

Sam Cleere

Getting the Most From Your Free daynurseries.co.uk Profile

Simple actions you can take today to improve your visibility, build trust and generate more opportunities from your nursery's free profile.



Getting the Most From Your Free daynurseries.co.uk Profile

Today's journey: turning profile improvements into more opportunities



Complete profile + strong reviews → more reasons to enquire → log in and act

We will follow a parent's journey: from searching and comparing, through to making contact — and what you can do next.

Parents Nursery Place Search

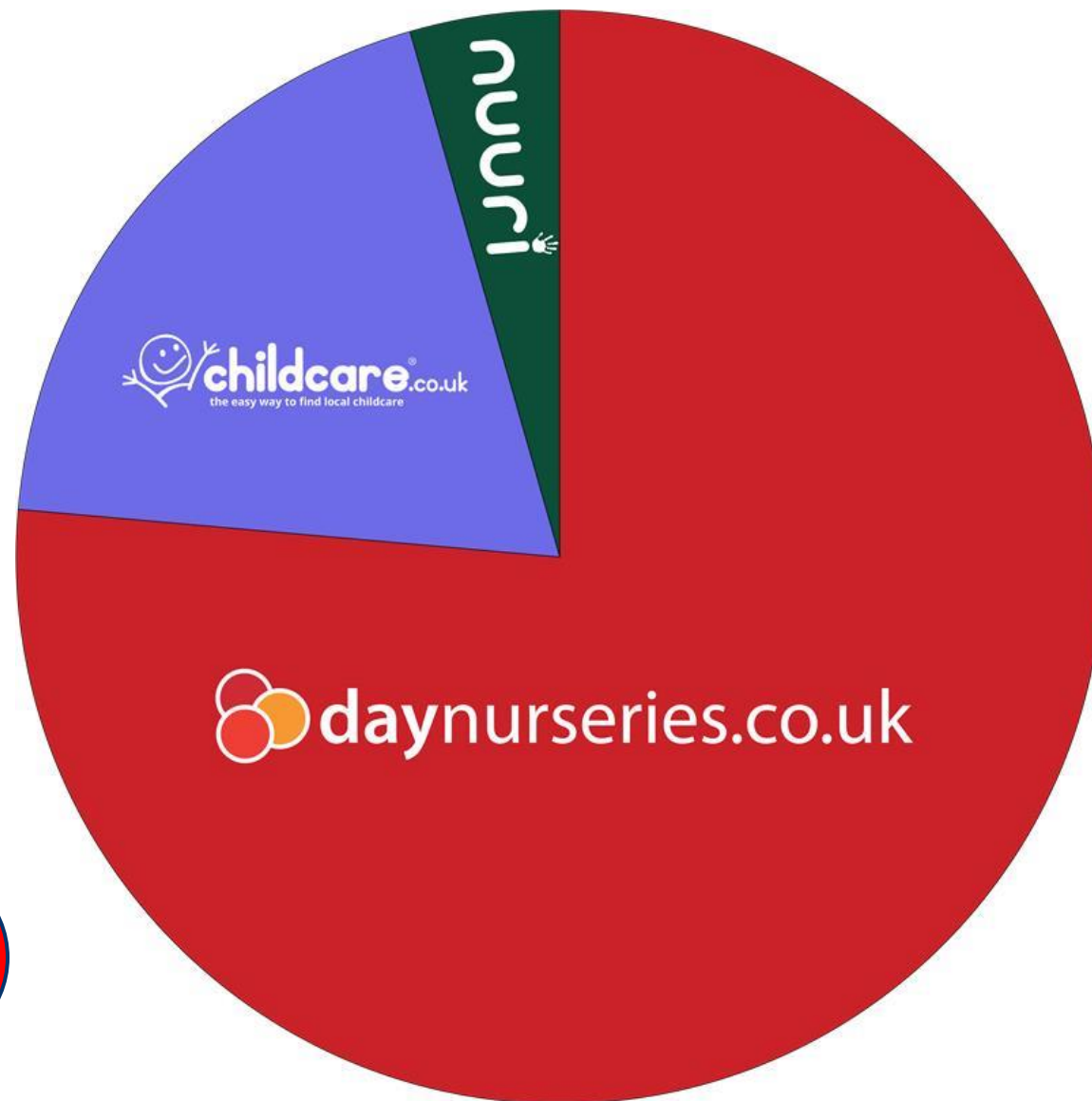
>76%

Of day nursery discovery website
research takes place on
daynurseries.co.uk

15,000+
Nurseries listed

Over 2.5 million
visits a year

Over 260,000
Reviews



What is most important to parents?

