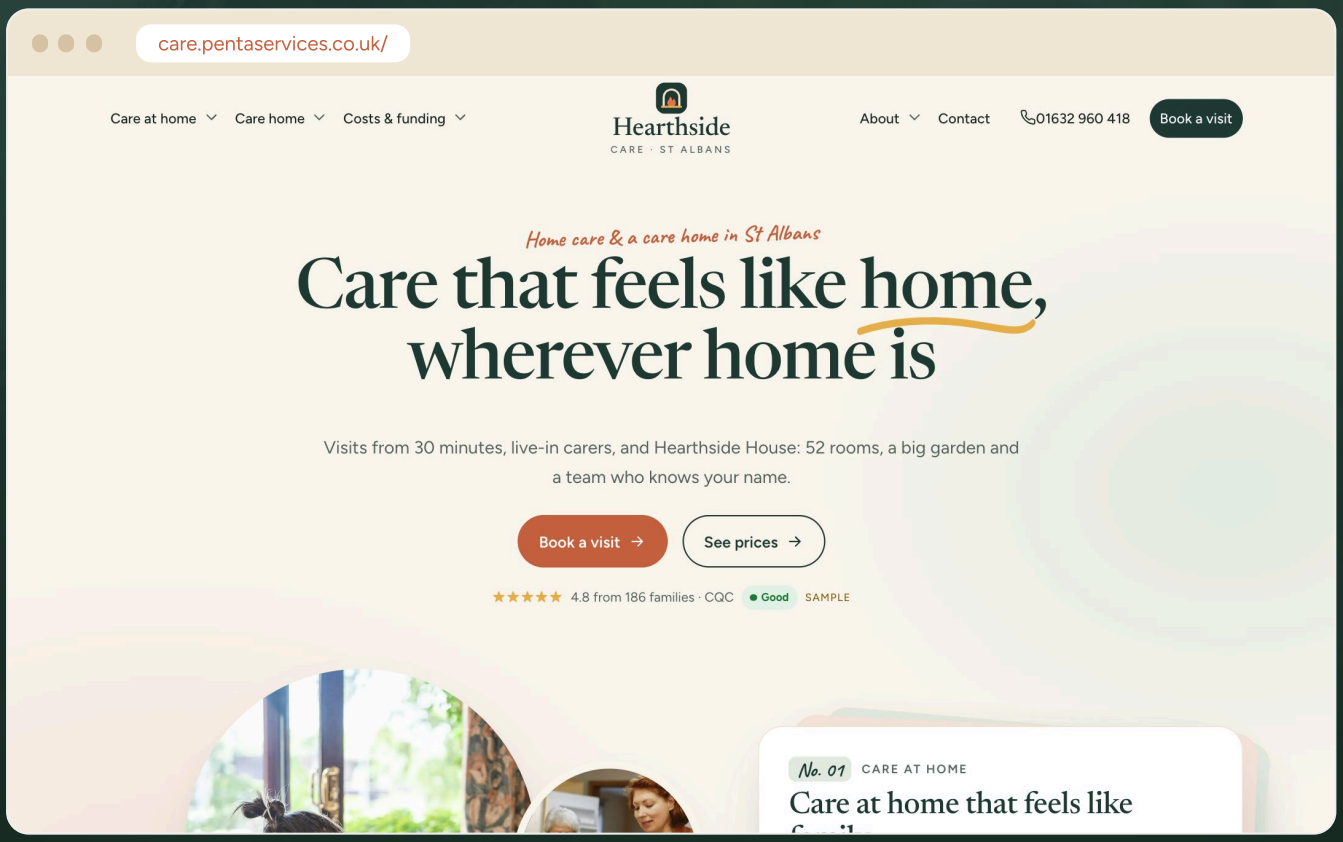
penta SERVICES

November 2026

WEBSITE GUIDE FOR HOME CARE AGENCIES AND CARE HOMES

A care website that families trust and enquire from

Ready-made, fast and built to be found on Google and AI assistants. A care needs assessment, a cost estimator, a funding checker with 2026/27 rules, a virtual room tour, visit booking and careers with online applications included. We adapt it to your service, host it and keep it updated.



Ready Site · Business Website package

Live preview: care.pentaservices.co.uk

CONTENTS

What's in this guide

1 · At a glance 3

2 · The homepage, section by section 4

3 · Care at home and service pages 5

4 · The care home and room tour 6

5 · Care needs assessment 7

6 · Care cost estimator 8

7 · Funding guide and checker 9

8 · CQC rating page 10

9 · Book a visit 11

10 · Daily life and careers 12

11 · About, FAQ, advice and contact 13

12 · Interactive features 14

13 · Designed for the phone 15

14 · Your brand, Google and AI search 16

15 · All included and price 17

16 · How we start and next steps 18–19

TRY THE LIVE DEMO

care.pentaservices.co.uk

Hearthside Care is a fictional care provider. Every name, price, review and the CQC rating in the demo are samples that we replace with your own; the rating is clearly labelled as a sample. Funding figures are the England 2026/27 rules.

1 · AT A GLANCE

Built for how families choose care

Families usually look for care in a hurry: after a fall, a hospital stay or a dementia diagnosis. They search on a phone, often at night, and want three answers: what kind of care is needed, what it costs and who pays. This website answers all three and turns the search into a visit or an assessment.

What families check first

- Can you help with what Mum or Dad needs, at home or in a home?
- What will it cost each week, and will the council or NHS pay?
- What is your CQC rating, and who are the people?
- Do you have a room or carers available now?
- Can we visit, and how quickly can care start?

What the website gives them

- A seven-question care needs assessment with a clear next step
- Every price, a weekly cost estimator and a funding checker
- Your CQC rating shown clearly, with a plain-English explainer
- A room tour with live availability and a 7-day room hold
- Visit booking with a reference, and a call, book and WhatsApp bar

25
pages, plus a sitemap, robots.txt and llms.txt

6
service pages for care at home and the care home

6
main tools: assessment, cost, funding, room tour, booking, careers

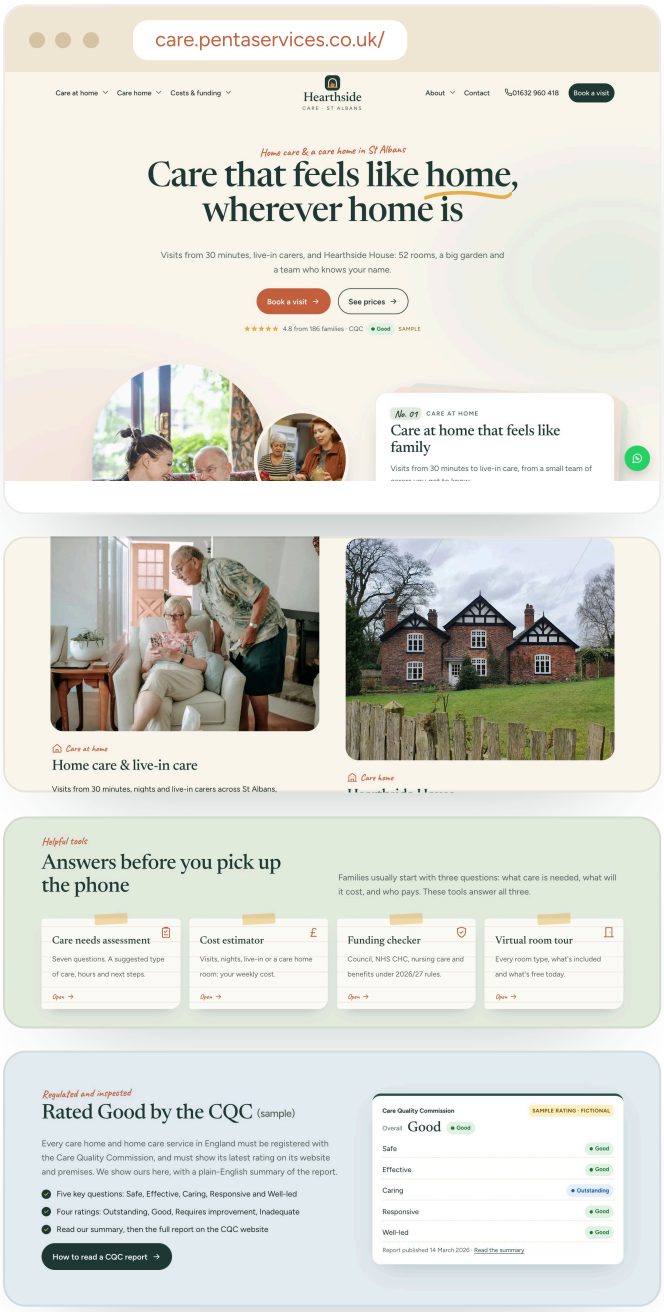
65
automated checks run on every tool before launch

