

How to **increase** your enquiries in 2023

Craig Foster



WEB TRAFFIC



Over 2.5 million visits a year

REVIEWS

Number 1 home care review site with 50,000 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

SEO



Top organic search result in most areas on search engines

LEAD GENERATION

In 2022 we provided the following leads/enquiries to home care providers using the website



Nearly 300k phone calls



Over 130k website referrals



Over 34k emails, consultation bookings & brochure requests

CARE SEARCHES

How do care seekers use the website?

- Search by location. Town, City, Postcode, District.
- Receive a list of care providers 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.

Care at Home & Homecare Providers in Berkshire

🔍 New Search
📍 Ranking affected by subscription level

199 Berkshire Home Care Providers | 1477 Reviews
Sort by: Default Highest Review Score Most Reviews
[View on Map](#)

Gabriel's Angels Ltd - Wokingham

1 Millars Brook, Molly Millars Lane, Wokingham RG41 2AD Group/Owner Gabriel's Angels Ltd





Gabriel's Angels Ltd was founded in May 2012 by Jacky & Jason Payne with the aim of providing the highest quality of care to the people of Wokingham. They are a CQC (Care Quality Commission) regulated family-run care company delivering high quality,...

[Read more about Gabriel's Angels Ltd - Wokingham >](#)

📍 3
🗨️ 1

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

12 reviews

10

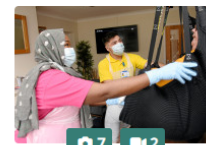
"Gabriel's Angels have been, and continue to be, the most fantastic agency. Their care team are thoughtful, kind, skilled and well-trained..."

❤️ Save
View Full Details

Blue Angel Care Reading, Newbury & Wokingham

4 Richfield Place, 12 Richfield Avenue, Reading RG1 8EQ Group/Owner Blue Angel Care





Blue Angel Care is a boutique care provider with the overarching aim of providing bespoke home care services to assist clients to live independently in their own home in Berkshire. Their services are designed to cater to clients' individual needs...

[Read more about Blue Angel Care Reading, Newbury & Wokingham >](#)

📍 7
🗨️ 2

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

54 reviews

10

"Thank you to the staff for your help this morning. As I had a power outage. You have both been amazing. Basingstoke from service user..."

❤️ Save
View Full Details

Right at Home (Henley, Maidenhead & Windsor)

Bridgeway House, Ray Mead Road, Maidenhead SL6 8NJ Group/Owner Right at Home UK





Right at Home (Windsor and Maidenhead) provide versatile care packages, built to specific caregiving needs and preferences, helping families with vulnerable members who need assistance around the home, as well as for post-hospital care. Clients can...

[Read more about Right at Home \(Henley, Maidenhead & Windsor\) >](#)

📍 9
🗨️ 3

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

74 reviews

10

"All the girls are very, very good, they do the general jobs like hoovering and tidying my bedroom. The girls always have time to chat with..."

❤️ Save
View Full Details

PROFILES

A complete profile shows a care seeker...


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



The screenshot shows the profile page for Gardiner's Homecare on the homecare.co.uk website. The page includes a navigation bar with links for Care Search, Care Advice, Job Search, and Industry Resources. The profile header displays the company name, address (10 Church Street, Caversham, Reading RG4 8DZ), phone number (0118 334 7474), and a 9.9 rating based on 148 reviews. Below the header are buttons for 'Book a Consultation', 'Visit Website', 'Send Email', 'View Phone Number', 'Request a Brochure', and 'Jobs'. The main content area features a testimonial from Diana M (Daughter of Client) with a photo of her holding a bouquet of flowers. There are also photo and video galleries. A section titled 'Coronavirus (COVID-19) Information' provides details about staff training and safety protocols. At the bottom, there is a map showing the location of Gardiner's Homecare.

PROFILE COMPLETENESS

Profile Completeness for Bluebird Care Camden & Hampstead



What is Profile Completeness?

- Your Profile Completeness is made up of 10 different content types (shown opposite) which each contribute 10% if the content has been uploaded.
- Your current Profile Completeness is at 100% (out of a maximum 100%).

Why should I complete my Profile?

Obtaining the highest profile completeness % possible makes sure that your profile is visible and attractive to care seekers and gives you the best chance to receive more enquiries.

