

Generate More Reviews Today



Building trust and visibility: Maximise the power of reviews on [homecare.co.uk](https://www.homecare.co.uk)

Sam Cleere



Build Trust With Reviews



What we will be
covering today

1

Why [homecare.co.uk](https://www.homecare.co.uk) is the leading trusted platform.

2

The role of genuine reviews in decision-making.

3

Best practices for generating and responding to reviews.

4

Compliance and ethical review collection.

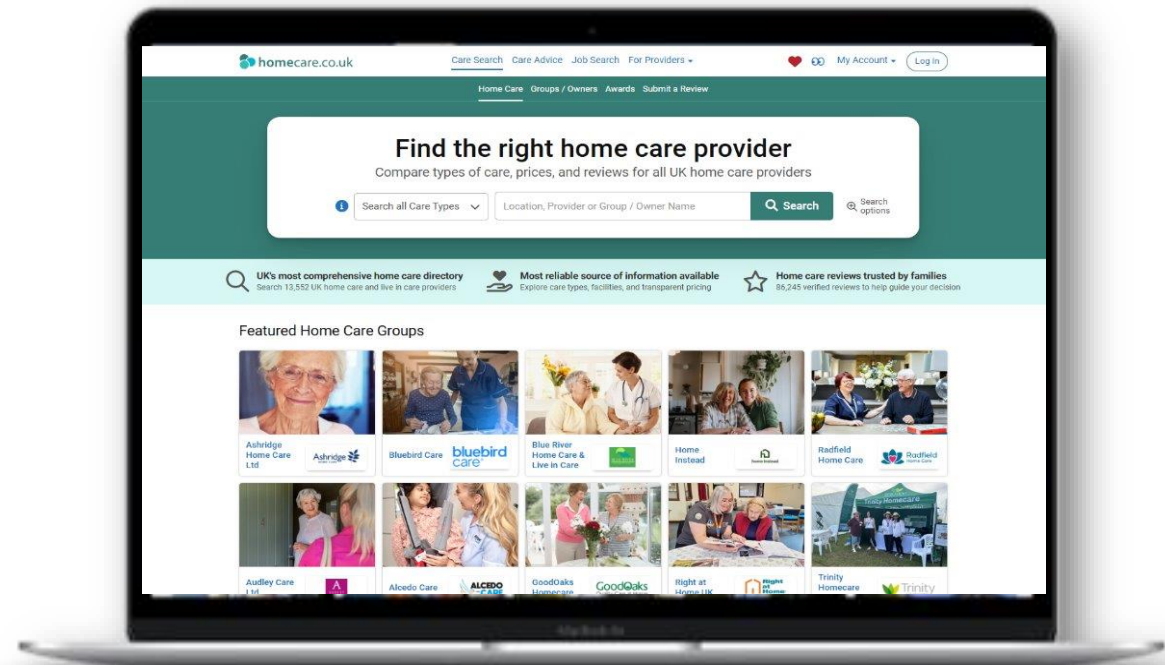
Homecare.co.uk is the leading website for helping people find older people care at home