Who it's for

Home care agencies · Live-in care providers · Residential care homes · Nursing homes · Dementia care homes · Providers with home care and a care home · Respite and day care services · Supported living services

The homepage, section by section

A warm editorial design in cream with soft pastel bands, with a visit or a call one tap away on every screen.



1. **Story-card hero**
   A centred serif headline with a hand-drawn underline, then five stacked story cards you swipe through: care at home, the care home, daily life, costs and visiting. A three-photo collage re-shuffles with each card.

2. **Proof under the headline**
   Book a visit and See prices buttons, your review score and your CQC rating sit right under the headline.

3. **Two ways we care**
   Care at home and the care home side by side, with starting prices and what's included.

4. **Four helpful tools**
   The care needs assessment, cost estimator, funding checker and room tour, one click away.

5. **Services, CQC and rooms**
   Six service cards with prices, your rating with the five key questions, and three room types with availability.

6. **How care starts and reviews**
   Four steps from first call to first visit, and a carousel of family reviews.

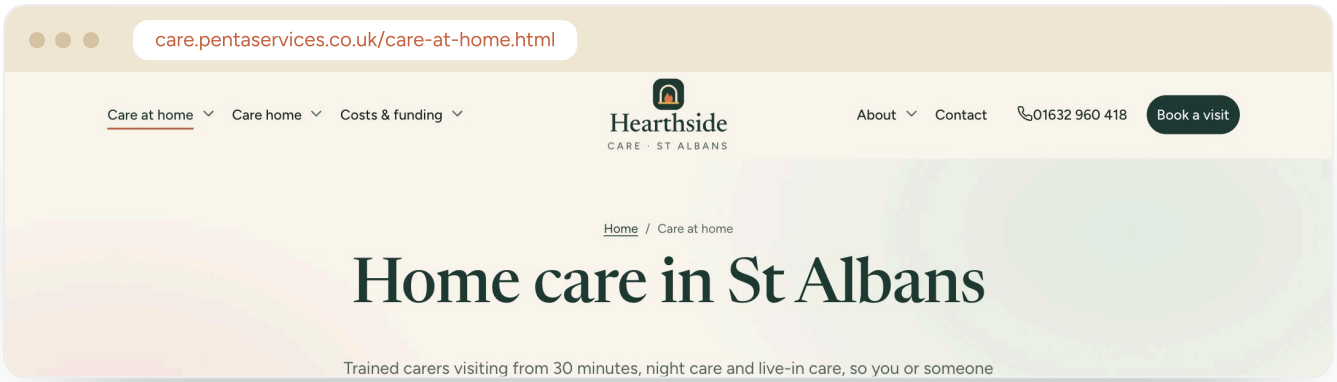
7. **Funding, team, careers and advice**
   The 2026/27 funding numbers, the managers families talk to, open jobs and three guides.

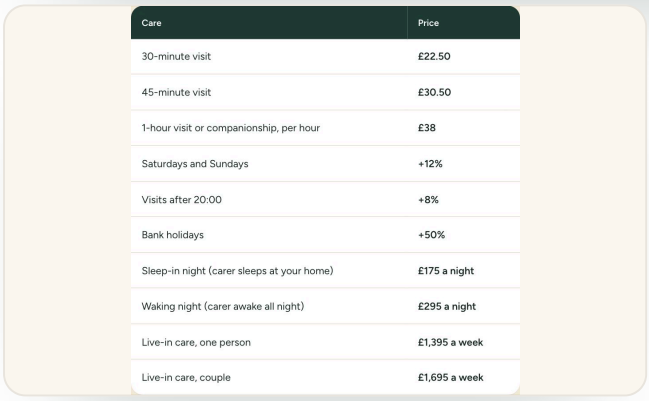
WHY IT WORKS

Care is a big, emotional decision. The homepage shows warmth, proof and clear prices in the first screen, then gives families a next step at every point: book a visit, check costs or call.

Care at home and service pages

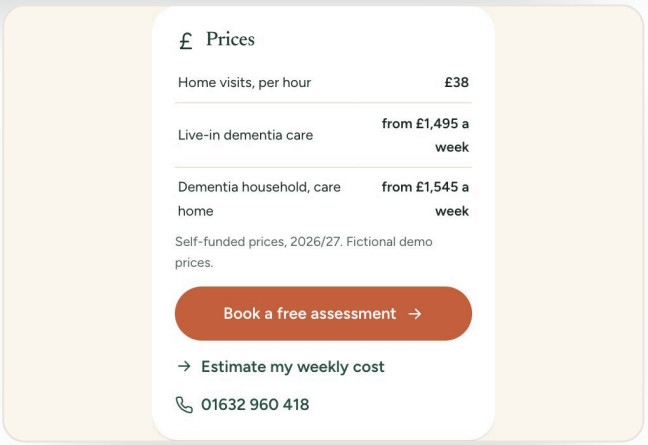
A hub for home care plus a page for every service, each written to rank for that service in your area.





Care	Price
30-minute visit	£22.50
45-minute visit	£30.50
1-hour visit or companionship, per hour	£38
Saturdays and Sundays	+12%
Visits after 20:00	+8%
Bank holidays	+50%
Sleep-in night (carer sleeps at your home)	£175 a night
Waking night (carer awake all night)	£295 a night
Live-in care, one person	£1,395 a week
Live-in care, couple	£1,695 a week

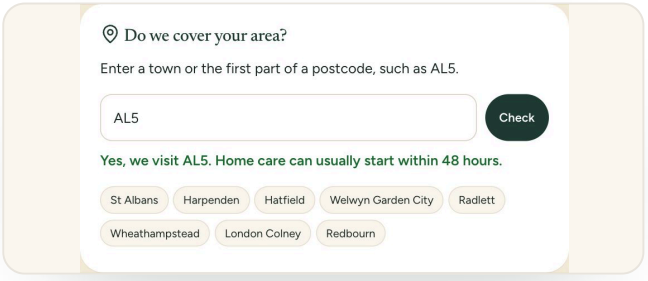
Home care price list



Service page prices and booking card

1 **Answer-first and prices**
An 'In short' box with your rates, then a full price list: visits, weekends, nights and live-in care.

2 **What a visit looks like**
A timeline of a typical 45-minute morning visit, so families know what to expect.



