****

**Information needed to create your listing on UK Care Guide**

|  |  |
| --- | --- |
| **Information needed by UK Care Guide** | **Your information** |
| Your business name |  |
| Your full address |  |
| Contact phone number for people to contact you |  |
| Contact email address for people to contact you |  |
| Your web address |  |
| Your twitter address |  |
| Which towns or cities do you wish to appear for. | * *(Please see the appendix at the end of this document for information on costs. If you advertise in 3 locations you get 1 for free, giving you 4 in total. If you advertise in 5 locations, you will get an additional 3 for free, giving you 8 in total)* |
| A description of your business | *Please add some text about your business and why someone should contact you. This is an opportunity to really sell yourself. Here is an example of another listing.*  *https://ukcareguide.co.uk/listing/vida/* |
| Do you provide the following services   * Adult Care * Children care * Help with care assessments * Help with Personal Care * Live in Carer * Risk assessment of your home * Round the clock (24hr) care * Cleaning * Food preparation * Shopping * Help with personal care * Cooking * Companionship * Respite support * End of life care and support * Dementia care and support * Escorting   ***Please indicate in the next column if there are any other services you want to include*** | *Please add ‘yes’ or ‘no’ below* |
| Please provide 4 key facts about your business | *Identify 4 areas that will really make you stand out from your competitors* |
| Fact 1 |  |
| Fact 2 |  |
| Fact 3 |  |
| Fact 4 |  |
|  | ***Costs*** |
| Do you wish to pay monthly with no commitment or get a 30% reduction on your costs for a 12 month commitment? | *Please state if you wish to pay month to month or take a 12 month commitment with a 30% Reduction. Delete as appropriate.*   1. *I wish to pay month to month* 2. *I wish to commit to 12 months with a 30% reduction* |
| Do you want us to promote your business to our 60K plus users twitter users | *Two tweets a month, which will be seen by over 2k people. Cost is £5 per month. Please indicate below.*  *Yes, please send out some tweets*  *No, please don’t send out any tweets* |
| Do you want to advertise vacancies on the site job board? [https://ukcareguide.co.uk/job-search/–](https://ukcareguide.co.uk/job-search/%E2%80%93) Note you get one free job advert if you spend at least £20pm | *Please indicate below. Costs set out in the appendix.*  *No, I do not wish to advertise any vacancies*  *Yes, I do want to advertise my vacancies (please state how many)* |
| Business images | *Please send a JPEG of any logo or images you want including on your listing.* |

**See details of costs on the Appendix on the next page.**

**Appendix – Listing costs**

### Enhanced Listing Prices

An enhanced listing will give you the ability to have a one page website on our site to promote your business.   Plus you will appear at the top of any search for the locations you choose.

**30% reduced cost offer**

* One location is currently **£10 per month** instead of £15
* Every additional location is **£5 per month** instead of £8. If you advertise in 3 locations you get 1 for free, giving you 4 in total. If you advertise in 5 locations, you will get an additional 3 for free, giving you 8 in total.

For example, if you are only interested in appearing for searches when someone types in London as a location, then you would only have one location and the cost would be £10 per month for an enhanced listing.  If however, you wanted to appear in additional locations (eg Reading, Oxford etc) then the cost would be an additional £5 per month per location.

**Here is an example of what an enhanced listing would look like**[http://ukcareguide.co.uk/listing/vida](http://ukcareguide.co.uk/listing/vida/)

### Basic Listing Prices

A basic listing will, in simple terms, allow you to add the contact details of your business and your logo. Plus you will appear at the top of any search for your chosen location. But you wont have all the detail about your business that you get with an enhanced listing.

* One location is currently **£5 per month** instead of £8
* Every additional location is **£2 per month** instead of £3. If you advertise in 5 locations, you will get an additional 3 for free, giving you 8 in total.
* **Please note that all listings that take the 30% offer are subject to a 12 month commitment. Otherwise the full cost is payable.**

**Job Listing cost**

If you spend at least £20 per month, with a 12 month commitment, you can advertise one job for free (which is worth £15 month!!). -[**https://ukcareguide.co.uk/job-search/**](https://ukcareguide.co.uk/job-search/)

Otherwise, costs are as follows:

First job - £15 per month

2+ jobs = £10 per job per month

**Please return to** [**William@ukcareguide.co.uk**](mailto:William@ukcareguide.co.uk) **when complete.**