

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



| Are you taking advantage of all the tools your profile has to offer?

Sam Cleere

Profile Completeness



Want your profile to stand out? What we will be covering today...

1

Why Profile Completeness is so important to care seekers

2

How to use your Control Panel as a guidance to create the perfect profile

3

What care seekers expect when they land on your profile

4

What to do next to make sure YOUR profile is updated and stands out today

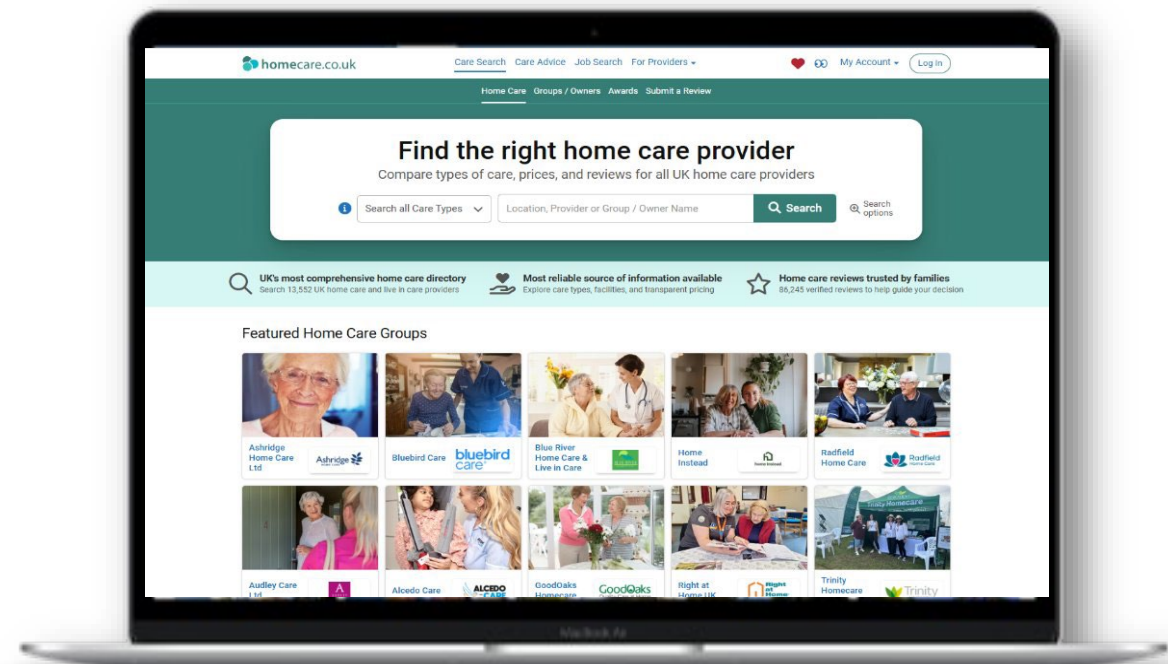
Homecare.co.uk is the leading website for helping people find older people care at home



