

# HOW TO INCREASE YOUR NURSERY ENQUIRIES FOR 2025

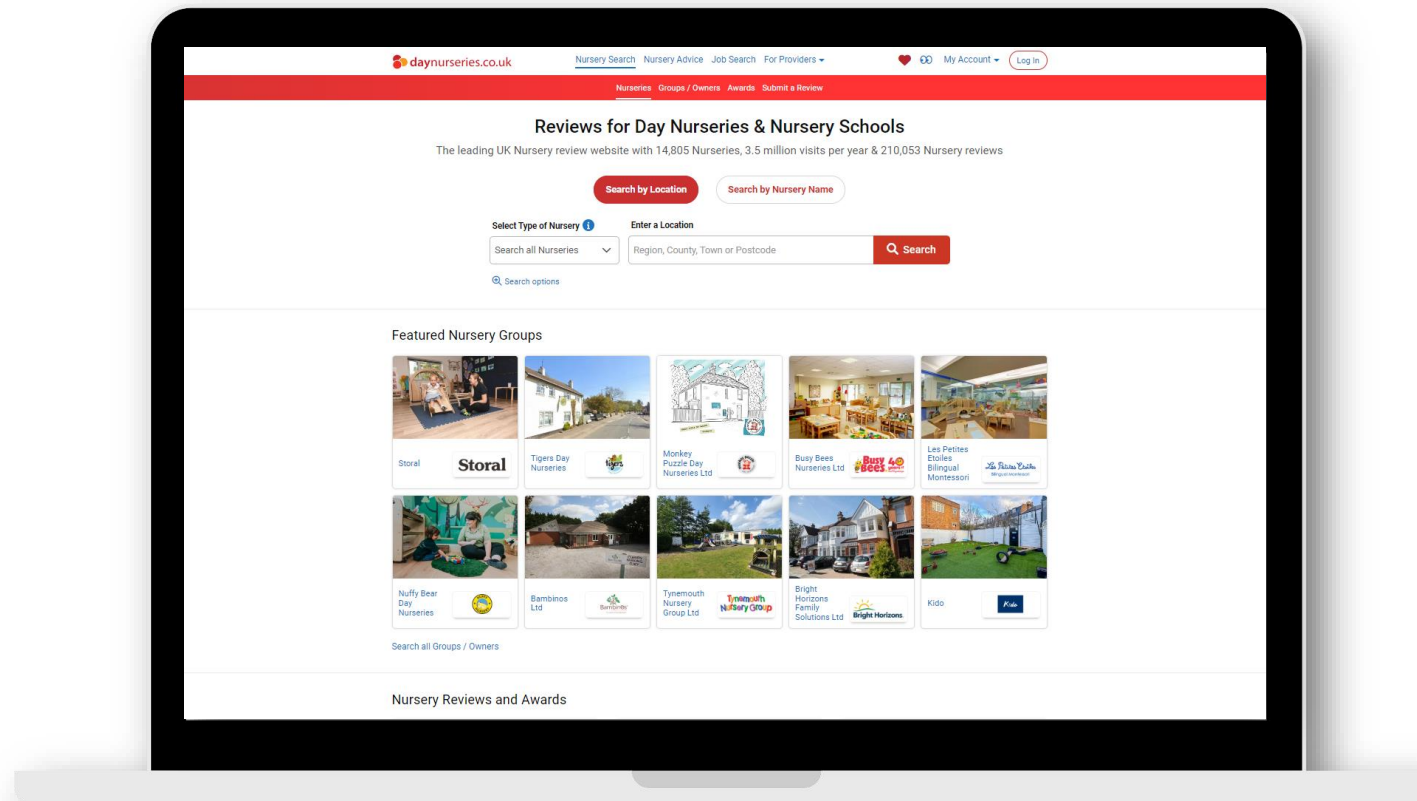
**TOM HILL**



# 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.

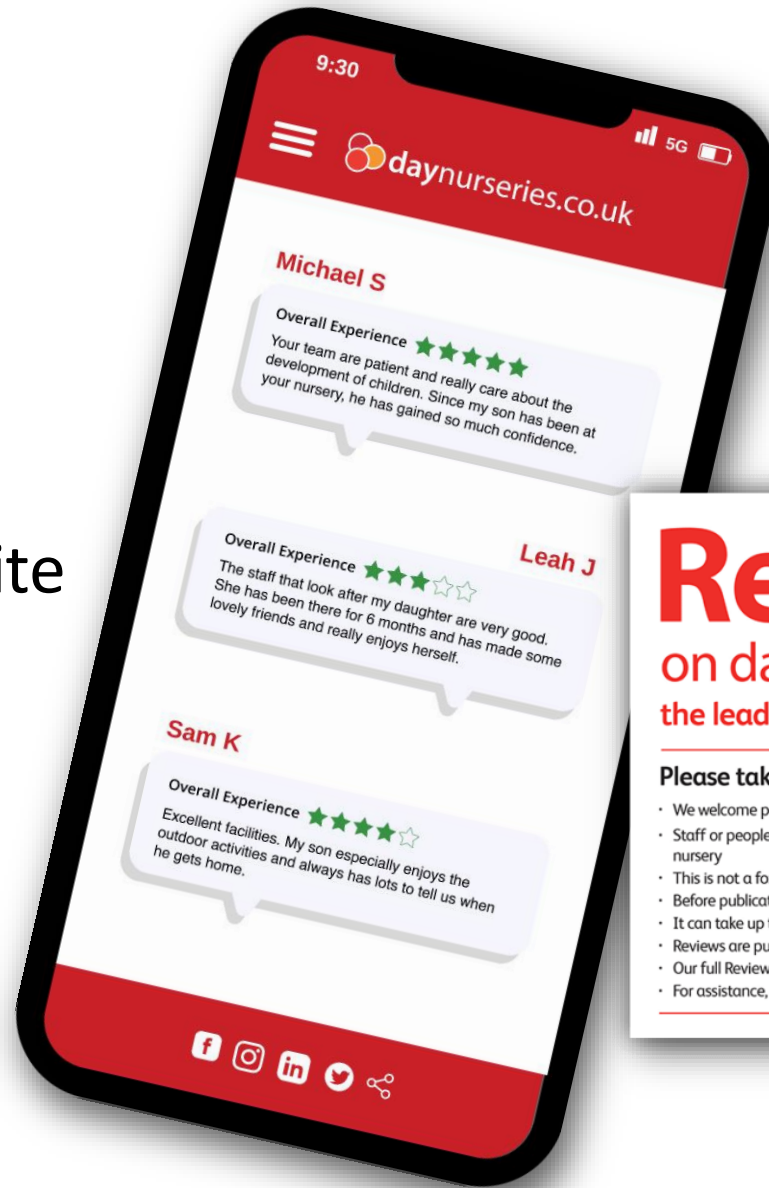
# WEB TRAFFIC



3.5 million visits a year

# REVIEWS

Number 1 nursery review site  
with 210,000+ reviews



**Review us**  
on [daynurseries.co.uk](https://daynurseries.co.uk)  
the leading nursery review website



Please take a moment to leave a review for us on [daynurseries.co.uk](https://daynurseries.co.uk)

- We welcome parents/individuals responsible for a child to submit reviews to [daynurseries.co.uk](https://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](https://daynurseries.co.uk) and potentially other selected websites
- Our full Review Policy can be viewed on [daynurseries.co.uk/reviews](https://daynurseries.co.uk/reviews)
- For assistance, call 01488 684321 or email [reviews@daynurseries.co.uk](mailto:reviews@daynurseries.co.uk)

[daynurseries.co.uk](https://daynurseries.co.uk)

# REVIEWS & ENQUIRIES

In the last 12 months...

