



How to **increase** your enquiries in 2023

Craig Foster



Over 4 million visits a year



Number 1 nursery review site with
160,000 reviews



Top organic search result in most areas on search engines

In 2022 we provided the following leads/enquiries to day nurseries using the website



Nearly 250k phone calls



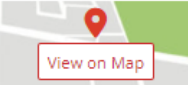
Nearly 300k website referrals



Over 100k emails, tour bookings & brochure requests


Nurseries in Berkshire

Filter By Category Or Facility ⓘ Filter By District Filter By Postal Town

[New Search](#) ⓘ Ranking affected by subscription level  [View on Map](#)

210 Berkshire Nurseries | 4549 Reviews Sort by: **Default** Highest Review Score Most Reviews

Village End, Creche, Nursery, Pre School & Mini Camp
 All Saints Church Hall, London Road, Ascot SL5 8DQ




TOP 20 AWARDS 2022 daynurseries.co.uk 32 reviews **10**

"I could honestly not recommend Village End enough! If you want your child to thrive and develop then this is the nursery for you. My son..."

[Save](#) [View Full Details](#)

Kids Inc Day Nursery - Crowthorne
 59-61 Dukes Ride, Crowthorne RG45 6NS **Group/Owner** Kids Inc Nurseries




58 reviews **9.9**

"My child has been attending Kids Inc for over a year now and he loves it. He is clearly learning so much during his time there as well as..."

[Save](#) [View Full Details](#)

Little Tots Nursery - Reading
 19 Prince of Wales Avenue, West Reading, Reading RG30 2UJ **Group/Owner** Little Tots Nurseries Ltd



53 reviews **9.9**

"I have a very sensitive and attached boy who I thought would not manage the nursery setting well but the teachers at Little Tots have shown..."

[Save](#) [View Full Details](#)

How do parents use the website?

- Search by location. Town, City, Postcode, District.
- Receive a list of day 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.

daynurseries.co.uk Nursery Search Nursery Advice Job Search Industry Resources My Account Log In

Nurseries Groups / Owners Awards Submit a Review

UK Nursery Search / Nurseries in Scotland / Nurseries in Edinburgh

Twinkle Drops Day Nursery

17 Oakdale Road, Edinburgh, EH94 8LP

Save Submit a Review

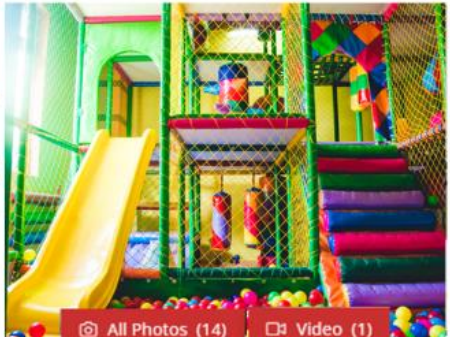

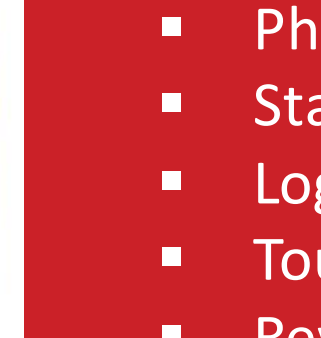
Facebook Twitter LinkedIn Pinterest

9.8
56 Reviews

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

Overview Reviews (39) Photos (14) / Video (1) / '360' Tour (1) Child Vacancies Awards (3) News (80) & Events (1) Team (4)

"My child is thriving and her confidence is so high since coming to Twinkle Drops..."
Theresa L (Mother of Child)

All Photos (14) Video (1)

Coronavirus (COVID-19) Information
Twinkle Drops Day Nursery is currently open.
View latest information for Twinkle Drops Day Nursery

A complete profile shows a parent...

- Fees information
- Photos & video(s)
- Staff profiles
- Logo
- Tour booking availability
- Reviews
- Awards, news & events
- Child vacancies
- Description

Profile Completeness for Banana Moon Day Nursery West Bromwich



100%

What is Profile Completeness?

- Your Profile Completeness is made up of 8 different content types (shown opposite) which each contribute either 10% or 20% if the content has been uploaded.
- Your current Profile Completeness is at 100% (out of a maximum 100%).

