

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

With Craig Foster

Web Traffic / Reviews

In the last 12 months...

Web Traffic

Over 2.5 million web visits

Reviews Service

36,500+ reviews submitted by parents & guardians

18,500+ responses from Nurseries

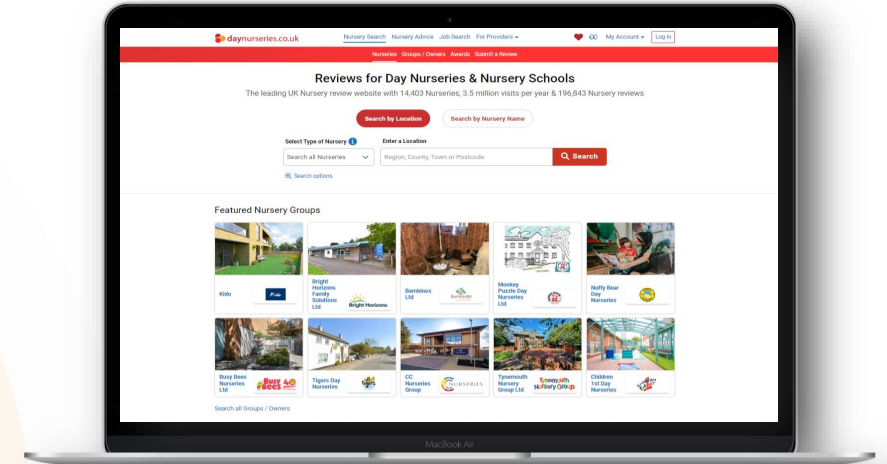
Nursery Enquiries

250,000 website referrals

92,500 phone calls

79,900 emails, tour bookings and brochure requests

Number 1 Nursery referral website with over 225,000 reviews



Review us

on daynurseries.co.uk
the leading nursery review website



Please take a moment to leave a review for us on daynurseries.co.uk

- We welcome parents/individuals responsible for a child to submit reviews to daynurseries.co.uk
- Staff or people with a professional connection to the nursery cannot submit reviews even if they have a child at the nursery
- This is not a formal complaints procedure, for complaints contact the nursery or relevant regulatory authority
- Before publication, we check that all reviews comply with our Review Policy and we show all reviews to nurseries
- It can take up to 30 days for a review to be published or deemed non-compliant
- Reviews are published on daynurseries.co.uk and potentially other selected websites
- Our full Review Policy can be viewed on daynurseries.co.uk/reviews
- For assistance, call 01488 684321 or email reviews@daynurseries.co.uk

daynurseries.co.uk

In This Webinar

We will be talking you through the process of creating the perfect profile for parents seeking nurseries on daynurseries.co.uk

In this session, you will learn:

- How parents and guardians search daynurseries.co.uk to find the perfect Nursery for their child.
- Managing your profile to grab the attention of parents and guardians in searches.
- The perfect content to add to your profile to maximise the number of enquiries you receive

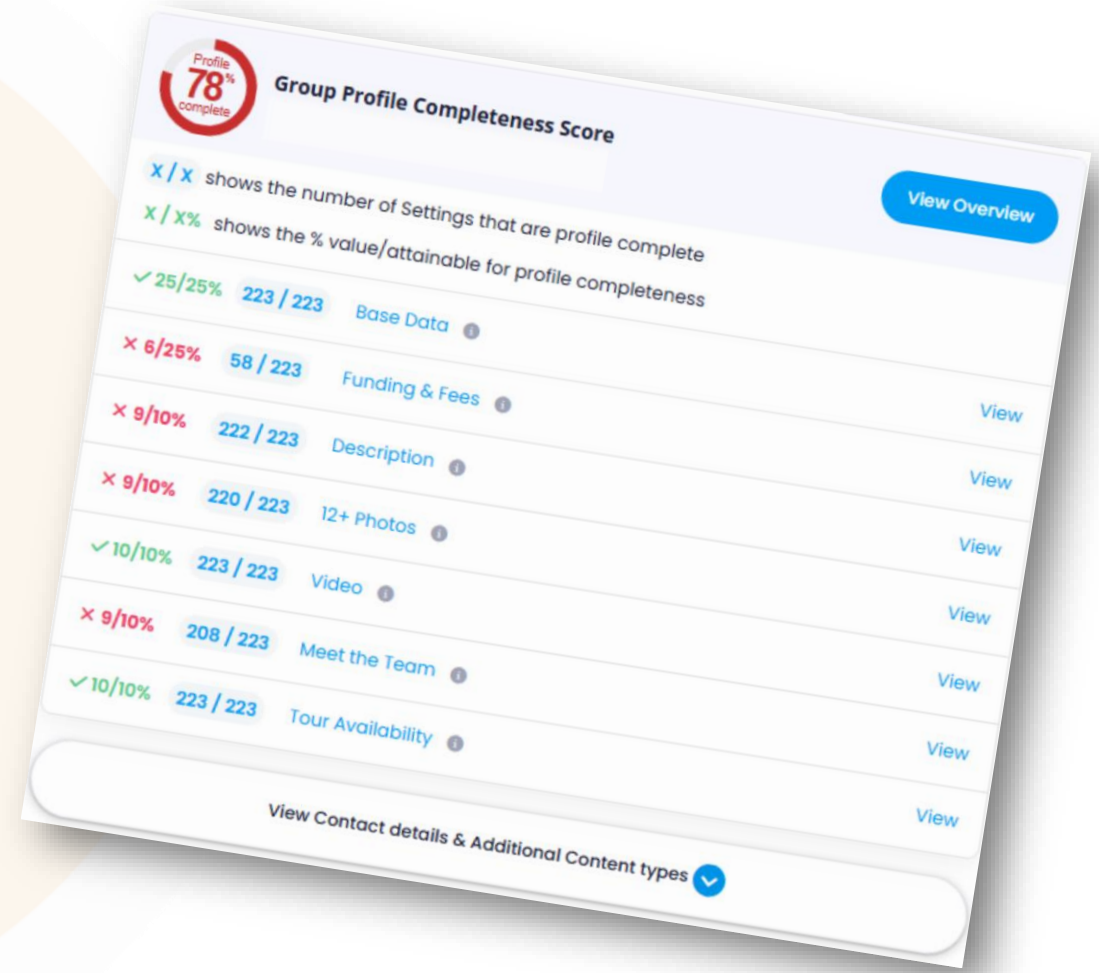
What is Profile Completeness?