## Reviews Service

38,000+ reviews submitted by parents/guardians

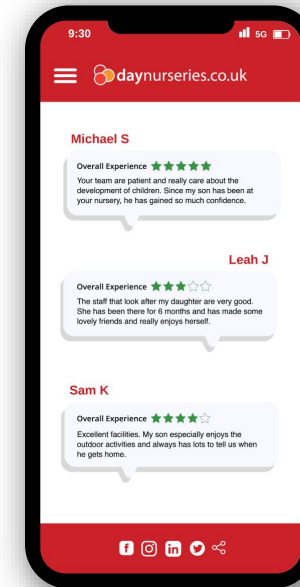
16,500+ responses from nurseries

## Nursery Enquiries

63,500+ phone calls

250,000+ website referrals

77,000+ emails, tour bookings and brochure requests



## Review us

on [daynurseries.co.uk](https://daynurseries.co.uk)  
the leading nursery review website



Please take a moment to leave a review for us on [daynurseries.co.uk](https://daynurseries.co.uk)

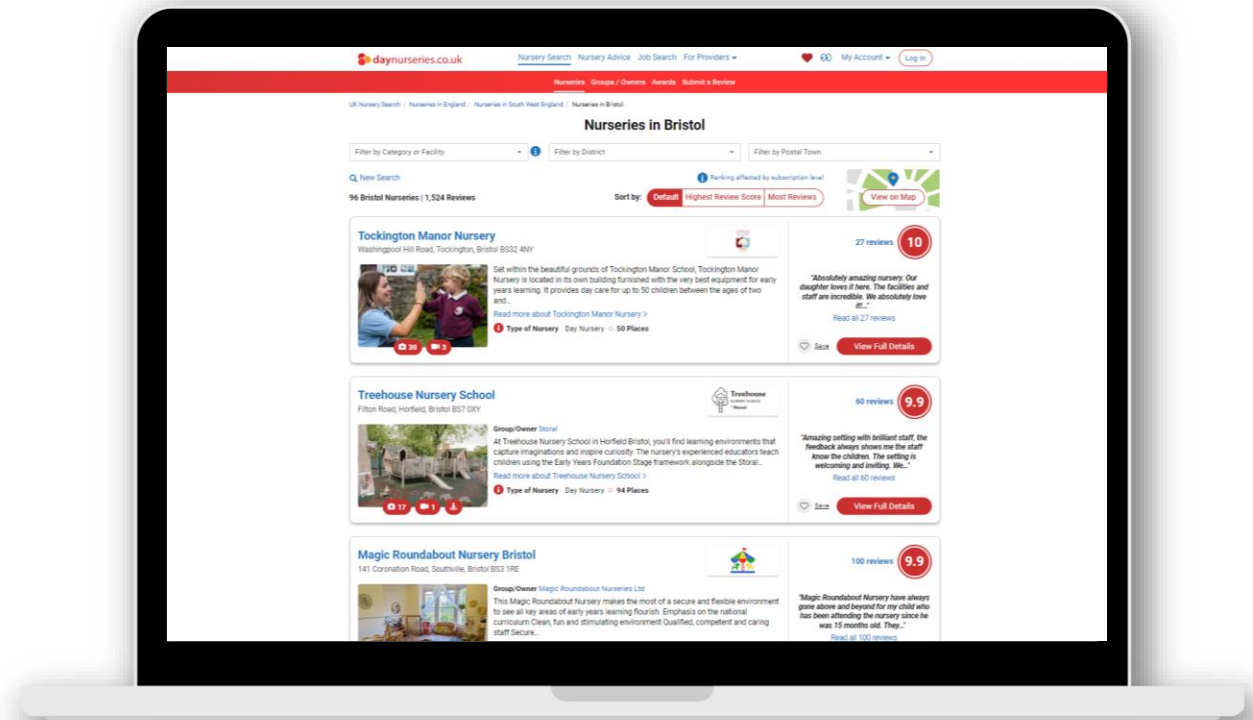
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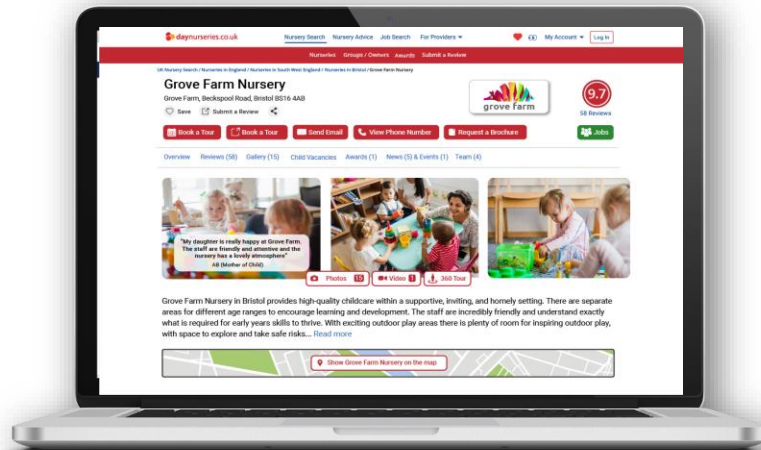
# HOW DO NURSERY SEEKERS USE THE WEBSITE?

