

How to create the perfect profile on daynurseries.co.uk



| Are you taking advantage of all the tools your
profile has to offer?

Sam Cleere



Profile Completeness



What we will be
covering today

1

Why Profile Completeness is so
important to parents

2

How to use your Control Panel
as a guidance to create the
perfect profile

3

What parents expect to see
when they land on your profile

4

What to do next to make sure
YOUR profile is updated and
stands out today

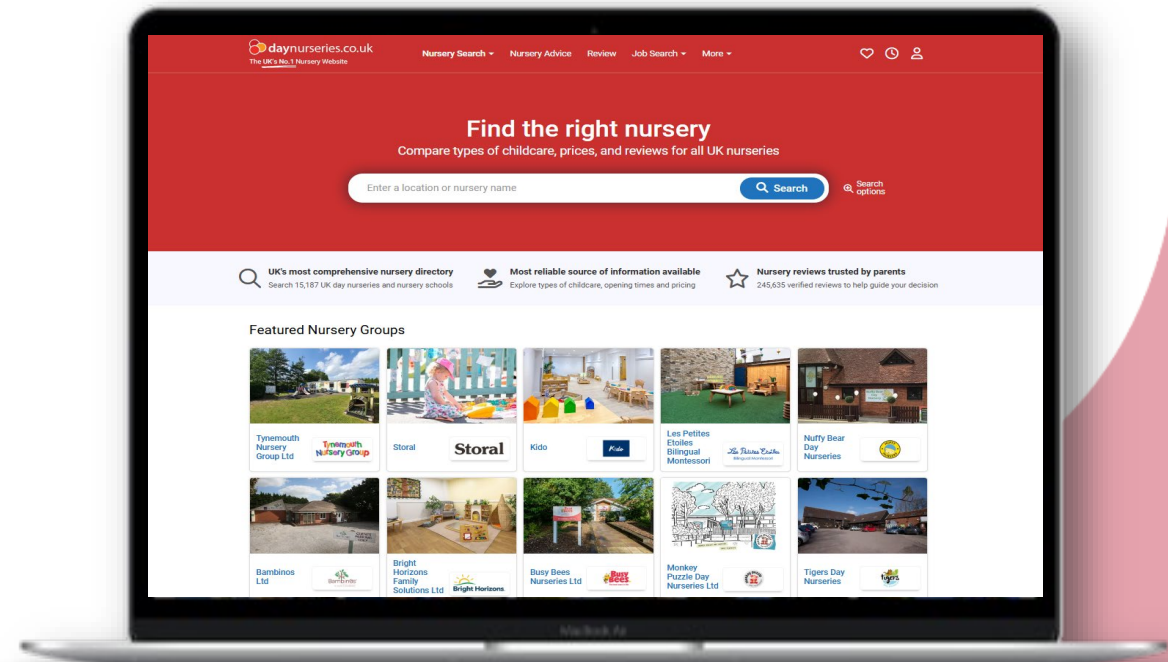
Daynurseries.co.uk is the leading website for helping parents find nursery places for their children



| 15,000+ Nurseries listed

| Over 2.5 million visits a year

| Over 225,000 Reviews



Introduction to New Portal (Launching 2026)

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 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 Enquiries
- Estimated Enquiry Value
- Review Score
- Profile Completeness
- Profile Ranking
- Jobs Posted

Introduction to New Portal (Launching 2026)

The dashboard displays various performance metrics for Char Sparks, a Platinum subscriber. Key metrics include 39 verified care enquiries, 38 emails, and 1 call over the last 12 months. The estimated value is £163,800, with a 12% conversion rate and an average value per customer of £35k. The review score is 10.0, profile completeness is 70%, and profile ranking is in the top 10% (3%). There are 0 jobs posted in the last 12 months. A bar chart shows 5 reviews in the last 12 months, with 0 pending, 5 with no reply, and 39 published. A support centre button is located at the bottom left.

daynurseries.co.uk | Contact your account manager **Char Sparks** | Current Subscription: **Platinum** | View profile page | Hi, Andrew Bennett

Verified Care Enquiries Last 12 Months (Estimated)

39	38	1*
total	emails	calls

*Estimated calls. Turn on Call Insights to improve tracking and conversion.