- What nurseries are closest to me?
- Does the nursery have the amenities and staff suitable for my child?
- Can we afford this nursery?
- Day to day in the nursery – what does it look like and what do other parents think of it?

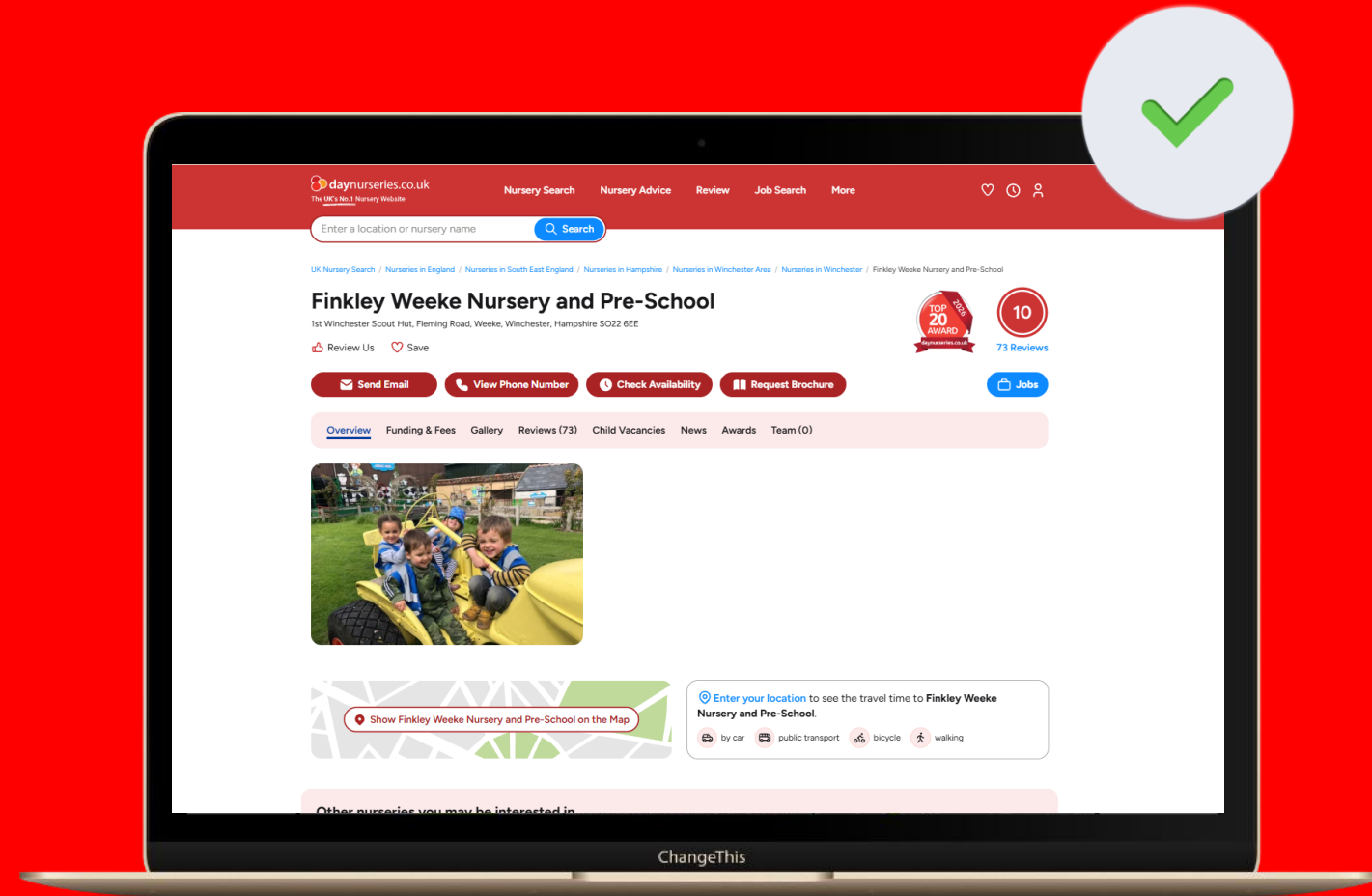


How can you answer these questions with your free daynurseries.co.uk profile?

