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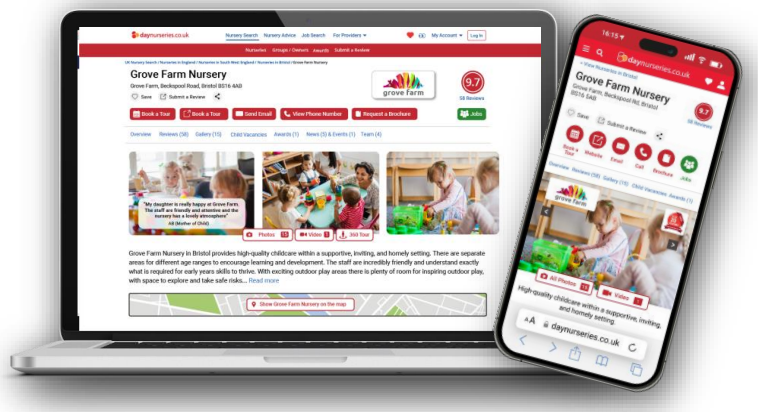
HOW TO INCREASE YOUR NURSERY ENQUIRIES FOR 2025

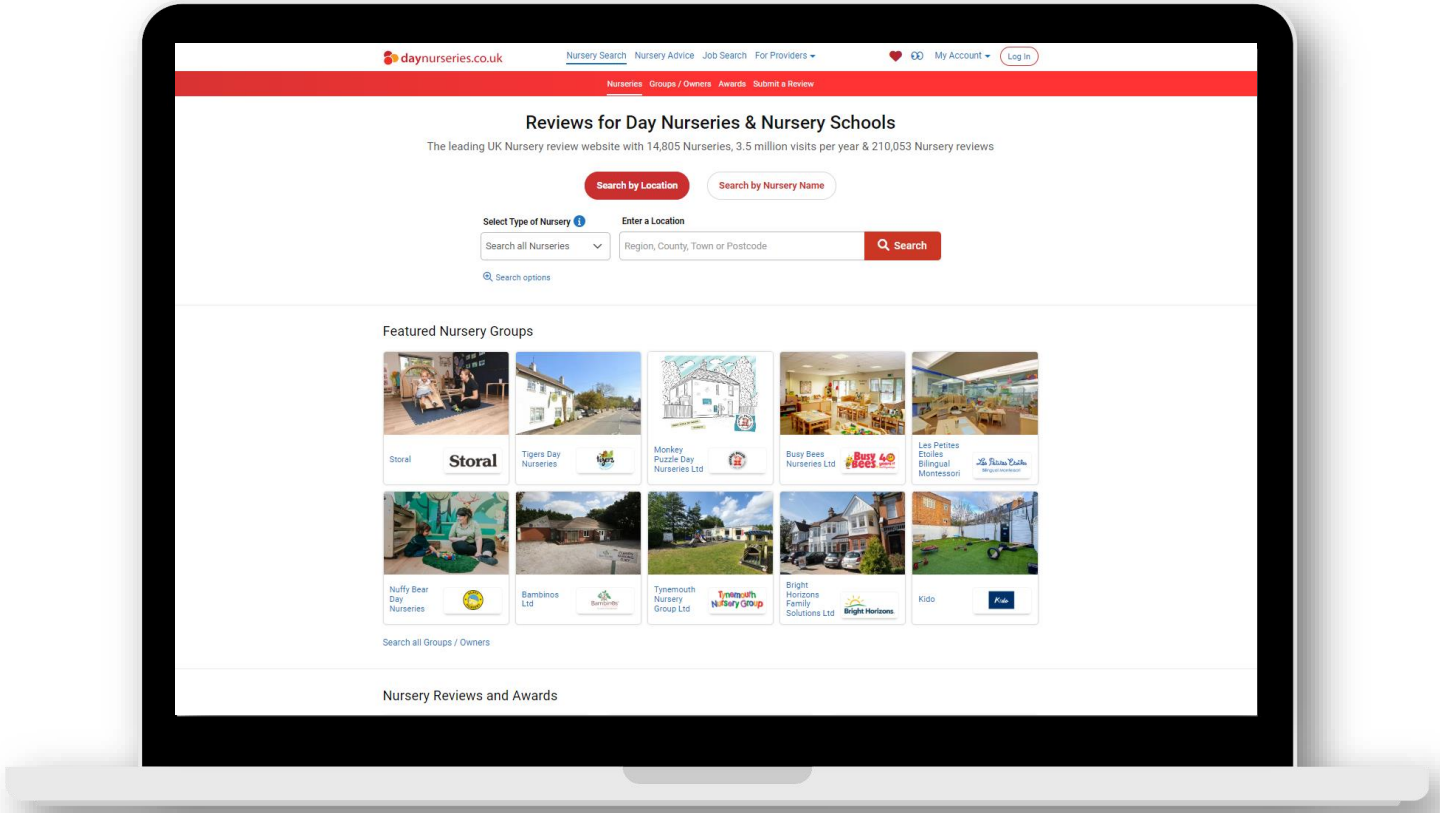
TOM HILL



IN THIS WEBINAR

1. The tips, tricks and methods to **increase childcare enquiries** for your nursery.
2. How **Profile Completeness can impact your ability** to generate enquiries.
3. How your **reviews and review management can impact** your enquiries.