[? More Info on Profile Completeness](#)

- Full profiles generate more enquiries.
- The list on your control panel contains the 10 most important pieces of information, or 'content'.
- Easy-to-use list.

PROFILE COMPLETENESS

The most important pieces of information are...

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

Profile Completeness includes the following Content:

| | | |
|---|----------------------------------|--------|
| ✓ | Base Data ⓘ | Edit > |
| ✓ | Care Offered ⓘ | Edit > |
| ✓ | Facilities & Services ⓘ | Edit > |
| ✓ | Fees Info ⓘ | Edit > |
| ✓ | Covid Info ⓘ | Edit > |
| ✓ | Description ⓘ | Edit > |
| ✓ | 3+ Photos ⓘ | Edit > |
| ✓ | Video ⓘ | Edit > |
| ✓ | Meet the Team ⓘ | Edit > |
| ✓ | Consultation Availability Info ⓘ | Edit > |

CONSULTATION

AVAILABILITY

- Offer Onsite and remote consultations
- Set days and times that consultations are available.
- Set a message detailing how long consultations take & which applications are available for consultations.
- WhatsApp, Facetime, Zoom & Teams.
- These are not official ‘bookings’ but are ‘requests’
- ‘Consultation booking’ enquiries are considered to be very strong opportunities for a care provider.

Book a Consultation

Home Consultation with Bluebird Care Camden & Hampstead

- Usually available on: Monday, Tuesday, Wednesday, Thursday, Friday
- Usually available between: 9:00 AM to 4:00 PM

If you would like our Customer Manager or Care Manager to visit you for a consultation we would be more than happy to come and meet you. We can answer any questions, find out about the support and care required, and provide you with detailed information about what we offer and how we can help. A typical first meeting/consultation will take between 1 and 2 hours.

Video Call Consultation with Bluebird Care Camden & Hampstead

- Usually available on: Monday, Tuesday, Wednesday, Thursday, Friday
- Usually available between: 9:00 AM to 4:00 PM

If you would like to set up a video call consultation, we would be more than happy to answer any questions you may have. We can provide you with detailed information about what we offer and how we can help and we would like to find out about the support and care required. A typical first video meeting/consultation will take between 30 minutes 1.5 hours. Zoom / Teams / Facetime / WhatsApp

Select Preferred Consultation Type *

Book a Consultation at your Home Book a Consultation via Video Call

First Name *

Last Name *

Email *

Telephone *

Preferred Date for the Consultation *

Preferred Time *

Other Info / Questions about the Consultation (who care is for, type of care required)

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

REVIEWS



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

- Your review score impacts your visibility
- Care seekers are more likely to engage with those care providers that have up-to-date reviews
- Care seekers like to see a high volume of reviews
- Clients and their family and friends are welcome to write reviews.

Review from Tina R (Sister of Client) published on 12 April 2023

Submitted via Website • Report

Overall Experience ★★★★★

Wonderful care agency with efficient professional staff. All are incredibly caring and compassionate yet objective. They are reliable and my sister looks forward to their visits. These are documented daily which enables me to be in the loop.

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

↳ Reply from George Morris, Director at Bluebird Care Camden & Hampstead

Thank you so much for this great feedback. We are so pleased to learn that your sister looks forward to her visits.

REVIEWS



DASHBOARD

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

Invite to Review via

@ f WhatsApp Twitter

Send Review Invites

Invite to Review via upload

Upload your email contacts to send a review request using our ready-made invitation

Upload Contacts

Review Cards

Hand out / display reviews cards in your clients to generate more reviews

Order Cards

Review Score Certificate

Showcase your latest Review Score

Download Certificate

Reviews Published (24) Reviews Not Published (6) Reviews Pending Publication (0)

REVIEWS



DASHBOARD

- Review Cards
- 'Invite to review' links for email, Facebook, WhatsApp & Twitter
- 'Review us' QR code poster
- 'Submit a review' link on every single profile

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
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homecare.co.uk

homecare.co.uk

PLEASE TAKE A MOMENT TO REVIEW US

Scan the QR code below and enter your review on homecare.co.uk for 247 Home Care Ltd

Alternatively, visit homecare.co.uk/submitreview or pick up a homecare.co.uk review card

- Dashboard
- Profile
- Reviews**
- Your Reviews
- Generate & Showcase (Online)
- Invite To Review
- Vertical Review Widget
- Horizontal Review Widget
- Submit Review Widget
- 'Recommended On' Website Stamp
- Pinned Review
- Highlighted Review Phrases
- Generate & Showcase (Offline)
- Review Insights
- Leads / Enquiries

DISPLAYING REVIEWS

- Showcase reviews at homecare.co.uk on your profile (right)
- Showcase on your website using the 'review widget' (below)
- Download & print off your 'review score' certificate to show visitors to your office.