Focus on these 5 areas:

- 1 - Base Data
- 2 - Funding & Fees
- 3 - A Profile Photo
- 4 - Build recent reviews

Use Profile Completeness to see what information is missing and strengthen your profile.



BE FOUND → BUILD TRUST → GET CONTACTED → TAKE ACTION → GO FURTHER

The most important pieces of information for parents searching on daynurseries.co.uk are...

✓ 25/25%	Base Data	View
✓ 25/25%	Funding & Fees	View

- Base Data
- Funding & Fees

Refine your search by

Age Range Session Length Term Time or All Year Opening Hours [More filters](#)

Browse 97 Bristol Nurseries
Avg. Review Score 9.2 • Total 1,849 Reviews

Treehouse Nursery School
Filton Road, Horfield, Bristol BS7 0CJ

Group/Owner [Storal](#)

At Treehouse Nursery School in Horfield Bristol, you'll find learning environments that capture imaginations and inspire curiosity. The nursery's experienced educators teach children using the Early... [Read more](#)

Opening Schedule ☒ Open All Year ☐ Term Time Only
Sessions Offered ☒ Full Day ☒ Half Day Size 94 places

Ranking affected by subscription level

Sort by: Default

10 76 Reviews

"Enrolled our 11 month old at Tree House Nursery in September 2024. Cannot praise this place enough... Lovely, caring staff, great security..." [Read all 76 reviews](#)

Save View full details

Incomplete Base Data or Funding & Fees information can prevent you from appearing in relevant nursery filtered searches.

Base Data – How to add/update

What is Base Data? It gives the parents the key information about your nursery; such as age range, opening schedule and how many children you're able to take. It's important to keep this information updated regularly

Where to update?

Sign into your **Portal** > **Content included in Profile Completeness** > Select '**View** ' next to **Base Data** > **Edit**

Profile Base Data

Learn More

✓ Profile Complete For Base Data

Manager

Name of Person in Charge *

Kerrian Eades

Job Title of Person in Charge *

Manager

Admission

Admission Restrictions

Age Range From *

Years

2

Months

0

included in profile completeness

Age Range To *

Years

5

Months

0

included in profile completeness

daynurseries.co.uk focuses on early years care for children aged 0 to 5 years, before they start school. Only include details for care you provide in this age range.

Type of Service

Day Nursery

Opening Schedule

Open all year

Full days available

Yes

Half day sessions offered

Yes

Group / Owner

[Stora](#)

Private Owned

Person in charge

Lorraine Doyle (Nursery Manager)

Number of Childcare Staff

20

Total Places for Children

94

Age Range

from 0 years 4 months

to 5 years 0 months

Opening Times

Monday 08:00-18:00

Tuesday 08:00-18:00

Wednesday 08:00-18:00

Thursday 08:00-18:00

Friday 08:00-18:00

When Closed

Bank Holidays & Christmas

Parking

Treehouse Nursery School has access to a shared car park directly outside the nursery, with 18 spaces. As the car park is also used by the neighbouring school, spaces cannot be guaranteed. A public car park is available less than a one-minute drive away.

Funding and Fees – How to add/update

Funding and Fees - This is one of the most important pieces of data to display on your daynurseries.co.uk profile, helping reduce uncertainty and helping families understand whether a placement is suitable and within budget

Funding & Fees

Accepts government funding

Accepts tax-free childcare

Typical monthly cost for a 3-days place

£342 / month

Calculated from data given to us by this nursery. Your final quote may vary slightly. Averaged monthly figure. Actual billing varies; some nurseries bill weekly or by use.

Defaults shown

9 months to 2 years • 3-days • 30 hours funding • all year

How this price scales (per month)

0.5 days per week

£26

3 days per week

£342

5 days per week

£937

Adjust for your situation

Child's age

9 months to 2 years

Days per week

3 days

Government funding used per week

30 hours

Attendance pattern

All Year

Where to update?