Why should I complete my Profile?

Obtaining the highest profile completeness % possible makes sure that your profile is visible and attractive to prospective parents and guardians and gives you the best chance to receive more enquiries.

[? More Info on Profile Completeness](#)

Profile Completeness

- Full profiles generate more enquiries.
- The list on your control panel contains the 8 most important pieces of information, or 'content'.
- Easy-to-use list.

Profile Completeness

The most important pieces of information are...

- Fees
- A Description
- 12+ Photos
- Meet the Team/staff profiles
- Tour Availability

Profile Completeness includes the following Content:

✓	Base Data ⓘ	Edit >
✓	Fees Info ⓘ	Edit >
✓	Covid Info ⓘ	Edit >
✓	Description ⓘ	Edit >
✓	12+ Photos ⓘ	Edit >
✓	Video ⓘ	Edit >
✓	Meet the Team ⓘ	Edit >
✓	Tour Availability Info ⓘ	Edit >

Tour Availability

- Offer Onsite 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 booking' enquiries are considered to be very strong opportunities for a nursery.

Book a Tour

Onsite Tours of Acorn Day Nursery (Rowans)

- Usually available on: Monday, Friday
- Usually available between: 10:00 AM to 2:00 PM

Typically we offer tours of our nursery on Mondays and Fridays, either at 10 am or 2 pm. Please note that these times vary dependent on staffing and availability, so we may offer you an alternative day and time - we will try to be as flexible to your needs as possible. During the tour, you will be shown around the nursery and given lots of information in each room. We encourage parents/carers to ask questions.

Remote Tours of Acorn Day Nursery (Rowans)

- Usually available on: Monday, Friday
- Usually available between: 10:00 AM to 2:00 PM

Typically we offer tours of our nursery on Mondays and Fridays, either at 10 am or 2 pm. Please note that these times vary dependent on staffing and availability, so we may offer you an alternative day and time - we will try to be as flexible to your needs as possible. During the tour, you will be shown around the nursery via a video link/call and given lots of information in each room. We encourage parents/carers to ask questions.

Select Preferred Tour Type *

Onsite Tour Remote Tour

First Name *

Last Name *

Email *

Telephone *

Preferred Date for the Tour *

Preferred Time *
Please select... ▼

Further important information

- Dashboard
- Profile ^
- Ranking Report
- Profile Details v
- Photos/PS/Logo/Video/360 v
- Child Vacancies
- PDF Brochure Upload
- News/Events v
- Awards v
- Meet the Team
- Coronavirus (COVID-19) Information
- Tour Availability

- Child Vacancies
- News/Events
- Awards

Child Vacancies

4 Child Vacancies
posted 31 Jan 2023

Vacancies for 2 1/2 - 4 year olds

Number of Vacancies

Vacancy Description

Display Until Date

By pressing the Submit vacancy information button I/we agree to the terms & conditions set out on <https://www.daynurseries.co.uk/terms>

Profile Completeness

- Ensures the nursery seeker has the best user experience when carrying out a search
- Enables you to focus on the key areas of interest for those looking for childcare
- Ensures you don't miss an opportunity to highlight your strengths
- Portrays a professional and busy nursery

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 childcare enquiries.

- Your review score impacts your visibility
- Parents are more likely to engage with those day nurseries that have up-to-date reviews
- Parents like to see a high volume of reviews
- Parents and legal guardians are welcome to write reviews.

Review from O H (Mother of Child) published on 24 February 2023

Submitted via Website • [Report](#)

Overall Experience ★★★★★

I have had no concerns since my daughter started here. She is happy to go to nursery every day. The staff are friendly and nice. I am given daily feedback about her progress and the staff are helpful.

