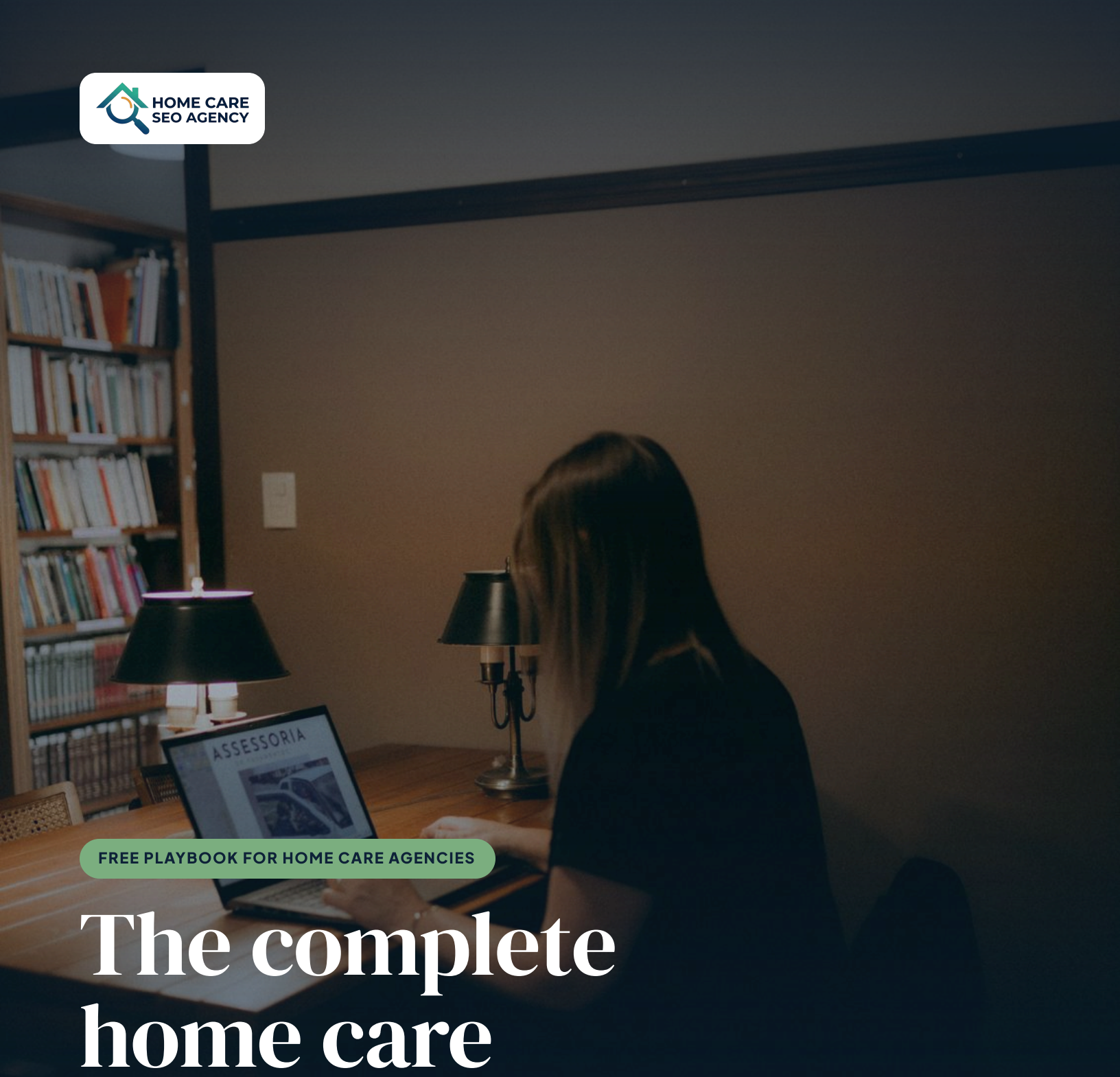
HOME CARE SEO AGENCY



FREE PLAYBOOK FOR HOME CARE AGENCIES

The complete home care *SEO guide.*

How to be the agency she finds, trusts and calls when she is searching for care for her mom at midnight. Eight chapters: local SEO, technical SEO, content, AI search, conversion, reviews and caregiver recruiting.

homecareseoagency.com

BEFORE YOU START

She is searching *at midnight.*

Every chapter in this guide is about one person. Get her right and the rankings, calls and clients follow.

