



# CarePlace

*Five steps towards an effective  
service profile*

This guide is intended to give service providers some useful information to help establish effective service profiles on CarePlace. It is not intended to cover the creation of a service profile in-full. We have a separate guide for this purpose which can be downloaded from the following address:  
<https://www.careplace.org.uk/Admin/Documents/435/Completing-a-Service>

## 1: Service Description/Keywords

The keyword search is the most common form of search on CarePlace. Users can search the directory simply by entering a keyword/phrase and clicking “go” or they can restrict results to a certain area, e.g. Search for **care homes** within **5 miles** of **Ealing**

A keyword search will return all applicable results, ranked in-order of the keyword’s relevance but the user can re-order the results by distance if they wish.

To ensure that your service is returned in as many searches as possible, try to include all the keywords/phrases in your service description that people might use if they were looking for a service like the one you provide. A simple way of doing this is to create lists (e.g. services offered), which gives you a good opportunity to include a number of potential keywords.

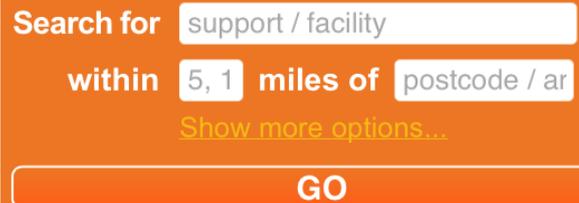
CarePlace uses “fuzzy searching” which means that similar sounding keywords will be returned. E.G. “Learning Disability” will find “Learning Disabilities” and “Learning Difficulty”. Exact matches will have a higher relevance than fuzzy matches however, so choose your terminology carefully.

**Important:** In addition to the service description there is a tab in the service profile that allows you to enter structured information about the service you provide (e.g. Languages, special diets catered for etc.) This tab is called **[Info Fields]** and there are different sets of attributes for different services so you should complete this tab if you provide any of the following services:

- Residential and Nursing Care
- Support at home
- Supported Living / Sheltered Accommodation
- Leisure and Community
- Advice and Advocacy

To add the attributes, simply click [Add a new field] for each one and then enter a value from the pick-list that is generated before saving.

*Note: You can enter multiple values for some attributes e.g. Languages. To enter more than one value simply hold down [ctrl] while you click each one you want to enter.*



The screenshot shows a search bar with the text "support / facility" entered. Below it, there are fields for "within 5, 1 miles of" and "postcode / ar". A "Show more options..." link is visible below the distance field. At the bottom of the search box is a prominent orange "GO" button.

*The keyword search...*

**TIP:** Make sure you steer clear of jargon and use language that potential service users would use. E.G. The general public are unlikely to use the term “Domiciliary Agency” when looking for a home carer.

## 2: Branding/Images

CarePlace enables a logo/image to be placed at the top of a service profile so that corporate branding can be established on the page. A smaller version of the logo will also be displayed in the search results (see below right).

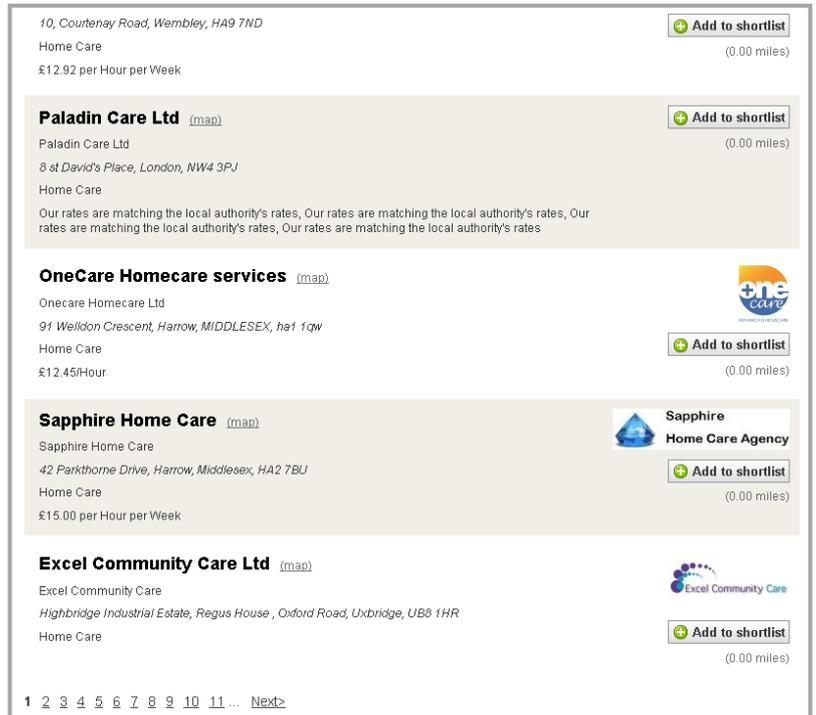
You can also upload one or more images to give residents further insight into the type of service that you provide. In most browsers, these images will open up in a special viewing pane (see below) and the feedback we have had from the public suggests that pictures are very important when trying to choose between potential service providers.