Facilities / Outside Space	★★★★★
Learning	★★★★★
Resources / Equipment / ICT	★★★★★
Care	★★★★★
Activities	★★★★★
Staff	★★★★★
Food / Nutrition	No Rating
Management	★★★★★
Cleanliness	★★★★★
Safeguarding	★★★★★
Value for Money	★★★★★

Your reviews dashboard

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

Your Reviews

Reviews Pending Publication

4

[Publish Reviews >](#)

Reviews Published in the last 3 months that have no Response

13

[Add Responses >](#)

Published Reviews

500

[View Published Reviews >](#)

Generate and Showcase Reviews


Request Reviews with Invite to Review via

✉ Email
f Facebook
whatsapp WhatsApp
t Twitter

[Send Invites to Potential Reviewers >](#)

Settings that have ordered Review Cards in the last 12 months


9 / 15



[Order Review Postal Cards >](#)

Settings with a Website Review Widget Currently installed

11 / 15



[Configure Website Review Widget >](#)

[PhotoStory >](#)

[Pinned Review >](#)

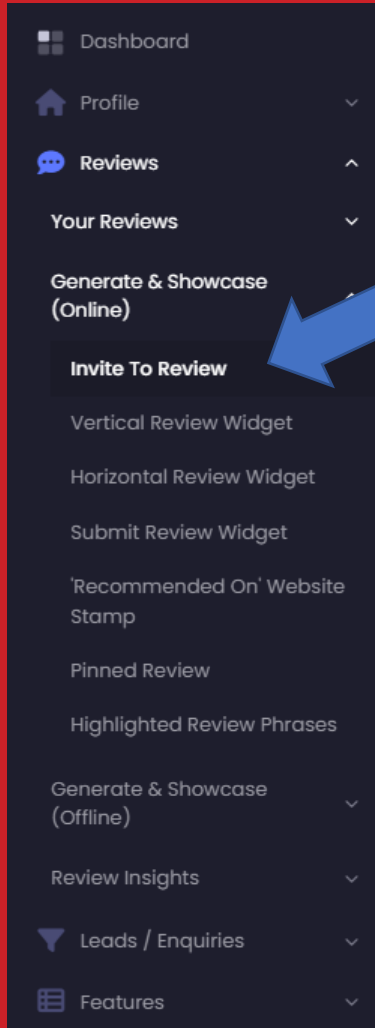
[Highlighted Review Phrases >](#)

[Reviews PDF >](#)

[Review Score Certificate + QR Code >](#)

[QR Code Poster >](#)

Generating reviews



- Review Cards
- 'Invite to review' links for email, Facebook, WhatsApp & Twitter
- 'Review us' QR code poster
- 'Submit a review' link on every single profile



Showcase your reviews

- Showcase reviews at daynurseries.co.uk on your profile (right)
- Showcase on your website using the 'review widget' (below)
- Download & print off your 'review score' certificate to show visitors to your nursery

Acorn Day Nursery (Rowans) Reviews (27)

[Reviews \(27\)](#) [Review Score Breakdown](#) [Submit a Review](#)

10
 Acorn Day Nursery (Rowans) has a Review Score of 10 (9.960) out of 10 based on reviews in the last 2 years. Over all time Acorn Day Nursery (Rowans) has 27 reviews with an average 'Overall Experience' of 5 out of 5.
 Total of 27, showing 1-20

Overall Experience	Date Submitted	Reviewer Connection to Acorn Day Nursery (Rowans)
<input type="checkbox"/> ★★★★★ 26	<input checked="" type="checkbox"/> All Time 27	<input type="checkbox"/> Mother of Child 19
<input type="checkbox"/> ★★★★☆ 1	<input type="checkbox"/> In last 6 Months 20	<input type="checkbox"/> Father of Child 7
<input type="checkbox"/> ★★★☆☆ 0	<input type="checkbox"/> In last 12 Months 27	<input type="checkbox"/> Grandmother of Child 1
<input type="checkbox"/> ★★☆☆☆ 0	<input type="checkbox"/> In last 2 Years 27	
<input type="checkbox"/> ★☆☆☆☆ 0	<input type="checkbox"/> 2 Years +	

Order by: Default

Review from S M (Mother of Child) published on 5 December 2022

Submitted via Postal Card • [Report](#)

Overall Experience ★★★★★

The staff at Acorn Day Nursery are lovely. They are always available and provide daily feedback on our daughter's day. We really feel like they know our daughter. They have made the settling-in process easy on our daughter as she has quickly become comfortable with the setting and staff. They regularly upload photos on the app so parents can see what their child did that day.