Sign into your **Portal** > **Content included in Profile Completeness** > Select '**View**' next to **Fees & Funding** > **Edit**

Funding & Fees

Learn More

What's live on your profile

Funded places and Tax-Free Childcare badges

Unfunded pricing

Funded pricing

Help parents understand your childcare costs more quickly

Provide your private fees and funding information and we'll use this to show parents an estimated view of what their childcare could cost after funded hours are applied. This helps parents make faster childcare decisions on your profile page and can reduce avoidable questions about fees and funding. You can preview your fees at any time in the live fee preview alongside this form, before you save.

Accepting funded places

Do you accept government-funded childcare places, such as the 15 and 30 hours entitlements?

Yes

No

Choose Yes if you offer funded places for eligible children (e.g. 9 month, 1, 2, 3 or 4 year olds), or you regularly take children using funded hours, even if availability is limited.

Standard chargeable full day care

Enter the typical hours you charge for a full day at your nursery. This may be different from your opening hours - for example, you might open at 7:30am but only charge from 8:00am.

Standard chargeable day times

Start 08:00 End 18:00

Morning session times

Start 08:00 End 13:00

Afternoon session times

Start 13:00 End 18:00

Live fee preview

This updates as you edit the form, before you save it.

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All Year

What this price covers

Standard chargeable day 8:00am to 6:00pm (10 hours)

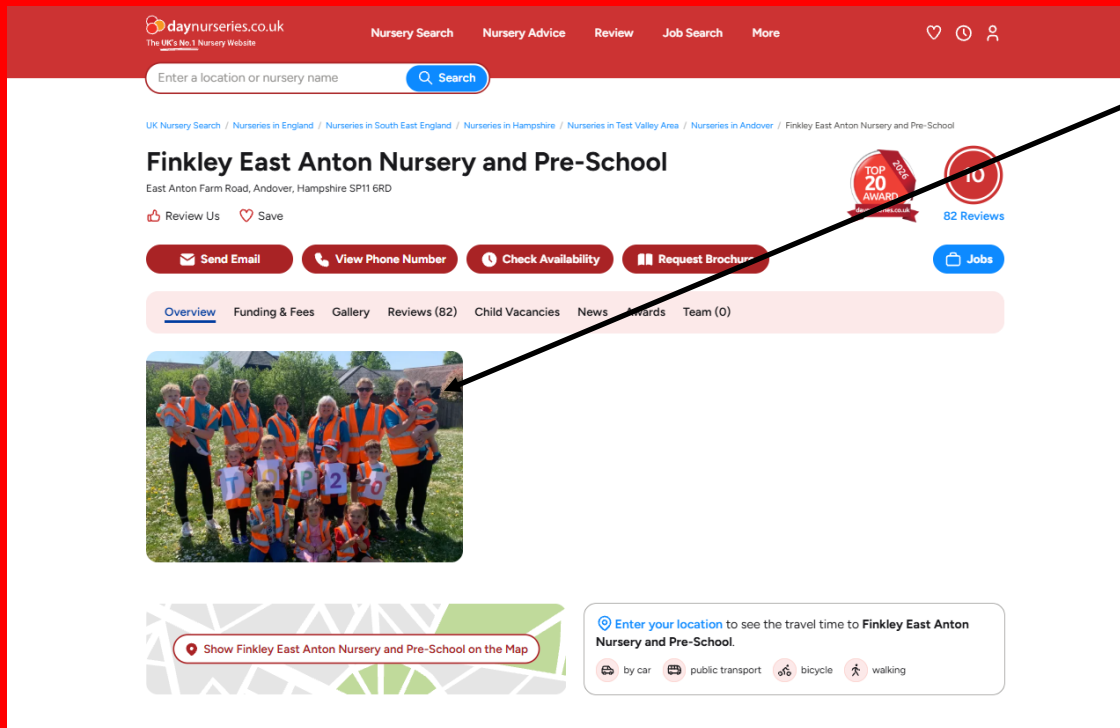
22.4 funded hours used per week. Remaining hours charged privately.

daynurseries.co.uk

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Add a strong main profile photo

- A photo can show your nursery in action, happy children and staff, or even an image of the interior or exterior of your nursery premises
- Good quality images are important for care seeker engagement
- Avoid stock images, bad quality or blurry photos
- Stand out among competitors who are yet to have uploaded a photo