| 13,250+ home care services listed

| Over 3 million visits a year

| Over 100,000 Reviews

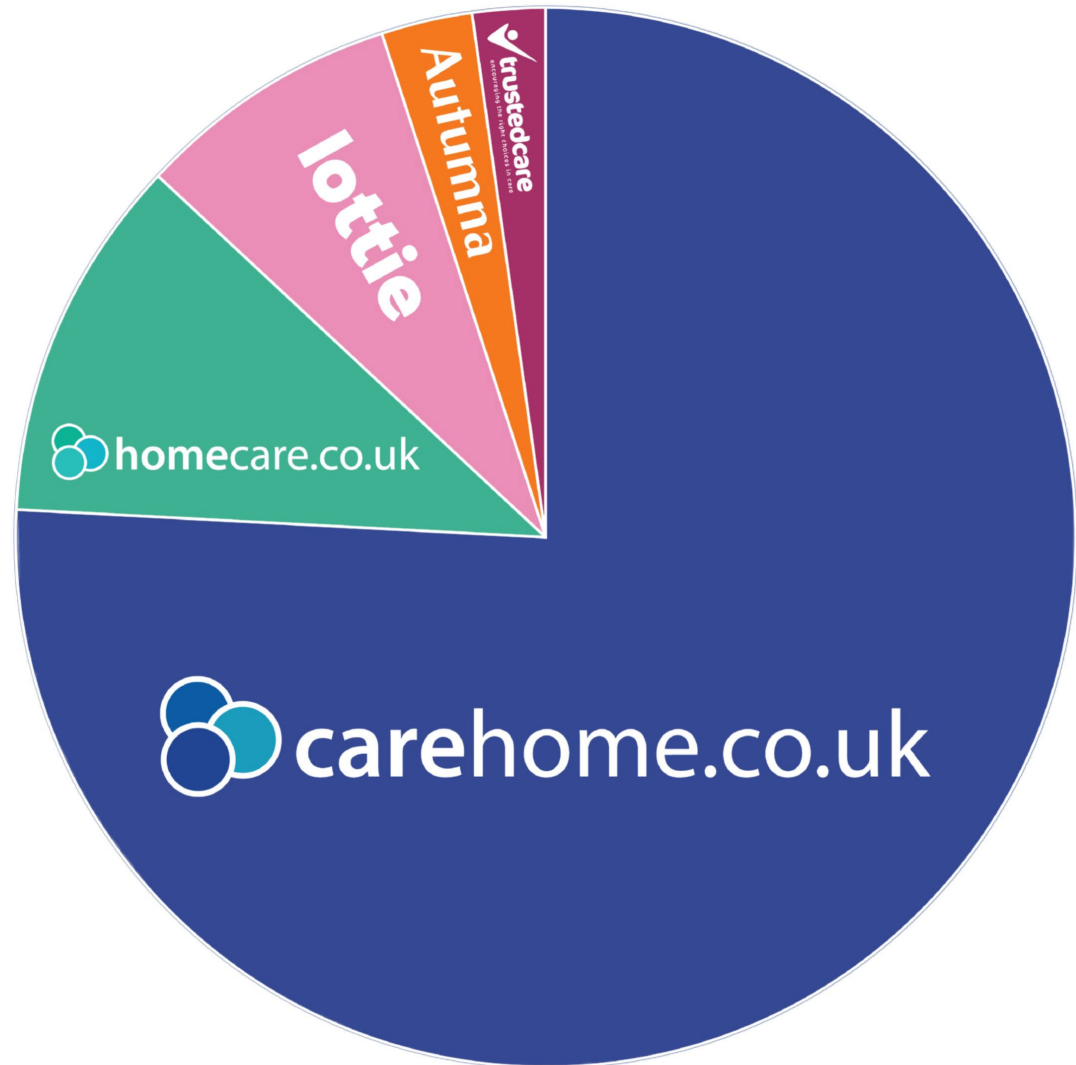


Homecare.co.uk + carehome.co.uk are the leading websites for helping care seekers find older people care

>85%

Of time spent across the top five
older people's care discovery
websites happens on
carehome.co.uk &
homecare.co.uk

Source:  similarweb March 2026



Introduction to the New Portal (coming soon!)

A simpler way to manage your profile.

Your Control Panel is now your new Dashboard Portal – redesigned to make information easier to find and understand.

What's new:

- Improved Overview section
- Enhanced Verified Care Enquiries area
- Clearer performance insights
- Easier navigation

The new portal helps you to:

- Find key information quickly
- Track performance at a glance
- Identify ways to improve
- Get more value from your subscription

See important metrics instantly, including:

- Verified Care Enquiries
- Estimated Enquiry Value
- Review Score
- Profile Completeness
- Profile Ranking
- Jobs Posted

Introduction to the New Portal (Launching 2026)

The dashboard displays a navigation menu on the left with options: Dashboard, Profile, Reviews, homecare.co.uk Awards, Leads / Enquiries (new), Features, Jobs, APIs & Integrations, and Account. The main content area includes a top status bar with 'Missing profile content' and completion status for 'Base Data', 'Funding & Fees', and 'Care Offered'. The user is identified as 'Hi, Chris Rayson' with a 'Platinum' subscription.

Verified Care Enquiries Last 12 Months

23	16	7
total	emails	calls

Estimated Value Last 12 Months

15*	£18k	£61,893*
% of enquiries that convert	avg value per customer	total revenue

*Estimated from homecare.co.uk average.