It is late. The kids are asleep. She just got off the phone with her mom, or with the hospital, or with a neighbor who found Dad on the kitchen floor. She is tired, she is worried, and she has a phone in her hand.

She types something like **"home care near me"** or **"help for elderly parent at home"**. She opens four or five tabs. She reads reviews. She looks at the photos. She closes the tabs that feel like a call center, and she bookmarks the one that feels like real people who will pick up.

In the morning she calls one or two agencies. Not ten.

This guide is about being one of those calls. Showing up when she searches, on Google, on Maps and in the AI answers she is starting to trust. Then giving her enough reasons on your website to pick up the phone.

Use it as a playbook. Each chapter ends with work you can do this month, with or without an agency.

> **Families are not shopping for a website. They are looking for someone they can *trust* with the person they love.**

How to use this guide

1. Read Chapter 1 first. Everything else builds on it.
2. Skim the chapter openers and pick the one that hurts most today.
3. Do the checklists. Check things off. Come back next month.

Example numbers in this guide are for teaching. They are not predictions. Your results depend on your market, your competitors and your website.

ND

Nate Denson, founder of Home Care SEO Agency. We work only with home care agencies, on local SEO, Google Maps, websites and ads. This is the playbook we work from.

1. Be found

On Google, in the map pack and in AI answers, from every part of your service area. **Chapters 2, 3 and 5**

2. Be trusted

Real photos, real reviews, clear answers about cost and caregivers. **Chapters 1, 4 and 7**

3. Be called

A site that makes the next step easy at midnight on a phone, and caregivers ready to staff the case. **Chapters 6 and 8**

INSIDE

What is *inside*

Eight chapters, in the order we work through them with an agency.

01 **The home care buyer** 4
Who is searching, the journey, and why generic marketing misses her

02 **Local SEO & Google Maps** 9
Winning the map pack, your Google Business Profile, citations, service areas

03 **Technical SEO foundation** 17
Speed, mobile, schema markup and crawl hygiene

04 **Content that ranks and converts** 23
Keywords, service pages, condition pages and blog topics that call

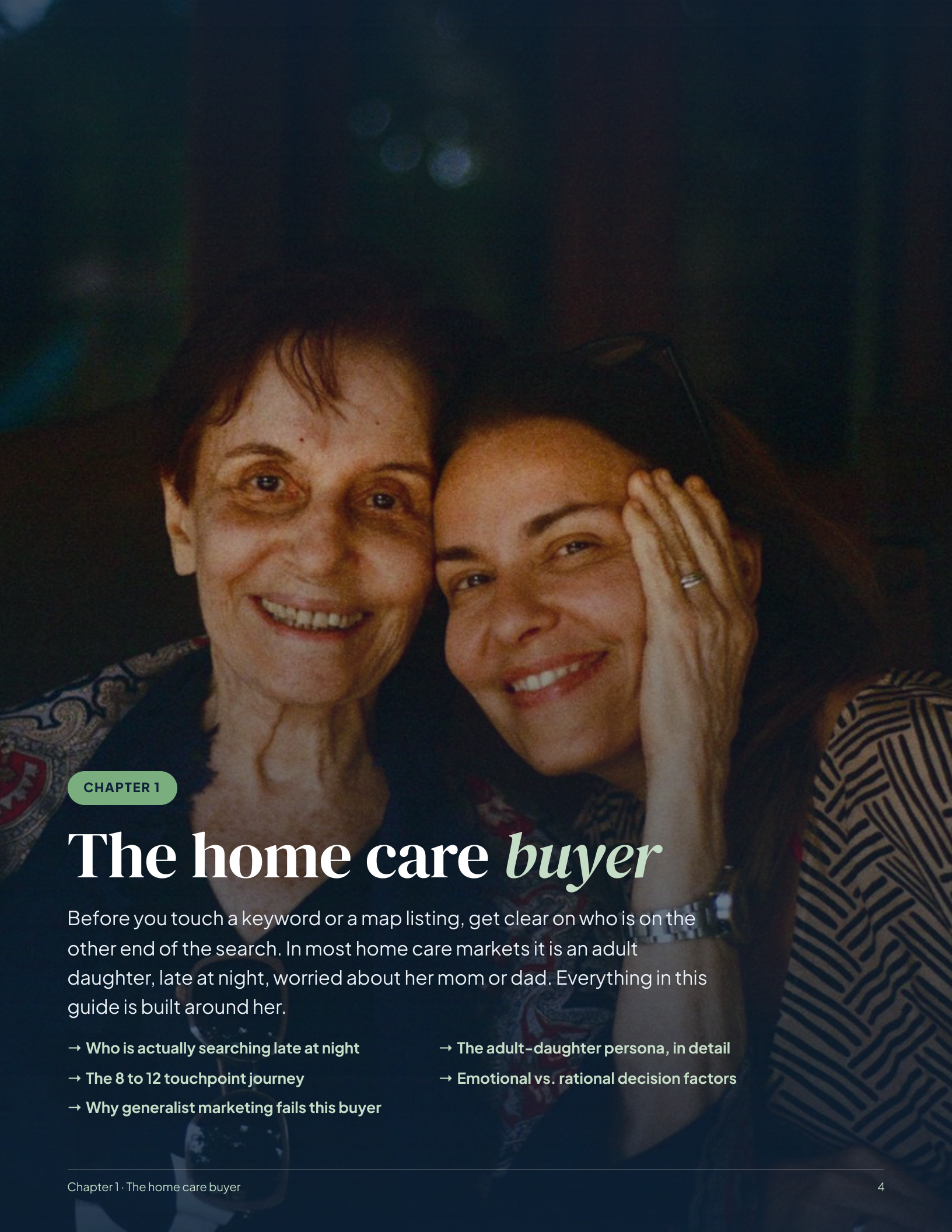
05 **AI search optimization** 30
ChatGPT, Perplexity and Google AI answers