| 13,250+ home care services listed

| Over 3 million visits a year

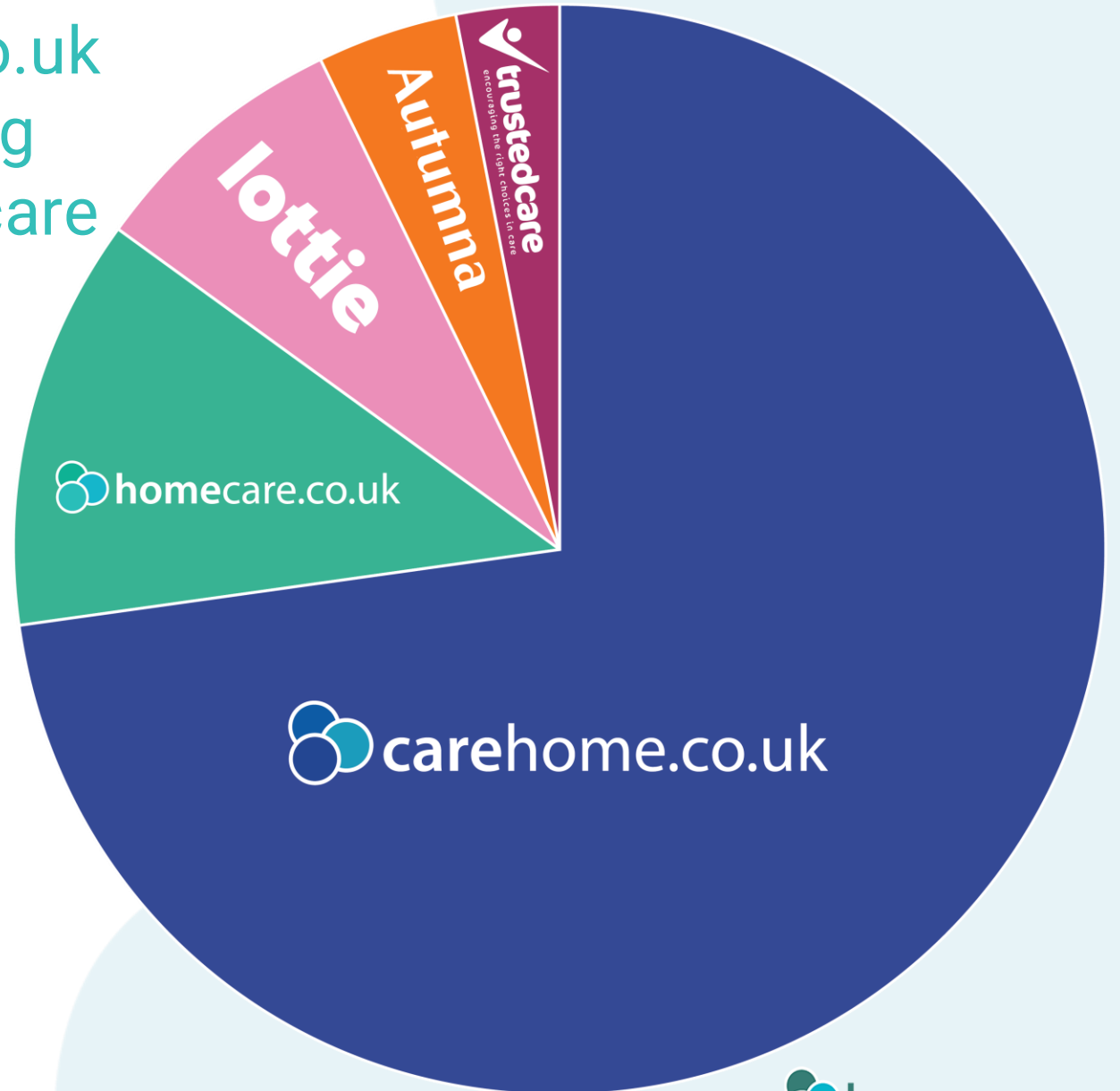
| Over 100,000 Reviews




Homecare.co.uk & carehome.co.uk
is the leading website for helping
care seekers find older people care

85%

of older care seeker
research takes place on
carehome.co.uk &
homecare.co.uk



Source:  similarweb Aug 2025-May 2026

 homecare.co.uk
The UK's No.1 Home Care Website

Introduction to your New Portal

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 your New Portal

The screenshot displays the homecare.co.uk account manager portal for Char Sparks. The interface includes a top navigation bar with status indicators for 'Base Data', 'Funding & Fees', and 'Care Offered'. A left-hand sidebar provides navigation for Dashboard, Profile, Reviews, Awards, Leads/Enquiries, Features, Jobs, APIs & Integrations, and Account. The main dashboard area is divided into several key performance indicator (KPI) cards and a detailed reviews section.

Verified Care Enquiries Last 12 Months: 23 total, 16 emails, 7 calls.