Review Score: 9.9

Profile Completeness: 80%

Profile Ranking: Top 4%

Jobs Last 12 Months: 0

Reviews

Review Score: 9.9

Number of Reviews per Setting in the last 12 months

Dorset has 8 reviews in the last 12 months

Month	Reviews
May 2025	1
Jun 2025	1
Jul 2025	1
Aug 2025	0
Sep 2025	2
Oct 2025	1
Nov 2025	0
Dec 2025	0
Jan 2026	1
Feb 2026	0
Mar 2026	0
Apr 2026	1
May 2026	0

Reviews requiring action

- 0 Reviews Pending Publication
- 0 Recent Reviews with no Reply

All Reviews: 20 Published Reviews

View all options for Generating Reviews and Showcasing your Reviews

Support Centre

Cookie Preferences © 2026 homecare.co.uk

Profile Completeness – Why is it important?

Profile Completeness helps you to prioritise:

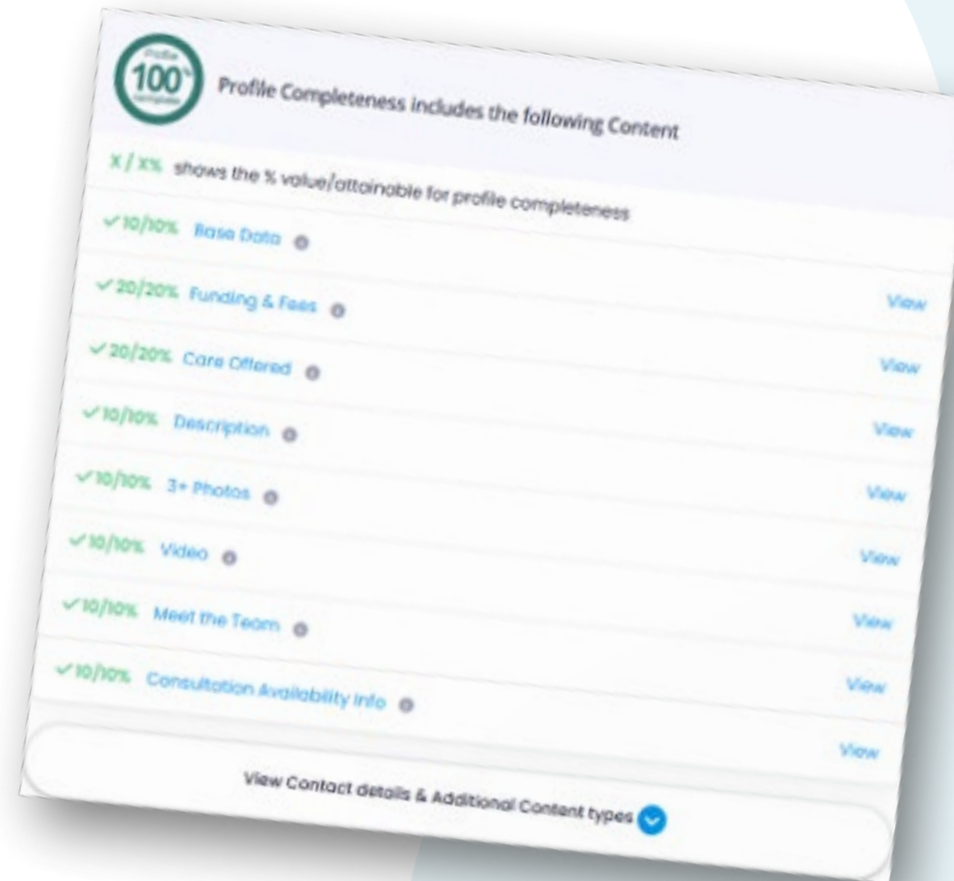
- Key profile information required by care seekers when searching for home care
- Important content that shows what the experience of using your service is like

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 on homecare.co.uk are...

- Base Data
- Funding & Fees
- Care Offered



The most important pieces of information for care seekers searching [homecare.co.uk](https://www.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 questions. The first question is 'We Provide Home Care Services Directly to the General Public' with 'Yes' selected. The second question is 'We Provide Housing that Includes Home Care Services' with 'No' selected. Both radio button questions have a green arrow pointing to the right with the text 'included in profile completeness'.

Section	Field	Value	Notes
Manager	Name of Person in Charge *	Will Akin	
	Job Title of Person in Charge *	Manager	
Care	Number of Carers	10	
	Minimum Visit Duration (Visiting Care)	Please Select	included in profile completeness
	We Provide Home Care Services Directly to the General Public	Yes (selected)	included in profile completeness
	We Provide Housing that Includes Home Care Services	No (selected)	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.