Estimated Value Last 12 Months

12%*	£35k	£163,800*
% of enquiries that convert	avg value per customer	total revenue

*Estimated from daynurseries.co.uk average.

Review Score

10.0

Profile Completeness

70%

Profile Ranking

Top 10%
3%

Jobs Posted last 12 months

0

More recent reviews drive more care enquiries; aim for at least one new review per month.

Review Score

10

Review Score Breakdown >

Number of Reviews per Setting in the last 12 months

has 5 reviews in the last 12 months

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

Your Reviews

0	Reviews Pending Publication >
5	Recent Reviews with no Reply >
39	Published Reviews >

View Reviews Overview

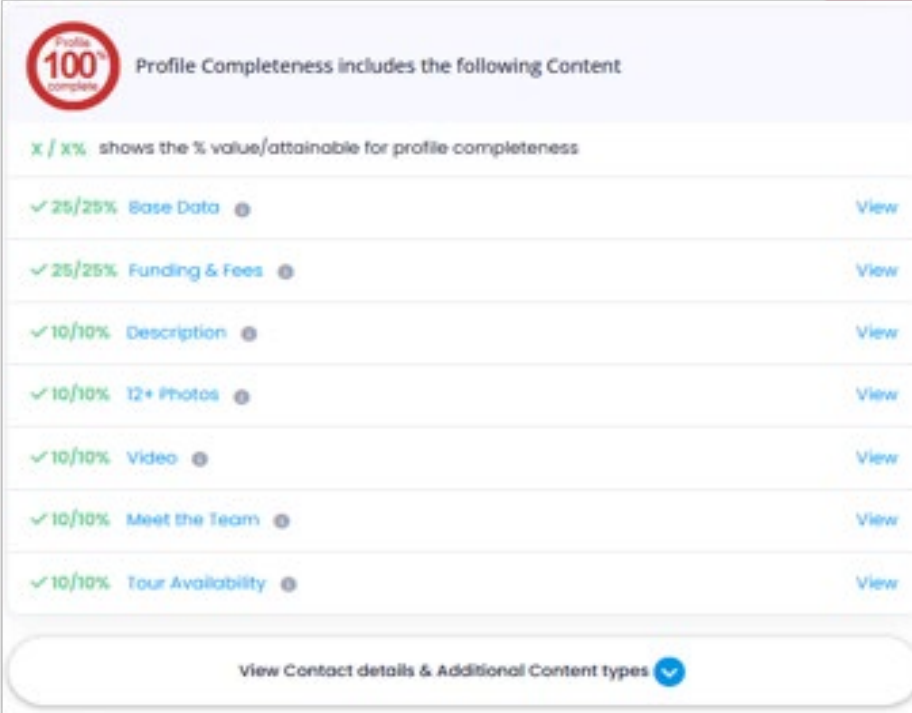
Support Centre

Profile Completeness – Why is it important?

Profile Completeness helps you to prioritise:

- Key profile information required by parents when searching for a nursery for their child
- Important content that shows what day-to-day life is like for a child at your nursery