WEB TRAFFIC



3.5 million visits a year

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REVIEWS

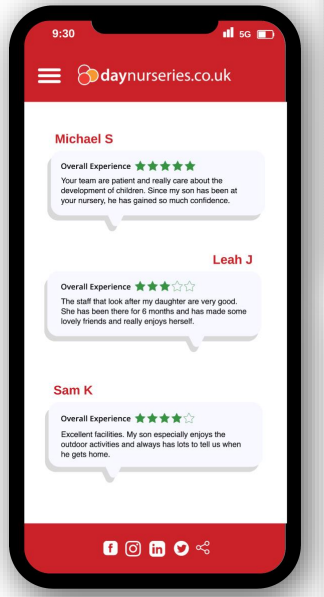
Number 1 nursery review site with 210,000+ reviews

REVIEWS & ENQUIRIES

In the last 12 months…

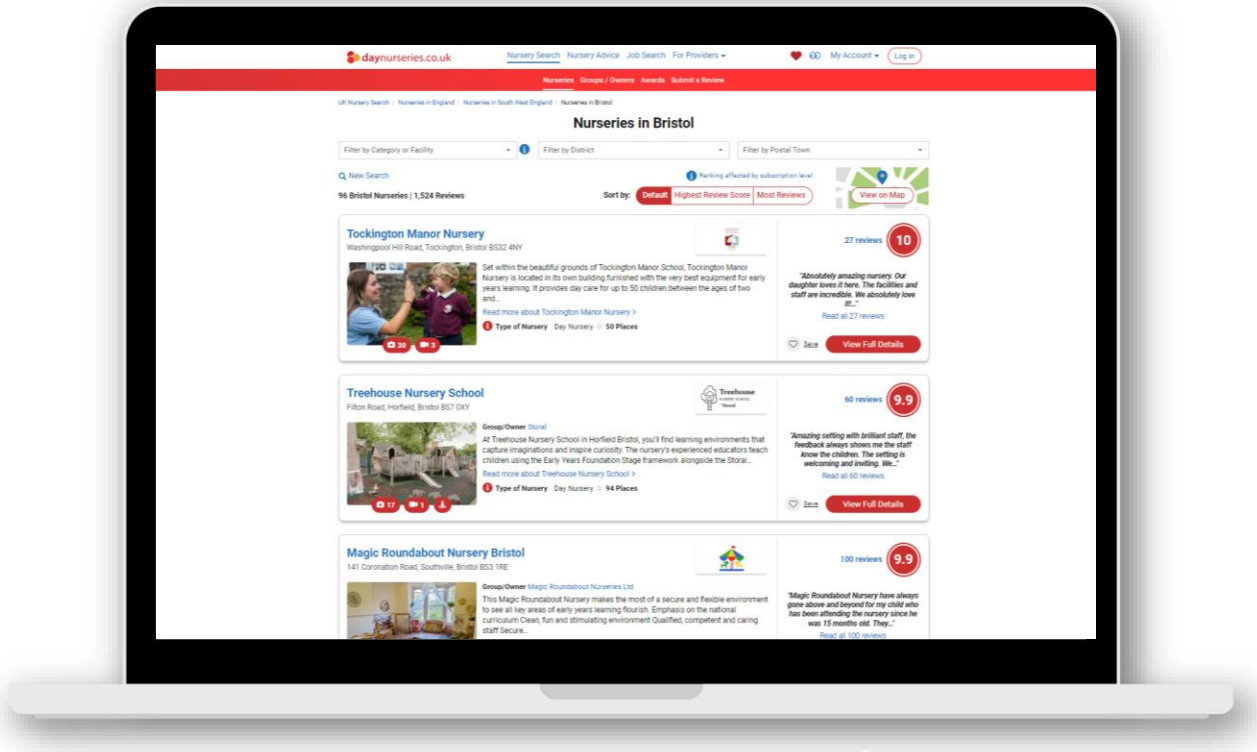
Reviews Service
38,000+ reviews submitted by parents/guardians
16,500+ responses from nurseries

Nursery Enquiries
63,500+ phone calls
250,000+ website referrals
77,000+ emails, tour bookings and brochure requests



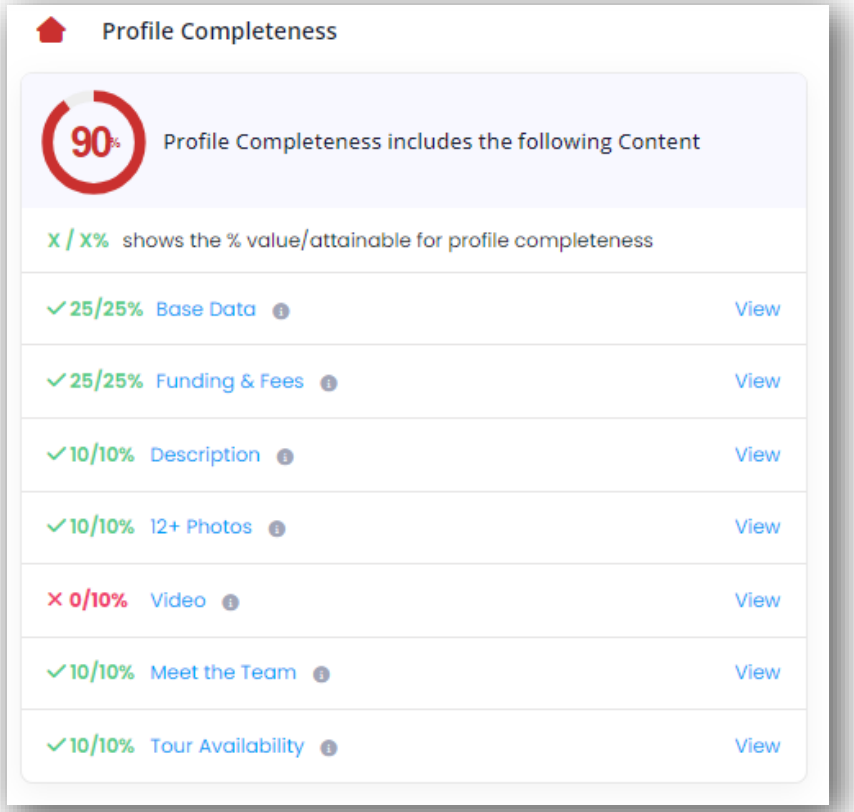
HOW DO NURSERY SEEKERS USE THE WEBSITE?

- Search by location - Town, District, Postcode, County.
- Receive a list of nurseries 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.



WHAT IS PROFILE COMPLETENESS?

- Full profiles generate more enquiries.
- The list on your Control Panel contains the 7 most important pieces of information, or ‘content’.
- Easy-to-use list.