Please Note: As of May 2026, you will need to add fee information for ALL the types of care you offer

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 links for 'Overview', 'Care Provided', 'Funding & Fees' (which is active), 'Gallery', 'Reviews (81)', 'Regulatory Rating', 'News', 'Awards', and 'Team (2)'. The main content area is titled 'Funding & Fees' and contains a light blue box with the following information:

- Hourly Visiting Care Fees: £37.75 – £43.75
- Weekly Live-in Care Fees: £1190 – £2646
- A note: 'These prices are only a guideline, please contact Trinity Homecare - Bristol to find out the exact price for your requirements.'

To the right of this box is a section titled 'Funding Types Accepted' with a list of options:

- Private Funding (Self-funded) - checked
- Direct Payments (from Local Authority/NHS) - checked
- Local Authority (Contracted Provider) - not checked
- NHS (Contracted Provider) - checked

At the bottom of this section is a link: 'Explain these funding types'.

The most important pieces of information for care seekers searching 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.

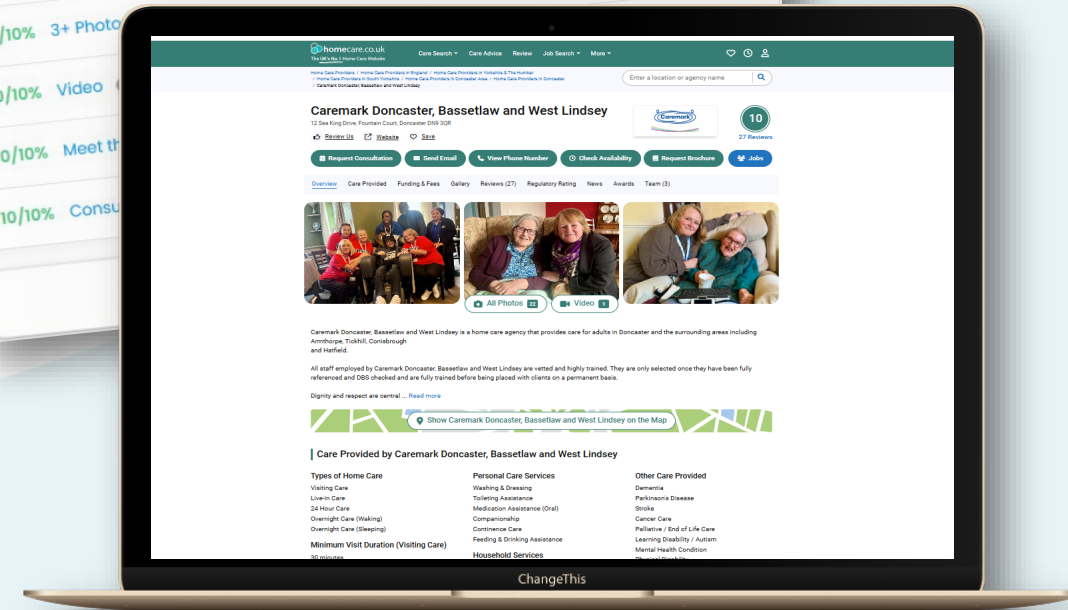
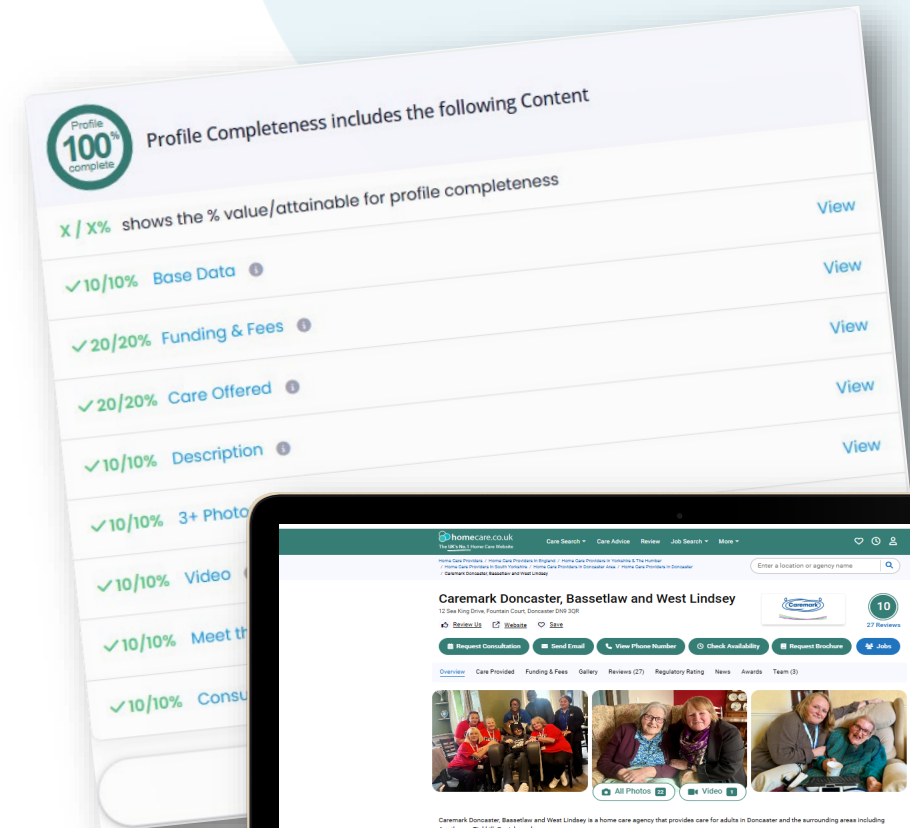
The screenshot shows the profile page for 'My Homecare Bristol, Bristol'. At the top, there are navigation buttons: 'Request Consultation', 'Send Email', 'View Phone Number', 'Request Brochure', and 'Jobs'. Below these are tabs for 'Overview', 'Care Provided', 'Funding & Fees', 'Gallery', 'Reviews (22)', '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!