Estimated Value Last 12 Months: 15% (enquiries that convert), £18k (avg value per customer), £61,893* (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 Section: Includes a 'Review Score' card (9.9), a bar chart titled 'Number of Reviews per Setting in the last 12 months' showing 8 reviews for Dorset, a 'Reviews requiring action' list (0 pending, 0 no reply), and an 'All Reviews' count of 20 published reviews.

At the bottom, there is a button for 'View all options for Generating Reviews and Showcasing your Reviews' and a 'Support Centre' link.


Reviews are a core part of the user experience on carehome.co.uk




Blue Angel Care Basingstoke
First Floor, 4 King John House, Kingsclere Business Park, Kingsclere, Newbury RG20 4SW | 5.7 miles away | 10 Rating | 54 Reviews
Visiting Care from £33.18 / hour | Live-in Care from £1,632 / week
Group/Owner: Blue Angel Care
Blue Angel Care provides bespoke home care services that support clients to live independently in their own home in Hampshire and surrounding areas. The boutique company offers services that are designed... Read more
Care Provided: Live-in Care, Dementia, Visiting Care
"Blue Angel Care provide a fantastic service. All their carers are excellent, so competent, caring. Continuity of care is very important..." Read all 54 reviews
View full details



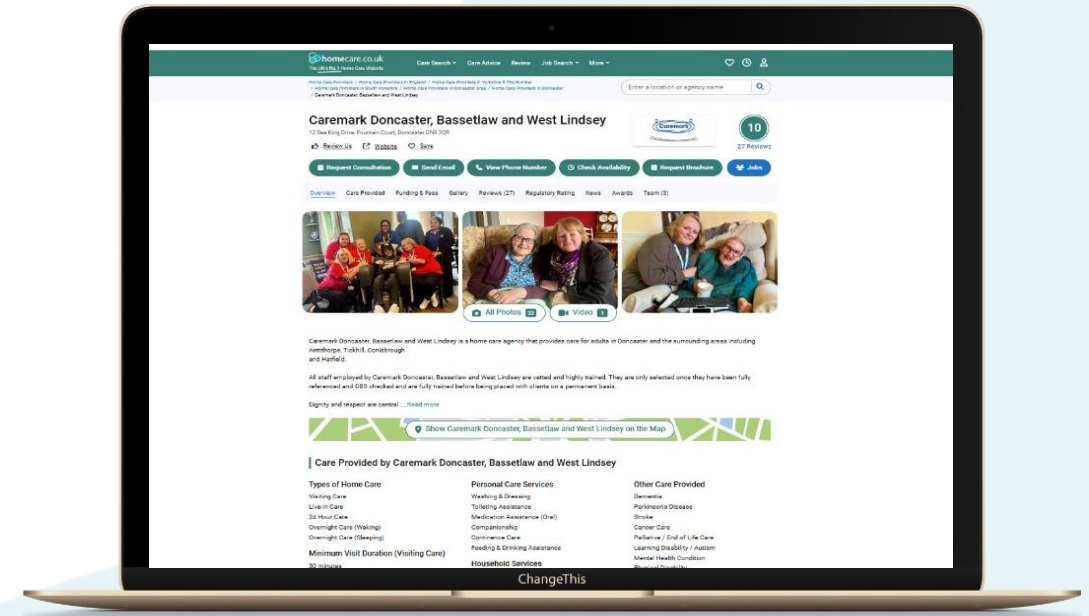
Alina Homecare Andover
Suite 219, The Commercial Centre, Priard Place, Andover SP11 6DZ | 13.2 miles away | 9.8 Rating | 42 Reviews
Group/Owner: Alina Homecare
Alina Homecare Andover is passionate about, and committed to, making life easier for people to live at home. Their services are wide-ranging and include personal care, companionship care, live-in care... Read more
Care Provided: Live-in Care, Dementia, Visiting Care
"We reached out to Alina to provide support for our mother living with dementia, and father who was increasingly struggling to manage. We..." Read all 42 reviews
View full details