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Turning visits into calls and care requests

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Getting reviews the right way and answering every one

08 **Caregiver recruiting marketing** 45
A hiring pipeline that does not depend on job boards

> Want us to look at your agency against everything in this guide? Book a free audit at homecareseoagency.com/free-seo-audit.



CHAPTER 1

The home care *buyer*

Before you touch a keyword or a map listing, get clear on who is on the other end of the search. In most home care markets it is an adult daughter, late at night, worried about her mom or dad. Everything in this guide is built around her.

- → Who is actually searching late at night
- → The 8 to 12 touchpoint journey
- → Why generalist marketing fails this buyer
- → The adult-daughter persona, in detail
- → Emotional vs. rational decision factors

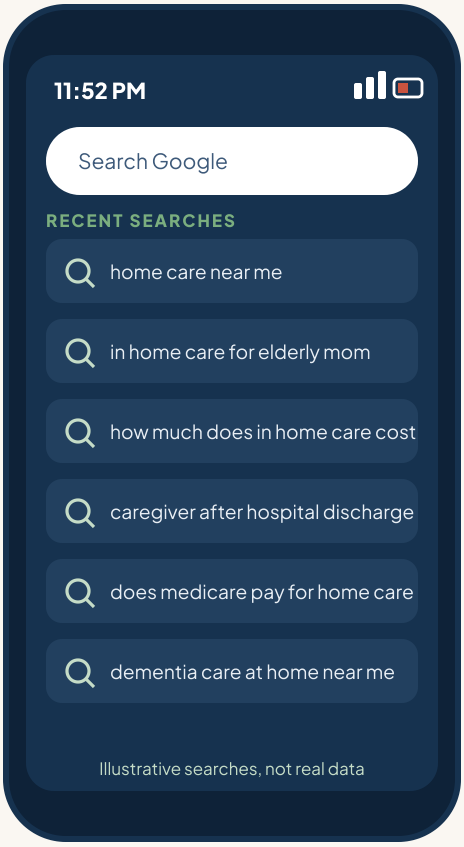
WHO IS SEARCHING

The search starts *after* the crisis.

Most families do not shop for home care in advance. Something happens, and the search begins the same night, usually on a phone, often after everyone else is asleep.

The person typing is rarely the senior who will receive care. In non-medical home care it is most often an adult child, and most often a daughter, who has quietly become the family's care coordinator. She may live nearby or two states away, and she is researching in the only free hours she has.

That timing matters for SEO. She is searching when your office is closed, so the decision about which agencies make her short list happens **without you in the room**. Your profile, reviews and website do the talking.



What usually sets it off

A fall
Mom is OK, but no one wants a second one while she is alone.

A discharge
The hospital or rehab says Dad can go home "with support."

A diagnosis
Dementia, Parkinson's or a stroke changes the daily routine.