Image 1 of 3

CLOSE X

Image Gallery Example



10, Courtenay Road, Wembley, HA9 7ND  
Home Care  
£12.92 per Hour per Week  
[Add to shortlist](#) (0.00 miles)

**Paladin Care Ltd** [\(map\)](#)  
Paladin Care Ltd  
8 st David's Place, London, NW4 3PJ  
Home Care  
Our rates are matching the local authority's rates, Our rates are matching the local authority's rates, Our rates are matching the local authority's rates  
[Add to shortlist](#) (0.00 miles)

**OneCare Homecare services** [\(map\)](#)  
Onecare Homecare Ltd  
91 Wellton Crescent, Harrow, MIDDLESEX, ha1 1qw  
Home Care  
£12.45/Hour  
[Add to shortlist](#) (0.00 miles)

**Sapphire Home Care** [\(map\)](#)  
Sapphire Home Care  
42 Parkthorne Drive, Harrow, Middlesex, HA2 7BU  
Home Care  
£15.00 per Hour per Week  
[Add to shortlist](#) (0.00 miles)

**Excel Community Care Ltd** [\(map\)](#)  
Excel Community Care  
Highbridge Industrial Estate, Regus House, Oxford Road, Uxbridge, UB8 1HR  
Home Care  
[Add to shortlist](#) (0.00 miles)

1 2 3 4 5 6 7 8 9 10 11 ... [Next>](#)

Search Results Page

**TIP:** If your logo clearly contains the name of your service in text you can check the “use as service heading” option when you upload the image. This will replace the service name text at the top of the profile with the image. (see below for examples)



**Excel Community Care Ltd**

**Description**  
Excel Community Care is a family owned business born out of a desire to serve the community. We are a Domiciliary Care provider offering services to

“Use as service heading” option un-checked



**Excel Community Care**

**Description**  
Excel Community Care is a family owned business born out of a desire to serve the community. We are a Domiciliary Care provider offering services to individuals with reduced ability to care for themselves by assisting them in their own homes. We have a great team of Care workers who care for Service users with dignity, compassion and respect. Our management and support staff have

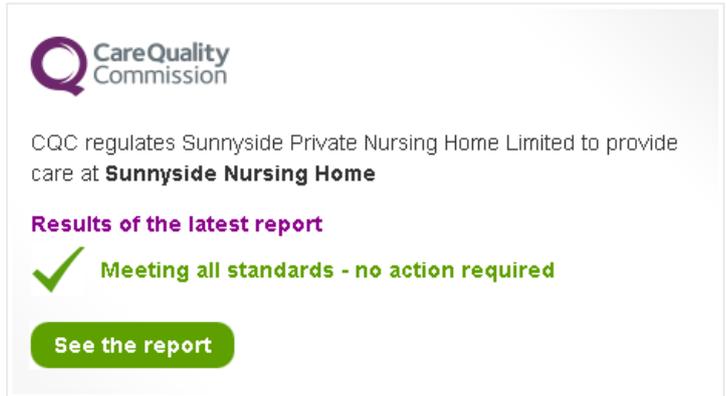
“Use as service heading” option checked

**Important:** Some users may experience problems loading pictures with Internet Explorer version 8 or below. If you get an error when trying to upload an image to your service profile, either use another browser (e.g. Firefox or Chrome) or save the image as a bitmap (.bmp) file and try again.

## 3: CQC Widget for Registered Services

If your service is registered with the CQC then you can add the CQC widget (see *right for an example*) to your service profile, simply by entering your location ID in the CQC ID field (on the profile tab).

The CQC widget displays up-to-date information about your latest inspection and provides a link so that users can read the inspection report in more detail. Displaying information from the regulatory body is extremely reassuring for people who are choosing care providers so we strongly recommend configuring the widget in your service profile.