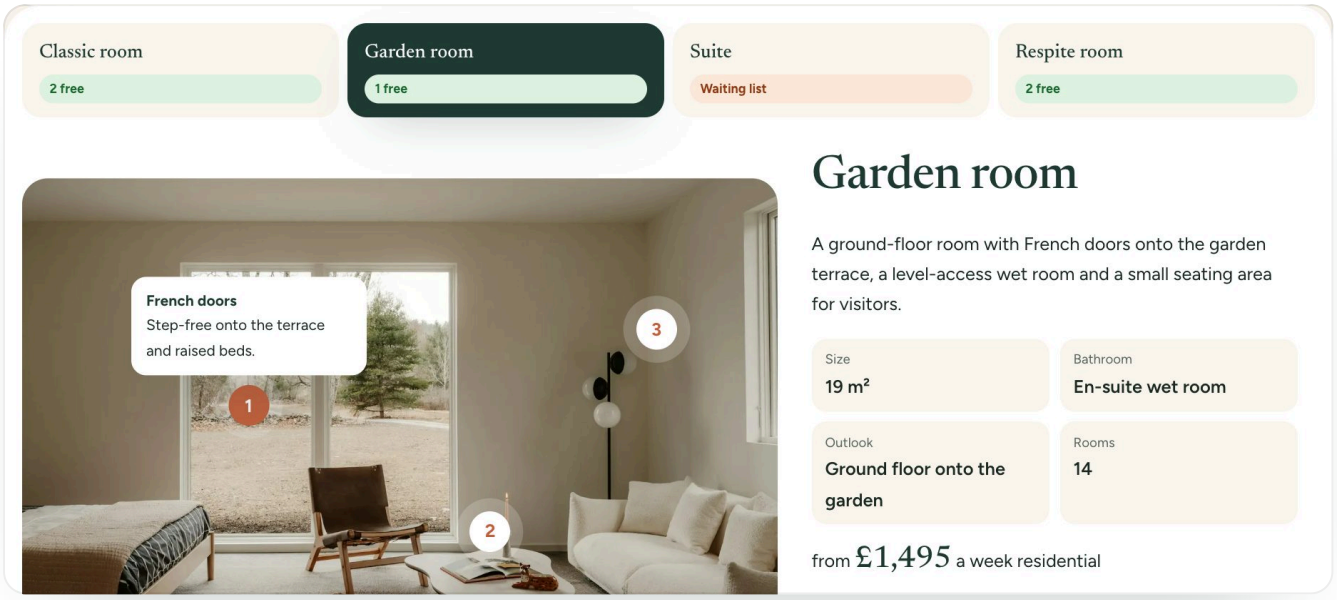
Do we cover your area?

3 **Area checker**
Families type a town or postcode and see straight away whether you visit them.

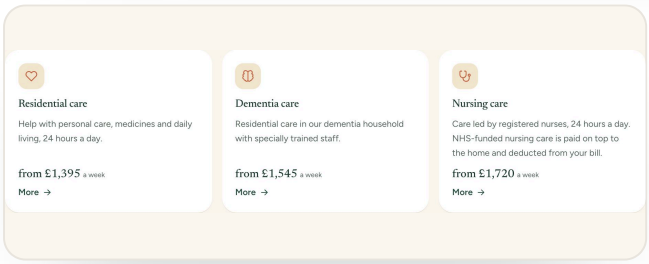
4 **Six service pages**
Personal care, companionship, live-in, dementia, respite and nursing, each with what's included, prices, FAQs and a booking button.

The care home and virtual room tour

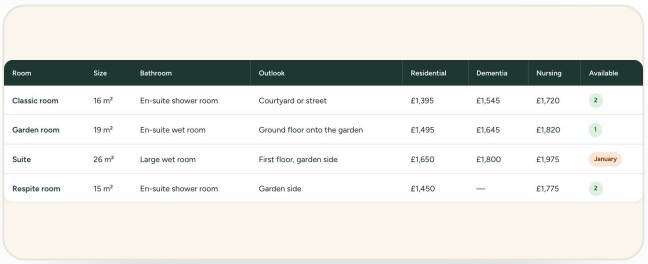
Families want to see the rooms before they visit. The room tour shows every room type, what is free today and the price for each type of care.



Room tour with hotspots and live availability



Residential, dementia and nursing care



Compare rooms and fees

1 Care levels and fees
Residential, dementia and nursing care with weekly fees, what's included and NHS-funded nursing care explained.

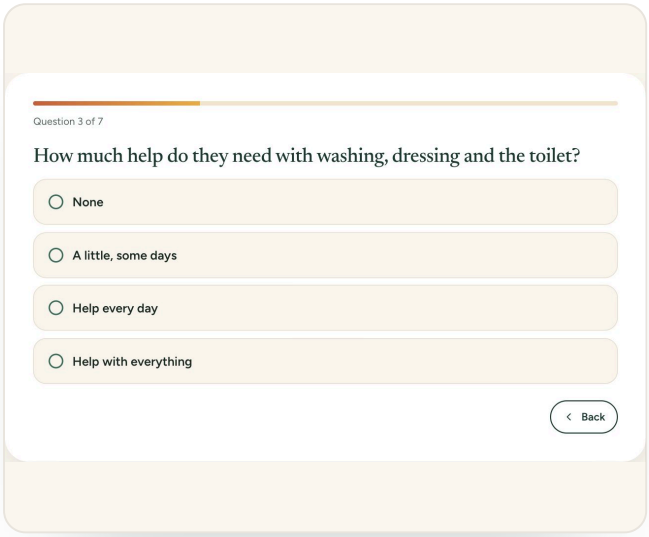
2 Spaces and daily life
Garden, café, salon, cinema and dining room, linked to a daily life page.

3 Hotspot tour
Tap the numbers on each room photo to see the bed, bathroom, view and space for your own things.

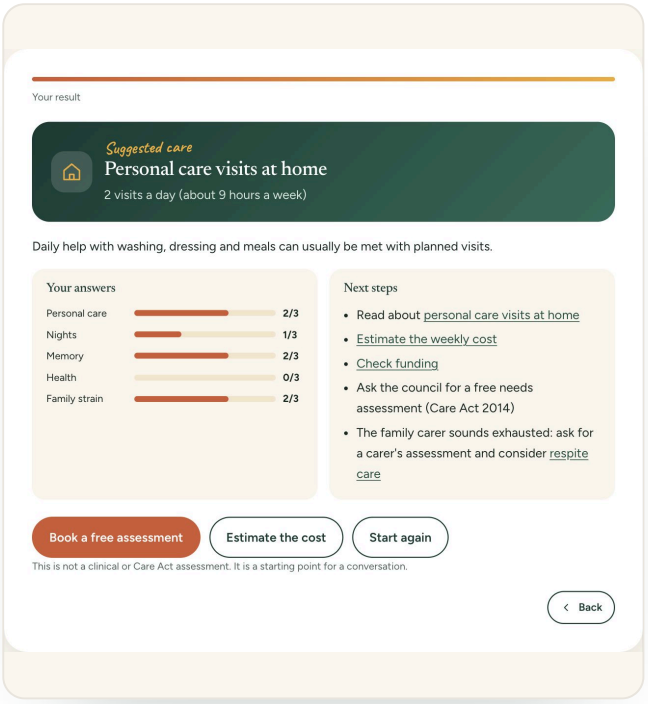
4 Hold a room or join the list
A free room can be held for 7 days with a reference; a full room type offers a waiting list.

Care needs assessment

Seven quick questions for families who don't know what kind of care is needed yet.



One question at a time, with progress



A suggested type of care with next steps

1. **Seven questions**
   Who needs care, where they'd prefer to live, personal care, nights, memory, health needs and family support.

2. **Clear logic**
   Complex health needs point to nursing care; unsafe nights or dementia with distress to live-in or a care home; daily help to planned visits.