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WHAT DOES A COMPLETE PROFILE SHOW A NURSERY SEEKER?

- Description
- Funding & Fees information
- Photos

- Videos
- Meet the Team
- Tour Availability
- Base Data

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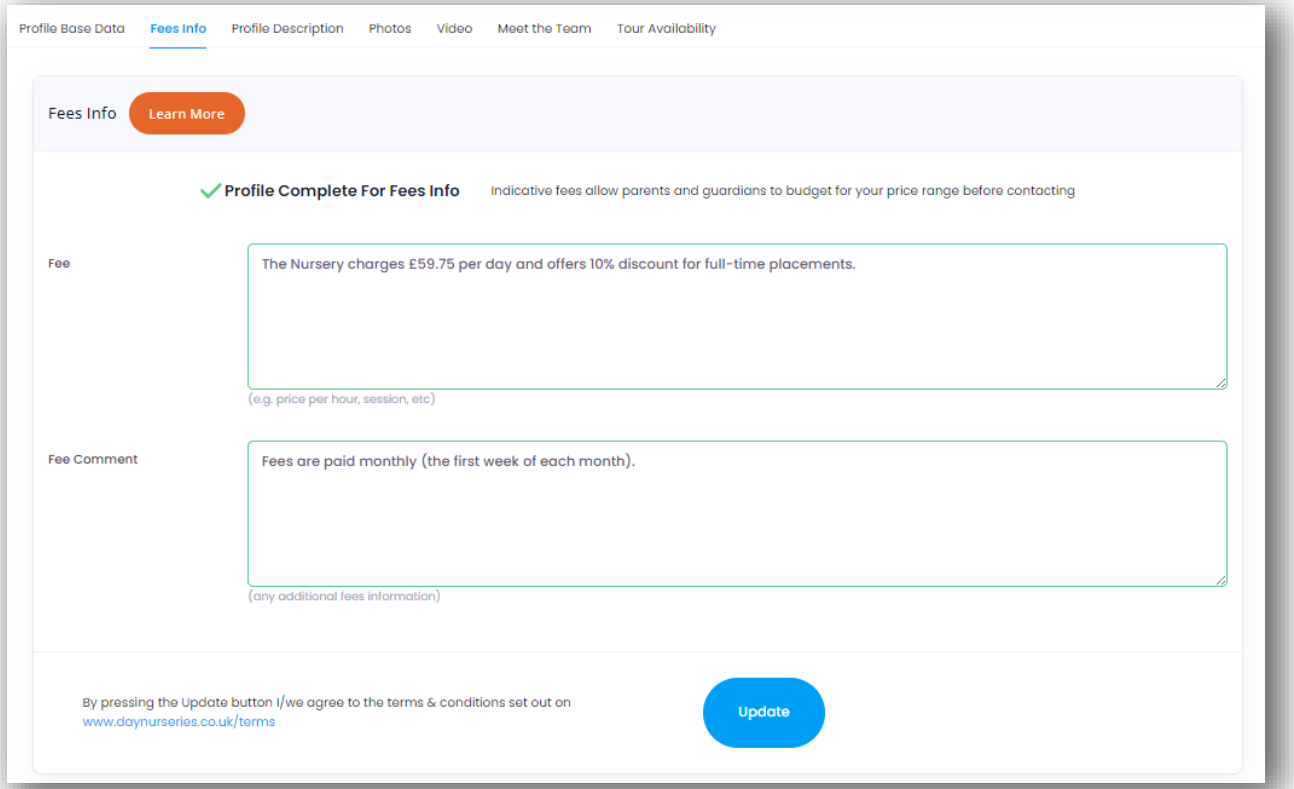
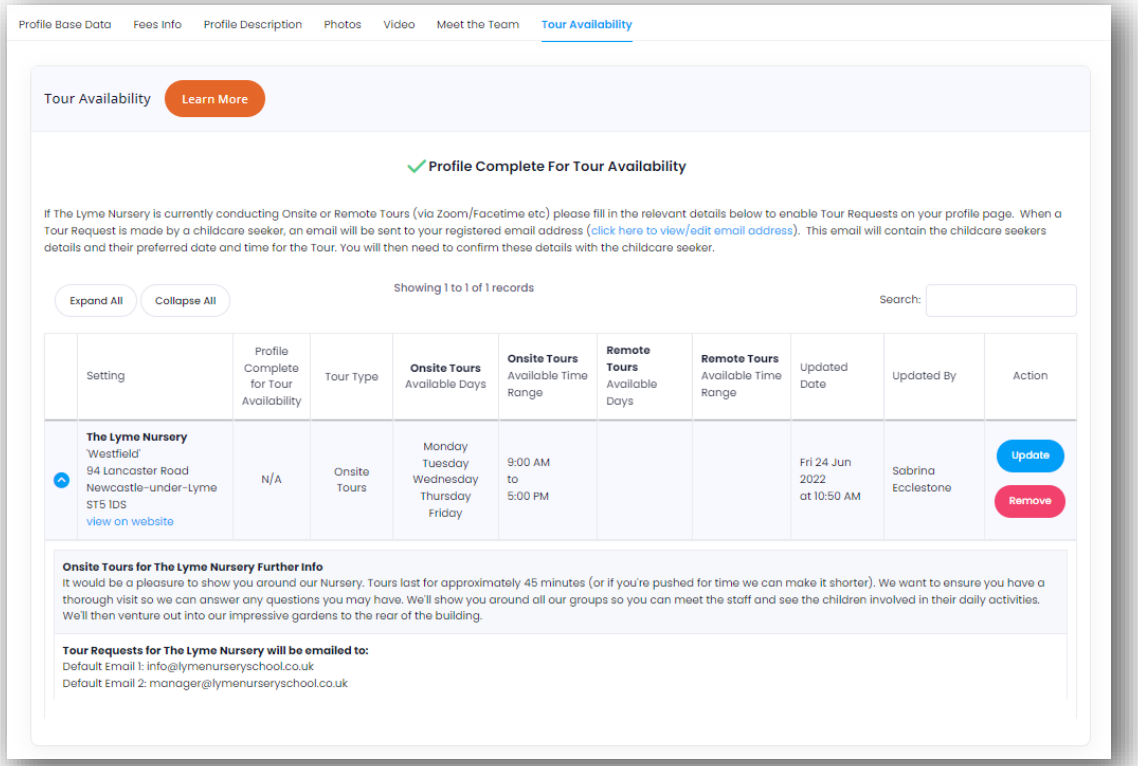
FUNDING & FEES

- One of the most important pieces of information to display on your profile is your funding and fees information.
- Nursery seekers will often disregard nurseries if it’s not immediately obvious how much they charge.