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



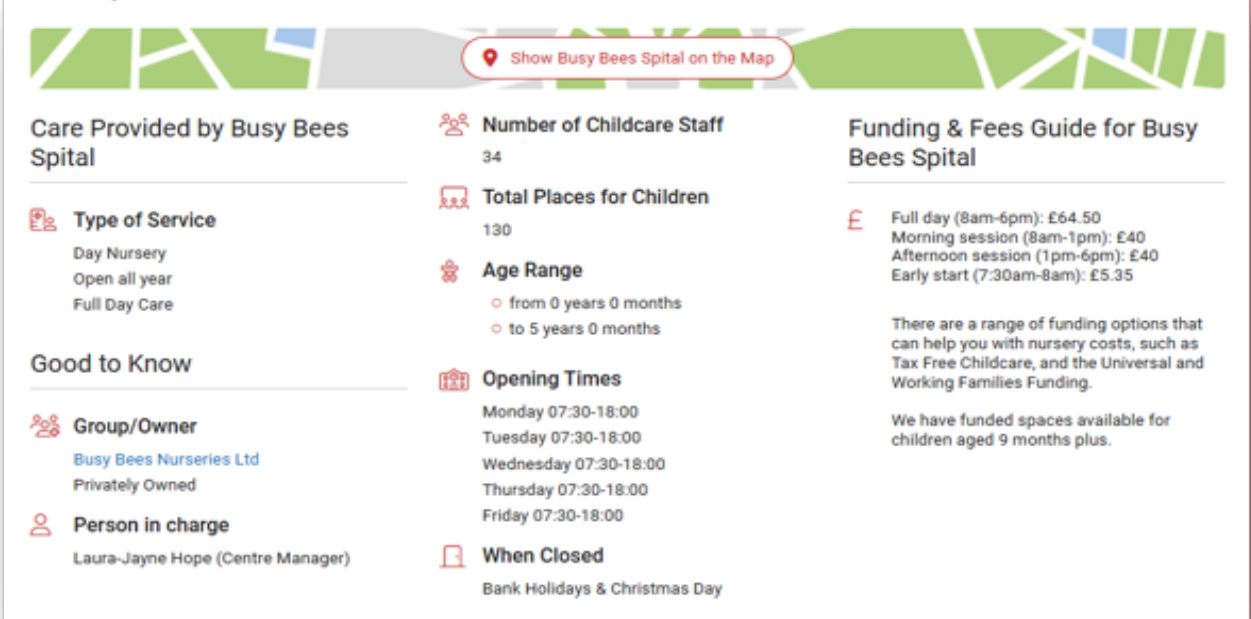
The screenshot displays a 'Profile Completeness' dashboard. At the top left, a red circular badge indicates 'Profile 100% complete'. To the right, the text reads 'Profile Completeness includes the following Content'. Below this, a table lists various content categories, each with a green checkmark and '100%' completion status, followed by a 'View' link. At the bottom, there is a button labeled 'View Contact details & Additional Content types' with a dropdown arrow.

Content Category	Completion Status	Action
Base Data	✓ 25/25%	View
Funding & Fees	✓ 25/25%	View
Description	✓ 10/10%	View
12+ Photos	✓ 10/10%	View
Video	✓ 10/10%	View
Meet the Team	✓ 10/10%	View
Tour Availability	✓ 10/10%	View

The most important pieces of information for care seekers searching daynurseries.co.uk are...

Base Data

- 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 shows a detailed profile for 'Busy Bees Spital'. At the top, there is a map icon and a button that says 'Show Busy Bees Spital on the Map'. Below this, the page is organized into several sections:

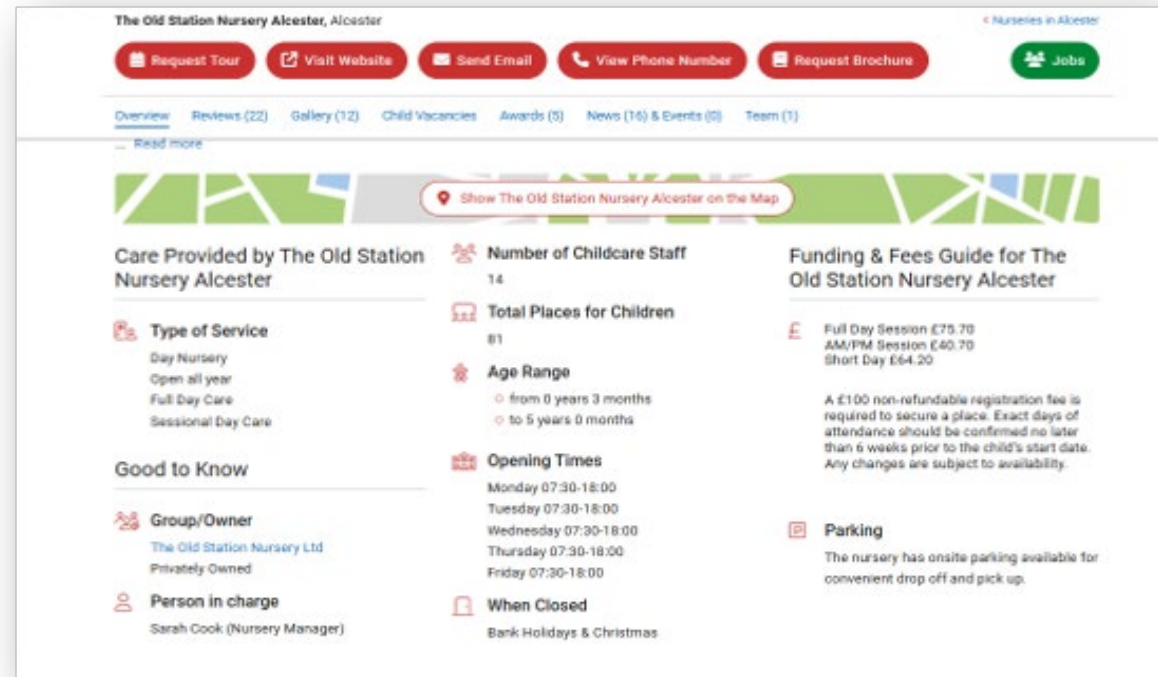
- Care Provided by Busy Bees Spital**: Includes 'Type of Service' (Day Nursery, Open all year, Full Day Care).
- Good to Know**: Includes 'Group/Owner' (Busy Bees Nurseries Ltd, Privately Owned) and 'Person in charge' (Laura-Jayne Hope, Centre Manager).
- Number of Childcare Staff**: 34.
- Total Places 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 Working Families Funding, and notes that funded spaces are available for children aged 9 months plus.

The most important pieces of information for care seekers searching daynurseries.co.uk are...

Funding & Fees

Funding information immediately identifies whether the nursery is suitable, financially and Fees information helps to make informed decisions at the point of entry.

Changes to fees coming June 2026



The screenshot displays the website for 'The Old Station Nursery Alcester, Alcester'. At the top, there are navigation buttons: 'Request Tour', 'Visit Website', 'Send Email', 'View Phone Number', 'Request Brochure', and a 'Jobs' button. Below these are links for 'Overview', 'Reviews (22)', 'Gallery (12)', 'Child Vacancies', 'Awards (5)', 'News (16) & Events (0)', and 'Team (1)'. A map section is visible with a 'Show The Old Station Nursery Alcester on the Map' button. The main content area is divided into several sections:

- 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.

Then bring your profile to life!

Now for the rest of the important aspects of your carehome.co.uk profile...

- **A Description** – Everything and anything you want parents to know about your nursery
- **12+ Photos/Videos** – Your nursery practitioners in action and all the fun activities that takes place each day!
- **Meet the Team** – Introduce your staff!
- **Tour booking availability** – Allow parents to come check-out your nursery in person



How to approach your profile content...

Your profile needs to answer these questions from parents...

- What nurseries are closest to my family?
- Do they provide the right care for my child?
- Can we afford the nursery 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?

Profile Description

- 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.

Photos (We advise 12+)