3. **Result with reasons**
   The suggested care, the hours it might take, a picture of the answers and next steps, including the council's free needs assessment.

4. **Straight into the next tool**
   Buttons open the cost estimator already set up for that care, or book a free assessment.

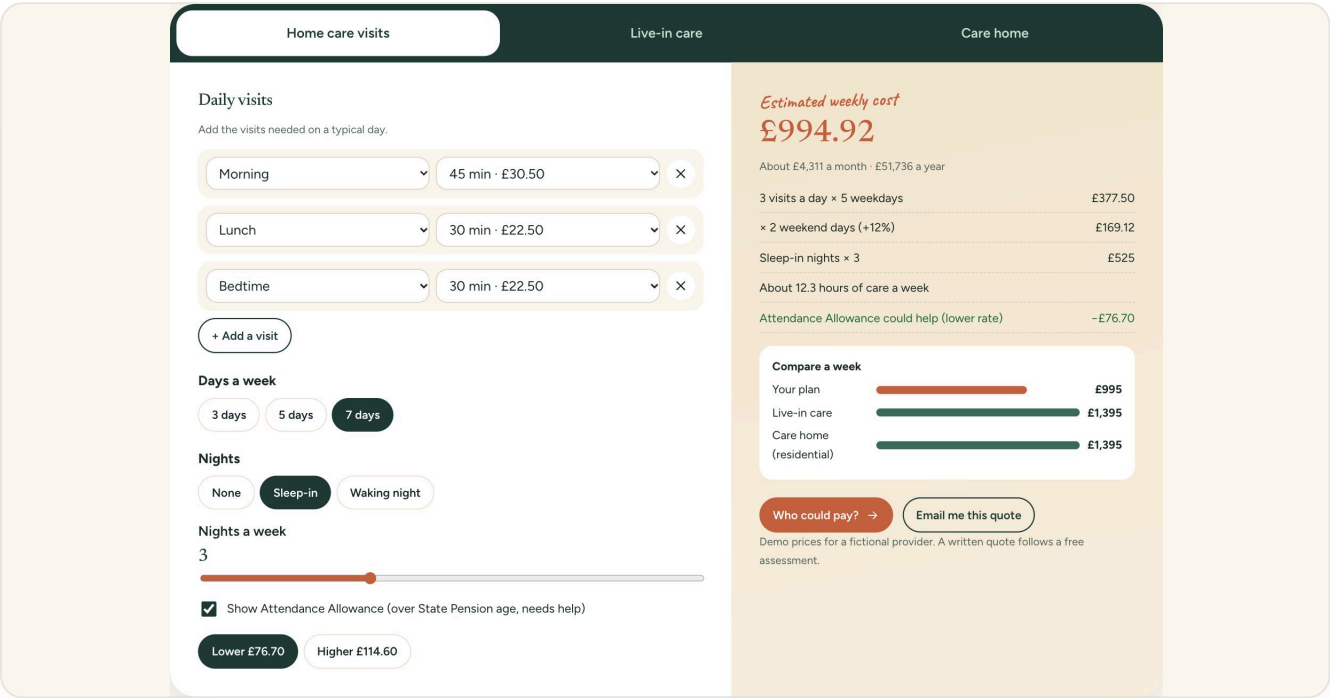
WHY IT MATTERS

Families often call several providers before they know what to ask for. The assessment gives them the words, and gives you a warmer, better-informed enquiry. It says clearly that it is not a formal assessment.

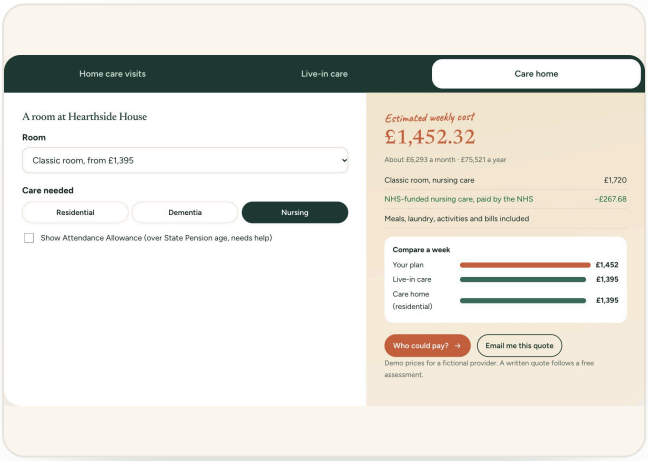
6 · COST ESTIMATOR

Care cost estimator

The question every family asks first: what will it cost each week?



Home care visits: build a daily routine, add nights, see the weekly cost



Care home: room × care level, minus NHS-funded nursing care

1 **Three ways to compare**

Home care visits, live-in care for one person or a couple, or a care home room with residential, dementia or nursing care.

2 **Real pricing rules**

Visit lengths, weekend and evening rates, sleep-in and waking nights, and NHS-funded nursing care taken off nursing fees.

3 **Benefits and comparisons**

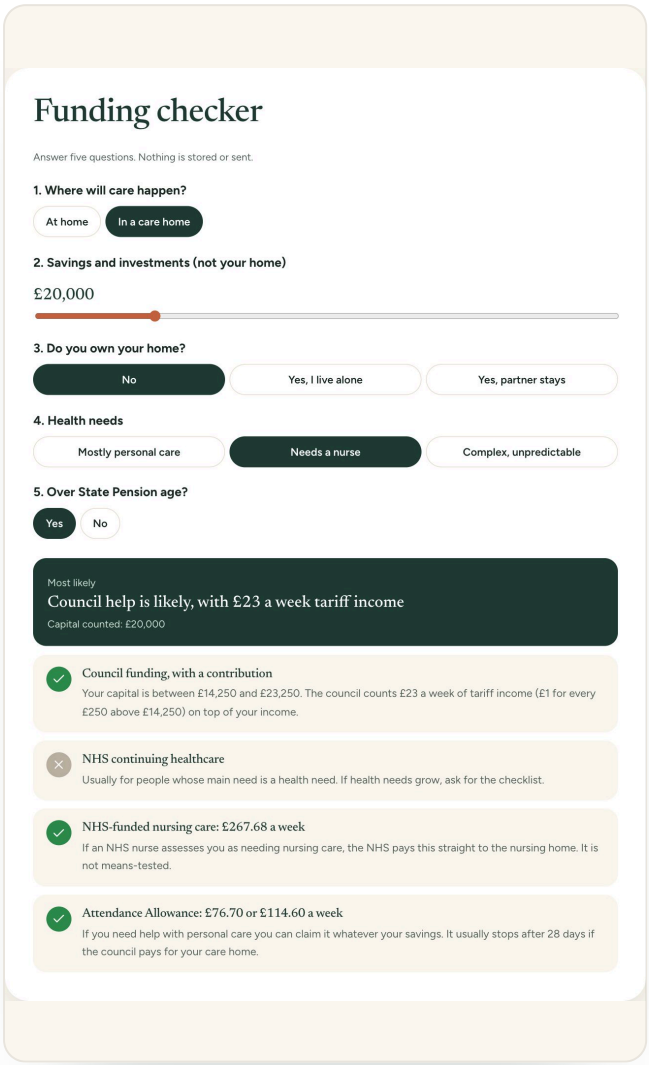
Attendance Allowance can be shown, with weekly, monthly and yearly totals and bars comparing the plan with live-in care and a care home.