Gardiner's Homecare Reviews (148)

Reviews (148) | Review Score Breakdown | [Submit a Review](#)

9.9 Gardiner's Homecare has a Review Score of 9.9 (9,930) out of 10 based on reviews in the last 2 years. Over all time Gardiner's Homecare has 148 reviews with an average 'Overall Experience' of 4.9 out of 5. Total of 148, showing 1-20

| Overall Experience | Date Submitted | Reviewer Connection to Gardiner's Homecare |
|------------------------------------|--|---|
| <input type="checkbox"/> ★★★★★ 138 | <input checked="" type="checkbox"/> All Time 148 | <input type="checkbox"/> Daughter of Client/Service User 58 |
| <input type="checkbox"/> ★★★★☆ 10 | <input type="checkbox"/> In last 6 Months 12 | <input type="checkbox"/> Client / Service User 35 |
| <input type="checkbox"/> ★★★☆☆ 0 | <input type="checkbox"/> In last 12 Months 19 | <input type="checkbox"/> Son of Client/Service User 19 |
| <input type="checkbox"/> ★★☆☆☆ 0 | <input type="checkbox"/> In last 2 Years 38 | <input type="checkbox"/> Wife of Client/Service User 13 |
| <input type="checkbox"/> ★☆☆☆☆ 0 | <input type="checkbox"/> 2 Years + 110 | <input type="checkbox"/> Husband of Client/Service User 11 |

Highlighted Review Phrases selected by Gardiner's Homecare

[Team Of Carers](#) [Excellent Service](#) [Office Staff](#) [Peace Of Mind](#) [Level Of Care](#)

Order by: [Default](#)

Review from Robert L (Brother of Client) published 04/20 April 2023
Submitted via Webform Report

Overall Experience ★★★★★

We knew the care period might be short because my brother was unwell. Gardiner's staff embarked on a series of tasks and initiatives to improve his situation. I am so pleased he was surrounded by positivity. The house was tidier, the kitchen was organised and the laundry was under control. My brother was brighter and more engaged than before. Thank you, Gardiner's staff!



homecare.co.uk Review Score for Bluebird Care Camden & Hampstead
24 reviews



12 Apr 2023



15 Feb 2023



20 Dec 2022



22 Feb 2022



14 Sep 2021

Wonderful care agency with efficient professional staff. All are incredibly caring and...

Tina R (Sister of Client)

We have had an excellent part-time carer for my husband since he was diagnosed with a brain tumour...

L K (Wife of Client)

We are very happy with the care Bluebird has provided for our stepmother. The carer has been...

Alison B (Stepdaughter of Client)

Bluebird Camden and Hampstead have been providing care for my aunt and uncle since the middle of...

Janis B (Niece of Client)

I feel they listened to me, I felt comfortable in their service when they were doing the holiday...

Roy W (Client)

[Write a review](#) | [Read all 24 reviews](#)

RESPONDING TO REVIEWS

It is very important to write meaningful and positive responses to every review.

This is because care seekers want to see that not only are you responsive and engaged, but that you are able to receive meaningful feedback with humility and positivity.

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Reviews (148) | Review Score Breakdown | [Submit a Review](#)

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Highlighted Review Phrases selected by Gardiner's Homecare

[Team Of Carers](#) [Excellent Service](#) [Office Staff](#) [Peace Of Mind](#) [Level Of Care](#)

Order by: [Default](#)

Review from Thomas C (Brother of Client) published on 20 April 2023

Overall Experience ★★★★★

We knew the care period might be short because my brother was unwell. Gardiner's staff embarked on a series of tasks and initiatives to improve his situation. I am so pleased he was surrounded by so much positivity. The house was tidier, the kitchen was organised and the laundry was under control. My brother was brighter and more engaged than before. Thank you, Gardiner's staff!