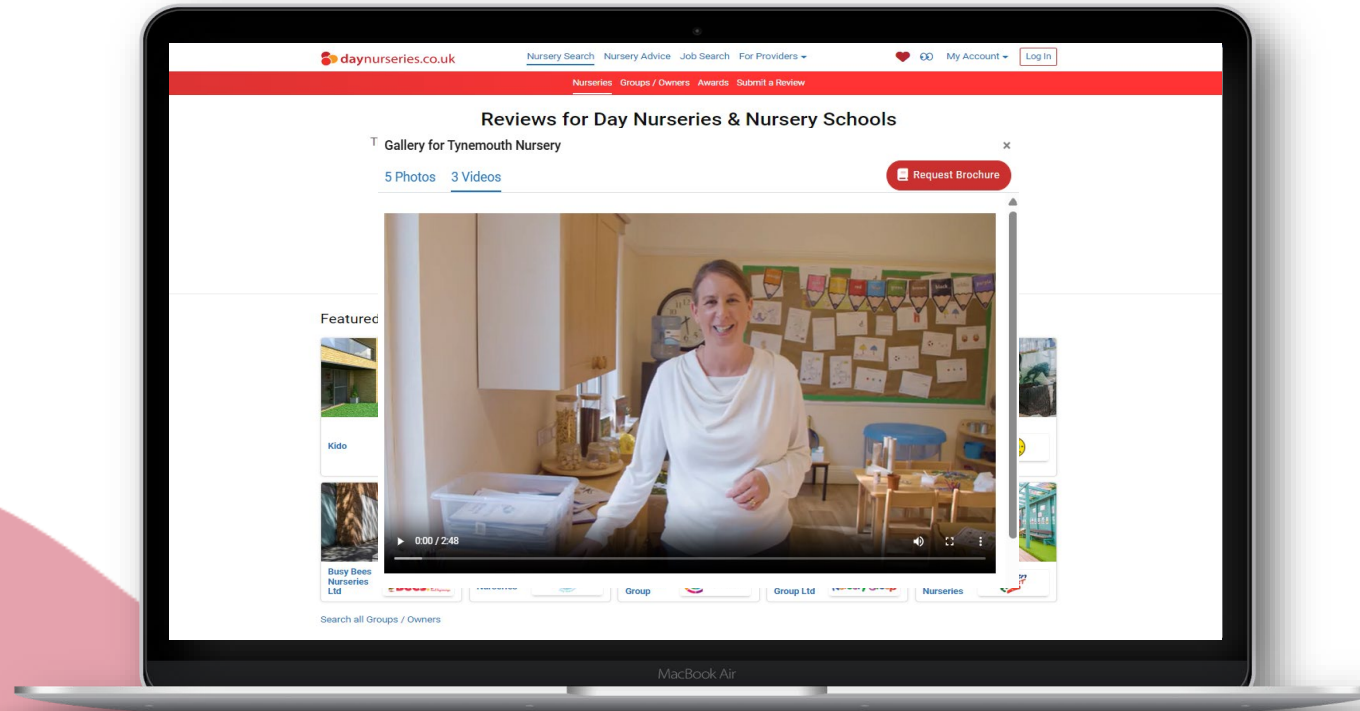
- Photos can show happy children, a welcoming nursery, activities and your friendly team at work
- Good quality images are important for nursery seeker engagement
- Profiles with 12 or more photos generate more enquiries on daynurseries.co.uk



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



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.