YOUR PRICES, YOUR RULES

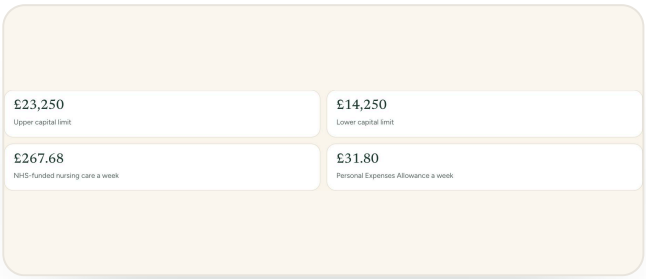
We load your own rates, uplifts and room fees. Families see a clear number before they call, and you avoid enquiries that were never affordable.

Funding guide and checker

Who pays for care is the most confusing part for families. This page explains it in plain English with the England 2026/27 figures, and a checker shows which routes may apply.



Funding checker: five questions



The 2026/27 numbers

1. **Council means test**
   Capital limits of £23,250 and £14,250, tariff income of £1 a week for every £250 in between, and when the home is or isn't counted.
2. **Keeping the home**
   The 12-week property disregard and deferred payment agreements explained.
3. **NHS funding**
   NHS continuing healthcare (not means-tested, decision normally within 28 days) and NHS-funded nursing care of £267.68 a week.
4. **Benefits**
   Attendance Allowance at £76.70 or £114.60 a week, and the Personal Expenses Allowance of £31.80 a week.

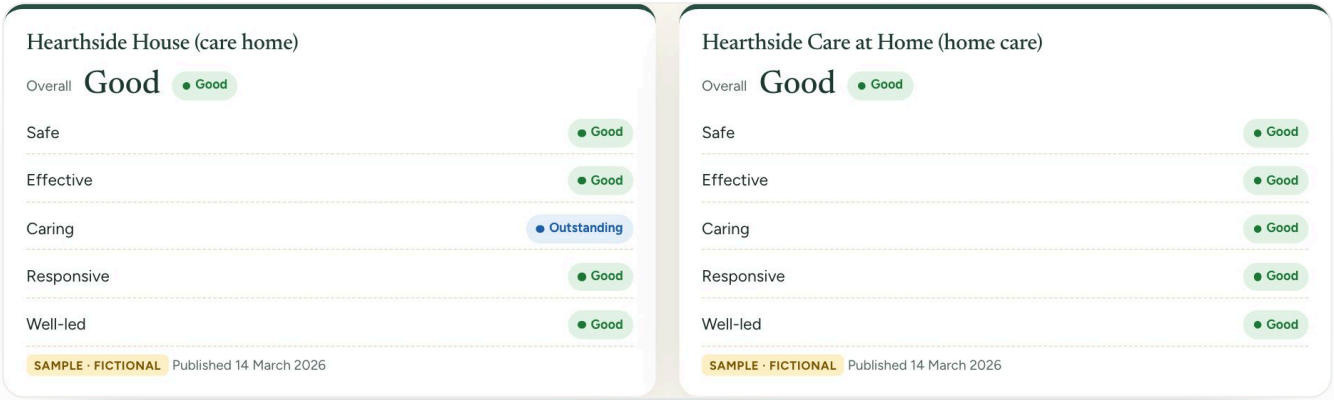
ACCURATE AND KEPT UP TO DATE

Funding rules change every April. We check the figures against GOV.UK and NHS sources, list the sources on the page and update them each year. Outside England we replace them with the rules that apply to you.

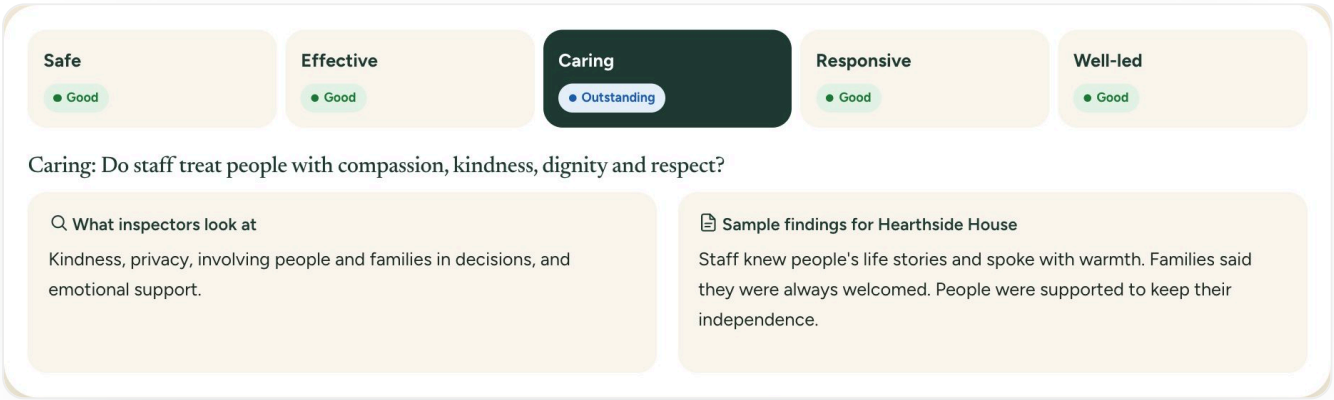
8 · CQC RATING

Your CQC rating, explained

Care providers in England must display their latest CQC rating on their website. This page does that clearly and helps families read any report.



Rating for each registered service



The five key questions with what inspectors look at and the findings

1 **Rating for each service**
Overall and key question ratings for each registered service, with the report date.

2 **Five key questions**
Safe, Effective, Caring, Responsive and Well-led, each with what it means and a summary of findings.

3 **The four ratings**
What Outstanding, Good, Requires improvement and Inadequate mean.

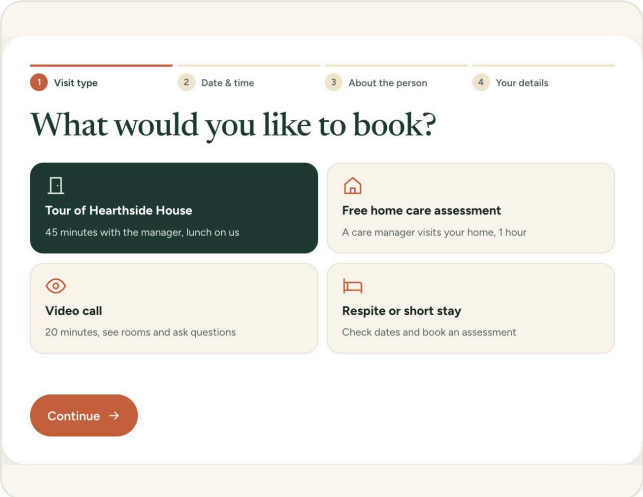
4 **How to read a report**
Five tips for families, and a link to search any service on the CQC website.

TRUST, SHOWN OPENLY

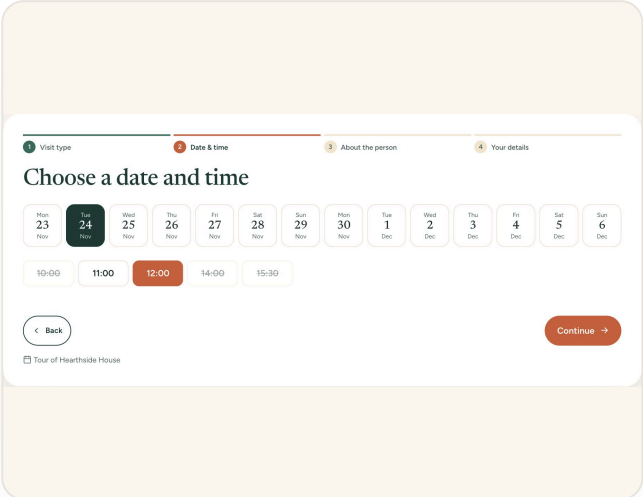
In the demo the rating is a clearly labelled sample. On your site we show your real rating and link it to your CQC profile, so it is always current.