- 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.



### Profile Completeness

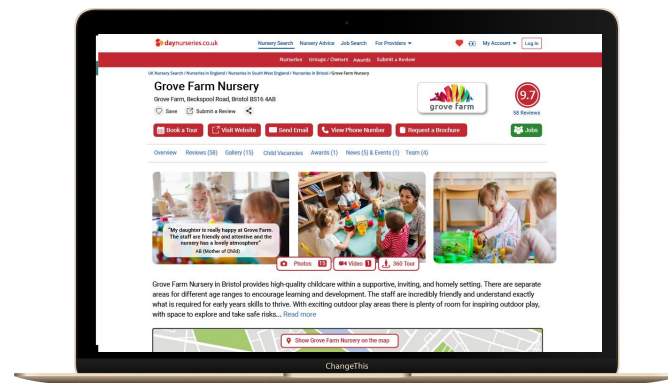
**90%** Profile Completeness includes the following Content

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
✗ 0/10%	Video ⓘ	View
✓ 10/10%	Meet the Team ⓘ	View
✓ 10/10%	Tour Availability ⓘ	View

# WHAT DOES A COMPLETE PROFILE SHOW A NURSERY SEEKER?

- Description
- Funding & Fees information
- Photos
- Videos
- Meet the Team
- Tour Availability
- Base Data





# 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.

The screenshot shows a web interface for managing a nursery profile. At the top, there are navigation tabs: 'Profile Base Data', 'Fees Info' (which is active), 'Profile Description', 'Photos', 'Video', 'Meet the Team', and 'Tour Availability'. Below the tabs, there is a 'Fees Info' section with a 'Learn More' button. A green checkmark indicates 'Profile Complete For Fees Info' with a note: 'Indicative fees allow parents and guardians to budget for your price range before contacting'. There are two text input fields: 'Fee' containing 'The Nursery charges £59.75 per day and offers 10% discount for full-time placements.' with a subtext '(e.g. price per hour, session, etc)' and 'Fee Comment' containing 'Fees are paid monthly (the first week of each month).' with a subtext '(any additional fees information)'. At the bottom, there is a disclaimer: 'By pressing the Update button I/we agree to the terms & conditions set out on [www.daynurseries.co.uk/terms](http://www.daynurseries.co.uk/terms)' and a blue 'Update' button.

# 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.

Profile Base Data Fees Info Profile Description Photos Video Meet the Team **Tour Availability**

Tour Availability [Learn More](#)

✓ Profile Complete For Tour Availability

If The Lyme Nursery 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
<b>The Lyme Nursery</b> Westfield 94 Lancaster Road Newcastle-under-Lyme ST5 1DS <a href="#">view on website</a>	N/A	Onsite Tours	Monday Tuesday Wednesday Thursday Friday	9:00 AM to 5:00 PM			Fri 24 Jun 2022 at 10:50 AM	Sabrina Ecclestone	<a href="#">Update</a> <a href="#">Remove</a>

**Onsite Tours for The Lyme Nursery Further Info**  
It would be a pleasure to show you around our Nursery. Tours last for approximately 45 minutes (or if you're pushed for time we can make it shorter). We want to ensure you have a thorough visit so we can answer any questions you may have. We'll show you around all our groups so you can meet the staff and see the children involved in their daily activities. We'll then venture out into our impressive gardens to the rear of the building.