An overview:

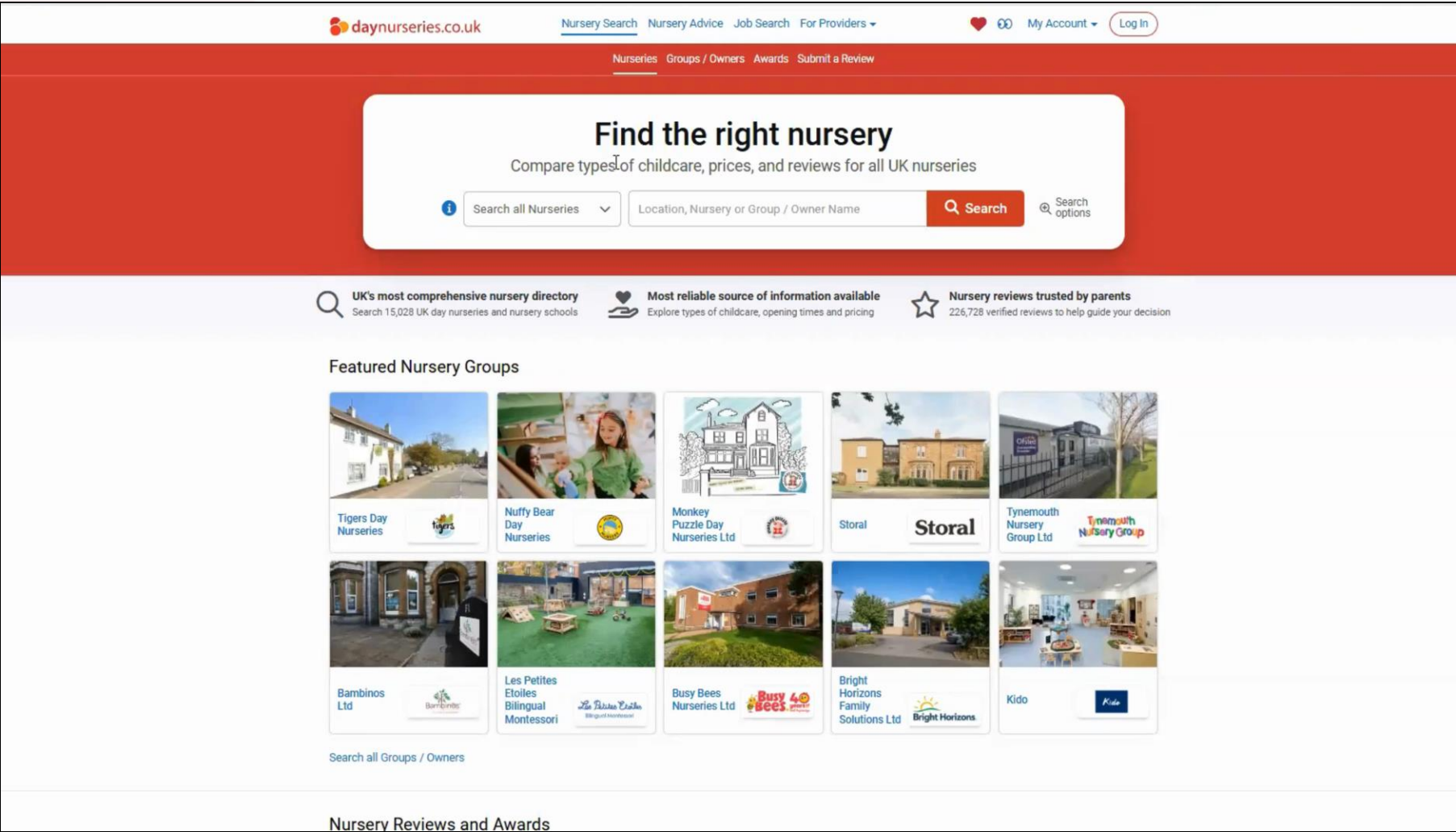
Profile Completeness is our guidance tool which helps nurseries fill their daynurseries.co.uk profile with content, providing as much information as possible, prioritising:

- **Key profile information required by parents and guardians when searching for a nursery**
- **Important content which shows day to day life at the nursery**

Profiles that are 100% complete perform better than those that are missing content or key information

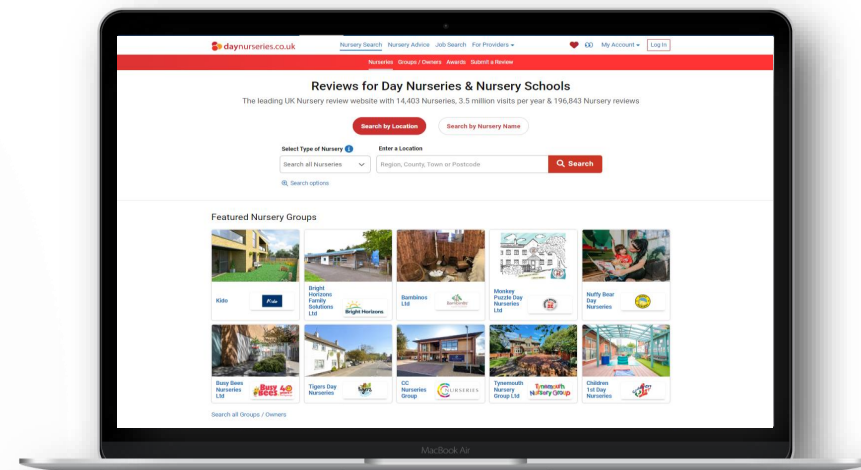


How Parents Use daynurseries.co.uk

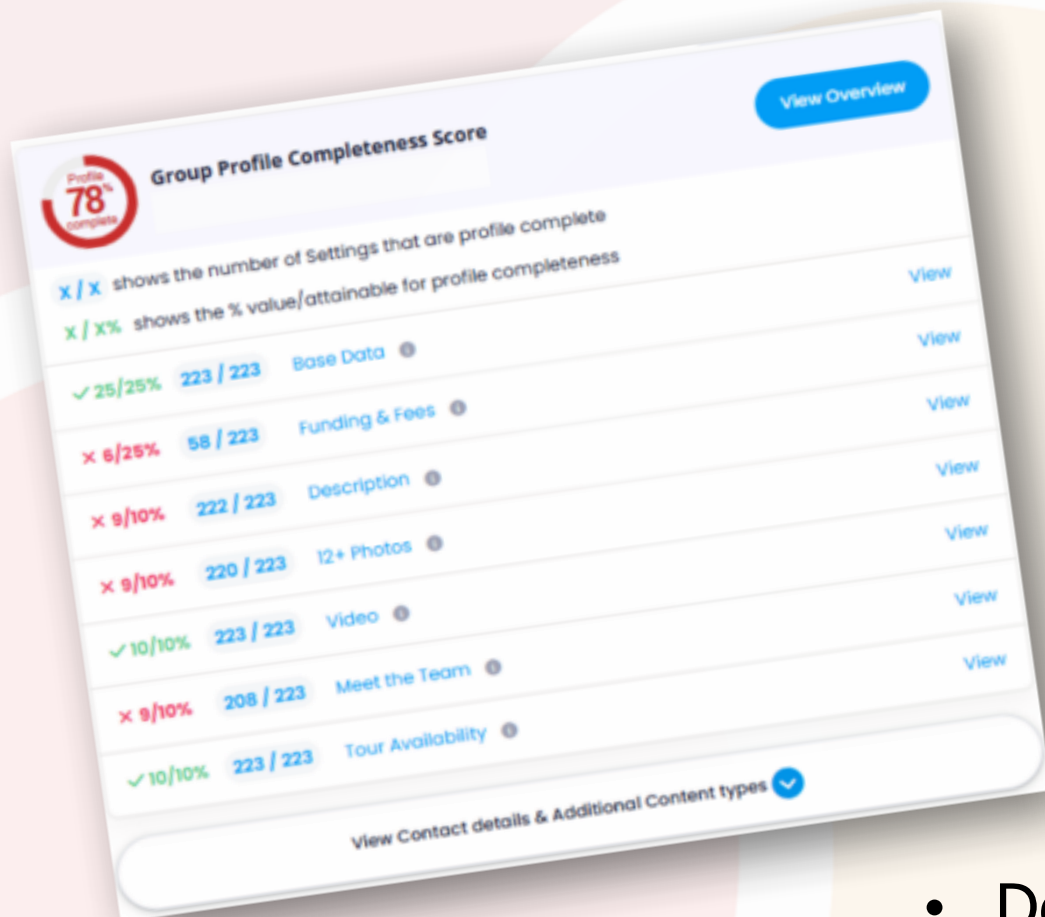


Your Profile Needs To Answer These Questions...

- What nurseries are closest to me and my family?
- Do they provide the right care for my child?
- Can we afford the fees?
- Day to day in the nursery – will my child be happy there?