Burnout
The family caregiver, often her, cannot keep doing it alone.

What this means for you: her searches are local ("near me," a town name), urgent and full of questions about cost, safety and what is covered. Each one is a page or a profile section you can win.

Try her search tonight

Use your phone
Search "home care near me" and "home care [your town]" from home, not the office. Note who shows up in the map results.

Read it like she would
Open the top three listings. Which one feels local, current and safe? Be honest about yours.

Send a test form
Fill out your own contact form at night. Time how long it takes for someone to reply.

THE PERSONA

Meet the *daughter* you serve.

A composite built from how families describe their search. Use her as a filter for every page, post and profile you publish.

ILLUSTRATIVE PERSONA

"Karen," 54

ROLE
Works full time. The sibling who "handles things" for Mom.

HER PARENT
Mom, 82, lives alone, recently fell, still wants to stay home.

DEVICE
Phone first, in bed or on the couch after 10 pm. Laptop later to compare.

WHO ELSE DECIDES
A brother who asks about cost, and Mom, who has to say yes.

MONEY
Mostly private pay. Wondering about long-term care insurance or VA benefits.

She worries

- Will a stranger be safe in Mom's house?
- Can we afford this for months or years?
- Will Mom refuse help?
- Am I doing enough?

She looks for

- A local office and real faces
- Recent, specific reviews
- How caregivers are screened
- A straight answer on cost and minimum hours

She leaves when

- The site looks like any agency anywhere
- No phone number on the first screen
- Reviews are old or unanswered
- No one calls back the same day

The questions in her head

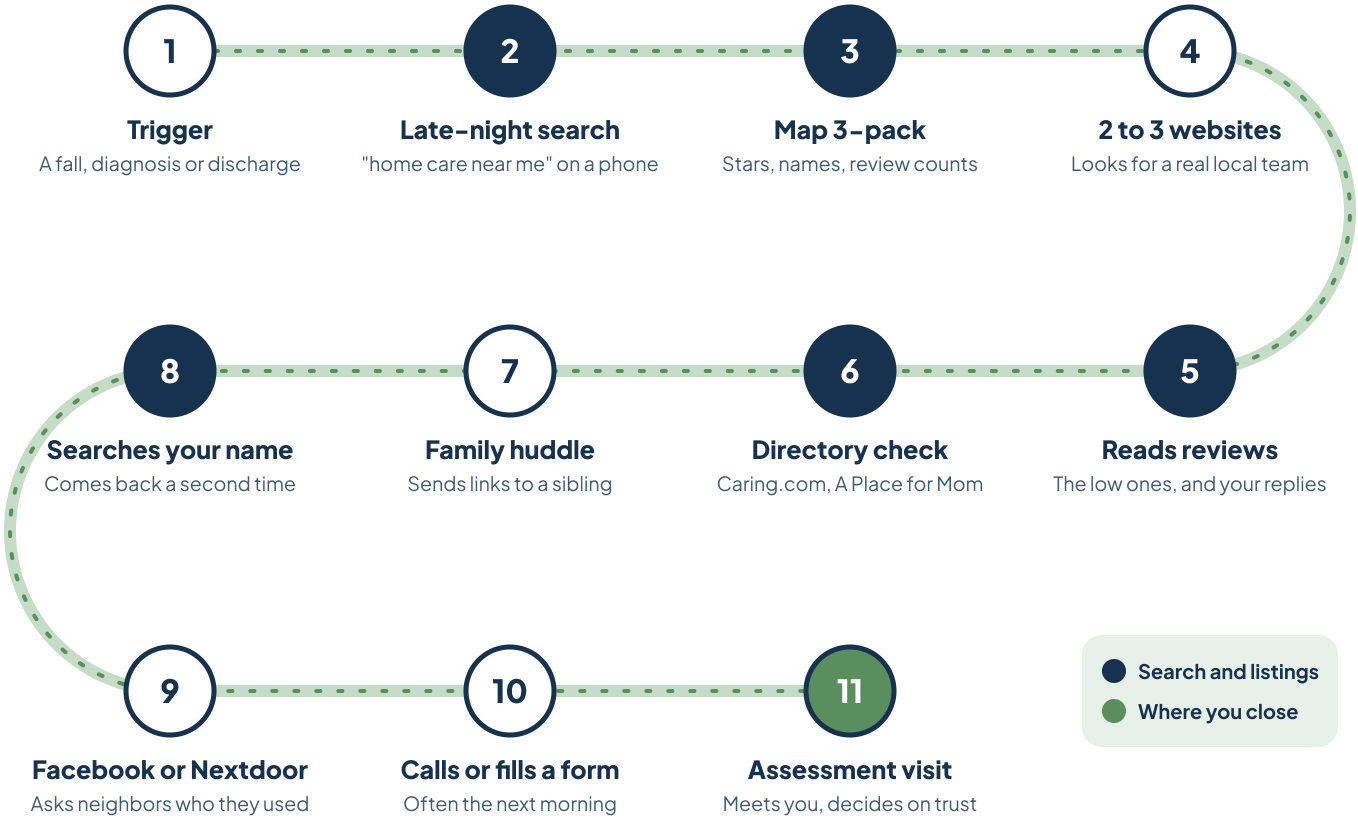
She is really asking	Where she looks for the answer
"Are they nearby and real?"	Map pack, address or service area, photos of the team
"Do other families trust them?"	Google review count, recency and your replies
"What will this cost?"	Your pricing or FAQ page, then the phone call
"Can they handle Mom's needs?"	Service pages: dementia, post-hospital, respite
"Will someone pick up?"	Hours on your profile, a visible phone number, a fast callback