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



Reply from Suzanne Screen, Office Manager at Gardiner's Homecare

We are so glad to have been able to make a difference during your brother's short time with us, both from a practical perspective and a personal level.

Reply from Angel Clark, Director at 1 Oak Home Care

Thank you for the lovely review, Thomas. It is a pleasure to support you and your partner to achieve goals and see your lives change and improve.

The support centre offers articles on guidance and advice around responding to reviews.

RANKING REPORT

- Dashboard
- Profile
- Ranking Report**
- Profile Details
- Photos/PS/Logo/Video/360
- Child Vacancies
- PDF Brochure Upload
- News/Events
- Awards
- Meet the Team
- Coronavirus (COVID-19) Information

- Your visibility/ranking is impacted by two things – Review score & subscription level.
- 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 9.958, A & L is 5th in Coventry. But if they stepped up to Platinum, they would be 1st. Additionally if they stepped down to a Basic they would be 58th.

| 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 |
|---|----------------------|---------------|---------------|-------------------------------|------------------------|-------------------------|--------------------------------------|----------------------------|
| A & L Enablement Services (Care & Support) Ltd Current Subscription Level: Enhanced Upgrade Info | 9.958 | Postal Town | Coventry | 101 | 5 | 58* | 5 | 1 |
| | | Postcode Area | CV | 107 | 13 | 99* | 13 | 2 |
| | | District | Coventry Area | 96 | 5 | 56* | 5 | 1 |
| | | County | West Midlands | 623 | 22 | 358* | 22 | 3 |
| | | Region | West Midlands | 1146 | 74 | 678* | 74 | 9 |

REVIEWS



- Reviews builds trust, displays confidence and shows transparency
- Regular and new reviews shows an ongoing commitment to customer service
- More reviews means those looking for care spend longer on your profile
- Responding to reviews (both positive and negative) shows you are listening to clients and are constantly looking for ways to improve your service

AWARDS

Eligibility Criteria

- Being listed on homecare.co.uk means you are eligible to be considered for an award
- Must have at least 5 reviews published between 1st June 2022 and 31st May 2023
- Compliance is required with the relevant regulatory body (different bodies for England, Scotland and Wales).



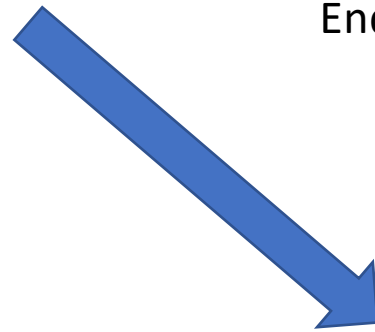
Benefits

- Winners receive an award logo on their profile page to encourage more engagement and to share on their own marketing literature/website
- Winners receive more views and enquiries.
- Cut off date for awards is the 31st May.
- PR opportunities for winners

LEAD GEN STATS

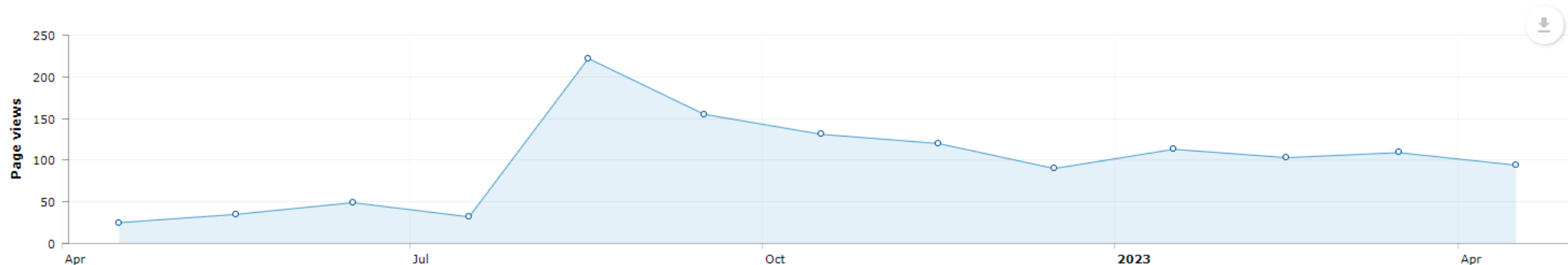
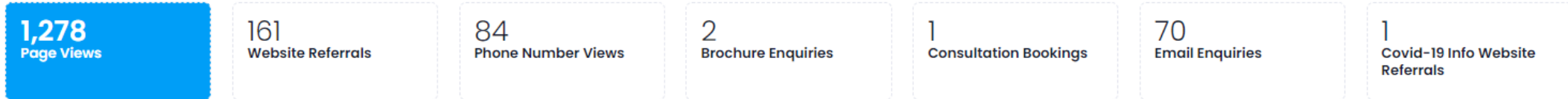
- Page Views
- Website Referrals
- Phone Number Views
- Brochure Enquiries
- Consultation Bookings
- Email Enquiries