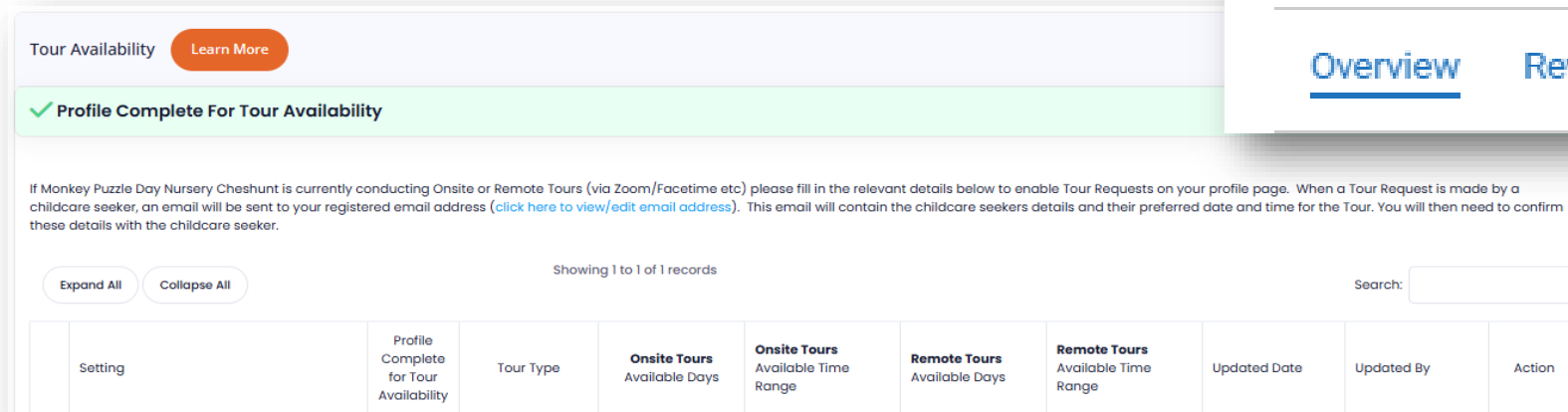
Miss Barber

Request a Nursery Tour

- 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

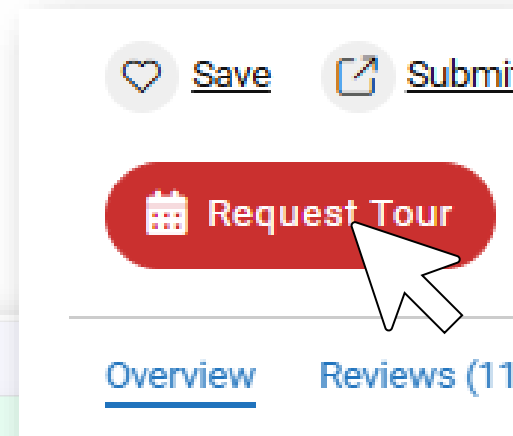
If Monkey Puzzle Day Nursery Cheshunt is currently conducting Onsite or Remote Tours (via Zoom/Facetime etc) please fill in the relevant details below to enable Tour Requests on your profile page. When a Tour Request is made by a childcare seeker, an email will be sent to your registered email address ([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



Save Submit

 Request Tour

Overview Reviews (112)