Your market may differ: sons, spouses, discharge planners and the seniors themselves search too. Interview your last 10 clients about who called first. Build the persona from your own answers.

THE JOURNEY

Eight to twelve *touchpoints* before the call.

She rarely calls the first agency she sees. She circles, compares, checks with family and comes back. Here is one common path.



SEO shows up at almost every step

Steps 2, 3, 5, 6 and 8 all happen on Google or a directory. If you are missing from any of them, you drop off her list before she ever calls.

Plan for the second visit

Many families find you on a generic search, then come back by searching your name. Make sure that branded result looks complete, current and well reviewed.

One typical path, not a measured one. Order and length vary by family, but the pattern of researching, comparing and returning holds up.

HOW SHE DECIDES

She decides with her heart, then *checks* with her head.

Emotional factors

Trust: "Would I let these people in my mother's house?"

Guilt: she wishes she could do it herself.

Dignity: Mom must feel respected, not managed.

Relief: someone finally has this handled.

Rational factors

Cost: hourly rate, minimum shift, how billing works.

Fit: dementia skills, transfers, overnight care.

Proof: licensing where required, screening, insurance.

Logistics: start date, backup caregivers, who to call.

Your marketing has to serve both. Photos, tone and reviews carry the emotional side. Service pages, FAQs and your profile details carry the rational side.

Why generalist marketing *fails* her

GENERALIST		WHAT SHE NEEDS
Targets broad terms like "senior services"	→	Pages for the exact care types and towns she searches
Reports clicks and impressions	→	Measured by calls, forms and assessments booked
Stock copy that could fit a plumber	→	Warm, specific words that answer her real fears
Discount offers and urgency tactics	→	Calm reassurance, credentials and a clear next step
Ignores the after-hours moment	→	A form she can send at midnight and a call back first thing

Do this month

- [ ] Ask your last 10 new clients who searched first and what they typed.
- [ ] Write a one-page persona for your market and share it with your team.
- [ ] Search your top 3 services plus your town on a phone after 10 pm. Screenshot the results.
- [ ] Search your agency name and fix anything outdated in what shows up.
- [ ] Send a test form at night and time the reply. Set a same-morning callback rule.
- [ ] Read your homepage as a worried daughter. Rewrite anything vague or salesy.



