

HOME CARE PULSE®
The Leader in Research & Quality Management


The New
BestofHomeCare.com
 and Why You'll Love It

&

SEO Strategies for your
 Home Care Business



Presenters




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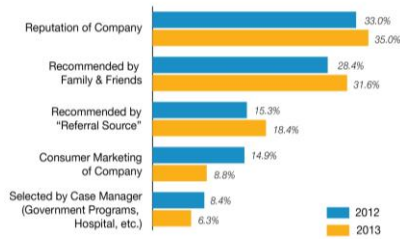
Today's Agenda

1. What are the top five reasons consumer choose a home care provider?
2. Bestofhomecare.com strategy and future plans
3. How to develop and apply an SEO strategy to your home care business
4. SEO Tools available to you
5. Questions

Monthly Quality Satisfaction Program

- Insight from six years of research, interviewing home care clients and gathering feedback.
- Each was asked, "Why did you select this provider over others?"
- What are the deciding factors in selecting a home care provider?

Top 5 reasons clients selected their Home Care Provider



Who is your customer?

- » **Bill or Mary**
- » **Middle aged children**
- » **Looking for the best care possible for their parents.**
- » **Where are they searching for quality care?**
 - Word of Mouth
 - Referral Sources
 - Internet Reviews

Online Proof of Quality:
BestofHomeCare.com

The screenshot shows the BestofHomeCare.com website. At the top, there is a blue header with the text "Online Proof of Quality: BestofHomeCare.com". Below the header is the website's navigation menu with links for Home, Certification, Awards, Blog, About, and Contact Us. The main content area features a testimonial titled "WHAT PEOPLE ARE SAYING" with a quote from "Joan, AK" and a photo of a smiling couple. Below the testimonial is a search bar with the text "Find a Certified Home Care Provider" and a "SEARCH" button.

FREE SEO Tools
Like us on Facebook

<http://www.facebook.com/homecarepulse>

The screenshot shows the Facebook page for Home Care Pulse. The page header includes the URL "http://www.facebook.com/homecarepulse". The main content area features a profile picture of a woman, a cover photo with a circular diagram, and a post titled "Home Care Pulse" with 586 likes. The page also includes a "Like" button and a "Following" button.

FREE SEO Tools
Like us on Facebook

<http://www.facebook.com/homecarepulse>

The screenshot shows the Facebook page for Home Care Pulse, specifically a post titled "Free SEO Tools". The post lists five tools with "download" buttons next to each:

- 1- Understanding Search Engines [download](#)
- 2- Performing Keyword Research [download](#)
- 3- Optimizing Web Pages [download](#)
- 4- Creating and Managing a Blog for SEO [download](#)
- 5- The Do's and Don'ts of Link Building [download](#)

HOME CARE PULSE
VANTAGE

- Quality Satisfaction Management
- Proof of Quality
- Performance Benchmarking
- Education & Tools

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