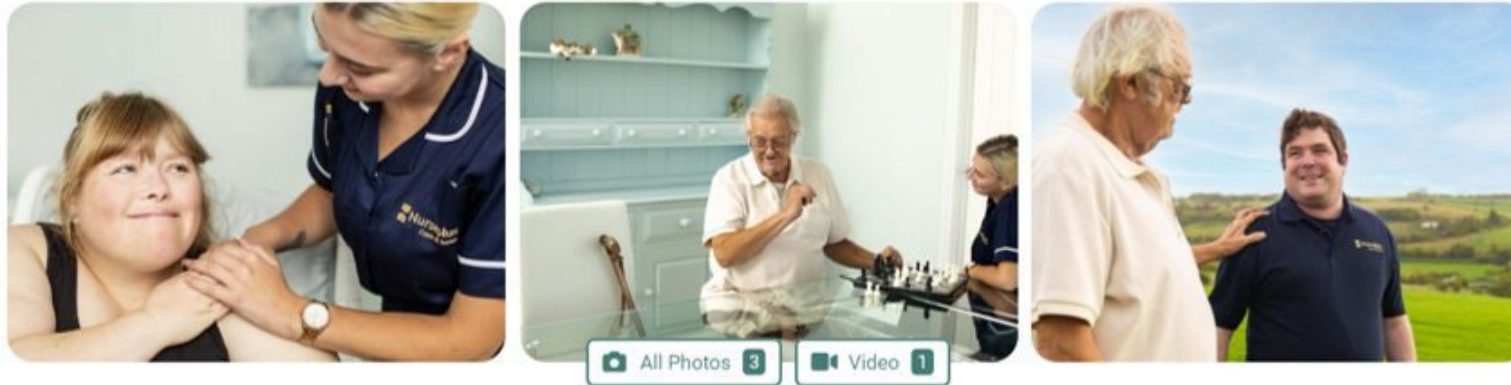
Now for the rest of the important aspects of your homecare.co.uk profile...

- **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



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



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](#)