- What are other parents with children in this nursery saying about it?



Using Your daynurseries.co.uk Profile to Answer these Questions



- Detailed profile content
- Regular reviews from parents & guardians

Full Profiles

A complete profile shows a nursery seeker...

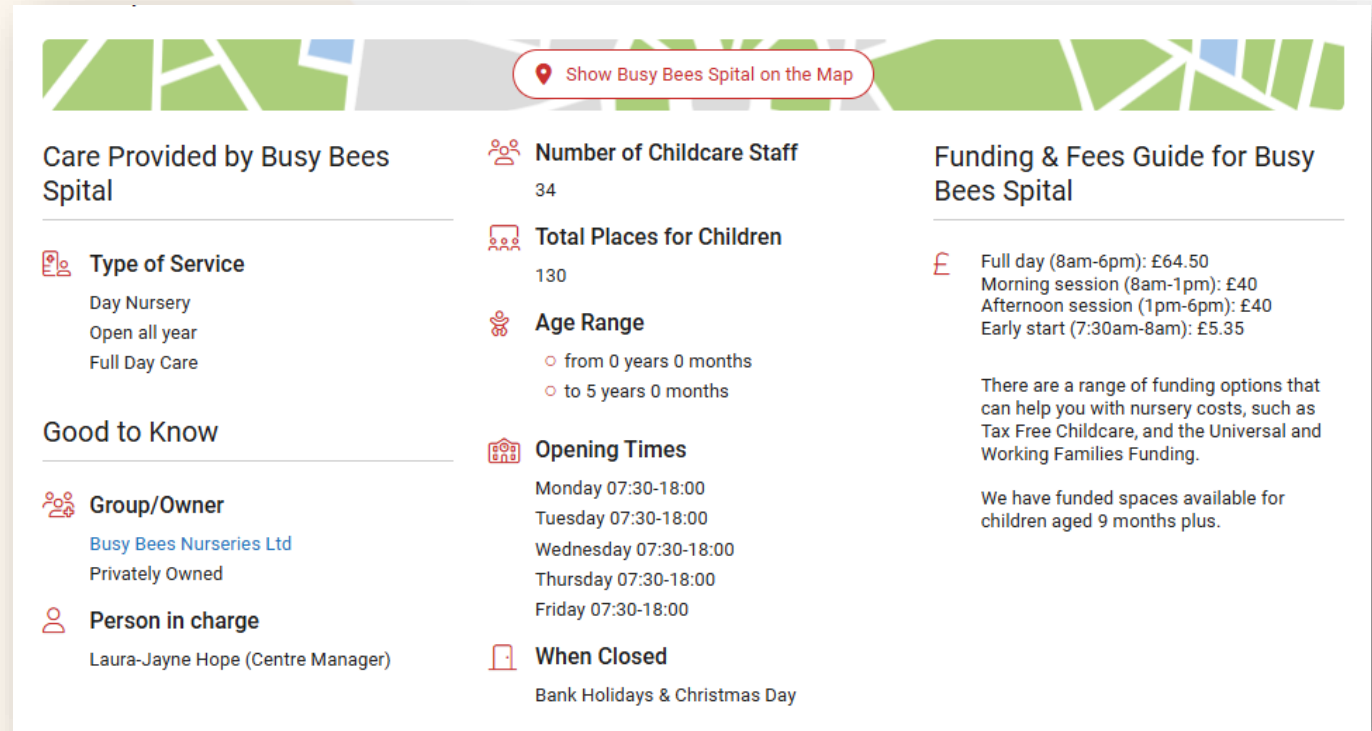
- Fees information
- Photos & video(s)
- Nursery Staff profiles (Meet the Team)
- Logo
- Tour booking availability
- Awards, news/press releases & events
- Type of childcare provided
- Description
- Reviews



Base Data

Basic, up to date information...