Book a visit in four steps

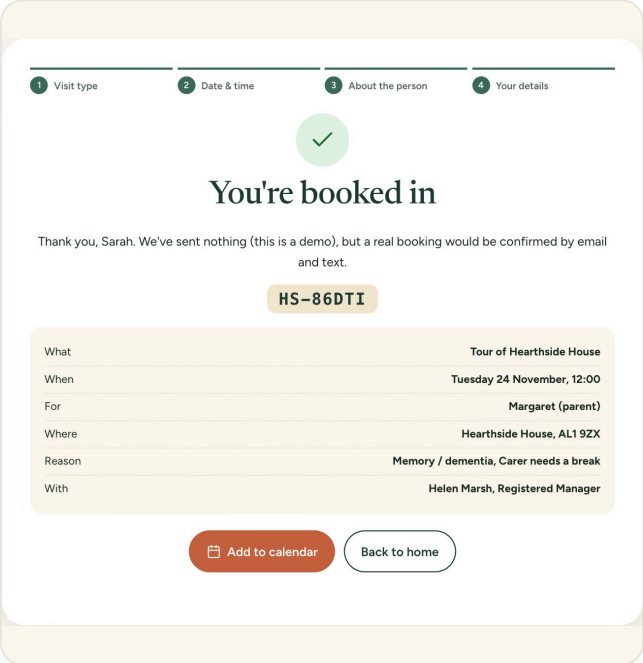
Families book a tour, a home assessment, a video call or a respite enquiry at any time, and leave with a reference.



Choose the visit type



A 14-day calendar with free and booked times



Confirmation with reference and calendar file

1 Visit type
Tour of the care home, free home care assessment, video call or respite enquiry, with length and what happens.

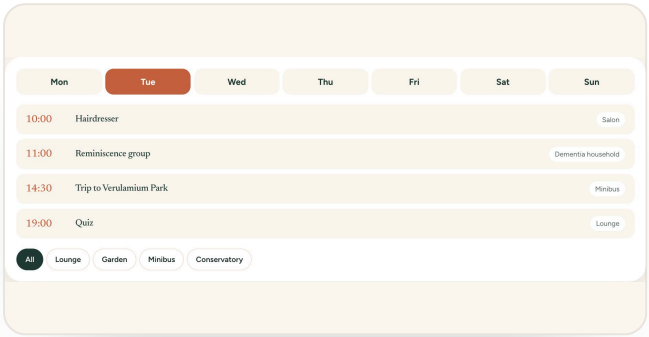
2 Date and time
Times that follow your opening hours, with booked slots greyed out.

3 About the person
First name, relationship, what's prompting the enquiry, how soon care is needed and funding.

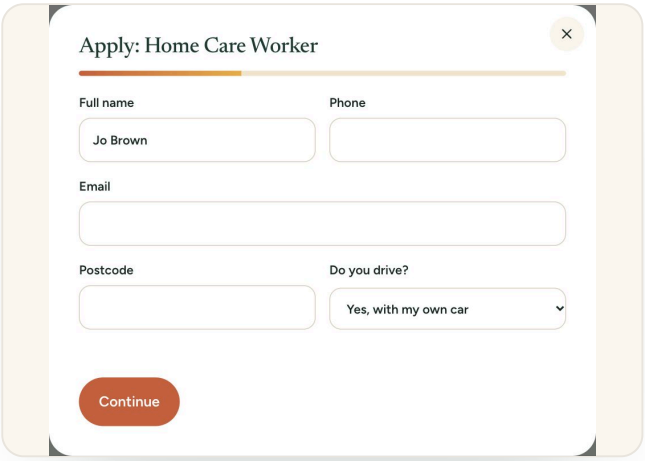
4 Confirmation
A reference, a summary card naming the manager they'll meet, and an 'Add to calendar' file.

Daily life and careers

Families want to picture a good day. Good carers want to know you'll look after them.



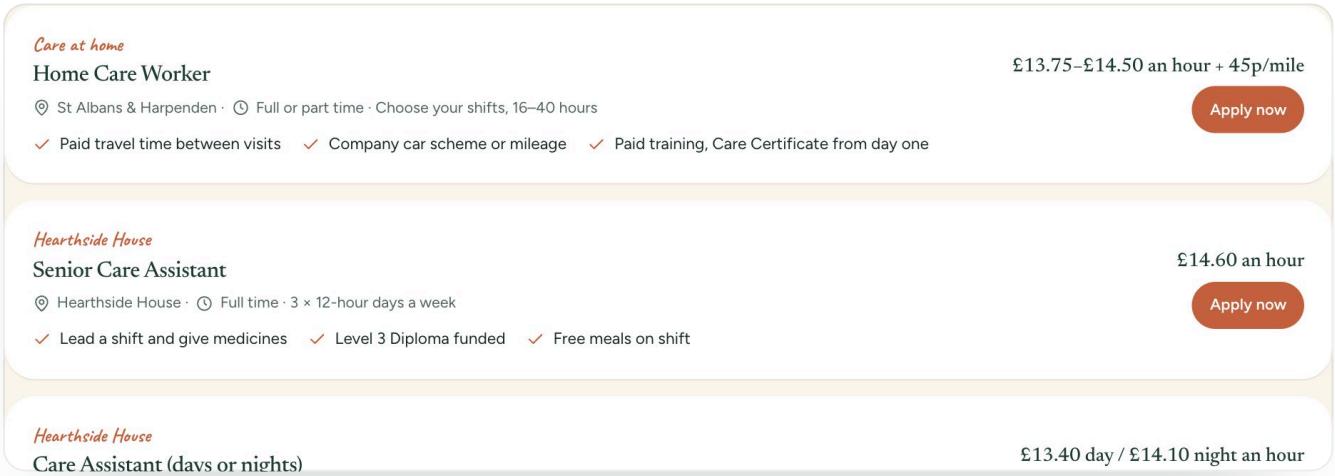
Weekly activities timetable



Three-step online application

1 **Daily life**

An activities timetable by day with a place filter, the menu, a gentle daily rhythm and photos.



Open jobs with pay, hours and benefits

2 **Careers with JobPosting data**

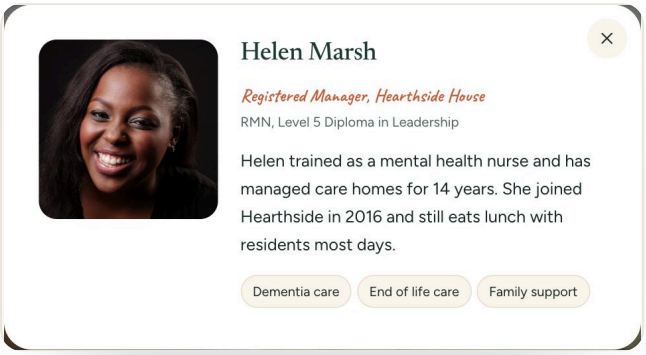
Every job with pay, hours and benefits, filters by team, and structured data so roles can appear in Google's job search.

3 **Apply in three minutes**

Contact details, experience and availability, then right-to-work and DBS confirmations, ending with a reference.