**Tour Requests for The Lyme Nursery will be emailed to:**  
Default Email 1: [info@lymenurseryschool.co.uk](mailto:info@lymenurseryschool.co.uk)  
Default Email 2: [manager@lymenurseryschool.co.uk](mailto:manager@lymenurseryschool.co.uk)

# PHOTOS & VIDEO



daynurseries.co.uk

Nursery Search Nursery Advice Job Search For Providers

My Account Log In

Nurseries Groups / Owners Awards Submit a Review

UK Nursery Search / Nurseries in England / Nurseries in South West England / Nurseries in Bristol / Grove Farm Nursery

## Grove Farm Nursery

Grove Farm, Beckspool Road, Bristol BS16 4AB

9.7  
58 Reviews

Save Submit a Review

Book a Tour Visit Website Send Email View Phone Number Request a Brochure Jobs

Reviews (58) Gallery (15) Child Vacancies Awards (1) News (5) & Events (1) Team (4)

"My daughter is really happy at Grove Farm. The staff are friendly and attentive and the nursery has a lovely atmosphere"  
AB (Mother of Child)

Photos 15 Video 1 360 Tour

Grove Farm Nursery in Bristol provides high-quality childcare within a supportive, inviting, and homely setting. There are separate areas for different age ranges to ensure learning and development. The staff are incredibly friendly and understand exactly what is required for early years skills to thrive. With exciting outdoor play, a large play room, and an inspiring outdoor play, with space to explore and take safe risks... [Read more](#)

Show Grove Farm Nursery on the map

ChangeThis

# 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](http://daynurseries.co.uk) and your own website.
- Write responses to reviews.
- Check your review 'analytics'.

Invite to Review via

Invite to Review via upload

Review Cards

Review Score Certificate

Send Review Invites

Upload Contacts

Order Cards

Download Certificate

Reviews Overview | Reviews Published (16) | Reviews Not Published (4) | Reviews Pending Publication (1)

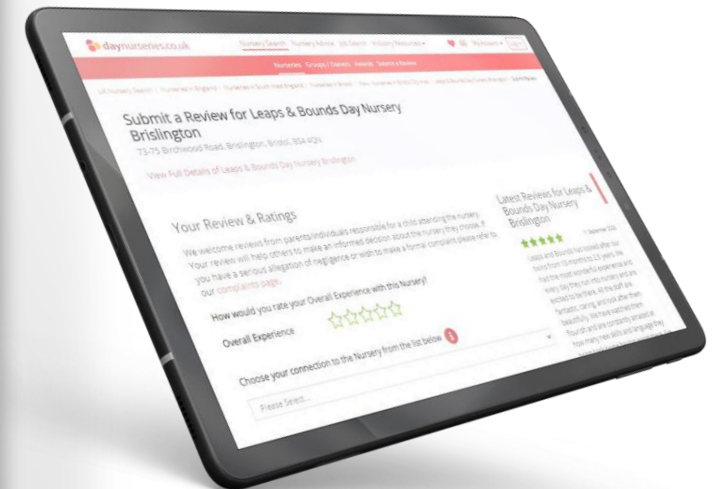
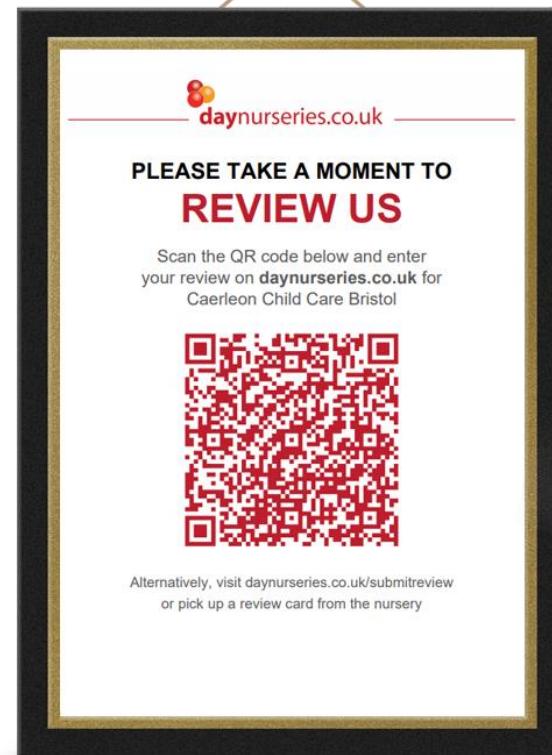
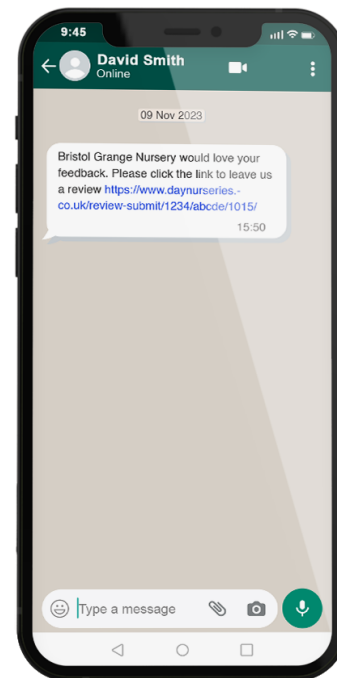
Reviews Overview [Learn More](#) [Export to CSV](#)