Walfinch Oxfordshire
Unit 17, White Barn, Manor Farm, Manor Road, Wantage OX12 8NE | 13 miles away | 9.8 Rating | 68 Reviews
Group/Owner: Walfinch
Walfinch Oxfordshire provides in-home care to the elderly, vulnerable, recuperating and those living with a disability in England. Governed by the Care Quality Commission, Walfinch Oxfordshire helps... Read more
Care Provided: Live-in Care, Dementia, Nursing Care/Nurse Led Care, Visiting Care
"Walfinch is providing excellent care and support. The service is very reliable and as care needs have changed we have had exemplary..." Read all 68 reviews
View full details



Gardiner's Live-in Care Ltd
13 Heading Road, Pangbourne, Reading RG8 7LH | 11.9 miles away | 9.7 Rating | 44 Reviews
Group/Owner: Gardiner's
Gardiner's Live-in Care is the specialist live-in care branch of Gardiner's Homecare, a family-owned business operating in Berkshire and South Oxfordshire since 1968. Live-in care is ideal for those with... Read more
Care Provided: Live-in Care, Dementia
"We have been extremely pleased with the care of our parents. The current care is very attentive and respectful and the management team are..." Read all 44 reviews
View full details

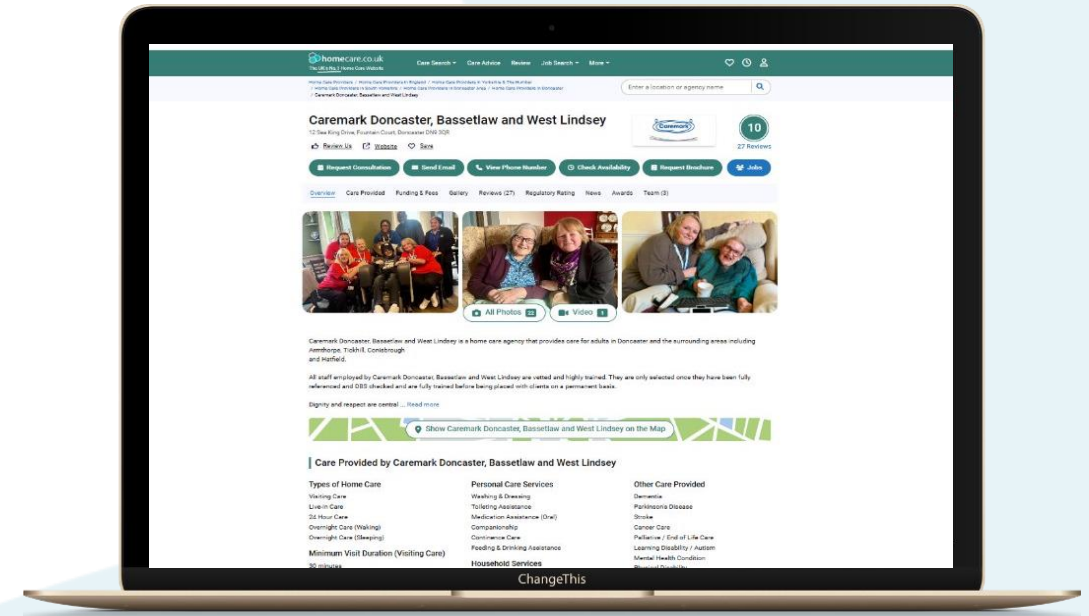


Reviews - The Driving Force

Reviews are the driving force of [homecare.co.uk](https://www.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 & impacts visibility in local searches
2. Profiles with more reviews receive more care enquiries
3. Your review score contributes towards the [homecare.co.uk](https://www.homecare.co.uk) Awards



Reviews collected by homecare.co.uk are best in class...

MH Matthew Haynes
GB · 38 reviews
6 Mar 2024


★★★★☆

All OK...

I went to see my mother and she appeared to be drowsy not alert and slouched in her chair. And yet a few days later appeared to be back to normal alert and switched on!

3 March 2024 Unprompted review


Useful Share



Aman Rehaan
Local Guide · 9 reviews · 6 photos
★★★★★ 4 months ago

Hungerford Care Home (owner)
4 months ago

Thank you for your five star review!