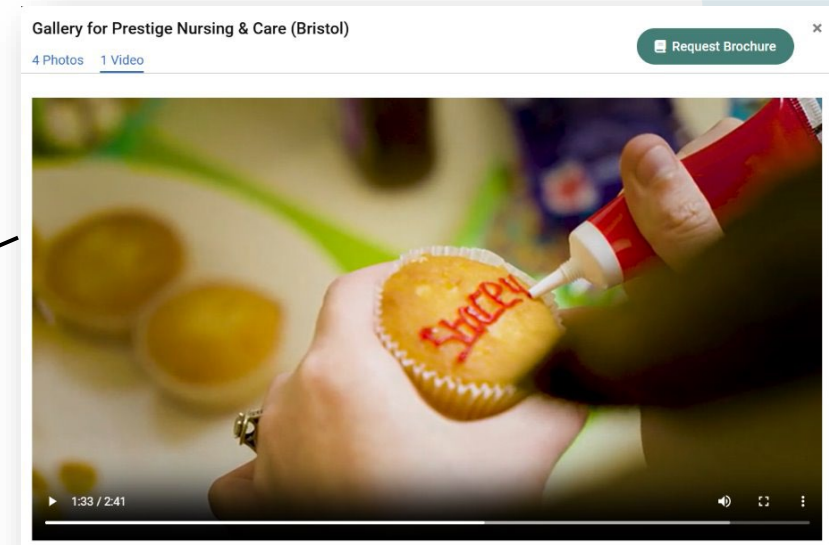
Phones (3+)