Showing 1 to 1 of 1 records

Setting	Total Number of Reviews	Number of Reviews in last 12 months	Date of last Review	Reviews in last 90 days with no Reply	Review Score	Generate Reviews
<a href="#">The Lyme Nursery (Day Nursery) (Newcastle-under-Lyme, ST15 1DS)</a>	16 <a href="#">View Reviews</a>	4	13 Dec 2024	0	8.7 <a href="#">View Breakdown</a>	<a href="#">Order Cards</a> <a href="#">Invite to Review</a>

# TOOLS TO GENERATE REVIEWS

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





# DISPLAYING REVIEWS

## ONLINE

### Your Profile | Review Widget

**Toad Hall Nursery Woking Reviews (48)**

Reviews (48) | Review Score Breakdown | [Submit a Review](#)

**9.4** Toad Hall Nursery Woking has a Review Score of 9.4 (9.429) out of 10, based on 11 reviews in the last 2 years. Over all time Toad Hall Nursery Woking has 48 reviews. Total of 48, showing 1-20

Overall Experience	Date Published	Reviewer Connection to Toad Hall Nursery Woking
<input type="checkbox"/> ★★★★★ 47	<input checked="" type="checkbox"/> All Time 48	<input type="checkbox"/> Mother of Child 38
<input type="checkbox"/> ★★★★☆ 1	<input type="checkbox"/> In last 6 Months 4	<input type="checkbox"/> Father of Child 9
<input type="checkbox"/> ★★★☆☆ 0	<input type="checkbox"/> In last 12 Months 6	<input type="checkbox"/> Grandmother of Child 1
<input type="checkbox"/> ★★☆☆☆ 0	<input type="checkbox"/> In last 2 Years 11	
<input type="checkbox"/> ★☆☆☆☆ 0	<input type="checkbox"/> 2 Years+ 37	

Order by: Default

**Review from N O (Father of Child) published on 28 October 2024**  
Submitted via Postal Card - Report

**Overall Experience ★★★★★**

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.

**Reply from Charlotte Belk, Nursery Manager at Toad Hall Nursery Woking**  
Thank you for your lovely review, he has settled into the nursery so well and a joy to have!

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

**9.4** daynurseries.co.uk Review Score for Toad Hall Nursery Woking  
48 reviews

**daynurseries.co.uk**

★★★★★ 28 Oct 2024  
Toad Hall has been great for my child. Staff are caring and create a nurturing environment where he...  
N O (Father of Child)

★★★★★ 16 Oct 2024  
All the staff are so friendly, helpful and kind. They genuinely enjoy their jobs and love all the...  
N S (Mother of Child)

★★★★★ 30 Sep 2024  
Our child has been at Toad Hall 8 months now, the food is fantastic, the Chef makes a tremendous...  
Gareth D (Father of Child)

★★★★★ 6 Sep 2024  
Today, August 27th 2024, was my daughter's last day at the wonderful Toad Hall and the team 100%...  
P H (Father of Child)

★★★★★ 21 Mar 2024  
My son has been at Toad Hall, Woking, for 6 months now and it's the most wonderful setting for him....  
Lizzie S (Mother of Child)


[Write a review](#) | [Read all 48 reviews](#)

# 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.

<b>Overall Experience:</b> Excellent	<b>Facilities / Outside Space:</b> Excellent	<b>Learning:</b> Excellent
<b>Resources / Equipment / ICT:</b> Excellent	<b>Care:</b> Excellent	<b>Activities:</b> Excellent
<b>Staff:</b> Excellent	<b>Food / Nutrition:</b> Excellent	<b>Management:</b> Excellent
<b>Cleanliness:</b> Excellent	<b>Safeguarding:</b> Excellent	<b>Value for Money:</b> 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
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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.