CHAPTER 2

Local SEO & *Google Maps*

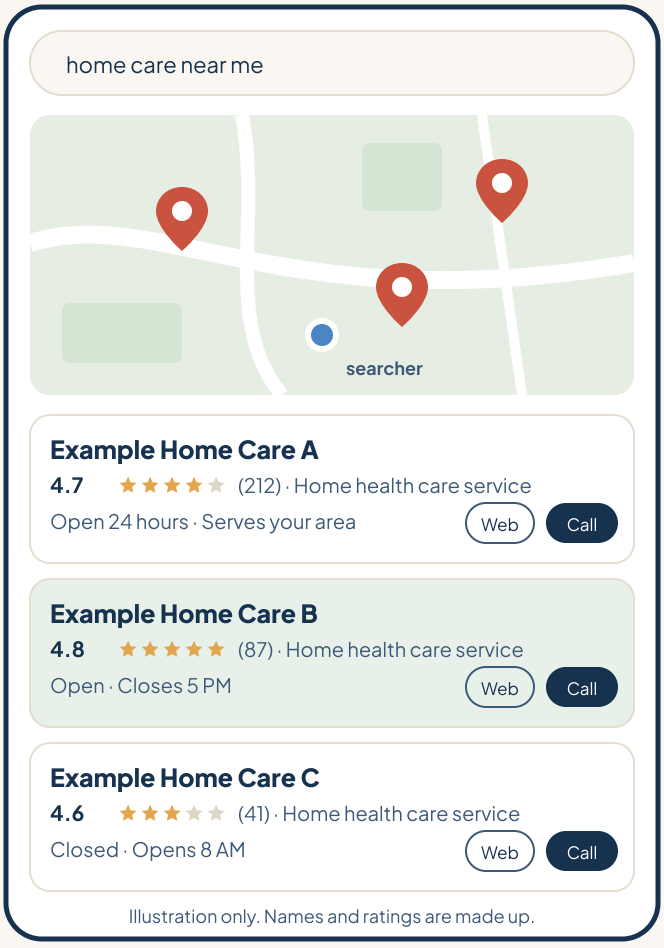
When a daughter searches "home care near me," the map results usually load first on her phone. This chapter covers how Google picks those three listings and the work that moves you toward them: your profile, your citations, your NAP data and your service area pages.

- → How the 3-pack is chosen
- → Google Business Profile, step by step
- → Citations: the directories that matter
- → NAP consistency audits
- → ZIP-level service area pages
- → A checklist for this month

THE 3-PACK

Winning the *3-pack*.

For local searches, Google often shows a map with three businesses above the regular results. On a phone, that block can fill the first screen.



Google says local results are based mainly on three things. You cannot buy your way into them, and no one can honestly guarantee a position. You can work on all three.

FACTOR 1

Relevance

How well your profile matches the search. Your categories, services, description and website content tell Google you offer "dementia care" or "respite care."

FACTOR 2

Distance

How far your business is from the searcher or the location in the search. You cannot change where she is, which is why service area pages and accurate areas matter.

FACTOR 3

Prominence

How well known and trusted you are. Reviews, links, mentions across the web and your overall site strength all feed this.

Set the right expectation: because of distance, an agency rarely shows in the 3-pack across a whole metro. Win the areas closest to your office first, then widen the circle.

Where each factor is won

Relevance
Categories, services, description and pages that match her search.

Distance
Honest service areas and a page for each town you staff.

Prominence
Reviews, replies, accurate citations and consistent NAP.

GOOGLE BUSINESS PROFILE · PART 1

Build the *profile* right.

Your Google Business Profile is the listing that appears in Maps and the 3-pack. Work through these steps in order.

1 Claim and verify it

Search your agency on Google Maps. Claim it at business.google.com or create it if it does not exist. Google may ask for video verification, so have your office signage, license and a utility bill or business document ready.

2 Use your real business name

Enter the name on your sign and license. Adding keywords like "Best Home Care Tampa" breaks Google's guidelines and can get the profile suspended.

Your name is not a keyword field

3 Pick the primary category carefully

This is one of the strongest relevance signals. Look at which categories the agencies already in your 3-pack use, choose the most accurate one for your license and services (many agencies use "Home health care service"), then add relevant secondary categories.

4 Set it up as a service-area business

Families do not visit you, you go to them. If clients do not come to your office, hide the address and list the cities or ZIP codes you serve. Google allows up to 20 service areas, so pick the ones you truly cover.

5 Fill in phone, website and hours

Use a local number that a person answers. Link to your homepage or your main location page. If someone answers the phone around the clock, your hours can say so. If not, list your real hours.

Tip: add UTM tags to the website link so you can see profile traffic in analytics

6 Write a description for the daughter

You have up to 750 characters. Say what you do, who you help and where, in plain words: personal care, companion care, dementia care, respite, hospital-to-home. No links, no prices, no hype.

> **Before you edit:** screenshot every field so you have a record. Edits can take time to appear while Google reviews them, and changing your name, category and address all at once may trigger another verification. Make big changes one at a time.

GOOGLE BUSINESS PROFILE · PART 2

Keep it *alive*.

A complete profile gets you in the game. A profile that stays current, with fresh photos and reviews, helps you stay there.