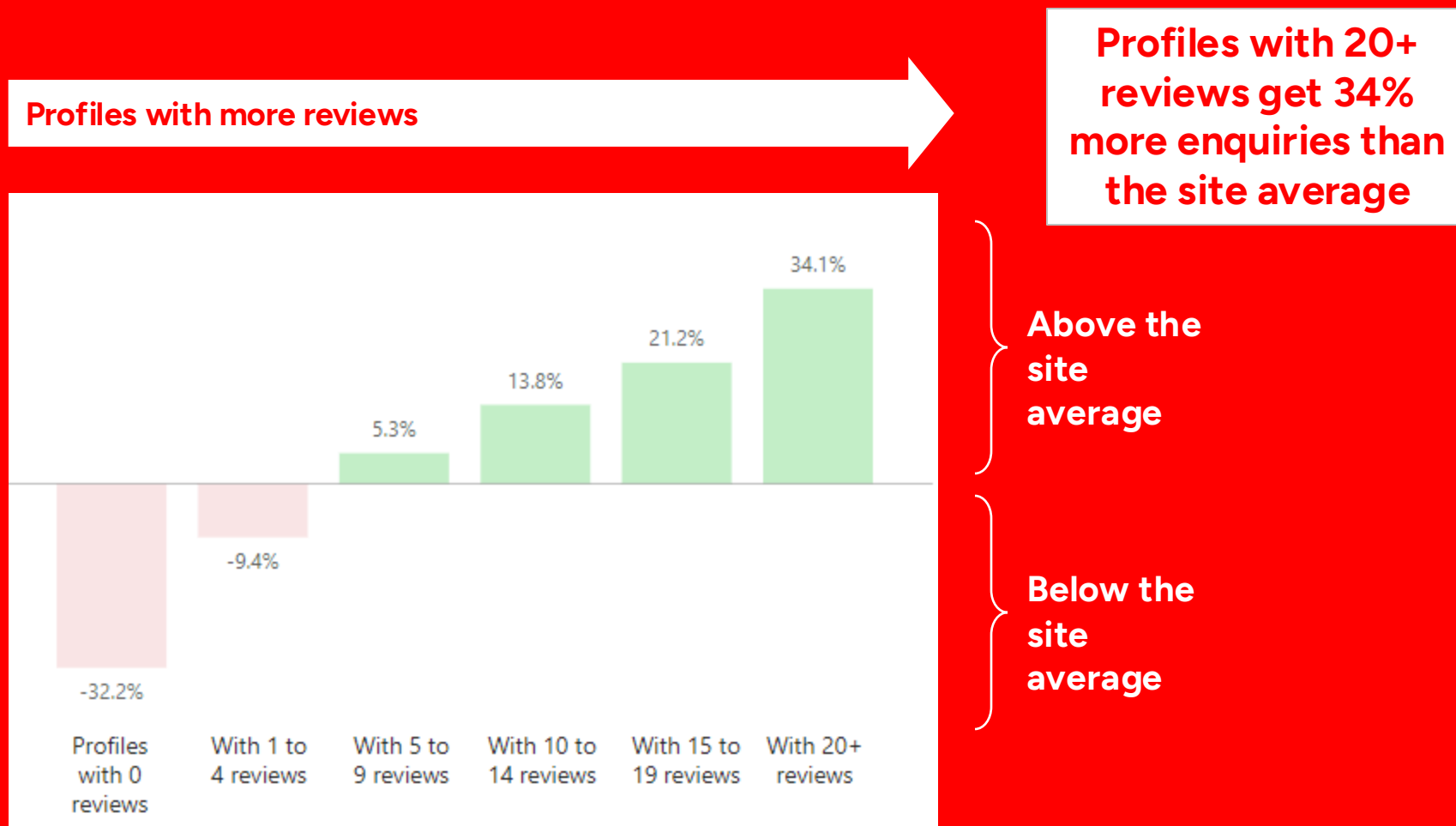


Reviews - one of the strongest ways to increase trust, visibility and nursery placement enquiry opportunity.

- Build trust with parents
- Show the real experience of day-to-day life for a child in your nursery
- Give parents the confidence to take the next step

A steady flow of recent reviews can help your profile stand out when families are comparing providers.

BE FOUND → BUILD TRUST



Calculating the review score

5pts based
number of
positive
reviews in the
last 24
months



5pts based on
average rating
of reviews in
the last 24
months



10 pts

Who can review?