TOUR AVAILABILITY

- Offer on-site and remote tours.
- Set days and times that tours are available.
- Set a message detailing how long tours take & which applications are available for remote tours.
- WhatsApp, Facetime, Zoom & Teams.
- These are not official ‘bookings’ but are ‘requests'
- ‘Tour Requests' are considered to be very strong opportunities for a nursery.



PHOTOS & VIDEO

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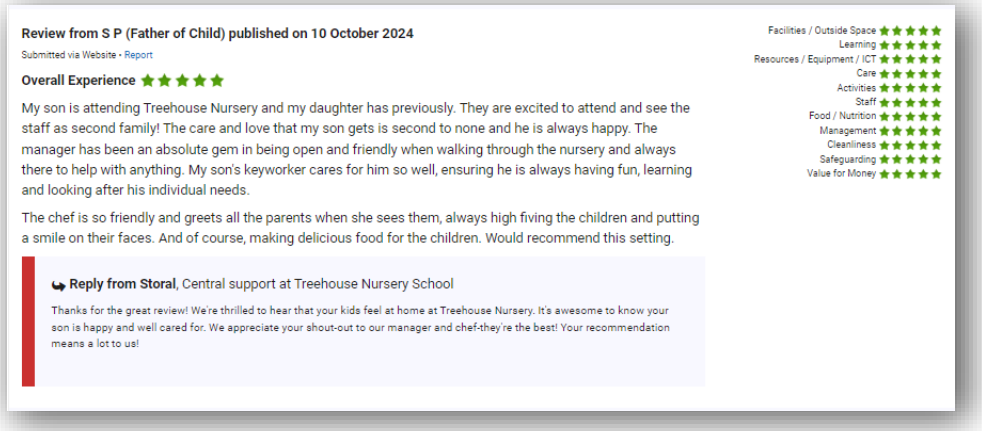
REVIEWS AT DAYNURSERIES.CO.UK

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

- Your review score impacts your visibility.
- Nursery seekers are more likely to engage with nurseries that have up-to-date reviews.
- Nursery seekers like to see a high volume of reviews.
- Parents/guardians, their relatives and their friends are welcome to write reviews.



Review from S P (Father of Child) published on 10 October 2024

Submitted via Website · Report

Overall Experience ★★★★★

My son is attending Treehouse Nursery and my daughter has previously. They are excited to attend and see the staff as second family! The care and love that my son gets is second to none and he is always happy. The manager has been an absolute gem in being open and friendly when walking through the nursery and always there to help with anything. My son's keyworker cares for him so well, ensuring he is always having fun, learning and looking after his individual needs.

The chef is so friendly and greets all the parents when she sees them, always high fiving the children and putting a smile on their faces. And of course, making delicious food for the children. Would recommend this setting.

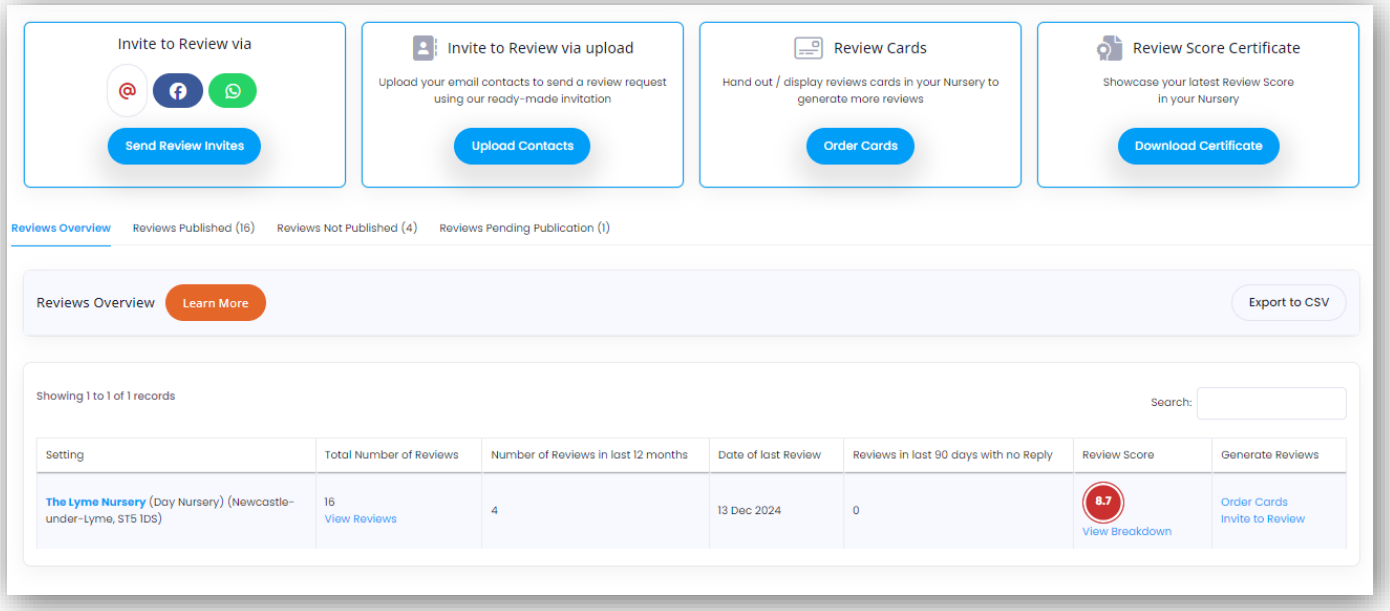
Reply from Storal, Central support at Treehouse Nursery School

Thanks for the great review! We're thrilled to hear that your kids feel at home at Treehouse Nursery. It's awesome to know your son is happy and well cared for. We appreciate your shout-out to our manager and chef-they're the best! Your recommendation means a lot to us!