Review from Jenny S (Client / Service User) published on 27 May 2026
Submitted via Website • Report

Overall Experience ★★★★★

Blue Angel Care provide a fantastic service. All their carers are excellent, so competent, caring. Continuity of care is very important to me and Blue Angels ensure that I always have the same group of carers at the times that best suit my needs. Sometimes I need call times to be adjusted so that I can attend hospital appointments or my monthly WI meeting and the staff in the office always change the call times to accommodate this.

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

Reply from Saamvi Mathur, Public Relations and Media Officer at Blue Angel Care Basingstoke
Dear Jenny,
Thank you so much for taking the time to leave such a lovely review
We are delighted to hear that you are happy with the care and support provided by our team. Continuity of care is incredibly important to us, so it means a great deal to know that having familiar carers and flexible... [Read more](#)

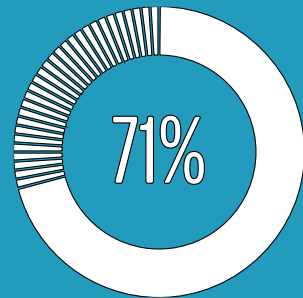


Care seekers want genuine reviews from those receiving home care and their families

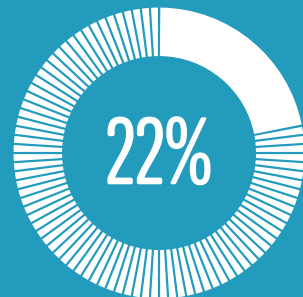
- Build trust and transparency
- Provide insight into everyday lived experience of care at home
- Hold home care providers accountable and encourage improvement when necessary
- Shows a home care provider is willing to be seen, judged and improved
- Reduce risk when making such a major life decision



Care seekers see reviews as critical information when choosing home care



71% of consumers read online reviews when researching businesses.



22% of consumers don't trust businesses that don't have any reviews.



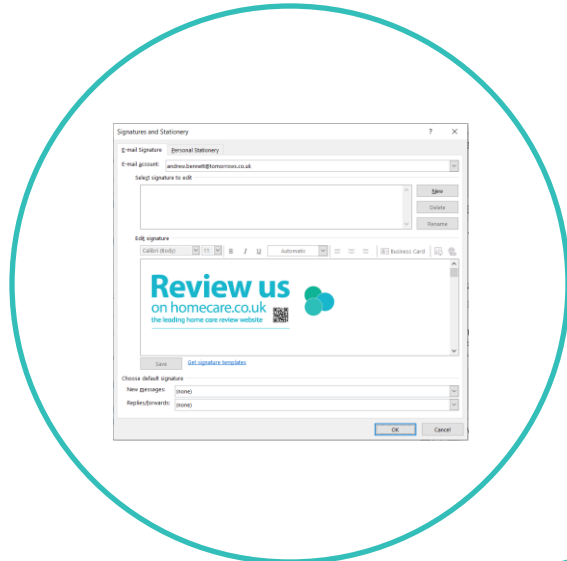
Effective ways to help you collect reviews



WhatsApp



Review Card



Email Footer



QR Code Poster



Email Newsletters



Email Invitation



Care Worker's Tablet/Laptop



Social Media

Offline review tools



Review PDF




Review Score Certificate

Online review tools

Home Instead (Tavistock and Tamar Valley)

Kilworthy Park, Tavistock PL19 0BZ



67 reviews **9.9**

"As my Mum's dementia got worse, my sister and I felt it would be good to get her some help in the home. She was reticent at first, but the..."

Read all 67 reviews

Save View full details

Home Instead Tavistock and Tamar Valley is rated Outstanding by the CQC (February 2020), a rating earned by less than 3% of all UK home care providers. The provider delivers the highest quality care for older people in the comfort of their own home...