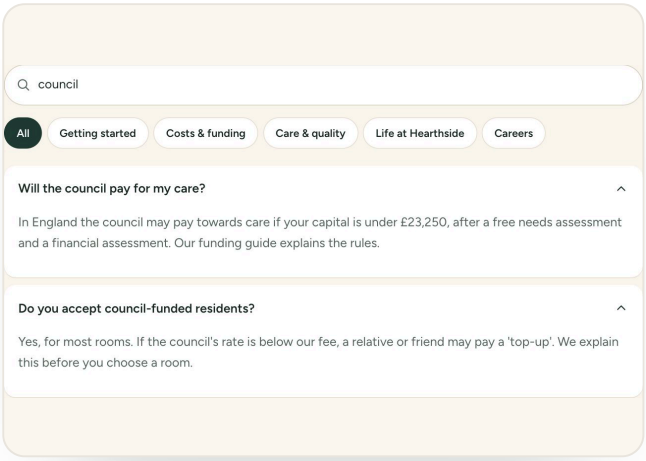
About, FAQ, advice and contact

The pages that build trust and answer the last questions.



Team bio

1 **About and team**
Your story, figures, team cards with a short bio, values, a timeline and how you are regulated.



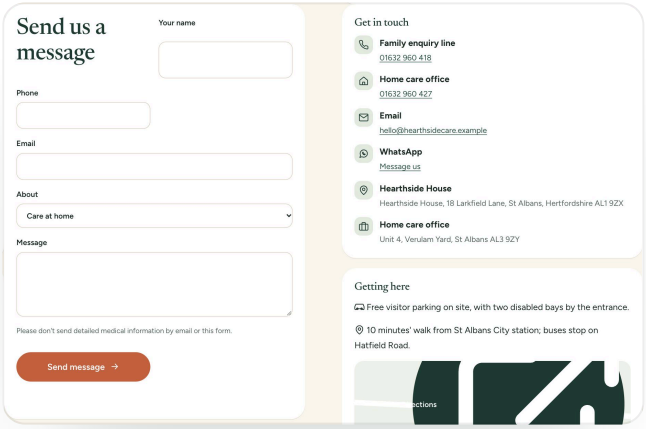
FAQ with search

2 **Searchable FAQ**
Fifteen questions in five topics, filtered as the family types, with FAQ structured data.



Advice article

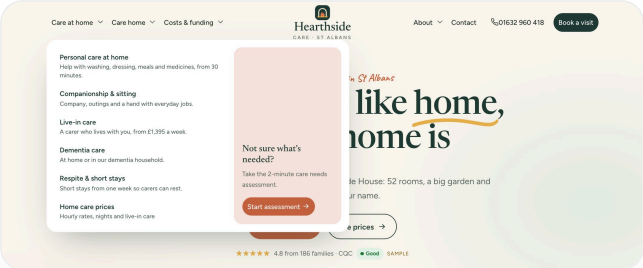
3 **Advice for families**
Three guides: choosing a care home, paying for care in 2026/27 and home care or a care home.



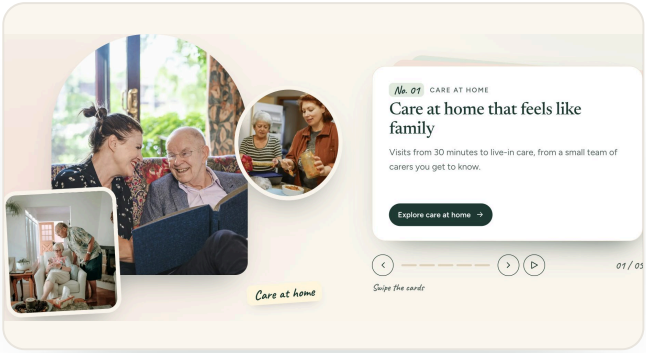
Contact page

4 **Contact**
A form with a reminder not to send medical details, phone lines, WhatsApp, address, parking and a map.

Features that reassure and convert



Care at home mega menu



Story cards and a photo collage that re-shuffles in the hero

Mega menu

Care at home, care home, costs and about, each with short descriptions and a call to action.

Live enquiry-line status

The footer on every page shows whether the phone line is open now, and that an on-call manager is there 24/7.

Call, book and WhatsApp

Phone in the header, a WhatsApp button and a Call / Book a visit / Costs / WhatsApp bar on phones.

Reviews, counters and motion

A review carousel, count-up figures and gentle reveals, switched off for visitors who prefer less motion.

Fast and light

Plain code, no heavy frameworks, compressed images and the first hero image loaded first.

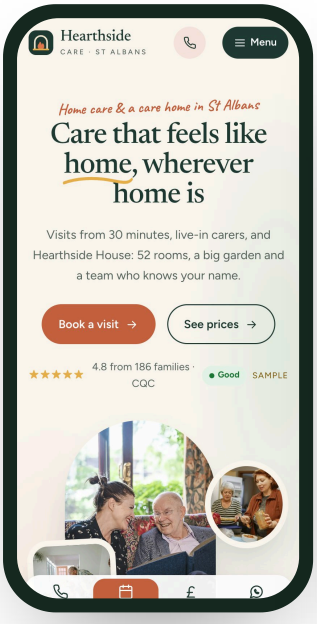
Easy to update

All content in one file: change a price, a room's availability or a job once and every page updates.

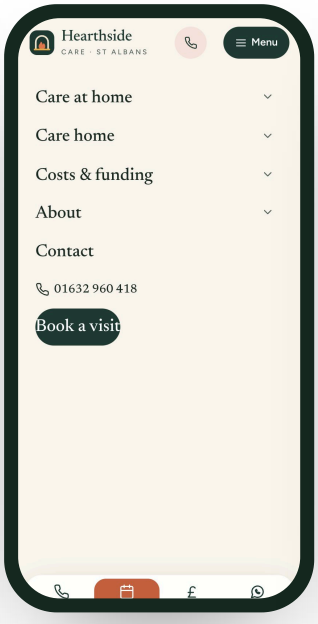
13 · MOBILE

Designed for the phone

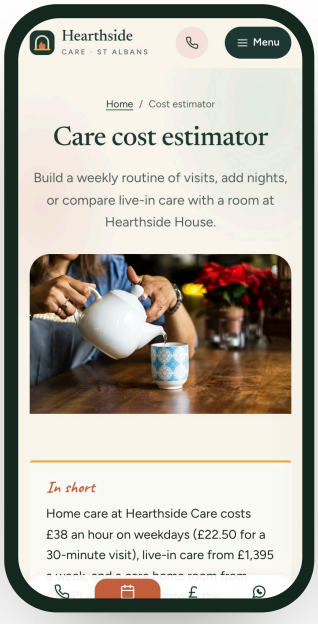
Most families search for care on a phone. The menu opens full screen, every tool works on a small screen, and a bar keeps Call, Book a visit, Costs and WhatsApp one tap away.



