User guide

For completing your care home page

Outstanding Care Homes

outstandingcarehomes.co.uk

August 2019

Introduction

we aim to promote great care homes like yours

Thanks very much for showing interest to update your care home on our website. Our mission is to help vulnerable people of our society to receive outstanding care. We believe your mission is the same, hence you have achieved your outstanding rating from the Care Quality Commission. We want to celebrate and share the fantastic work you are doing in your care home. You have achieved outstanding only because you are genuinely 'outstanding'. Join us on our mission to celebrate excellent care. We will help you to stand out!

You must have claimed your care home already by now. Please follow these steps.

1. Check your email to log in and reset your password.
2. Once you have changed your password, you can log in.
3. Once you log in - you will be able to access the back end of the website.
4. Your claimed care home will be visible for you after we approve it from our end.
5. You can access the back end to make changes to your profile page, add events and to add blogs to share your knowledge.

Care home page

	Instructions
Edit care home	Name of the care home (Not the name of the corporate or company)
Content space	The content should be headed(Heading 2) under: • (Heading 2) Type of service provided – Dementia care, residential care, nursing home, Learning disabilities. • (Heading 2) About us: Describe who owns the care home and about its team. • (Heading 2) Facilities: Bullet point what kind of facilities you offer in your care home. Bullet points. E.g., Single ensuite rooms, accessible garden. • (Heading 2) Outstanding stories: Describe a few outstanding stories that you have done over and beyond in a concise way. (For residents, staff and the community you are serving). • CQC widget – Please add the CQC widget link here. If you are not sure how to do it, we will do it for you. NB: **The content should not be copy-pasted from any other source, including your website. It has to be created uniquely for <u>outstandingcarehomes.co.uk</u>. We reserve the right to remove the content if it duplicated from elsewhere. Specific quotes from CQC can be added here.** We want to capture the 'values and culture' of your care home with real examples, not statements. **Maximum 1000 words, including the headings.**

	Instructions
Excerpt	Excerpts are optional hand-crafted summaries of your content. It can include the location of the care home. **We reserve the right to edit this to improve the ranking for your care home page.**
Revolution slider	Not applicable
Set care home image	Upload an image which will be shown as widgets. It can be same as the header image. Be cautious this image will be presented as box view in several places within the website – hence use an appropriate one and make sure the subject is in the middle of the photo so not to be cropped off. Let the image stand out from other care homes.
Subtitle	Name of the registered company
Item header	Map – Location of the care home will be shown on a map at the top of the page. Image – We would suggest you to upload a landscape photo with the focused object at the centre of the picture. It should be a real-life image of your team, care home or residents and team together. No header – You can choose to leave the header without anything. We wouldn't recommend it.
Address	Input the address of the care home and click the button 'find' — not the address of the corporate office. Street view – can be enabled to show the photo of the street. But it may slow the page to load the map.
Telephone number	Preferably a number that can be used to contact the home directly.
Email address	Email address for enquiries.
Opening hours	Add visiting hours. You can also add special notes at the end.
Social Media links	We would highly recommend adding your social media accounts to this webpage. That would help to find your care home easily.

	Instructions
Gallery	Upload image – add the title of the image. E.g., Main lounge/ Staff team The object of the image should be at the centre of the image. The gallery image will be cropped at the edges, depending on which device it will be displayed. The image should be in landscape mode. Please use a high resolution image. Please title each image.
Item category	Add all the category it relates to depending on the service you provide.
(Right Sidebar) Item location	Tick which county your care home is located.

Events page

Promote the events in your care home through our webpage. Adding local care home events will help your care home to stand out from other care homes and helps the community to know about your care home. It can be anything from a coffee morning to a recruitment day.

Add new event	Attractive title for the event
Content space	Please detail the event. Do not add any date, time or location here. • What is the event? • Who is it for? What will the audience benefit from?
Excerpt	Handcrafted summary of the event.
Discussion	Not applicable. Make no changes.
Revolution slider	Not applicable. Make no changes.
Event image	This image will be shown at different sizes. Please ensure the focus subject is in the middle.
Event header	Image – You can make it attractive by adding an image. Map – You can add map to show the location of the event. Or choose item location to show the location of your care home. No header – You can choose not to have a header image or map.
Dates	You can add the date and time here. If it is a recurring event, you can add more dates here.
Fees	You can leave "0" if it is a free entry event.
Categories – Right side	Tick care home events
Location	Please don't forget to add the county, so that it will be shown at the relevant county.
Post attributes	Not applicable.

Posts page/ Blog page

You can add blogs here.

Blogs are an excellent way to reach out to more people. The reader should benefit from reading your blog. Blogs shouldn't be used to sell your service directly. But you can link to your website after providing some valuable information. We reserve the right not to publish if we are not happy with the content.

You can do blogs under two categories:

- Tips to become outstanding. (Helping other care professionals to learn from you)
- Tips for choosing a care home. (For people searching for care homes)

- Featured image – Add an image to stand out. The focus subject should be at the centre. The image will be cropped at the edges when shown in different boxes or devises. This will help you to stand out in social media.
- Excerpt – Handcrafted summary of your blog.
- Discussion – Not applicable.

Care home reviews

You can ask your existing customers, friends and staff to leave comments. Please read our terms and conditions about 'leaving reviews'. Good and genuine reviews will attract more clients to enquire about your care home.

Need help?

If you are not sure about something and you need to speak to someone, please call 0333 577 8599. Email us at hello@outstandingcarehomes.co.uk.

Thank you very much.