Facilities / Outside Space ★★★★★
Learning ★★★★★
Resources / Equipment / ICT ★★★★★
Care ★★★★★
Activities ★★★★★
Staff ★★★★★
Food / Nutrition ★★★★★
Management ★★★★★
Cleanliness ★★★★★
Safeguarding ★★★★★
Value for Money ★★★★★

YOUR REVIEWS DASHBOARD

- Tools, tips & tricks to help you generate reviews.
- Showcase your reviews on daynurseries.co.uk and your own website.
- Write responses to reviews.
- Check your review ‘analytics’.



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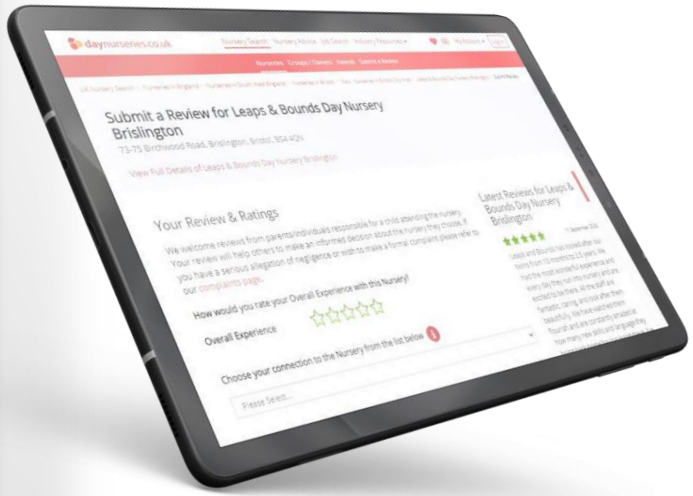
TOOLS TO GENERATE REVIEWS

Review cards | Invite to review links | QR posters | Submit a review



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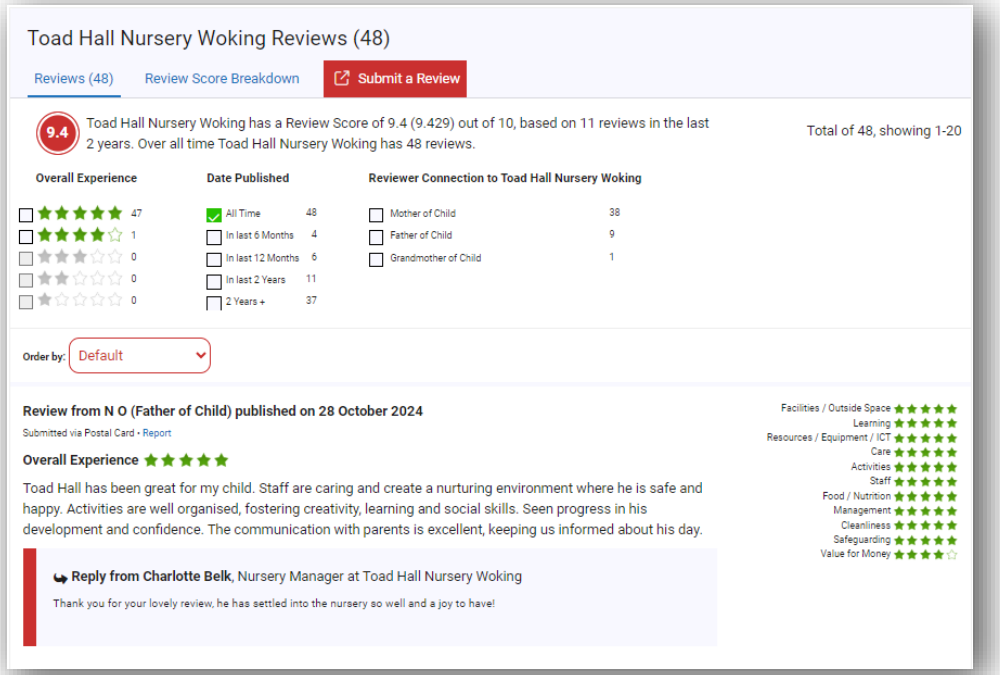
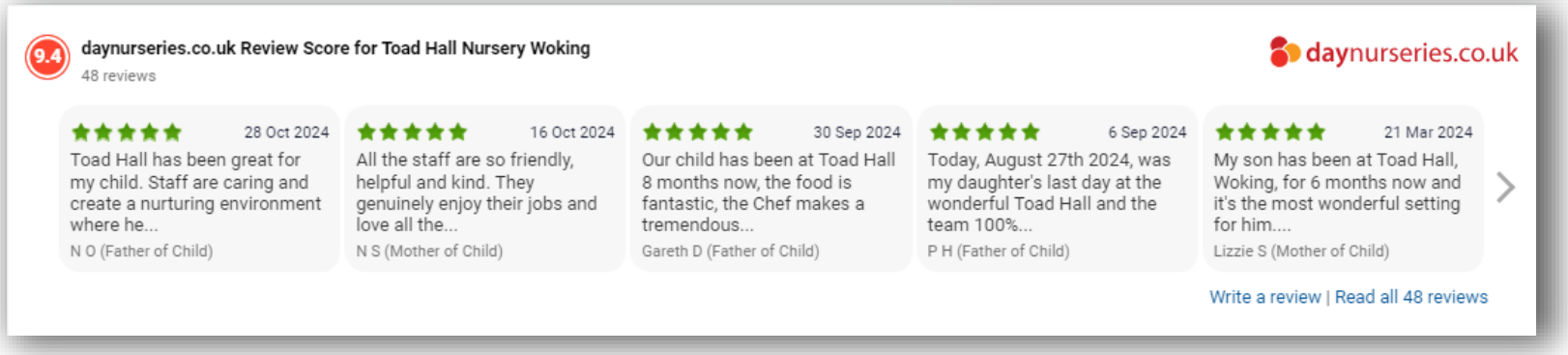
DISPLAYING REVIEWS ONLINE