- 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

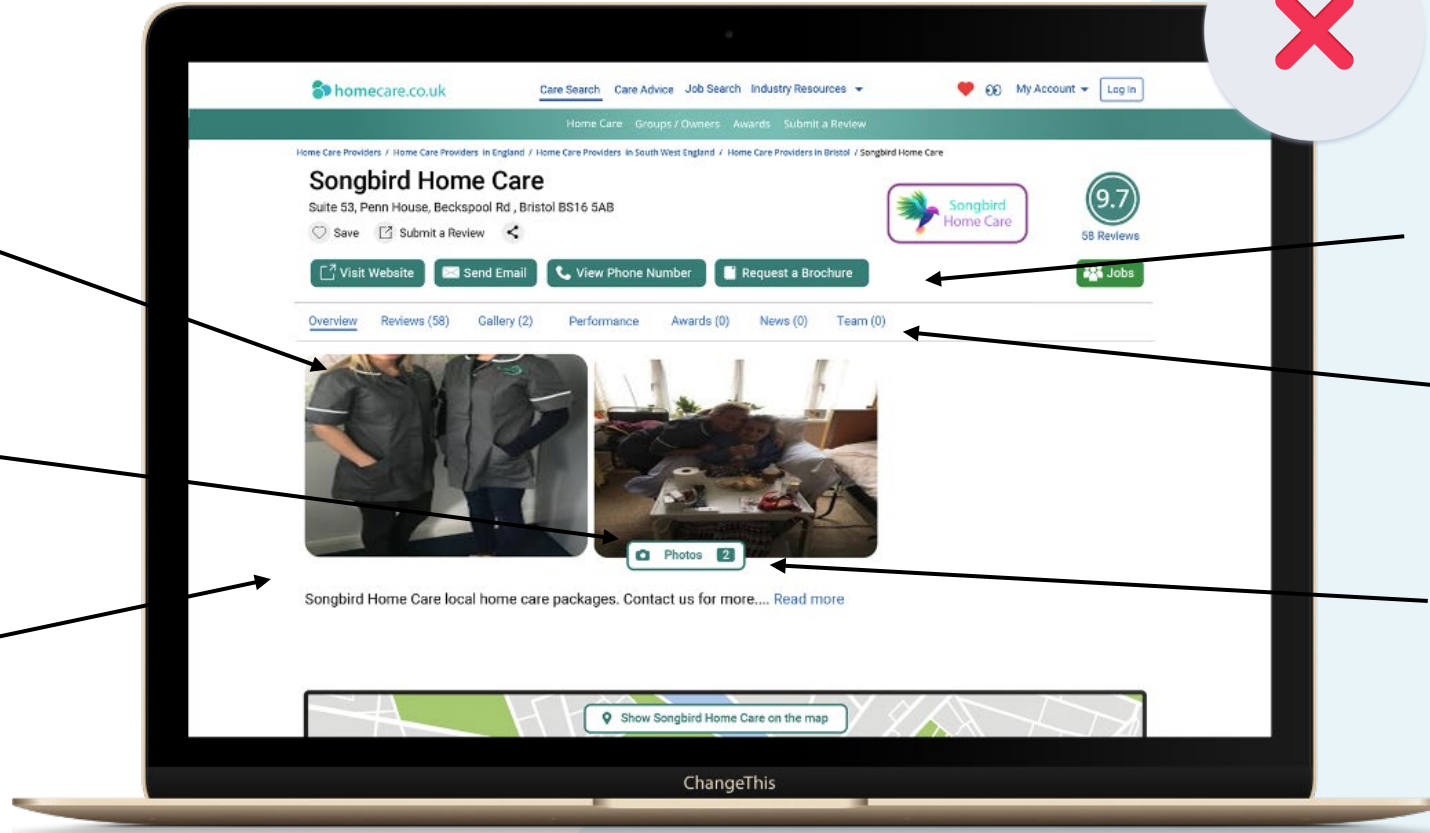


Incomplete homecare.co.uk profiles

Badly Cropped Photos

Only Two Photos

Stock Image



No Consultation Button

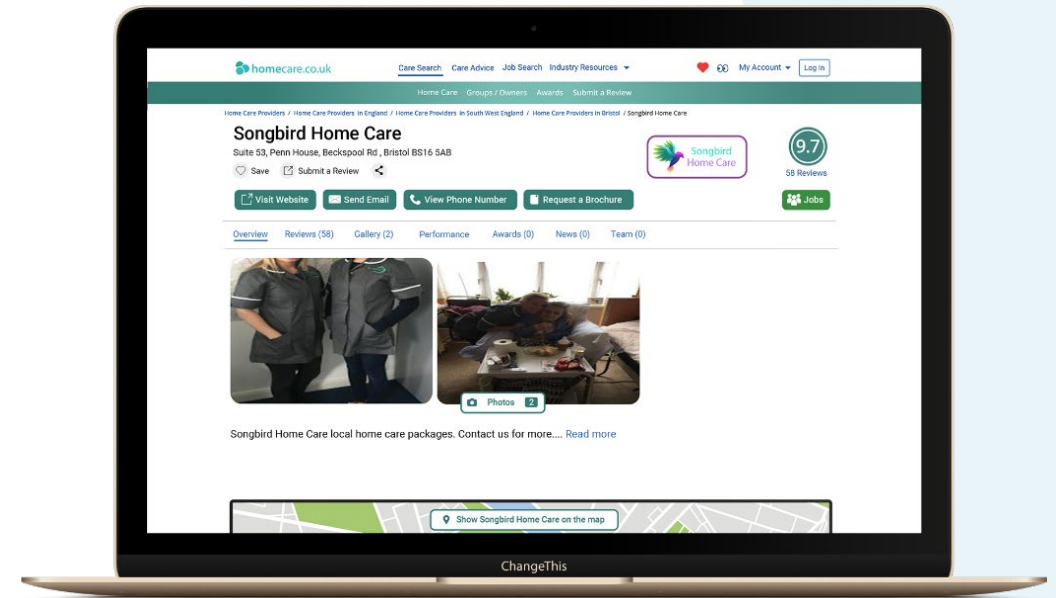
No Staff Listed

No Video

Risks of having an incomplete 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.



Full homecare.co.uk profiles

A complete and effective pro – 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



The screenshot displays the profile for Caremark Greenwich on the homecare.co.uk website. The profile is marked as '100%' complete. A list of content types is shown with their completion status:

Content Type	Completion Status
Base Data	100%
Funding & Fees	100%
Care Offered	100%
Description	100%
3+ Photos	100%
Video	100%
Meet the Team	100%
Consultation Availability info	100%

The profile details for Caremark Greenwich include:

- Unit: 1 Green Lane Business Park, 228-240 Green Lane, London SE9 3TL
- 41 Reviews
- Services: Home Care, Personal Care Services, Other Care Provided
- Personal Care Services: Washing & Dressing, Toileting Assistance, Medication Assistance (Oral), Companionship, Continence Care, Feeding & Drinking Assistance, Household Services
- Other Care Provided: Dementia, Parkinson's Disease, Stroke, Cancer Care, Palliative / End of Life Care, Physical Disability, Visual / Hearing Impairment

Create the Perfect Profile – In Summary



Takeaways

1

homecare.co.uk is the UK's most popular Home Care listings website

3

Focus on completing or updating your Profile especially Fees, Base Data and Care Offered as a priority

2

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

4

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

Check today – how complete is your profile?

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

Missing profile content. Please make sure these are profile complete: Basic Info Funding & Fees Update Care Offered

homecare.co.uk [Contact your account manager](#)
Char Sparks

Current Subscription: **Platinum** | [View profile page](#) Hi, Chris Rayson

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Reviews [View Reviews Overview](#)

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All Reviews 20 [Published Reviews](#)

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