- Types of Service your Nursery offers
- Opening Times, including bank holiday closure dates
- Number of childcare staff
- Age range of children your Nursery takes
- Total number of places your Nursery holds



The screenshot displays the profile for 'Busy Bees Spital'. At the top, there is a map icon and a button labeled 'Show Busy Bees Spital on the Map'. The profile is organized into several sections:

- Care Provided by Busy Bees Spital**: Includes a 'Type of Service' section with options for 'Day Nursery', 'Open all year', and 'Full Day Care'.
- Good to Know**: Contains 'Group/Owner' (Busy Bees Nurseries Ltd, Privately Owned) and 'Person in charge' (Laura-Jayne Hope, Centre Manager).
- Number of Childcare Staff**: 34.
- Total Places for Children**: 130.
- Age Range**: from 0 years 0 months to 5 years 0 months.
- Opening Times**: Monday 07:30-18:00, Tuesday 07:30-18:00, Wednesday 07:30-18:00, Thursday 07:30-18:00, Friday 07:30-18:00.
- When Closed**: Bank Holidays & Christmas Day.
- Funding & Fees Guide for Busy Bees Spital**: Lists fees for full day (£64.50), morning session (£40), afternoon session (£40), and early start (£5.35). It also mentions funding options like Tax Free Childcare and Universal Credit.

Funding & Fees

- Funding & Fees is crucial to a nursery seeker's search journey
- Funding information immediately identifies whether the nursery is suitable, financially
- Fees information helps to make informed decisions at the point of entry

The Old Station Nursery Alcester, Alcester

[Request Tour](#) [Visit Website](#) [Send Email](#) [View Phone Number](#) [Request Brochure](#) [Jobs](#)

[Overview](#) [Reviews \(22\)](#) [Gallery \(12\)](#) [Child Vacancies](#) [Awards \(5\)](#) [News \(16\) & Events \(0\)](#) [Team \(1\)](#)

[Read more](#)

[Show The Old Station Nursery Alcester on the Map](#)

Care Provided by The Old Station Nursery Alcester

Type of Service

- Day Nursery
- Open all year
- Full Day Care
- Sessional Day Care

Good to Know

Group/Owner

The Old Station Nursery Ltd
Privately Owned

Person in charge

Sarah Cook (Nursery Manager)

Number of Childcare Staff

14

Total Places for Children

81

Age Range

- from 0 years 3 months
- to 5 years 0 months

Opening Times

Monday 07:30-18:00
Tuesday 07:30-18:00
Wednesday 07:30-18:00
Thursday 07:30-18:00
Friday 07:30-18:00

When Closed

Bank Holidays & Christmas

Funding & Fees Guide for The Old Station Nursery Alcester

£ Full Day Session £75.70
AM/PM Session £40.70
Short Day £64.20

A £100 non-refundable registration fee is required to secure a place. Exact days of attendance should be confirmed no later than 6 weeks prior to the child's start date. Any changes are subject to availability.

Parking

The nursery has onsite parking available for convenient drop off and pick up.

Descriptions

- First impression of your nursery and a snapshot of what you have to offer
- Showcase the services you provide
- Highlights facilities the children can enjoy
- Explain how your team's experience can help children on a day-to-day basis



Partou Fern Bank Day Nursery & Pre-school in Fulwood provides high-quality childcare and education for children aged from birth to five years.

Staff hold NVQs in childcare, paediatric first aid certificates, safeguarding training and have all undergone enhanced DBS checks. Modern security systems are in place to ensure children's safety, including CCTV in all rooms and secure door entry.

The nursery and pre-school - situated opposite Preston College - is separated into two spacious buildings: one for babies up to the age of two, and another with separate playrooms for toddlers and preschoolers.


Fern Bank's baby rooms are filled with soothing rocking chairs, cosy cots, fun dens and stimulating toys. Soft tigers, snakes, elephants and lions await the children in a spectacular Jungle Room filled with sparkling lights and giant ferns.

The separate pre-school building is filled with exciting educational toys and resources, including a mini-kitchen where children can cook in a real-life kitchen that's just their size.

Meet The Team

- Allows parents & guardians to virtually meet you and your team before making a childcare enquiry
- It gives them an insight into the quality of care their children can expect
- Highlights your team's experience and qualifications in the childcare sector

Meet the Team (5)



Natalie Barber
Job Title: Headteacher
Joined: 2018

Thank you for showing interest in our wonderful school. I am Miss Barber, the Headteacher at Brockholes Community Primary School, a place where the aim is to provide the best possible educational experiences for our children. My main aim for this school is to ensure children are happy, nurtured and safe whilst having insightful and enriching learning opportunities.