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



Date From
01 Apr 2022

Date To
25 Apr 2023

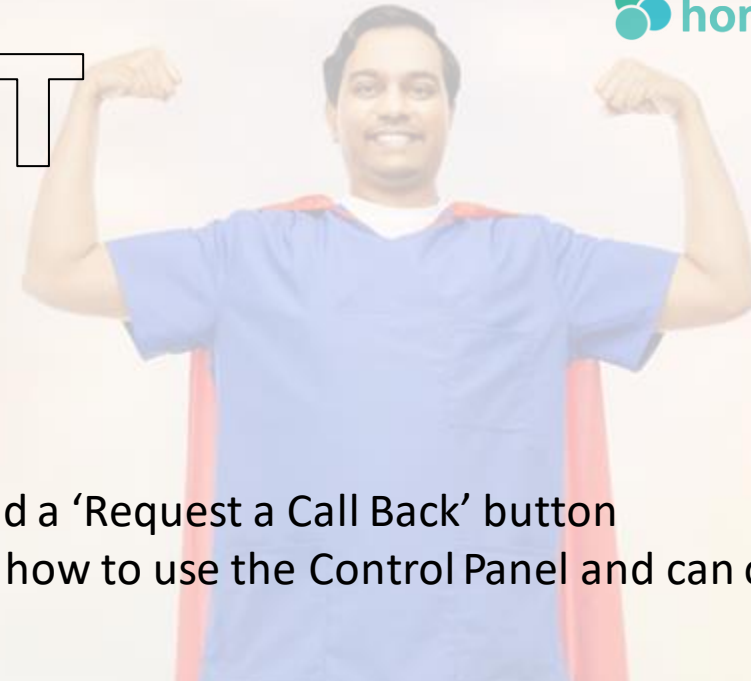


SUMMARY

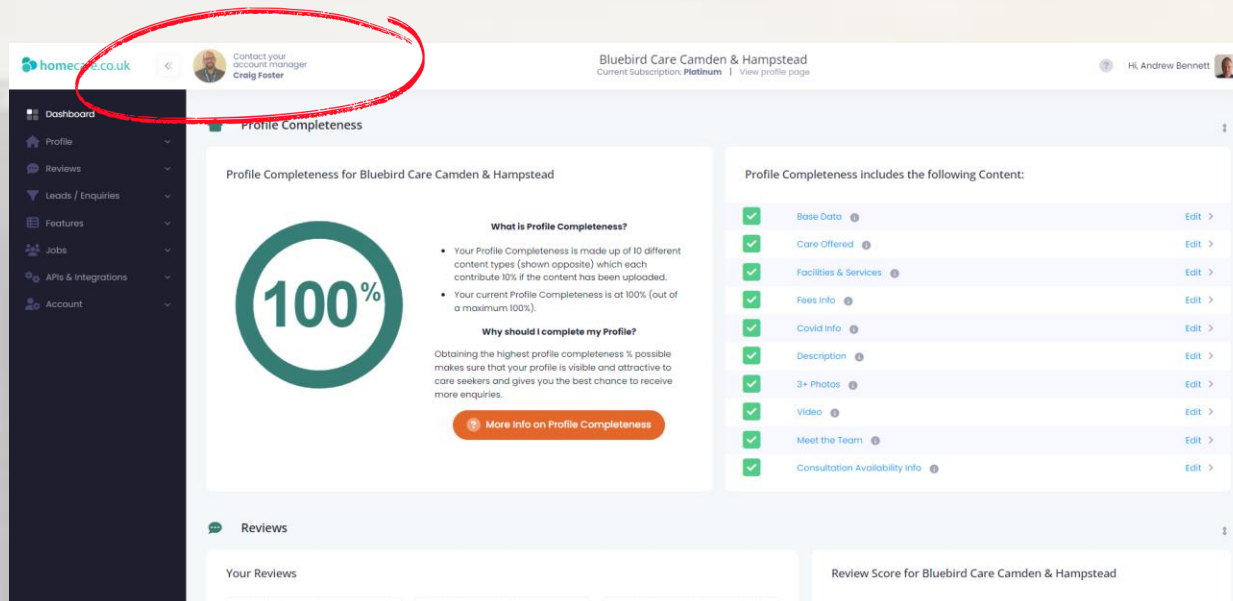
- Complete your profiles with attractive, clear and up to date information.
- Regular reviews from clients & family/friends
- Write personal responses to all reviews
- A profile with 100% profile completeness and regular reviews is much more likely to receive positive and actionable enquiries from care seekers.
- Care providers with regular reviews are more visible; visibility means more profile views and more profile views lead to higher potential for enquiries