Your Profile | Review Widget





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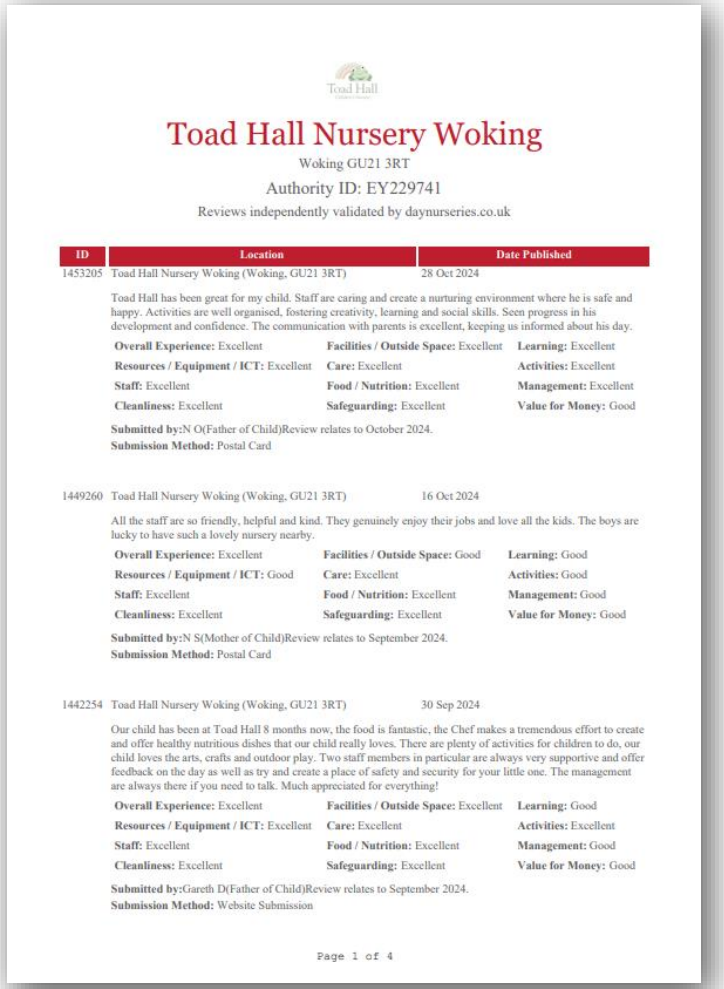
DISPLAYING REVIEWS OFFLINE

Review score certificate

Review PDF



Toad Hall Nursery Woking

Woking GU21 3RT

Authority ID: EY229741

Reviews independently validated by daynurseries.co.uk

ID	Location	Date Published
1453205	Toad Hall Nursery Woking (Woking, GU21 3RT)	28 Oct 2024

Toad Hall has been great for my child. Staff are caring and create a nurturing environment where he is safe and happy. Activities are well organised, fostering creativity, learning and social skills. Seen progress in his development and confidence. The communication with parents is excellent, keeping us informed about his day.

Overall Experience: Excellent | **Facilities / Outside Space:** Excellent | **Learning:** Excellent
Resources / Equipment / ICT: Excellent | **Care:** Excellent | **Activities:** Excellent
Staff: Excellent | **Food / Nutrition:** Excellent | **Management:** Excellent
Cleanliness: Excellent | **Safeguarding:** Excellent | **Value for Money:** Good

Submitted by:N O(Father of Child)Review relates to October 2024.
Submission Method: Postal Card

1449260 Toad Hall Nursery Woking (Woking, GU21 3RT) 16 Oct 2024

All the staff are so friendly, helpful and kind. They genuinely enjoy their jobs and love all the kids. The boys are lucky to have such a lovely nursery nearby.

Overall Experience: Excellent | **Facilities / Outside Space:** Good | **Learning:** Good
Resources / Equipment / ICT: Good | **Care:** Excellent | **Activities:** Good
Staff: Excellent | **Food / Nutrition:** Excellent | **Management:** Good
Cleanliness: Excellent | **Safeguarding:** Excellent | **Value for Money:** Good

Submitted by:N S(Mother of Child)Review relates to September 2024.
Submission Method: Postal Card

1442254 Toad Hall Nursery Woking (Woking, GU21 3RT) 30 Sep 2024

Our child has been at Toad Hall 8 months now, the food is fantastic, the Chef makes a tremendous effort to create and offer healthy nutritious dishes that our child really loves. There are plenty of activities for children to do, our child loves the arts, crafts and outdoor play. Two staff members in particular are always very supportive and offer feedback on the day as well as try and create a place of safety and security for your little one. The management are always there if you need to talk. Much appreciated for everything!

Overall Experience: Excellent | **Facilities / Outside Space:** Excellent | **Learning:** Good
Resources / Equipment / ICT: Excellent | **Care:** Excellent | **Activities:** Excellent
Staff: Excellent | **Food / Nutrition:** Excellent | **Management:** Good
Cleanliness: Excellent | **Safeguarding:** Excellent | **Value for Money:** Good

Submitted by: Gareth D(Father of Child)Review relates to September 2024.
Submission Method: Website Submission

