



**WEBSITE DESIGN FOR THE CARE HOME & HOSPITAL INDUSTRY**





## OUR CARE HOME WEBSITE DESIGNERS

Sunrise Networking specialise in creating bespoke websites that reflect and enhance your Care Home - based on industry expertise and experience our team has created unique websites that generate real results for Care Home owners across the sector.

In addition, we provide: Website design and maintenance, providing bespoke websites that reflect residential homes or care services. All sites are monitored, maintained, and include a content update allowance. Web hosting can also be supplied, as well as social media marketing, online advertising campaigns, desktop publishing, email campaigns, printing and photography to showcase Care Homes.

Many of our clients have seen an exceptional increase in bed occupancy on completion of their site, our focus on clear design and thorough SEO tactics have generated increased traffic and subsequent conversion rates.

We know that marketing your Care Home effectively in a rapidly changing industry can be a challenge which is why we have worked on creating a success toolkit to ensure your Care Home website design showcases your services and boosts occupancy rates through direct referrals and enquiries.

## What Sunrise can do for your website

### Bespoke websites and design material that reflect and enhance your Care Home.

Before starting any website design project our team will take the time to fully understand your Care Home business. We need to discover your brand, business model, objectives, USPs, services and most importantly your target markets which will allow us to create an individual, bespoke concept.

#### Analysis

If you already have a website design then our team can analyse your statistics and add tracking software to your website that will allow us to advise you on what elements are currently working and, more importantly, what needs to be improved.

This will then allow us to really think about a design that allows your website to stand out in today's competitive market. It must engage with your audience groups and position your services in a way that guarantees bed placements and enquiries.

#### Bespoke Service

Our website designers based in Welwyn Garden City use the latest technology and create bespoke website designs that are fully tailored to your business needs.

With the rise of mobile and tablet browsing it is important that your website design adapts to what device it is being viewed on. Our website designers use responsive design techniques to ensure that it looks good and performs on all devices. We use the latest front-end technology of HTML5 and CSS3.

#### Responsive Web Design

Increasingly your guests will want mobility, flexibility and easy access to information across multiple platforms. How does your website perform on mobile and tablet? Is your site user friendly with an optimised, booking process which delivers results?

We are experts in responsive web design and conversion optimisation, our team can work with you to ensure that your website focuses on showcasing your fantastic services and facilities alongside generating bed placements and enquiries across multiple platforms.

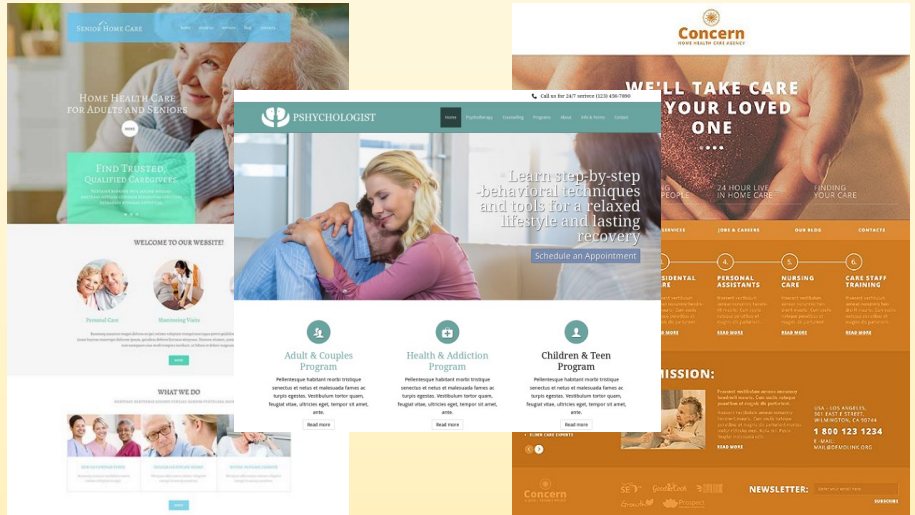
# WEBSITE COMPONENTS

- Dynamic Content Management
- E-commerce Type Website
- Hosting
- Email Accounts
- Photo Gallery
- Bed Enquiry E-form
- Contact/Enquiry E-form
- Logo Design
- Booking Engine Integration
- Customer Database
- Reporting Tool
- Local Amenities Page
- Search Engine Optimisation (SEO)

Each website is designed to be as unique as your Care Home. We will deliver your website on-time and within the agreed budget.

Every website that we create is fully responsive and mobile friendly. This ensures that it will look great no matter what device it is viewed on.

Sunrise generates new leads for your Care Home by giving your business a powerful online presence. They have developed an innovative method for improving and increasing Care Home occupancy.



## What are your images saying about your Care Home?

Sunrise will capture those all important images to illustrate your Care Home in the best possible way (no stock images).

## Empty beds? No waiting list? We can help...

What sets us apart from other marketing companies is that our expertise is in the Care Home industry, we work with the Manager/Owner to help take the Home forward through implementing our proven strategies.

## Improve Occupancy...

We specialise in generating enquiries that lead to filling empty beds in your Care Home. Our track record shows what we do, works! Several of our past and current clients have volunteered to speak to prospective clients so before choosing Sunrise you can get an insight on what it's like to work with us. We have years of experience working with Care Homes and the knowledge required to succeed in one of the most difficult industries out there.

## Make your Care Home stand out from the crowd...

A well built and well designed website will help to separate you from your competitors. Firstly you need your site to be found and then you need to create a good impression...

It is knowledge and know how that separates Sunrise from other marketing companies. We are not a marketing company that has decided to ply our trade in the Care Home Industry. Instead we have a history of making sure that Care Homes operate at the highest occupancy levels possible and have integrated this with a complete marketing package.

So if you are looking to maximise your occupancy then contact us today!

We have various packages to suit your Care Home needs and requirements.

If you would like a brand new bespoke design we can do that too!

# New website design Website Upgrade

Prices starting from £399+ VAT

Call us today for an informal chat and lets talk about what we can do for your Care Home!

## QUICK SUMMARY

All details of your website (what information should go where) can be discussed in detail after the design is confirmed.



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