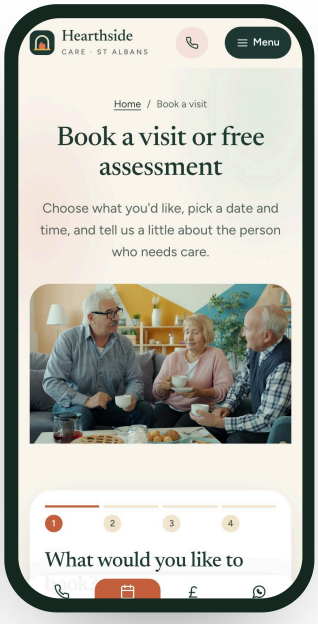
Homepage



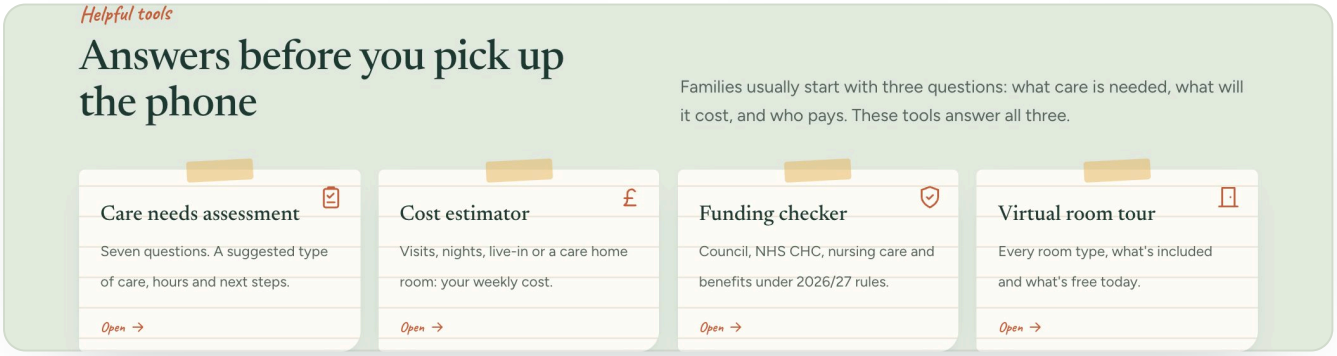
Menu



Cost estimator



Book a visit



Your brand, Google and AI search

The demo uses cream, evergreen, terracotta and soft pastel bands with Newsreader, Figtree and handwritten Caveat accents: warm and trustworthy, like a magazine. We replace them with your logo, colours and photos.

Google (SEO)

- A unique title and description on every page
- LocalBusiness, Service, FAQPage, JobPosting, Article, Person and Breadcrumb structured data
- A page for each service, plus costs, funding, CQC and room pages
- Sitemap, clean addresses and fast loading

AI assistants (GEO)

- Answer-first 'In short' summaries on every key page
- Facts AI tools can quote: prices, funding figures, CQC rating, room availability
- Consistent name, address and phone everywhere
- An llms.txt summary, and AI crawlers allowed in robots.txt

Searches the website is built around

home care [town] · care homes near me · live-in care cost · dementia care home [town] · how much does home care cost per hour · who pays for care home fees · respite care [area] · care jobs [town]

WHY IT MATTERS

Families increasingly ask ChatGPT, Gemini or Google AI how much care costs or which care home near them is rated Good. AI assistants quote sites with clear answers and consistent facts. We don't guarantee rankings or citations, but we report progress every month.

15 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The website arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups.

Business email INCLUDED
Mailboxes on your own domain (e.g. hello@yourcare.co.uk).

Updates and support
We keep the site updated and secure and make your changes.

Google Business Profile
Your Google Maps listing set up and linked to the website.

Privacy and cookies
Privacy notice and cookie consent for your country.

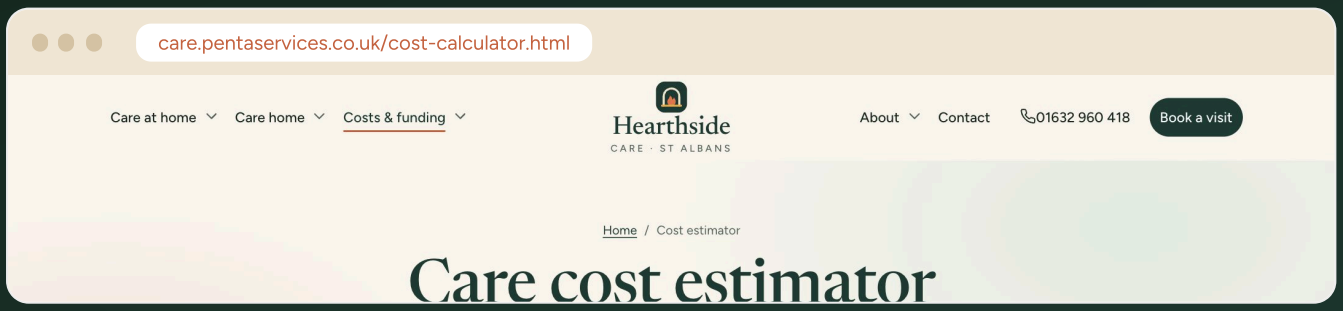
Ready Site price

Setup
£0 · US$0
Delivered faster than a custom build

Monthly
£24 · US$29
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the Business Website package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live.



What we need and what we do

What we need from you

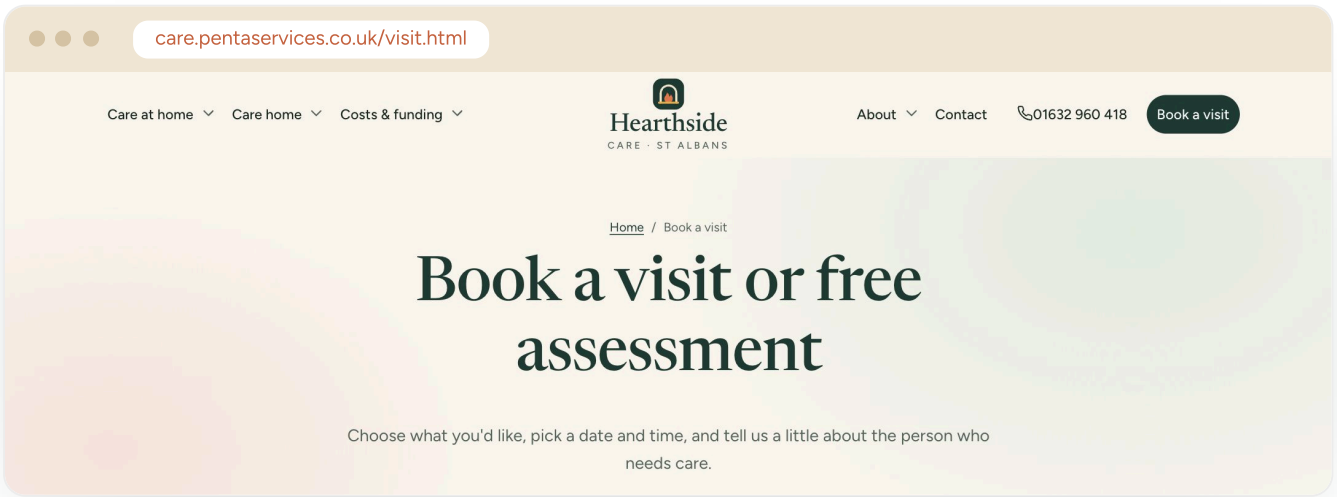
- Logo and colours, if you have them (otherwise we design them)
- Service name, addresses, phone lines, email and office hours
- Your services, rates, room types and fees, and areas you cover
- Your CQC rating link, registered managers and team photos
- Visit types and times, and who meets families
- Reviews, photos of your home, activities and current jobs

What we do

- Adapt the design to your brand
- Load your services, prices, rooms, team and jobs
- Set up booking, applications, forms and email
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every website is adapted to your service: home care, a care home or both, your prices, funding rules and team. Booking can send requests to your inbox or link to your care management system. Care and funding wording is approved by your registered manager. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a website that families trust?

1. **See the demo**
   Open the demo on your phone and computer. Try the assessment, the cost estimator, the funding checker, the room tour and visit booking.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the site and answer every question, with no obligation.

3. **Send us your details**
   Logo, services and prices, rooms, team, CQC link, reviews and photos.

4. **Approve and go live**
   You get a private preview link, approve it, and the site goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: care.pentaservices.co.uk

Penta Services: websites, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One website. A clear price, an honest answer on funding, and a family that feels looked after before they visit.