Read more about Home Instead (Tavistock and Tamar Valley) >

Care Provided Visiting Care Live-in Care Dementia

Visiting Care from £37.50 / hour Live-in Care from £1,850 / week

Reviews appear on your profile listing

homecare.co.uk Review Score for Bluebird Care Rotherham

59 reviews

10

★★★★★ 6 Feb 2026

On contacting Bluebird Care the Manager was very friendly and helpful. She guided us through the...

Helen R (Daughter-in-law of Client)

★★★★★ 2 Feb 2026

As a family we are so glad that Bluebird Care came into our mum's life. Mum is a totally different...

Michelle N (Daughter of Client)

★★★★★ 6 Jan 2026

I now have good carers who do as I request and try to please. They use the time sensibly.

Andrea M (Client)

★★★★★ 6 Jan 2026

Our experience of help from Bluebird is quite wonderful. We love our carers who always arrive with...

Ann M (Wife of Client)

★★★★★ 10 Nov 2025

Excellent service every day.

Jim R (Husband of Client)

Displaying our 4 & 5 star reviews

Write a review | Read all 59 reviews

Horizontal Review Widget

Review from Andrew R (Son of Client) published on 19 February 2026

Submitted via Website - Report

Overall Experience ★★★★★

We have used Bluebird for the last 3 months, initially three times a day and now twice. There is a consistent group of Carers visiting who spend time getting to know my Mother, preparing really good meals, light household duties, personal care, medication prompts and above all enabling a successful transition from hospital via respite care, back home. Every single person is excellent, prompt, friendly, efficient and kind. It feels very much a team effort and the help and support from the main office staff is also wonderful. We have access to the mutually drawn-up care plan, the rota and post-visit notes via the app all of which helps me enormously and to know that my Mother is safe and well. There is a pro-active and can-do attitude throughout the whole organisation with quick and easy communications. I can not recommend the team more highly.

Andrew.

Reply from Terina Jones, Registered Care Manager at Bluebird Care Highgate & Haringey

Thank you so much for your kind words regarding our services. It has truly been a privilege to care for your mum, and we are thrilled with her improvement. Your support and trust have made our work even more rewarding.

We appreciate the opportunity to make a positive impact during this time, and we are more than happy that our services were able to meet her needs. Wishing you and your family all the best moving forward.

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

Reviews on profile

homecare.co.uk
the leading home care review website

Home Instead (Tavistock and Tamar Valley)

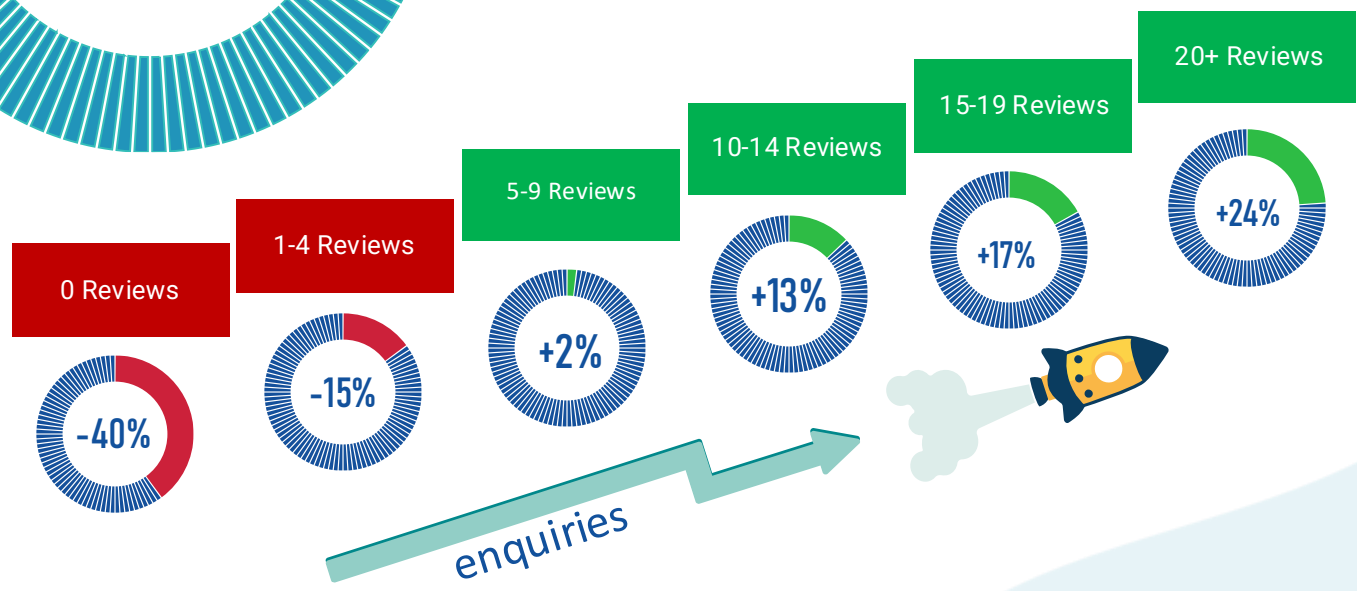
homecare.co.uk Review Score for Home Instead (Tavistock and Tamar Valley) 67 reviews