Full daynurseries.co.uk profiles

Image out of Focus

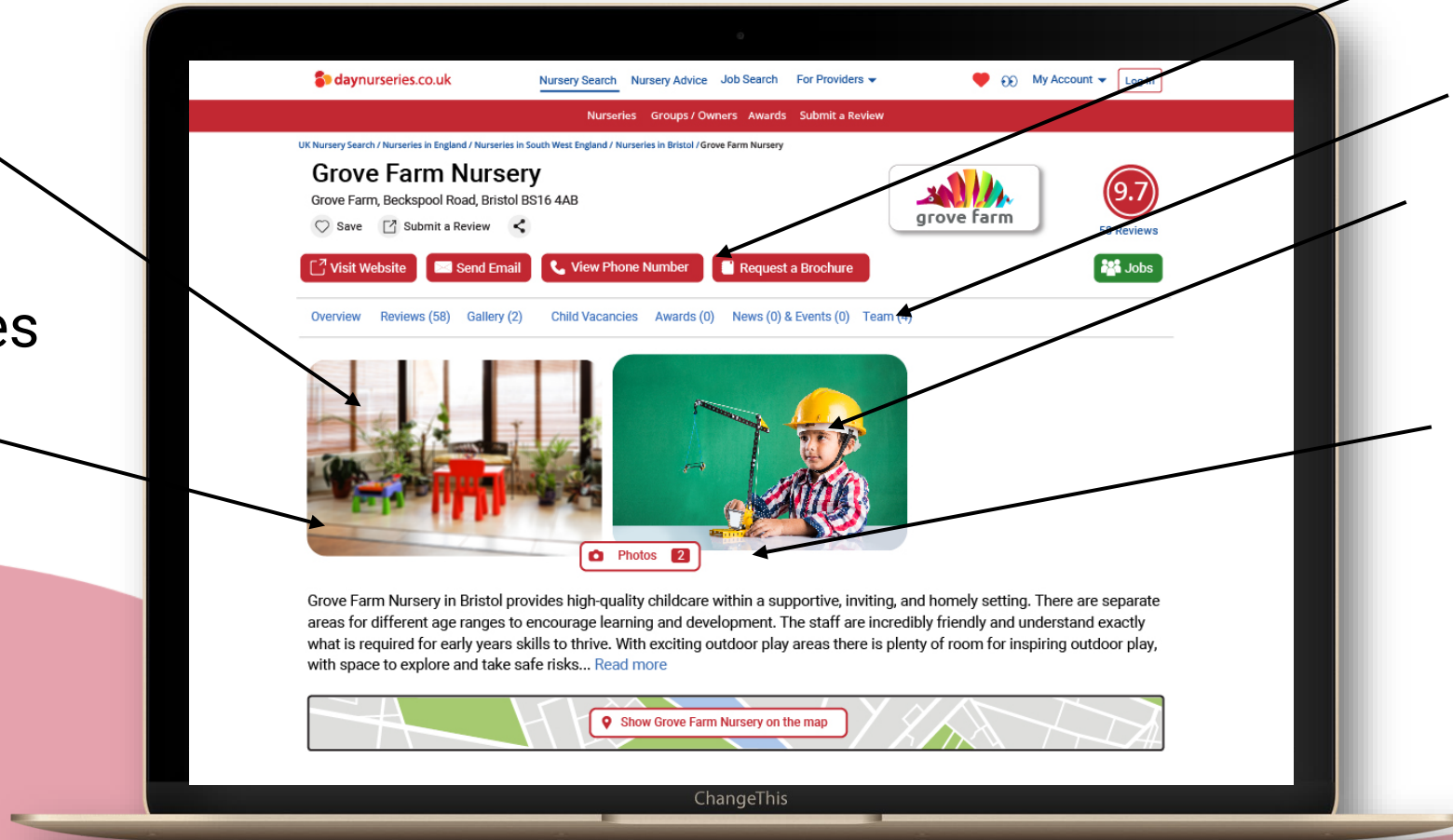
Only 2 Pictures

No Tour Button

No Staff Listed

Stock Image

No Videos



Risks of an incomplete daynurseries.co.uk profile

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

- Harder to find in our search result
- A lack of information means you are less likely to attract parents looking for a nursery place
- Lose out on child care enquires to local nurseries with fuller and more detailed profiles

Full daynurseries.co.uk profiles – Looking good!

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



Create the Perfect Profile – In Summary



Takeaways

1

daynurseries.co.uk is the UK's most popular nursery listing website

3

Focus on completing your Profile especially Fees, Description, Meet the Team, Tour Availability and Photos

2

Profile Completeness is a great guide to ensure parents notice and visit your profile

4

Take a look at your profile and think about it from a parent's perspective – is it achieving what you want it to achieve?

Check today – how complete is your profile?

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

The screenshot displays the Daynurseries.co.uk dashboard for a Platinum subscription. A red circle highlights the 'Contact your account manager Char Sparks' button in the top navigation bar. The dashboard provides a comprehensive overview of account performance across several key areas:

- Verified Care Enquiries Last 12 Months (Estimated):** 39 total enquiries, 38 emails, and 1* call.
- Estimated Value Last 12 Months:** 12%* conversion rate, £35k average value per customer, and £163,800* total revenue.
- Review Score:** 10.0
- Profile Completeness:** 70%
- Profile Ranking:** Top 10%, 3%
- Jobs Posted last 12 months:** 0

Additional insights include a tip: "More recent reviews drive more care enquiries; aim for at least one new review per month." The dashboard also features a bar chart showing the number of reviews per setting in the last 12 months, with a total of 5 reviews. The chart data is as follows:

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

The 'Your Reviews' section shows 0 reviews pending publication, 5 recent reviews with no reply, and 39 published reviews. A 'View Reviews Overview' button is available at the bottom right. The 'Support Centre' is accessible via a button in the bottom left corner.

How call insights works?

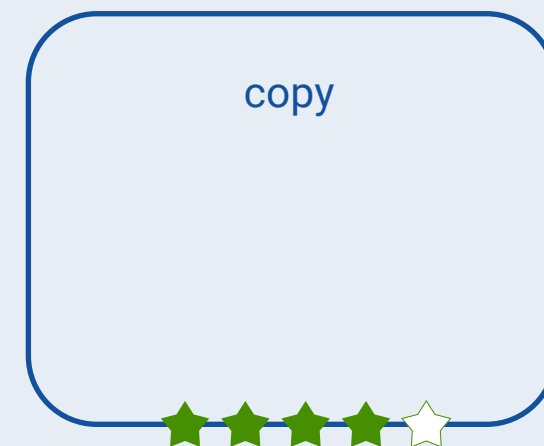


How call insights works?



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