I qualified from Edge Hill University in June 2009 with a BA Hons degree in Primary Education and have been teaching in a school since January 2010. I have been privileged enough to work with children at many different schools with varying contexts and challenges and have always had a passion for helping and educating others. In September 2018, I became the Deputy Head at Brockholes and fell in love with the children, staff and community immediately. I knew this was the place I was meant to be! In September 2023, I started my next journey as the school's Headteacher.

I have a two-year-old child myself and can empathise with you all, in knowing the importance of the search for a preschool, where my child would feel at their happiest because ultimately, that is what we all want. A happy child. I urge you to come and visit our school if you are interested so that you can see for yourself, how happy our children and staff are and how much they love their learning. We love meeting new people and adding people to our Brockholes Family. I hope to be able to introduce myself in person to you soon.

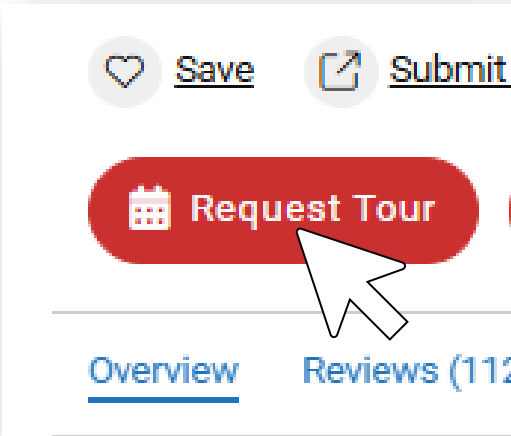
Miss Barber

Nursery Tour Availability

- Enables parents to request Nursery tour visits
- These enquiries are among the strongest types of enquiries generated for nurseries

Once activated you can:

- Generate on-site and remote tours requests
- Set days and times that tours can be requested
- Set a message detailing how long tours and visits take



Tour Availability

Learn More

✔ Profile Complete For Tour Availability

If Monkey Puzzle Day Nursery Cheshunt is currently conducting Onsite or Remote Tours (via Zoom/Facetime etc) please fill in the relevant details below to enable Tour Requests on your profile page. When a Tour Request is made by a childcare seeker, an email will be sent to your registered email address (click here to view/edit email address). This email will contain the childcare seekers details and their preferred date and time for the Tour. You will then need to confirm these details with the childcare seeker.

Expand All

Collapse All

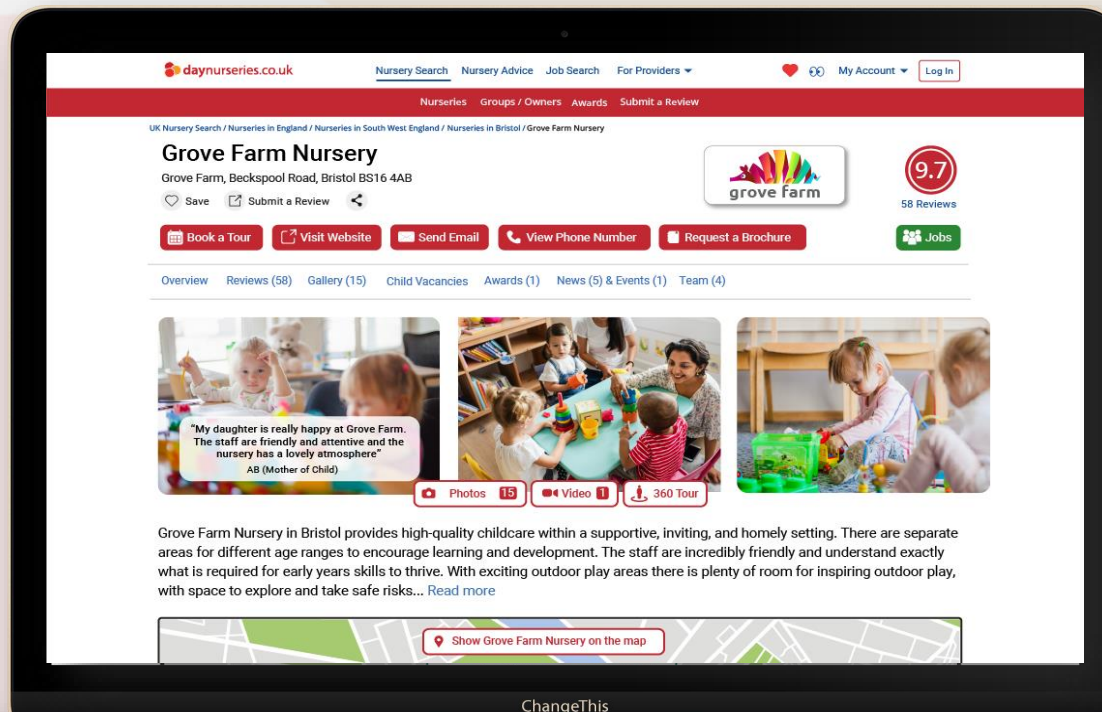
Showing 1 to 1 of 1 records

Search:

| Setting | Profile Complete for Tour Availability | Tour Type | Onsite Tours Available Days | Onsite Tours Available Time Range | Remote Tours Available Days | Remote Tours Available Time Range | Updated Date | Updated By | Action |
|---------|--|-----------|-----------------------------|-----------------------------------|-----------------------------|-----------------------------------|--------------|------------|--------|
|---------|--|-----------|-----------------------------|-----------------------------------|-----------------------------|-----------------------------------|--------------|------------|--------|

Photos (12+)

- Photos can show happy children, a welcoming nursery, activities and your friendly team at work
- Good quality images are important for nursery seeker engagement
- Profiles with 12 or more photos generate more enquiries on daynurseries.co.uk



Videos

High-quality videos of your nursery, your staff and the daily activities of the children...

- Show as much of the nursery as possible, including facilities, play areas and surrounding grounds
- Nursery practitioners and other staff are important, show the team in action
- With permission, children enjoying activities, events and the overall day-to-day life in your nursery



Incomplete Profiles

What not to do...

Image out
of Focus

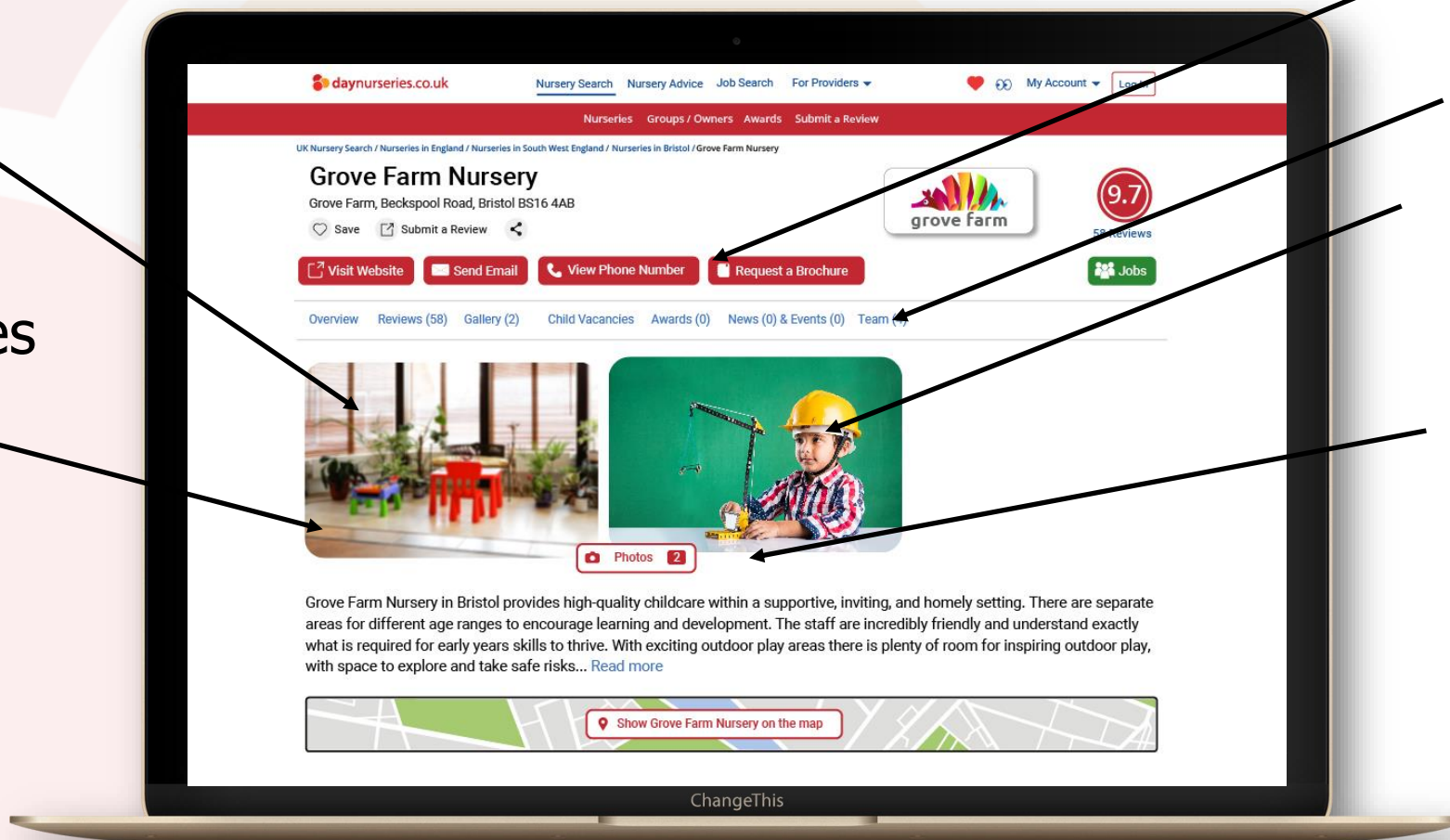
Only 2 Pictures

No Tour Button

No Staff Listed

Stock Image

No Videos



Risks of Having an Incomplete Profile

An unpopulated and incomplete daynurseries.co.uk profile will result in your nursery being...