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

9.7

daynurseries.co.uk Review Score for Acorn Early Years Foundation
1,022 reviews of the settings belonging to Acorn Early Years Foundation

★★★★★ 23 Feb 2023

Our son has been attending Acorn Day Nursery, Stanwick since he was 7 months old and has loved...

review of Acorn Day Nursery (Stanwick) by Rebecca E (Mother of Child)

★★★★★ 6 Feb 2023

Our daughter has attended Acorn Nursery Westcroft since September 2022. She has enjoyed her time...

review of Acorn Day Nursery (Westcroft) by Zdenka F (Mother of Child)

★★★★★ 26 Jan 2023

As a first-time mum, I worried and was so anxious sending my child to a nursery after looking...

review of Acorn Day Nursery (Burton Latimer) by Georgia P (Mother of Child)

★★★★★ 25 Jan 2023

The childcare here is incredible with knowledgeable, highly-trained, supportive and engaging...

review of Acorn Day Nursery (Burton Latimer) by George S (Mother of Child)

★★★★★ 25 Jan 2023

Our daughter has attended Acorn Kents Hill nursery since she was 12/13 months old and to see her...

review of Acorn Day Nursery (Kents Hill) by Chandni P (Mother of Child)

[Write a review](#) | [Read all 1,022 reviews](#)

Responding to Reviews

It is very important to write meaningful and positive responses to every review.

This is because parents want to see that not only are you responsive and engaged, but that you are able to receive meaningful feedback with humility and positivity.

The support centre offers articles on guidance and advice around responding to reviews.

Review of **Monkey Puzzle Day Nursery Woodford** from Helen B (Mother of Child) published on 21 February 2023

Submitted via Website • Report

Overall Experience ★★★★★

Our daughter joined Monkey Puzzle Day Nursery Woodford in September when she was just 5.5 months old. It was such a big decision and we honestly couldn't be happier with the care that she receives. She is always happy to go into nursery and I can tell that the staff really do enjoy caring for her. Big smiles all round! The staff have been wonderful - from settling in to helping with new nap/feeding routines to detailed daily feedback. Nothing is ever too much. Finding the perfect nursery for our daughter has made returning to work so much easier.

↳ Reply from **Nosheen Hussain**, Nursery Manager at Monkey Puzzle Day Nursery Woodford

Your little one really is a joy to have at the setting - I am glad you feel the way you do. Looking forward to seeing your daughter continue to grow and flourish.

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

Thank you! It's a privilege to be part of our nursery children's Early Years. It's wonderful to see the progress your little person is so rapidly making.

Thank you for your kind words we look forward to continuing to build parent partnerships with you and other families to support us in providing the best care for every child.

Support Centre
Help Available

Your 'Ranking Report' & Visibility

- Dashboard
- Profile
- Ranking Report
- Profile Details
- Photos/PS/Logo/Video/360
- Child Vacancies
- PDF Brochure Upload
- News/Events
- Awards
- Meet the Team
- Coronavirus (COVID-19) Information

- 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.
- Example below shows that as a Platinum subscription with a review score of 9.927, Abacus ark is 2nd in Wandsworth Borough. But if they stepped down to Enhanced, they would be 21st.

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
Abacus Ark Nursery School Current Subscription Level: Platinum	 9.927	Postcode Area	SW	320	5	233*	48	5
		District	Wandsworth Borough	128	2	90*	21	2
		County	London	2385	42	1,673*	378	42

Reviews

- Reviews builds trust, displays confidence and shows transparency
- Regular and new reviews shows an ongoing commitment to customer service
- More reviews means those looking for childcare spend longer on your profile
- Responding to reviews (both positive and negative) shows you are listening to parents and are constantly looking for ways to improve your service

Eligibility Criteria

- Being listed on daynurseries.co.uk means you are eligible to be considered for an award
- Must have at least 5 reviews published between 30th April 2022 and 28th April 2023
- Overall Good or Overall Outstanding with OFSTED. New nurseries not yet inspected will be eligible for an award.



Our annual Nursery Awards 2023 recognises 20 of the top rated Nurseries in each region of the UK based on reviews from parents/individuals responsible for a child.

The Awards are based on the Individual and Group Review Score, as of 28th April 2023, for a full breakdown of a Nursery's Review Score please visit the 'Reviews' tab on its profile page.