Parents of a child who attends the nursery, including individuals responsible for the child, including guardians, foster parents, relatives, nannies, carers or godparents



Members of staff and ex-members of staff



Anyone with a professional connection to the nursery



Anyone who is an owner or member of staff of a direct competitor nursery

How to generate reviews from your free profile

Basic daynurseries.co.uk profiles can collect reviews for free

Start by sharing your profile review link with eligible clients and families

- 1. Find your profile** – open your daynurseries.co.uk profile on the website
- 2. Share the review link** – send it to eligible family members
- 3. Ask Regularly** – build review requests into your normal follow up routine

Not sure what to say?

*Hi [Name],
We hope your child have been happy in our nursery. If you have a moment we'd really appreciate you leaving us a short review on daynurseries.co.uk.*

[Review Link](#)

Your feedback helps other parents and guardians searching for child care

(Keep the request simple and personal)

You don't need a subscription to start generating reviews

Subscriptions unlock additional tools that make generating and showcasing reviews easier and more consistent

Don't miss written enquiries

Parents often contact multiple nurseries. Log into your Portal so written enquiries can be seen and followed up.

3 Nurseries

Parents enquire with 3 nurseries on average.

Written enquiries your free profile can receive:

Emails

Availability checks

Brochure requests

To access the full enquiry details:

1

Be set up as a
Linked User



2

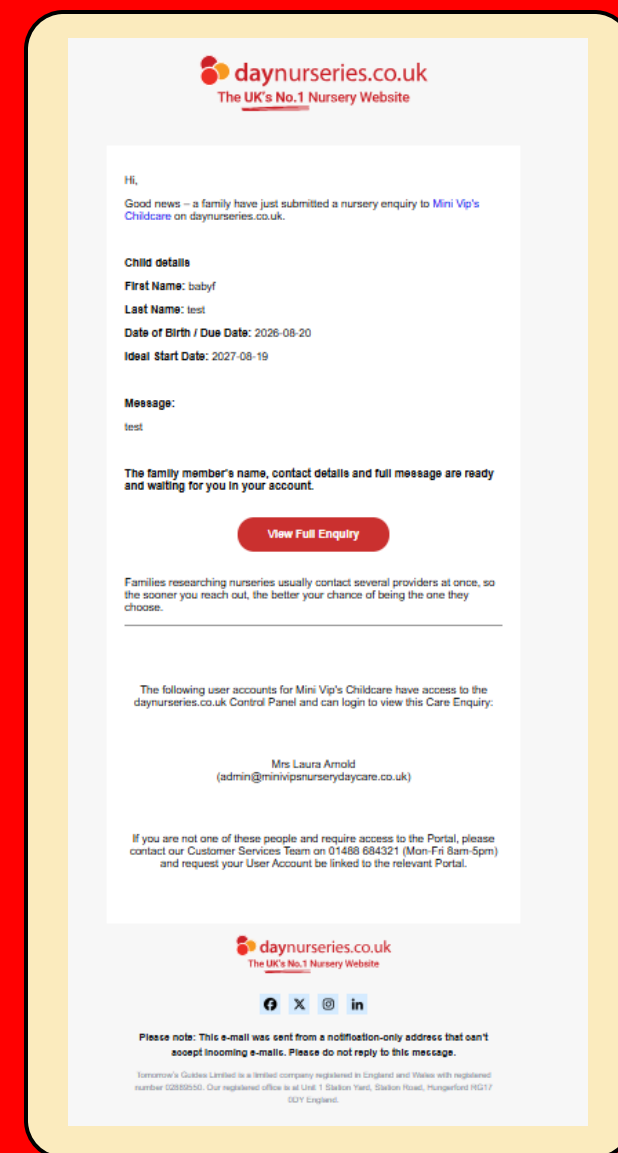
Log into your
daynurseries.co.
uk Portal



3

Open the
enquiry
and follow up

Log in to reveal the full enquiry details



Make sure the right people have Portal access so written opportunities are not missed.

Checklist – What you should be doing today with your free profile:

1. Check your **Base Data** has been added and/or updated
2. Complete your nursery's **Fees & Funding** information
3. Add or update your **Business Details**
4. Add or update the main **photo** on your profile
5. Start asking parents, guardians and eligible family members for **Reviews** and respond to them promptly
6. Respond promptly to **enquiries** that come through your profile

Once the free-profile basics are right, a subscription helps you stand out, generate more opportunities and better understand your enquiries....

