



Providentia
MARKETING

HOME CARE WEBSITE FEATURES IDEA LIST

**Features to Turn Your Website
Into a True Sales, Referral &
Recruiting Engine**



Home Care Website Checklist

Getting Started

You've decided it's time for a new website. Now what?

Your website is your most important sales and marketing tool. If done properly, it will help you promote every aspect of your business—from generating referrals and helping families to select care, to educating your current clients and recruiting new caregivers.

We all know first impressions are important. Here are some things to consider:

- Your website is less about **what** you offer, and more about **why** your company is the right choice.
- The top reasons consumers select a home care provider revolve around the reputation and outside perceptions of the company.
- Now more than ever, clients are turning to friends, professionals, and the web to help them select a home care provider, and their decisions are based on more than the provider's list of services, locations and costs.
- Even when a client first hears of a home care provider from a friend, family or professional, their very next move is to look at the company's website.

Is your website giving the right impression?

This guide is filled with ideas for your website. Ideas for content. Ideas for features. And ideas for designing and marketing your site. As you review these ideas, simply check off the features you'd like to see included in your website. If you're not sure what a feature is, just give us a call. We'll be happy to show you an example, so you can choose the right features for your site. Enjoy the creative process and have fun!

Defining Your Goals

What's wrong with your current website?

- ☐ Look and feel is out of date
- ☐ Content doesn't reflect who we are
- ☐ Missing functionality
- ☐ Need to promote a new service
- ☐ We don't rank well on search engines
- ☐ Don't have a website (gasp!)
- ☐ Something else? _____

Who is the primary audience of your website?

- ☐ Prospective clients and their loved ones
- ☐ Prospective caregivers
- ☐ Healthcare professionals
- ☐ Current clients and their loved ones
- ☐ All of the above
- Other _____

New Site Goals

Not at all important—Absolutely essential

Convey a stronger, more accurate message about your company

☐ ☐ ☐ ☐ ☐

Attract more clients

☐ ☐ ☐ ☐ ☐

Attract more quality caregivers

☐ ☐ ☐ ☐ ☐

Attract more referrals

☐ ☐ ☐ ☐ ☐

Get prospective clients and loved ones to request info

☐ ☐ ☐ ☐ ☐

Improve service to clients

☐ ☐ ☐ ☐ ☐

Improve service to referral sources (healthcare professionals)

☐ ☐ ☐ ☐ ☐

Other _____

☐ ☐ ☐ ☐ ☐

Home Page

Feature Ideas

Popular Features

- ☐ **Slider** (rotating slideshow of images)—an animated series of photos or videos designed to capture attention and tell a compelling story about your company. Select desired content for your slideshow:
 - ☐ Convey company values
 - ☐ Introduce your services
 - ☐ Introduce your specialties or divisions

- ☐ **Submit a Referral call to action**—link to a form on your website to collect referrals
- ☐ **List of new or featured job openings**—Display a list of 3 to 5 jobs. Each job will link to the full job description on your site. Include a link to search all jobs. Requires use of Providentia Marketing Job Board or RSS feed from your ATS.
- ☐ **Information Center**—link to a page containing resources for clients and their loved ones, as well as information for referrals sources i.e. healthcare professionals
- ☐ **Company news and blog posts**—display a list of blog posts and/or company news posted on your company's blog

Unique Tools from Providentia Marketing

- ☐ **Location Search Widget**—allow site visitors to quickly locate your offices by inputting their city or zip code.
- ☐ **Job Search Widget**—A short form that allows a candidate to quickly search for jobs based on limited criteria. Available with Providentia Marketing's Job Board.
- ☐ **Testimonials Manager**—A custom post that allows you to enter and categorize client testimonials. Featured testimonials can rotate on the homepage of your website, and be fed to any other page in your site.

Other Common Home Page Features

- ☐ Video embedded on the page
- ☐ Link to login to your home care software
- ☐ Link to login to your scheduling software
- ☐ Background video
- ☐ Call to action / fly out / popup

Design Ideas

- ☐ **Tall home page design with large print**—Your home page can feature multiple sections highlighting various elements of your interior content. This is a great way to create a visually stunning site which is easy to read and easy to navigate.
- ☐ **Large format navigation**—Sometimes called mega menus, this is a larger version of your menu navigation that helps visitors more quickly locate the information they are looking for, while at the same time allowing you to add graphics and calls to action.