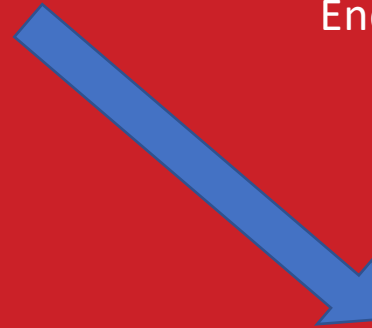
Please note there is no ranking within each of the Top 20 Nursery awards. The current nursery review scores on the website do not reflect the review scores at the time of the awards.

- Winners receive an award logo on their profile page to encourage more engagement and to share on their own marketing literature/website
- Winners receive more views and enquiries.
- Cut off date for awards is the 28th April.
- PR opportunities for winners

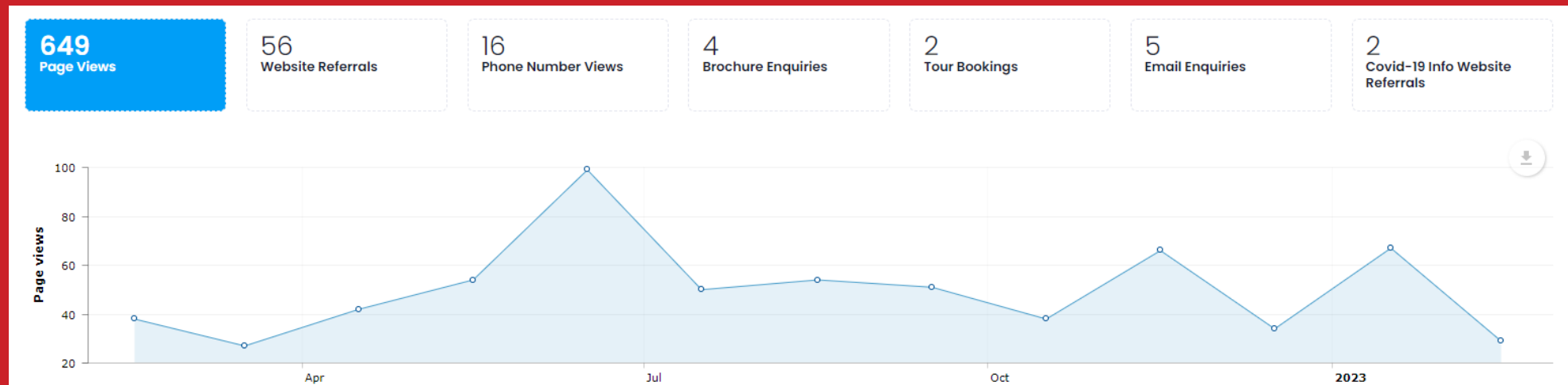
Lead Generation Statistics

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

Find your enquiries in the 'Email and Tour Enquiries/Brochure Request Log'



Date From Date To



Summary – Generating Enquiries at daynurseries.co.uk

- Complete your profiles with attractive, clear and up to date information.
- Regular reviews from parents & legal guardian
- 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 parents.
- Day nurseries with regular reviews are more visible; visibility means more profile views and more profile views lead to higher potential for enquiries

The screenshot shows the website interface for 'Reviews for Day Nurseries & Nursery Schools'. At the top, it states 'The leading UK Nursery review website with 13,999 Nurseries, 4 million visits per year & 160,732 Nursery reviews'. Below this is a search bar with two tabs: 'Search by Location' and 'Search by Name'. The 'Search by Name' tab is active. The search bar includes a dropdown for 'Required Type of Nursery' (set to 'Search all Nurseries'), a text input for 'Enter a Location' (with placeholder 'Region, County, Town or Postcode'), and a red 'Search' button. Below the search bar are four buttons: 'Search Options', 'Award Winners', 'My Shortlist', and 'Recently Viewed'. The main content area is titled 'Featured Nursery Groups' and displays a grid of ten nursery profiles. Each profile includes a photo of the nursery, the name, and a logo. The featured nurseries are: Monkey Puzzle Day Nurseries Ltd, The Butterfly Patch Nurseries, Pre-schools and Forest Schools, Tigers Day Nurseries, Children 1st Day Nurseries, Kids Inc Nurseries, Bright Horizons Family Solutions Ltd, Tynemouth Nursery Group Ltd, Busy Bees Nurseries Ltd, Nuffy Bear Day Nurseries, and Cherubs Nurseries.

Finding 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 best next steps.