The screenshot displays the homecare.co.uk website interface. At the top, there is a navigation bar with links for 'Care Search', 'Care Advice', 'Job Search', and 'Industry Resources'. A user account for 'Andrew's Account' is visible in the top right corner. Below the navigation bar, a green banner contains the text 'Home Care Groups / Owners Awards Submit a Review'. The main heading reads 'Reviews for Home Care, Live in Care & Nursing Care Providers', followed by a sub-heading: 'The leading UK Home Care review website with 11,495 Providers, 2.5 million+ visits per year & 50,097 Home Care reviews'. A search section includes two tabs: 'Search by Location' and 'Search by Name'. Below these are two input fields: 'Required Type of Care' with a dropdown menu set to 'Search all Care Types', and 'Enter a Location' with a text box for 'Region, County, Town or Postcode' and a 'Search' button. At the bottom of the search section are four buttons: 'Search Options', 'Award Winners', 'My Shortlist', and 'Recently Viewed'. The 'Featured Home Care Groups' section below shows a grid of 12 provider cards, each with a photo and the provider's name and logo. The providers listed are: Home Instead, Right at Home UK, Ashridge Home Care Ltd, Audley Care Ltd, Helping Hands Home Care, Bluebird Care, SweetTree Home Care Services, GoodOaks Homecare, Radfield Home Care, and Alcedo Care.

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.



homecare.co.uk

Contact your account manager
Craig Foster

Bluebird Care Camden & Hampstead
Current Subscription: **Platinum** | View profile page

HL Andrew Bennett

Profile Completeness

Profile Completeness for Bluebird Care Camden & Hampstead

100%

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[More info on Profile Completeness](#)

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| | | |
|---|--------------------------------|--------|
| ✓ | Base Data | Edit > |
| ✓ | Care Offered | Edit > |
| ✓ | Facilities & Services | Edit > |
| ✓ | Fees info | Edit > |
| ✓ | Covid info | Edit > |
| ✓ | Description | Edit > |
| ✓ | 3+ Photos | Edit > |
| ✓ | Video | Edit > |
| ✓ | Meet the Team | Edit > |
| ✓ | Consultation Availability info | Edit > |

Reviews


Your Reviews

Review Score for Bluebird Care Camden & Hampstead

Your Account Manager

Craig Foster

Any questions, please contact your Account Manager, **Craig Foster**



craig.foster@tomorrows.co.uk
01488 644542 | [Request a Call Back](#)

USEFUL LINKS

- Profile Completeness: <https://support.homecare.co.uk/docs/what-is-profile-completeness>
- Getting started with your profile: <https://support.homecare.co.uk/docs/getting-started-with-your-profile>
- How homecare.co.uk searches work: <https://support.homecare.co.uk/docs/how-do-homecarecouk-searches-work>
- Everything you need to know about Reviews: <https://support.homecare.co.uk/docs/reviews>
- Awards: <https://support.homecare.co.uk/docs/top-20-home-care-provider-awards-frequently-asked-questions>
- homecare.co.uk subscription plans: <https://www.homecare.co.uk/ourservices/compare>