Other Home Page Ideas

- ☐ Please use this space to describe any other ideas or requirements you have for your home page. Provide examples by listing URLs if possible. _____

For Clients, Prospective Clients and their Loved Ones

Content Ideas

Services Overview (Specialization / types of care offered)

- ☐ In-Home Care
- ☐ Companion Care
- ☐ Personal Care
- ☐ Senior Care
- ☐ Senior Nutrition
- ☐ Senior Safety
- ☐ Respite Care
- ☐ Social Care
- ☐ Alzheimer's & Dementia Care
- ☐ End-of-Life Care
- ☐ Transitioning Home
- ☐ Private Duty Nursing
- ☐ Your onboarding process

About Home Care

- ☐ What is home care
- ☐ How to get started
- ☐ Frequently Asked Questions about home care
- ☐ Costs

About Your Company

- ☐ Why you provide home care
- ☐ How you treat your employees
- ☐ How you treat your client
- ☐ Why you are trustworthy
- ☐ Office Locations
 - ☐ Geographic Areas Served
- ☐ Mission / Vision / Philosophy
- ☐ History of company
- ☐ Team Bios - Executives / Management / Office Staff / Caregivers
- ☐ Career Page - about working at your company, or in home care in general
- ☐ Awards & Certifications
- ☐ Community Service
- ☐ Affiliations - i.e. Professional Association Memberships
- ☐ Terms and Conditions
- ☐ Privacy Policy
- ☐ Other: _____

Feature Ideas

Interactive Forms & Features

- ☐ Referral Form—submit referrals and requests for care online
- ☐ Request In Home Consultation
- ☐ Testimonials from Clients
- ☐ Testimonials from Caregivers
- ☐ Home Care Brochures for Download—for clients and their loved ones
- ☐ Links to Social media pages
- ☐ Live Chat
- ☐ Subscribe to Newsletters—send newsletters to clients and loved ones, to referral sources, to caregivers
- ☐ Home Care Need Assessment—Take a Home Care Survey to determine needs

☐ **Providentia Marketing's Job Board Software**

- Make your jobs MOBILE optimized and SEO optimized!
- Our job board makes it easy to post jobs to your website.
- Candidates can search for job openings by type of job, category, location, etc., and submit their resume to specific listings.
- Automatically share jobs with job aggregators.
- Sponsor jobs on Indeed.
- Feed jobs to Twitter, Facebook and other social media sites.
- Smart job agents allow candidates to be automatically notified when you post jobs that match their interests.

- ☐
- Team Bios Manager**
- This feature allows you to create and easily manage the profiles of the people on your team. These profiles can contain as much or as little information as you want.

Info Center & Resources (information, news, blogs and downloads)

- ☐ Aging in Place
- ☐ Alzheimer's & Dementia Care
- ☐ In-Home Care
- ☐ Senior Care
- ☐ Respite Care
- ☐ Caregiver Resources
- ☐ Senior Health & Wellbeing
- ☐ Seniors and Nutrition
- ☐ Starting The Conversation
- ☐ What to Expect with In-Home Care
- ☐ Client Case Studies

- ☐
- Separate page for each office**
- Having a unique page for each office is great for SEO, and it allows for responses to go to the right locations. This is highly recommended if you have 3 or more locations.

- ☐
- Separate page for each specialty**
- Do you specialize in more than one kind of care? Consider creating a page for each of your specialties and services. Having these specific pages will help with SEO, and it strongly positions you as a specialist for each type of home care you provide.

Other Ideas

Please use this space to describe any other ideas or requirements you have for your features and content. Provide examples by listing URLs if possible. _____

Other Features

Marketing Ideas

☐ **Blog**

A blog is your most important tool for ongoing search engine optimization (SEO). Blog setup is included for free with Providentia websites! And if you don't want to write your own content, no problem! Our blog writing services are popular and affordable.