7 Add every service
List each service with a short description: companion care, personal care, dementia and Alzheimer's care, respite, overnight, live-in, transportation. Use the words families use.

8 Upload real photos
Your team, your office, your vehicles, caregivers at training. Get written consent before showing any client. Add new photos every month.

9 Set the attributes
Check what applies, such as women-owned or veteran-owned, and any accessibility or service options Google offers your category.

10 Ask every happy family for a review
Send a direct review link after the first good weeks of care. Ask everyone, not just the families you expect to rate you five stars.

11 Reply to every review
Thank the good ones by mentioning the service. Answer the hard ones calmly and offline. Never confirm someone is a client or share health details in a reply.

12 Post updates
Share hiring news, a caregiver spotlight, a family resource or an event a few times a month. Posts show families you are active.

What gets profiles suspended or filtered

- ✕ Keywords stuffed into the business name
- ✕ A virtual office or mailbox used as an address
- ✕ Duplicate profiles for the same location
- ✕ Offering free care or gifts in exchange for reviews
- ✕ Asking only happy clients to review (review gating)
- ✕ Staff or family writing reviews

Google changes profile features often. Q&A and Google chat have been removed or phased out, so skip any old advice built on them.

CITATIONS

Citations that *matter* for home care.

A citation is any listing of your name, address and phone on another site. They help Google confirm you are real and help families who search beyond Google.

Tier	Where	Why it matters for home care
CORE	**Google Business Profile**	The listing behind the 3-pack and Maps
CORE	**Apple Business Connect**	Controls how you appear in Apple Maps and Siri on iPhones
CORE	**Bing Places for Business**	Feeds Bing and Microsoft products. Can import from Google
CORE	**Facebook Page** and **Yelp**	Families check both for reviews and to see if you are active
TRUST	**BBB**, **Nextdoor**, **Yellow Pages**	Trust checks and neighbor recommendations in your service area
DATA	**Data Axle**, **Foursquare**	Data sources that pass your details on to other apps and directories
SENIOR CARE	**Caring.com**, **A Place for Mom**, **SeniorAdvisor.com**	Where families compare senior care and read reviews. Some are paid referral services, so read the terms
SENIOR CARE	**Care.com**	Mostly individual caregivers, but families start there. Check what agency options exist in your area
LOCAL	**Chamber of commerce**, **state home care association**	Real local links and credibility. Member directories are usually included
LOCAL	**Area Agency on Aging** resource lists	Some keep provider lists for families. Ask how to be included
OFFICIAL	**Your state license lookup**	Not a listing you edit, but families and Google can see it. Your name and address must match it
OFFICIAL	**Medicare Care Compare**	Medicare-certified home health agencies only. Non-medical agencies are not listed

Quality beats count

Start with tiers 1 and 3. A complete, accurate profile on a site families actually use is worth more than dozens of thin directory pages.

Same details everywhere

Every citation should match your Google profile exactly. That is what a NAP audit is for.

NAP CONSISTENCY

Run a *NAP* audit.

NAP stands for name, address and phone. When these differ across the web, Google and families get mixed signals about which business is real.

How to run it

1. **Write your master record.** Exact name, suite format, ZIP, main phone, website URL. Match your license and Google profile.
2. **Search for the old versions.** Search your old phone numbers, old addresses and past names in quotes. Agencies that moved, rebranded or bought a franchise usually have leftovers.
3. **Check every site in the tier table.** Log each listing in a spreadsheet: URL, what it shows, what is wrong, login owner.
4. **Fix the core first.** Google, Apple, Bing, Facebook and Yelp, then the data sources, then the rest.
5. **Close duplicates.** Request removal or merging of duplicate listings rather than leaving two versions live.
6. **Recheck every quarter.** Data sources can push old details back out.

Example audit log

Master	Sunrise Home Care · 120 Main St, Suite 4 · (813) 555-0100	✓
Directory 1	Sunrise Home Care · 120 Main St, Suite 4 · (813) 555-0100	✓
Directory 2	Sunrise Home Care LLC · 120 Main St · (813) 555-0100	!
Directory 3	Sunrise Home Care · 88 Oak Ave · (813) 555-0199	✗
Directory 4	Sunrise Senior Services · 120 Main St · (813) 555-0100	✗

Example data. Small format differences like "Ste" vs. "Suite" matter less than a wrong phone or old address.

Call tracking numbers: if you use one on your Google profile, keep your main local number as the additional phone. Use your main number on citations so your NAP stays the same everywhere.