9.9

Write a Review

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Vertical Review Widget



Profiles with 20+ reviews get **24%** more enquiries than the site average



Organisations receiving one or two new reviews per month experience better care seeker engagement



Collecting more reviews will help you generate more enquiries

Our reviews score is based on both review volumes and ratings

The maximum score of 10 is nice to have but be realistic, everyone's experience and expectation is different!



Added benefits of collecting more reviews



At carehome.co.uk we go to great lengths to ensure reviews are **relevant, genuine and trusted**



REVIEW RECEIVED

Reviews are submitted on Review Cards or online by clients/service users and their family and friends



VERIFICATION

Reviews Team checks the review is compliant with our Review Policy



COMPLIANT

Compliant reviews moved to Pending Publication. You are notified by email and the review is shown in your Portal



NON COMPLIANT

Incomplete/Non-compliant reviews are not published. You are notified by email and the review is shown in your Portal



PUBLISHED

The review will automatically be published after 7 days. Alternatively you can choose to publish Immediately with or without a response



LIVE REVIEW

The Review is live on homecare.co.uk and shown in your Portal

Who can submit reviews..?

Who can submit Reviews?

Reviews can only be submitted by:

- Clients/service users (excluding potential clients/service users)
- Family/friends of clients/service users
- Legal representatives of clients/service users (guardians, power of attorneys, solicitors, - independent advocates, independent case managers)

People under 16 should get permission from a parent or guardian before posting on our site.

Who can't submit reviews..?

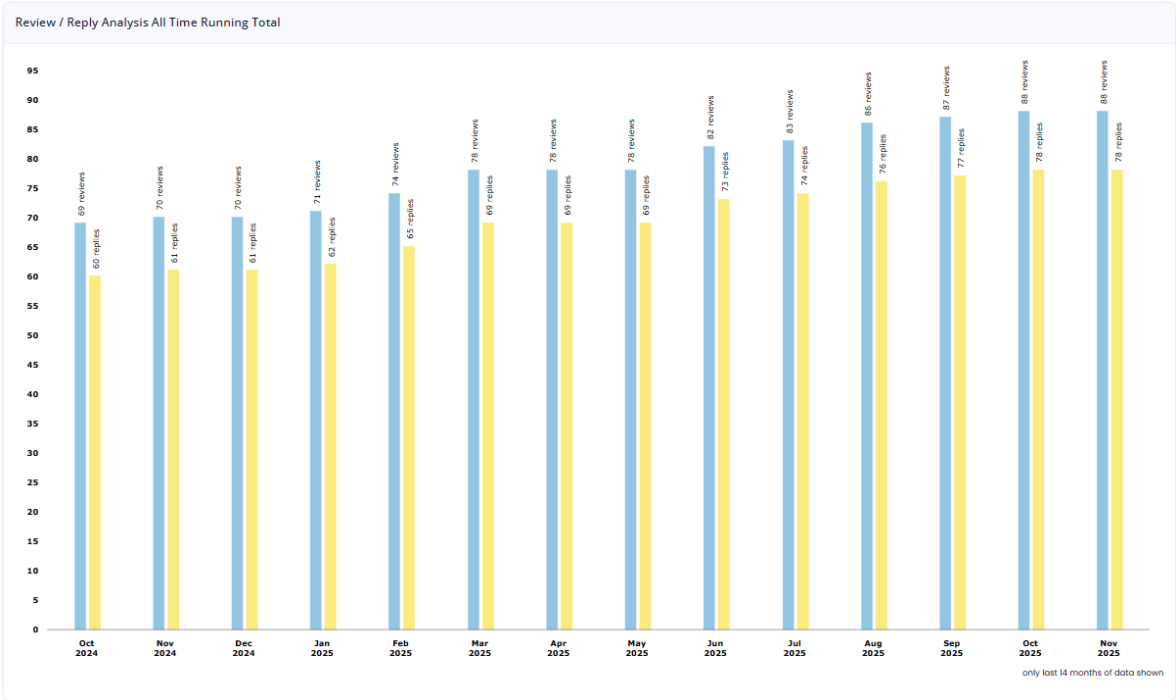
Who can't submit Reviews?