- ☐
- Email Newsletter Opt-In**
- (Include an opt-in widget from your email marketing service)

Newsletter Types:

- ☐ Client Newsletter
- ☐ Referral Source Newsletter
- ☐ Caregiver & Caregiver Candidate Newsletters

Service Provider:

- ☐ ProvidentiaMail*
- ☐ Other email service: _____

*** ProvidentiaMail—content marketing system for home care companies!**

This service includes monthly email newsletters for clients and referral sources, quarterly eBooks and landing pages to opt in and much more! **Contact us at 888.229.8057 to learn the details.**

Mobile Options

- ☐
- Responsive Design**
- Program your website so that the design will automatically adjust to different devices (smartphones, tablets, desktops, laptops...) that are used for viewing.

- ☐
- Mobile Plug-in**
- A simple, elegant mobile theme for your website. The admin panel allows you to customize many aspects of the mobile site appearance, and deliver a fast, user-friendly and stylish version of your site to your mobile visitors, without modifying a single bit of code or affecting your regular website theme.

Contact Us Page Features

- ☐ **Online Contact Form**
- ☐ **Online Referral Form**
- ☐ **Office Information Options**
 - ☐ Simple list of all your office locations and contact information. Each location can link to a Google Map for directions.
 - ☐ Add a Google Map showing each location on the map.
- ☐ **Office Locator** (very popular!)
 An interactive form that a client or prospect can use to search for the nearest office. The search results can display a list, or a map. Each listing can then link to a separate page if it exists on your site.

Design Preferences

Providentia Marketing Site Options

- ☐ **Starter Site**—Small marketing budget? Need a site fast? We can handle that. You'll get a professional design, great features, and full content control. Ideal for single location agencies and startups.
- ☐ **Classic Site**—High quality designs and great features. Fully responsive, mobile optimized designs. Totally custom to fit your company's brand. Ideal for most agencies, including multi-location and franchises.
- ☐ **Innovator Site**—You'll have 100% control over every aspect of your site. Home care websites are only limited by your imagination. Ideal for the trendsetters and the innovators.

Other Services

Search Engine Optimization (SEO)

- ☐ I'm looking for a very complete SEO program
- ☐ I just want to cover the basics
- ☐ I am not interested in SEO at this time
- ☐ What is SEO?

Copywriting

- ☐ Providentia Marketing will write copy for the website
- ☐ Providentia Marketing will edit the copy we write
- ☐ Providentia Marketing will proofread for grammar and punctuation

Hosting

- ☐ **Providentia Marketing will host my site**—
 With our hosting services, we do a lot more than just host it. We also provide daily backups, we apply all updates and plugins, and we monitor for security and uptime.
- ☐ **3rd Party will provide hosting**—Please note that if you host on your own, you will be responsible for Wordpress and other server maintenance to keep your safe running smoothly, safely and securely. Additional fees may apply to transfer your completed site to your host.
 Hosting Company: _____

Blogging, Social & Online Marketing

I would like to know more about:

- ☐ **Blog writing**
- ☐ **Social media profile creation**
 - ☐ Facebook ☐ Twitter ☐ LinkedIn
 - ☐ Google+ ☐ Other: _____
- ☐ **Social Content Sharing—SocialPro**
 A blog writer, a strategist, a graphic designer, and someone to post content on your social media channels every day.
- ☐ **Reputation Management**
 Build more positive testimonials and online reviews. Catch and respond to negative feedback. Benchmark your service.

Other Marketing Support

I would like more information about:

- ☐ Logo design
- ☐ Brochures and sales collateral
- ☐ Referral Packet design
- ☐ Direct mail marketing
- ☐ Pay-Per Click advertising (PPC)
- ☐ Google Ad Words
- ☐ Google Remarketing
- ☐ Facebook PPC

Your Contact Info

Company _____

Name _____

Email _____

Phone _____

Current Website URL _____

New Website URL _____

This features and ideas list provided compliments of



For a free estimate on
website development,
call us at:

1.888.229.8057

or email a scanned copy to:
sales@providentiahcm.com

For more information on our
web development services, please visit:
providentiahcm.com/websites