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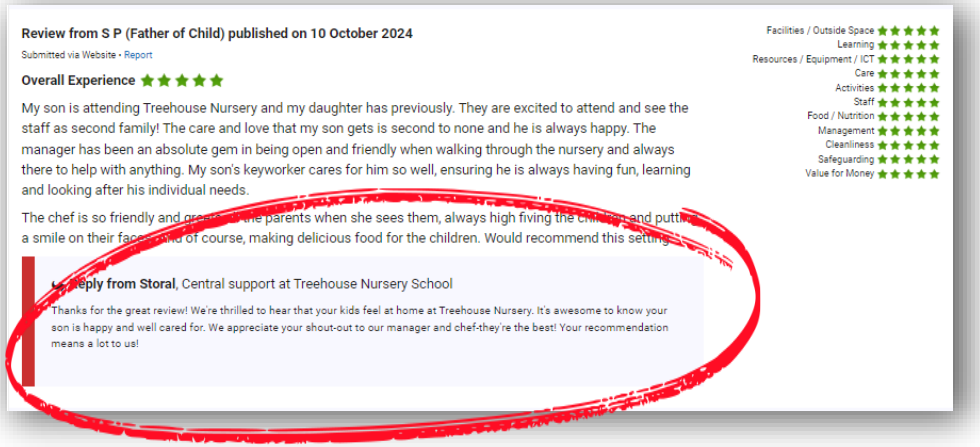
RESPONDING TO REVIEWS

- Helps build relationships with reviewers.
- Shows that you have taken onboard and value their feedback.
- Creates a positive impression for nursery seekers looking for a nursery who not only read reviews but like to see how the nursery responds.
- Always ensure that you make your response relevant, personal and most importantly it is not generic.
- No one expects a nursery to receive 100% positive feedback.
- A negative review with a good response can lend more authenticity and credibility to your other reviews.



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Facilities / Outside Space
Learning
Resources / Equipment / ICT
Care
Activities
Staff
Food / Nutrition
Management
Cleanliness
Safeguarding
Value for Money

Support Centre
Help Available

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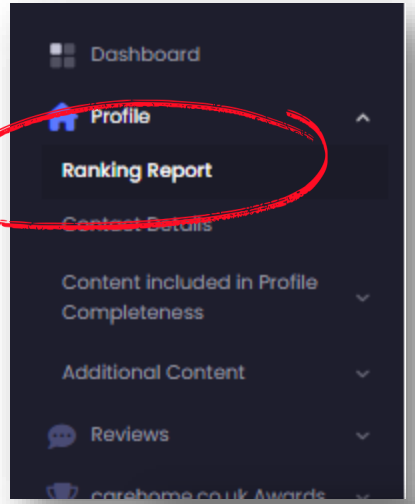
RANKING REPORT & VISIBILITY

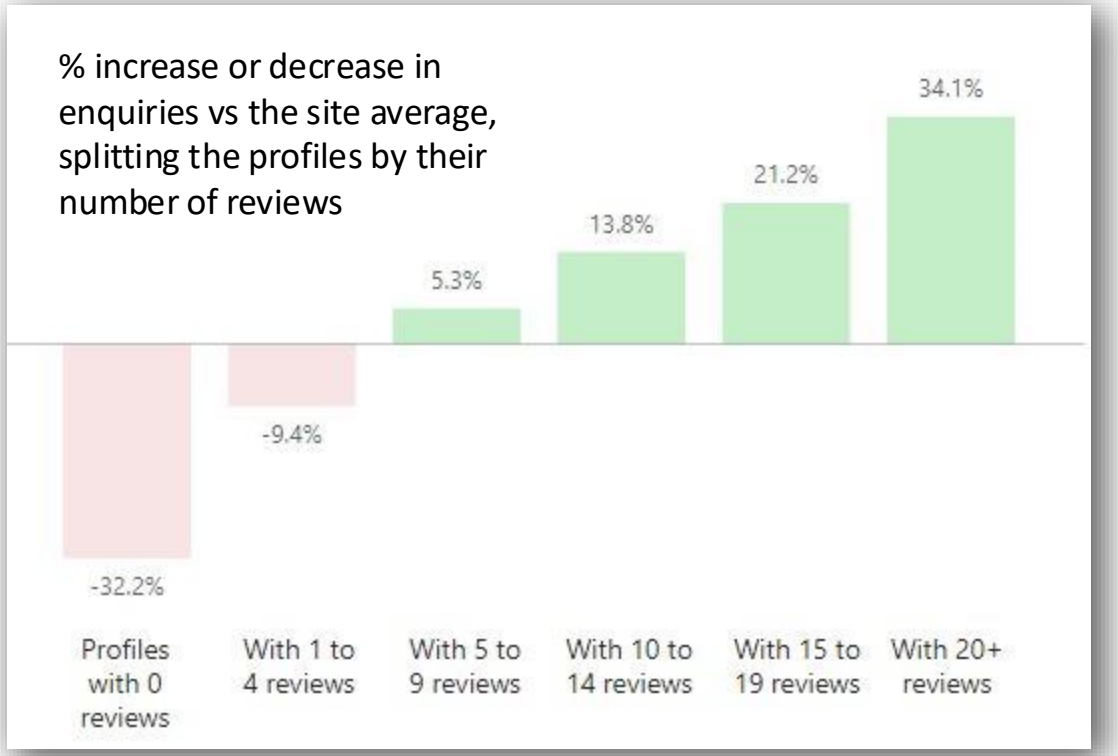


- **Your visibility/ranking is impacted by two things – Review score & subscription level.**
- **Ranking report shows you how you rank on each relevant search page based on your registered address.**
- **Report shows how you would rank based on each subscription level.**

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
Abbey Wood Grange Day Nursery **Current Subscription Level:** Enhanced Upgrade Info	9.6 9.629	Postal Town	Kenley	30	**11**	25*	**11**	5
		Postcode Area	CR	133	**40**	97*	**40**	16
		District	Croydon Borough	126	**33**	91*	**33**	14
		County	London	2548	**614**	1,767*	**614**	296

REVIEWS & ENQUIRIES

Profiles with more reviews



Profiles with 20+ reviews in the last 12 months get 34% more enquiries than the site average.

AWARDS

Eligibility Criteria

- Being listed on daynurseries.co.uk means you are eligible to be considered for an award.
- First and foremost, having a Review Score putting you in the Top 20 in your region as well as having at least 5 reviews published in the year running up to the cut off date.
- Plus, compliance is required with the relevant regulatory body (different bodies for England, Scotland and Wales).