What a daynurseries.co.uk subscription unlocks

Enhanced subscribers get 105% more enquiries - Platinum subscribers get 179% more enquiries

Increase Visibility

Showcase your Nursery

Build reputation

Create more Opportunities

Understand Enquiries

BE FOUND → BUILD TRUST → GET CONTACTED → TAKE ACTION → **GO FURTHER**

Ready to get more from your free profile?

Your Account Manager is here to help you take the next step.

Ask for a free profile review

Contact them for:

A free profile review

Identify gaps and opportunities to strengthen your nursery's profile.

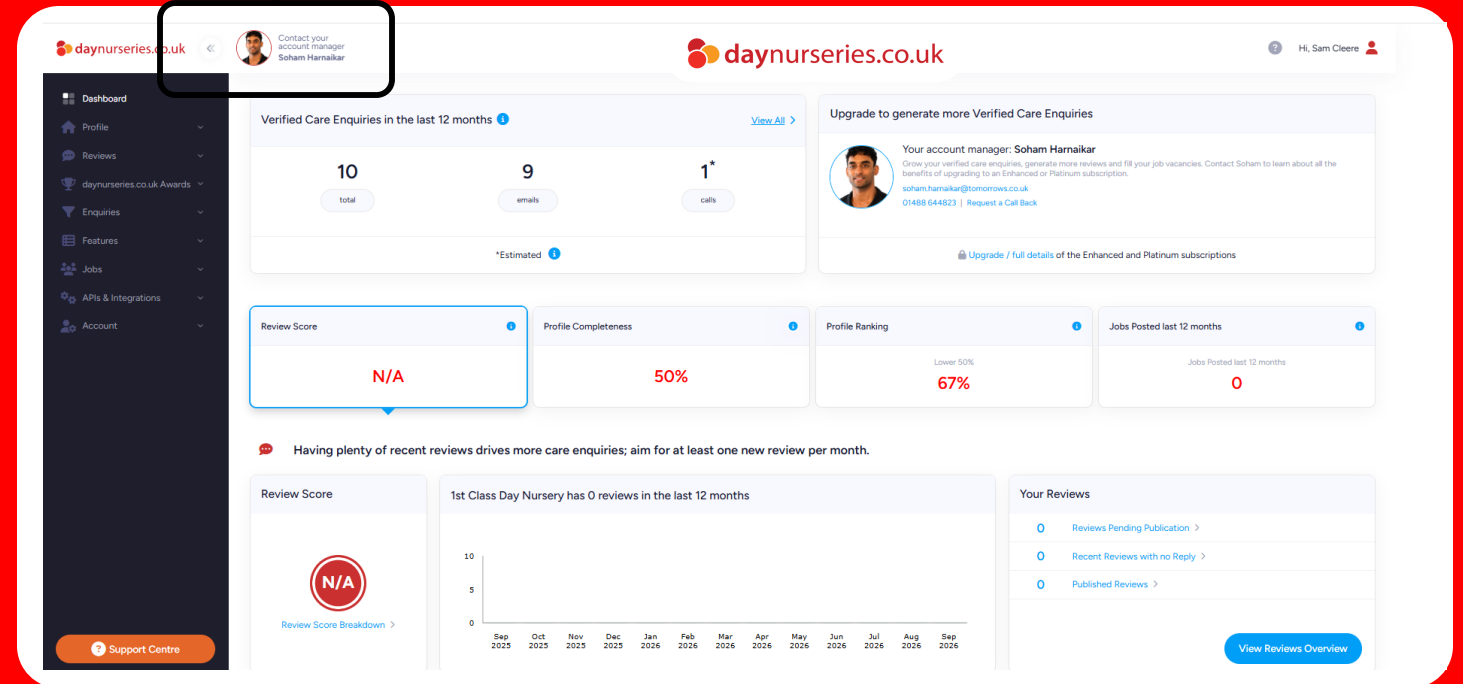
Help improving your profile

Support with Profile Completeness, photos, reviews and enquiries.

Advice on getting more from daynurseries.co.uk

Understand what else you can do to increase visibility and generate more opportunities.

Your Account Manager's details are shown in your portal



Prefer us to contact you?
Scan to request a callback



Sam Cleere

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