A caregiver in blue scrubs is smiling and talking to an elderly woman sitting in a chair. The caregiver has her hand on the woman's shoulder. The scene is set in a home environment with a framed picture on the wall and a small table with a plant and books in the foreground.

Care Home Occupancy Audit Checklist

A self-assessment of 5 digital gaps most likely to cost private enquiries.

Use this one-page audit to spot where families may be dropping off before they enquire. Score each gap honestly, then use the scoring guide to prioritise your next move.

Audit Area

Score each area honestly — 0 if you are confident it is covered, 1 if the gap applies to you.

1

You can be found quickly

Families find you in local search, on Google Maps, and through accurate business listings.

Score :

2

Your website converts interest

Clear calls to action, fast-loading mobile pages, and easy enquiry routes reduce drop-off.

Score :

3

Trust is visible immediately

Reviews, testimonials, CQC rating, staff profiles, and photos reassure anxious decision-makers.

Score :

4

Your offer feels relevant

Services, room types, lifestyle content, fees, and care pathways answer the questions families ask first.

Score :

5

Follow-up happens fast

Every enquiry gets a timely response, a next step, and a structured process to book a visit.

Score :

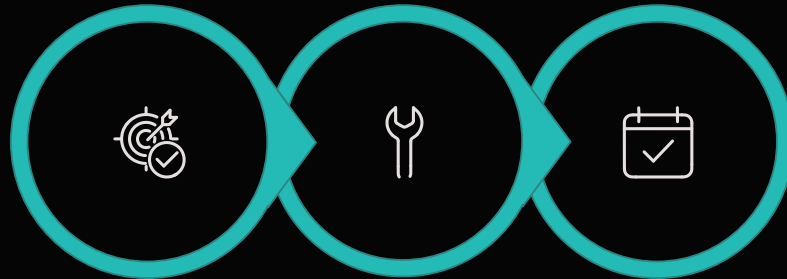
Scoring Guide

Once you have scored all five areas, add up your total and use the table below to understand what your score means and what to do next.

Score	Meaning	Recommended Action
0-1	Healthy	Your digital presence is supporting enquiry growth.
2-3	At risk	Small fixes could unlock more private enquiries.
4-5	Leakage	You may be losing families before they ever contact you.

Practical Next Steps

- Improve the weakest score first, then retest after 30 days. Add one simple conversion fix, one trust signal, and one follow-up improvement before launching any new campaign.



Prioritise
Weakest

Implement 3
Fixes

Retest 30 Days