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

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

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

Page 1 of 4





# 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.

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 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  
10 October 2024

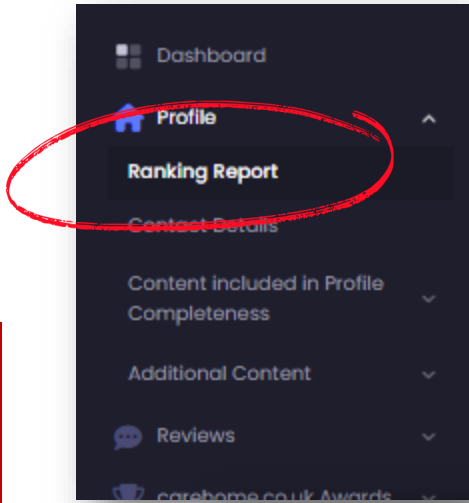
Thanks for the great review! We're thrilled to hear that your kids feel at home at Treehouse Nursery. It's awesome to know your son is happy and well cared for. We appreciate your shout-out to our manager and chef-they're the best! Your recommendation means a lot to us!

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




**Support Centre  
Help Available**

# RANKING REPORT & VISIBILITY

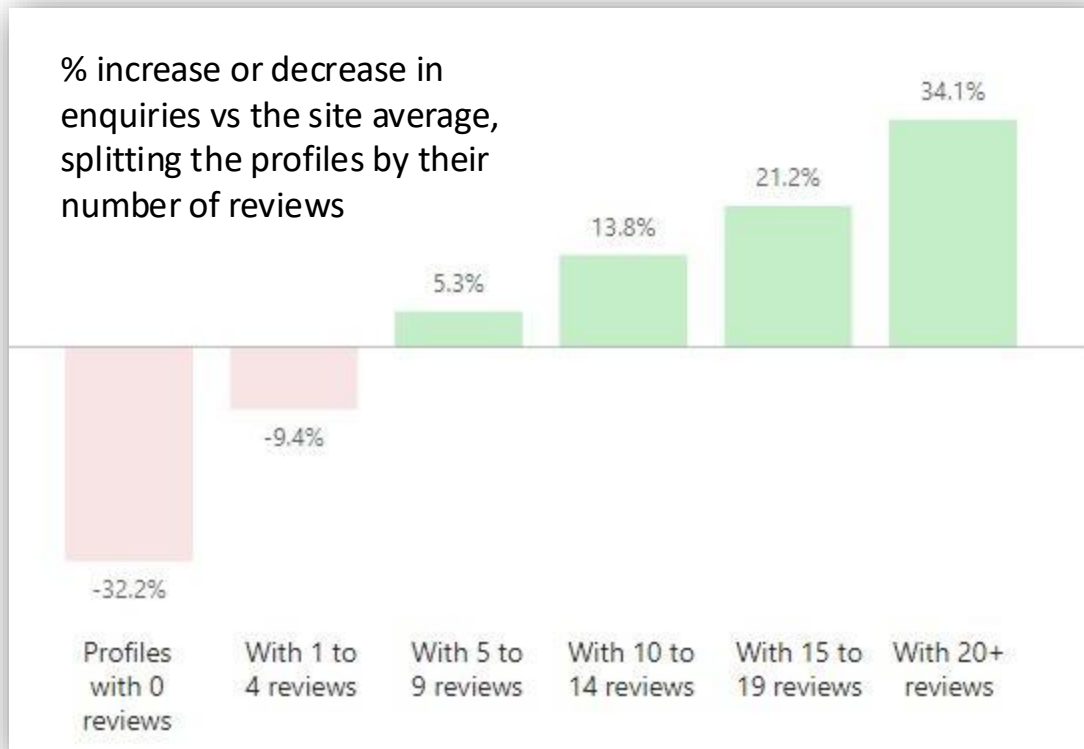


- Your visibility/ranking is impacted by two things – Review score & subscription level.
- Ranking report shows you how you rank on each relevant search page based on your registered address.
- Report shows how you would rank based on each subscription level.