CareQuality Commission

CQC regulates Sunnyside Private Nursing Home Limited to provide care at **Sunnyside Nursing Home**

**Results of the latest report**

✓ Meeting all standards - no action required

See the report

**Important:** The CQC issues several registration numbers for providers, locations and managers. These numbers all have a similar format (e.g. 1-123456789) but the only one that currently works with their widget is the location ID. Make sure you enter the location ID into the CQC ID field in CarePlace and not one of the other similar numbers, otherwise you may see a “Service Not Found” message displayed in the widget on your service profile.

## 4: Location/Contact Details

**Location:** Each service within CarePlace must have a location, otherwise it will not show in the directory. There are three types of locations within the system, “fixed”, “area-based”, or “postcode boundary”.

**Fixed location** means that the service is provided at the specified address only (e.g. a residential home, or hospital where the resident must travel to use the service).

**Area-based** locations are for mobile services (e.g. home care agencies, or mobile advice services) that are generally offered within a certain catchment area. Area-based locations require a catchment radius to be entered which is the distance (in miles) that the service will travel from the location provided. This could be a branch address in the case of a home care agency, or it can be an arbitrary point (e.g. for example in the middle of a local authority).

**TIP:** If you want to display a real address (e.g. branch address) to CarePlace users, but configure your catchment radius from a different point you can manually enter the location coordinates when you add/edit the location. You can use <http://itouchmap.com/latlong.html> to obtain latitude and longitude values for any location by dragging the pin to the point on the map where you want the centre of your catchment area to be.

**Postcode boundary** locations are for mobile services (e.g. home care agencies, or mobile advice services) that are offered for specific areas. Once a postcode is entered, you can specify whether you have full, limited or no availability for that area.

**Contact Details:** Contact details enable names, phone numbers and e-mail addresses to be made available to the public. There are two options that can be set for each contact listed:

**List as Marketplace Contact:** This option affects whether the contact details are displayed on your service profile or not. If you leave this un-checked the contact details will be stored in the system but will not be displayed to the public.

**Receives Enquiries:** This option affects whether the contact receives enquiries that are sent via the “Enquire about this service” button on the service profile. If there are no contacts with this option checked then the button will not be displayed and residents will not be able to contact you by email directly through CarePlace.

**TIP:** You don’t have to list a named contact. If the contact details provided are generic, simply enter something like “General Enquiries” in the Forename of the contact details and they will display in the service profile like this.

### Contact Details

**Contact Name:** General Enquiries  
**Telephone:** 0208 385 1115  
**Email:** [enquiries@someservice.com](mailto:enquiries@someservice.com)

## 5: Service Levels

Service levels (entered on the “levels” tab) are a crucial part of the service profile because they determine how the service is categorised within the directory. You should ensure that all the levels that you offer are added to your service profile, along with capacity, availability and price information where appropriate.

This information will display on your service profile, but it will also make sure that your service will be returned in any relevant search results including searches that are initiated from the category tree (shown on the right).

You can use this area of the site to browse the directory for services that have been sorted into the categories shown below. Some categories have several sub-categories before any services, or information is returned from the directory. If you get lost you can always navigate back using the “You are here:” links in the page header.

Please choose a category...



Residential and supported living



Advice and advocacy



Education and employment



Health

### Useful Information

Find [useful advice](#) to help you select the right care for you and your family

### How to use this site

Read our [help guide](#), or if you have a question, it may be answered in our [FAQ](#)



Support for carers



Support at home



Leisure and community

## Checklist

You can use the following checklist to ensure that your service profile is setup correctly and working effectively within the CarePlace directory:

<ul style="list-style-type: none"> <li>• Have you added a full description that concisely describes all the services that are offered including things like opening days/times (if applicable)?</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you added all the special attributes like (e.g. languages) on the [Info Fields] tab?</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you established links to your own website? (If you have one)</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you entered your CQC location ID? (Registered services only)</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you added a location and set the catchment radius properly? (The radius should be zero for fixed locations and non-zero for area-based locations)</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you added all the service levels that you provide on the levels tab, including capacity, availability and pricing information where appropriate?</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you added at least one set of contact details (preferably with both phone and e-mail address) so that potential service users can contact you directly from the site?</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you added a logo and images to your profile so that users get more of an insight into the service you offer instead of just the text-based description?</li> </ul>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Have you checked out your service profile in the directory to see what it looks like to public users?</li> </ul>	<input type="checkbox"/>