Benefits

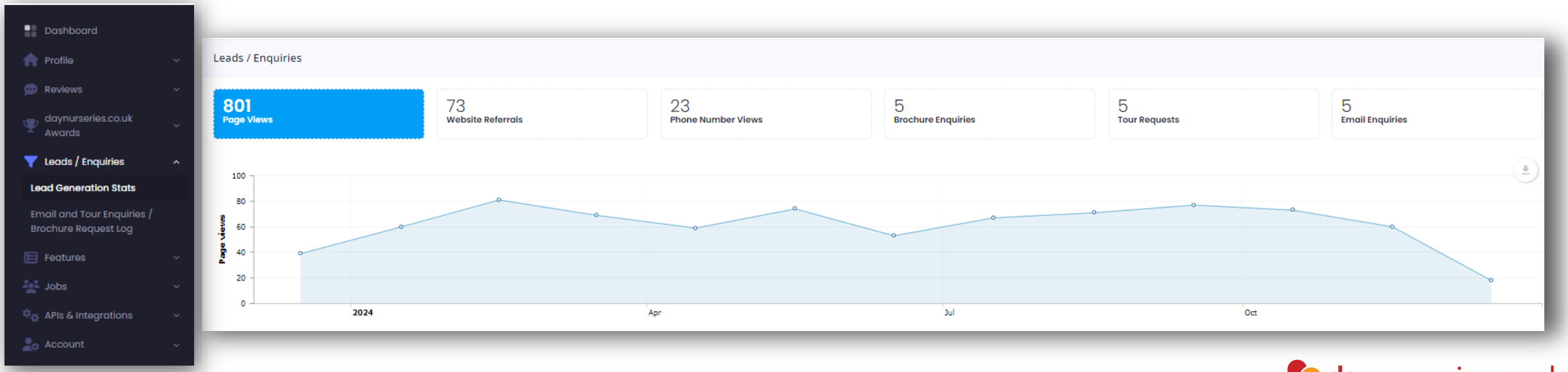
- Winners receive an award logo on their profile page to encourage more engagement.
- Additional digital assets for nursery/group external marketing.
- Winners receive a framed award winner certificate.
- PR opportunities for winners.

Cut-off date for awards - 31st March 2025

LEAD GENERATION STATISTICS

- Page Views
- Website Referrals
- Phone Number Views
- Brochure Enquiries
- Tour Requests
- Email Enquiries

Find your enquiries in the ‘Email and Tour Enquiries/Brochure Request Log’.



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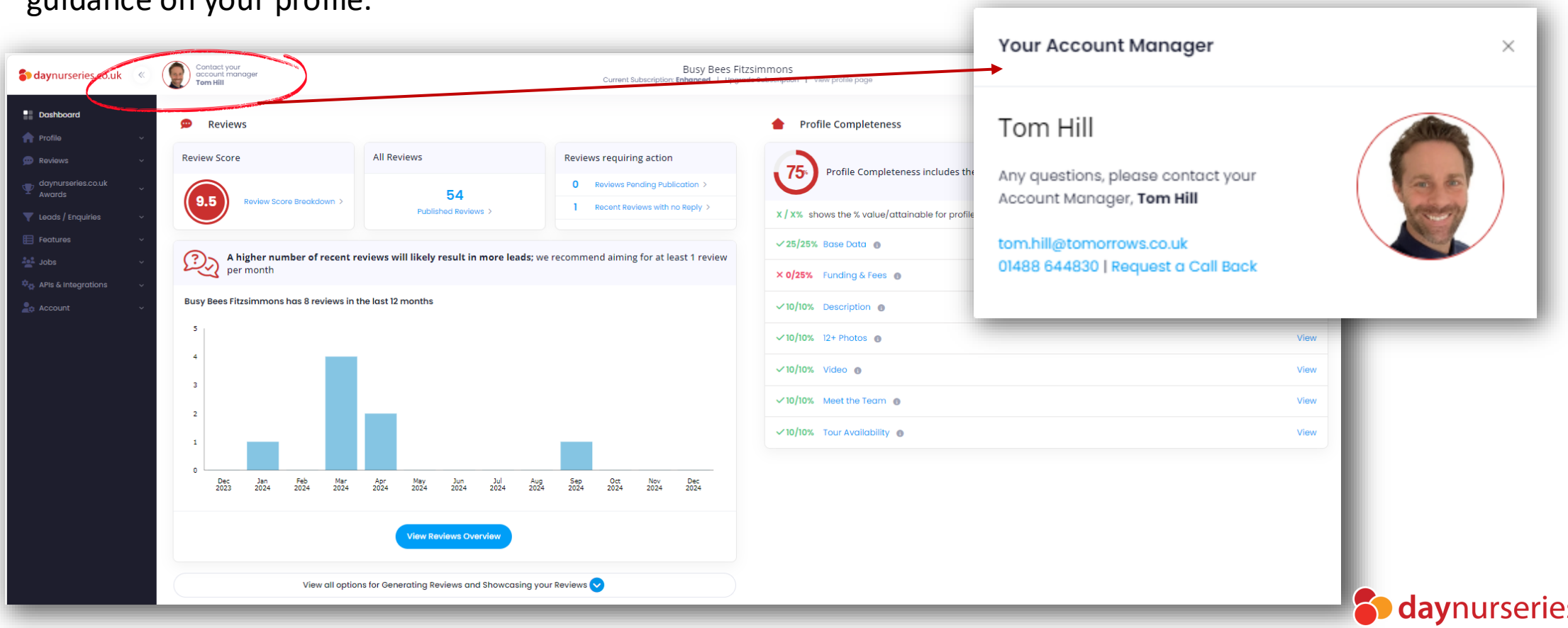
SUMMARY

- Complete your profiles with attractive, clear and up to date information.
- Regular reviews from parents/guardians, their relatives & 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 nursery seekers.
- Nurseries with regular reviews are more visible; visibility means more profile views and more profile views lead to higher potential for enquiries.

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.



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