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

# REVIEWS & ENQUIRIES

Profiles with more reviews



Above the site average

Below the site average

**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](https://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 - 31<sup>st</sup> March 2025**

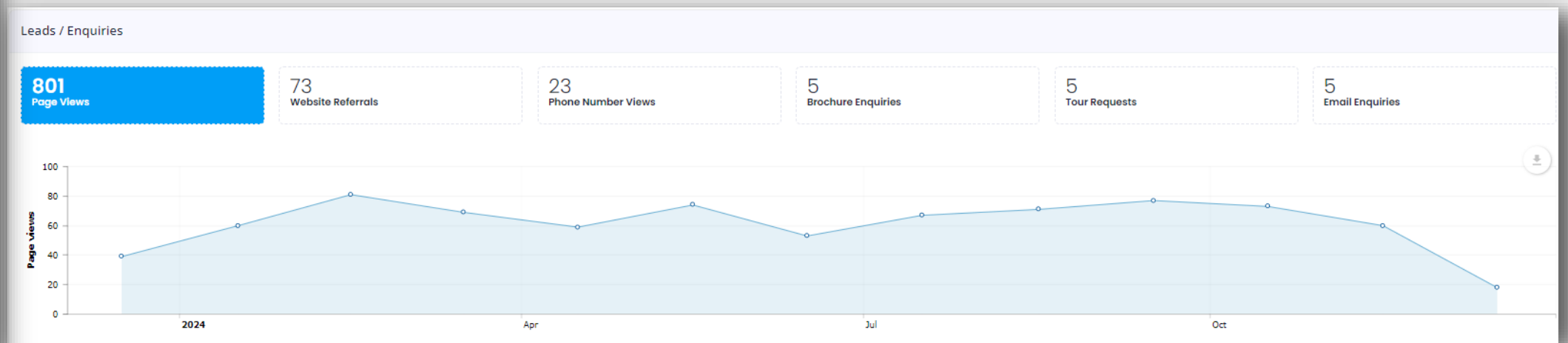
# LEAD GENERATION

## 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'.

- Dashboard
- Profile
- Reviews
- daynurseries.co.uk Awards
- Leads / Enquiries**
- Lead Generation Stats
- Email and Tour Enquiries / Brochure Request Log
- Features
- Jobs
- APIs & Integrations
- Account



# 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.

The screenshot displays the 'Your Account Manager' interface for Tom Hill. A red circle highlights the 'Contact your account manager Tom Hill' link in the top navigation bar, with a red arrow pointing to the modal window. The modal window contains the following information:

- Your Account Manager** (with a close button)
- Tom Hill** (with a profile picture)
- Any questions, please contact your Account Manager, Tom Hill**
- tom.hill@tomorrows.co.uk**
- 01488 644830 | Request a Call Back**

The background dashboard shows the following data for 'Busy Bees Fitzsimmons':

- Review Score:** 9.5 (Review Score Breakdown >)
- All Reviews:** 54 (Published Reviews >)
- Reviews requiring action:** 0 (Reviews Pending Publication >), 1 (Recent Reviews with no Reply >)
- Profile Completeness:** 75% (Profile Completeness includes the following sections: Base Data 25/25%, Funding & Fees 0/25%, Description 10/10%, 12+ Photos 10/10%, Video 10/10%, Meet the Team 10/10%, Tour Availability 10/10%).

A bar chart shows the number of reviews received in the last 12 months:

Month	Number of Reviews
Dec 2023	0
Jan 2024	1
Feb 2024	0
Mar 2024	4
Apr 2024	2
May 2024	0
Jun 2024	0
Jul 2024	0
Aug 2024	0
Sep 2024	1
Oct 2024	0
Nov 2024	0
Dec 2024	0