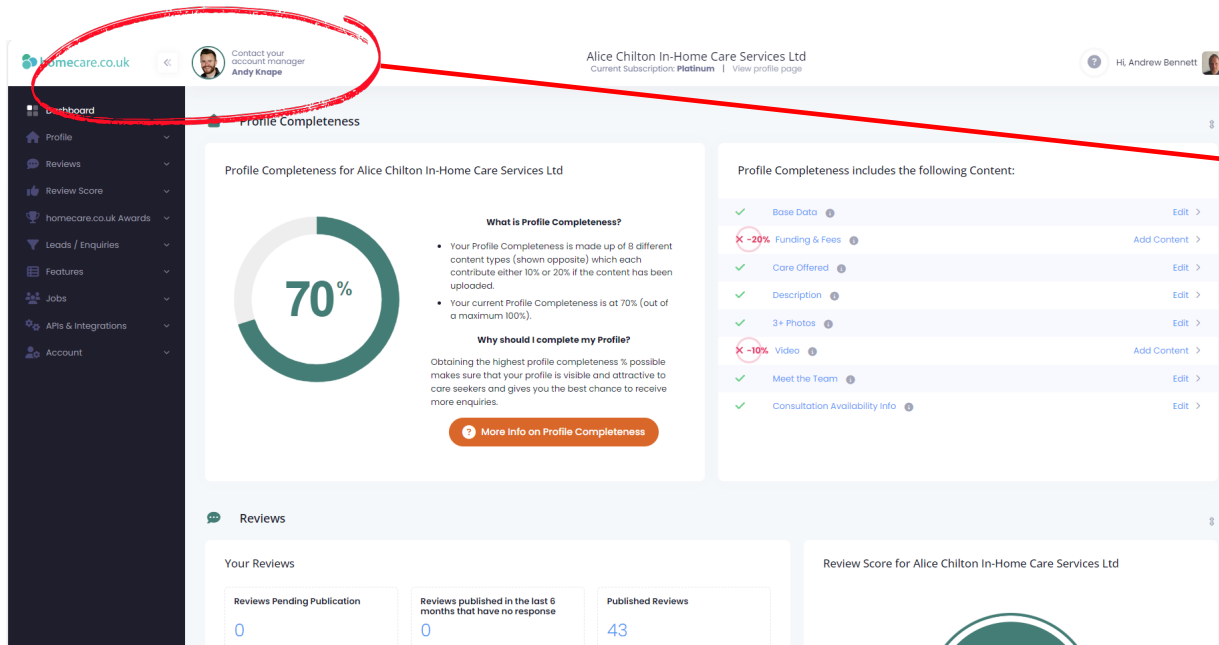
Songbird Home Care local home care packages. Contact us for more.... [Read more](#)

Show Songbird Home Care on the map

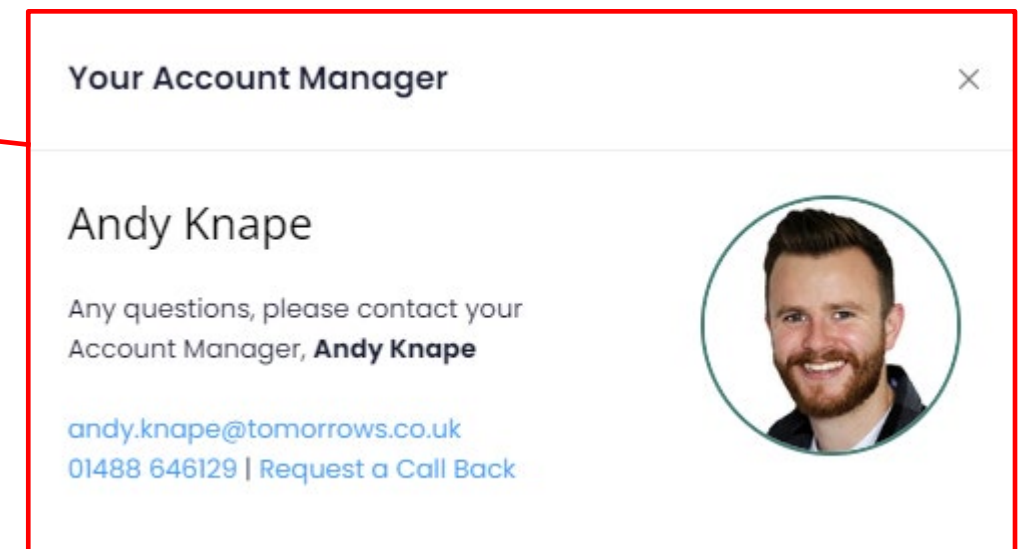
ChangeThis

# 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 your profile.



The screenshot shows the homecare.co.uk account manager interface. A red circle highlights the 'Contact your account manager Andy Knape' button in the top left corner. The main content area displays 'Profile Completeness' for Alice Chilton In-Home Care Services Ltd, showing a 70% completion rate. Below this, there is a list of content types with their completion status: Base Data (100%), Funding & Fees (20%), Care Offered (100%), Description (100%), 3+ Photos (100%), Video (10%), Meet the Team (100%), and Consultation Availability Info (100%).



**Your Account Manager**

**Andy Knape**

Any questions, please contact your Account Manager, **Andy Knape**

[andy.knape@tomorrows.co.uk](mailto:andy.knape@tomorrows.co.uk)  
01488 646129 | Request a Call Back