- Harder to find in our search results.
- Less likely to attract parents & guardians with a lack of information about the childcare you offer.
- Lose out on childcare enquiries to local nurseries with fuller profiles.

Complete and Effective Profiles

Looking good!



Profile 100% complete

Profile Completeness includes the following Content

x / X%

shows the % value/attainable for profile completeness

| | | |
|----------|-------------------|------|
| ✓ 25/25% | Base Data | View |
| ✓ 25/25% | Funding & Fees | View |
| ✓ 10/10% | Description | View |
| ✓ 10/10% | 12+ Photos | View |
| ✓ 10/10% | Video | View |
| ✓ 10/10% | Meet the Team | View |
| ✓ 10/10% | Tour Availability | View |

View Contact details & Additional Content types

In Summary – Complete Your Profile Today

Profile Completeness is a great guide to ensure parents and guardians notice and visit your Nursery profile, which is why it is important to provide as much information as possible.

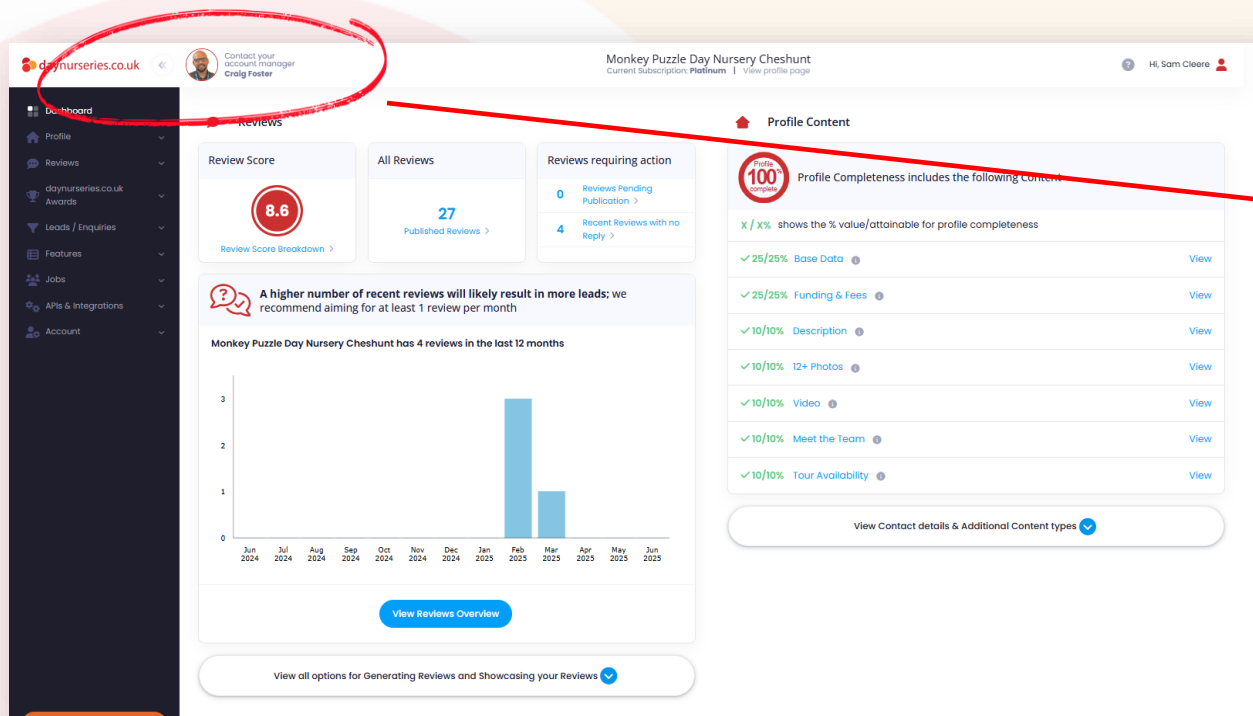
Look at your profile from a parent's point of view...

- Check today – **how complete is your profile?**
- Is all your profile information up to date?
- Do you feel you have the information from this webinar to **complete your profile?**



Your Account Manager – Get in 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.




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](#)



TITLE