Reviews are not accepted from the following connections, even if they are family/friend of a client/service user:

- Members of staff, ex-members of staff (within the last 12 months), owners, volunteers, students and work experience participants
- Anyone with a professional connection to the care provider or client/service user e.g. doctor/nurse/therapist/social workers etc. (legal representatives of clients/service users are permitted)
- Anyone who is an owner or member of staff of a direct competitor
- Immediate family of all the above (mother, step-mother, father, step-father, sister, step-sister, brother, step-brother, daughter, step-daughter, son, step-son, spouse/partner).

For clarity, these restrictions apply not only to the care provider but where applicable to its wider organisation.

Review Insights – Review Score Analysis



Review Score Analysis

Review/Reply Analysis

All Time Average Rating Breakdown

[CSV](#) [PDF](#)

Setting	Number of Reviews	Overall Experience	Facilities	Core / Support	Cleanliness	Treated with Dignity	Food & Drink	Staff	Activities	Management	Safety / Security	Rooms	Value for Money
Madison Court Care Home (Care Home) St	88	4.91	4.72	4.95	4.85	4.95	4.84	4.95	4.77	4.94	4.90	4.77	4.81

Review Rating Analysis

BOOST ENQUIRIES 2026 WEBINAR



Takeaways

1 | Reviews really matter to care seekers

2 | More reviews means more care enquiries

3 | Regularly ask for reviews - care seekers want to see recent reviews

4 | Reviews improve your profile and help care seekers choose you

5 | Try to respond to all reviews (both positive and negative)

6 | It shows you are listening to service users and are constantly looking for ways to improve

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

homecare.co.uk

Contact your account manager
Alex Jones

Current Subscription: **Platinum** | View profile page

Hi, Andrew Bennett

Review Score 9.7

Profile Completeness 100%

Profile Ranking Top 10% 6%

Jobs Posted last 12 months 4.0

Having plenty of recent reviews drives more care enquiries; aim for at least one new review per month.

Review Score 9.7

Review Score Breakdown >

8 reviews in the last 12 months

Month	Reviews
Jun 2025	0
Jul 2025	0
Aug 2025	3
Sep 2025	0
Oct 2025	0
Nov 2025	0
Dec 2025	0
Jan 2026	1
Feb 2026	1
Mar 2026	1
Apr 2026	0
May 2026	2
Jun 2026	0

Your Reviews

- 0 Reviews Pending Publication >
- 0 Recent Reviews with no Reply >
- 33 Published Reviews >

View Reviews Overview

Request Reviews

- via Email
- via Facebook
- via WhatsApp
- via Upload

Review Postal Cards

Order

'Review Us' QR Code Poster

Download

Review Score Certificate

9.7

Download

Review Widget

Configure

Review Insights

View

Support Centre

How call insights works?



Heading

Header



copy

A row of five stars. The first four are solid green, and the fifth is white with a green outline.

Header

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