Where old details usually hide

Old sites and social bios

Past websites, ad landing pages and social profiles set up years ago.

Job sites

Caregiver job posts and hiring-site company pages often carry an old address.

Senior care directories

Profiles created automatically before you ever claimed them.

SERVICE AREA PAGES

A ZIP-level *service area* strategy.

Distance limits how far your Google profile reaches. Strong pages for each town you serve help you show up in the regular results there, and add relevance for those places.



Plan it in four steps

1. **List every ZIP you really staff.** Use your current client and caregiver addresses, not a radius on a map.
2. **Group ZIPs into towns or zones.** One page per town or recognized area. Do not build a page per ZIP code.
3. **Rank the zones.** Use the U.S. Census age data for each area and your own drive times to find where seniors live and where you can staff shifts.
4. **Build the top zones first.** A few strong pages beat fifty thin ones.

Real local pages, not *doorway* pages

Do

- ✓ Write each page for that town: its hospitals, neighborhoods, senior resources
- ✓ Name the ZIP codes covered by that page
- ✓ Show reviews and caregivers from that area
- ✓ Link each page from the hub and your Areas menu

Don't

- ✗ Copy one page and swap the town name
- ✗ Create pages for areas you cannot staff
- ✗ Stuff ZIP codes or town lists into footers
- ✗ Hide the pages from your own navigation

Google's spam policies name doorway pages: many near-identical pages made only to rank for different places. Unique, useful pages per area avoid that problem.

PAGE ANATOMY

What a strong *town page* includes.

Home Care in [Town], [State]
Clear headline, call button, short promise

Who we help in [Town]
Seniors at home, after a hospital stay, with dementia

Services offered here
Links to each service page

Local proof
Reviews from families in this area, team photo

Areas and ZIP codes served
Neighborhoods and ZIPs this page covers

Local FAQs
Cost, start time, payment options in your state

Request a free care consultation
Short form plus phone number

Every block answers something the daughter is wondering. Keep the main page structure consistent across towns so it is easy to build, but make the words, proof and local details different on each one.

Connect it to your profile

Link your Google profile to your main city page or homepage, and make sure every town page carries the same phone number and business name.

Measure by town

Track calls and forms by page. When a town page brings inquiries, give it more reviews, photos and links. HCSA builds and tracks these pages for agencies, but you can start with the template at left.

Do this month

- [ ] Claim and verify your Google Business Profile and check every field against the steps in this chapter.
- [ ] Confirm your primary category against the agencies in your local 3-pack.
- [ ] Upload 10 real photos and add every service with a short description.
- [ ] Send your review link to every active family who has been with you a month or more.
- [ ] Build your master NAP record and fix Google, Apple, Bing, Facebook and Yelp first.
- [ ] Claim your Caring.com listing and join your local chamber.
- [ ] List the ZIP codes you staff and group them into your top 3 to 5 town pages.
- [ ] Write and publish your first town page using the template in this chapter.



CHAPTER 3

Technical SEO *foundation*

None of this is glamorous. All of it decides whether Google can find, trust and show your pages to the daughter searching at midnight, and whether the page works when she taps it.

- → Core Web Vitals targets
- → Which schema type fits you
- → What schema can and cannot do
- → Mobile-first indexing
- → Copy-paste JSON-LD examples
- → robots.txt, sitemaps and canonicals

SITE SPEED

Speed targets that *actually* matter.

Forget the overall "score" out of 100. Google grades real visits on three numbers, called Core Web Vitals. These are the ones to hit.

LCP — **Largest Contentful Paint**
How fast the main content (usually the hero photo or headline) appears



INP — **Interaction to Next Paint**
How fast the page reacts when she taps a button or opens a menu



CLS — **Cumulative Layout Shift**
How much the page jumps around while it loads



Google's published thresholds. A page passes when at least 75% of real visits land in the green.

Where to check yours

Search Console, Core Web Vitals report. Real data from Chrome users who visited your site, grouped by mobile and desktop. Small sites often see "not enough data." That is normal.

PageSpeed Insights (pagespeed.web.dev). Paste one URL. The top section is real-user data when Google has it. The lab test below it is a simulation, useful for finding causes.

> Speed is not a magic ranking lever. Helpful, relevant pages still win. But a slow page loses **her**: at midnight, on a phone, she will tap back and pick the next agency.

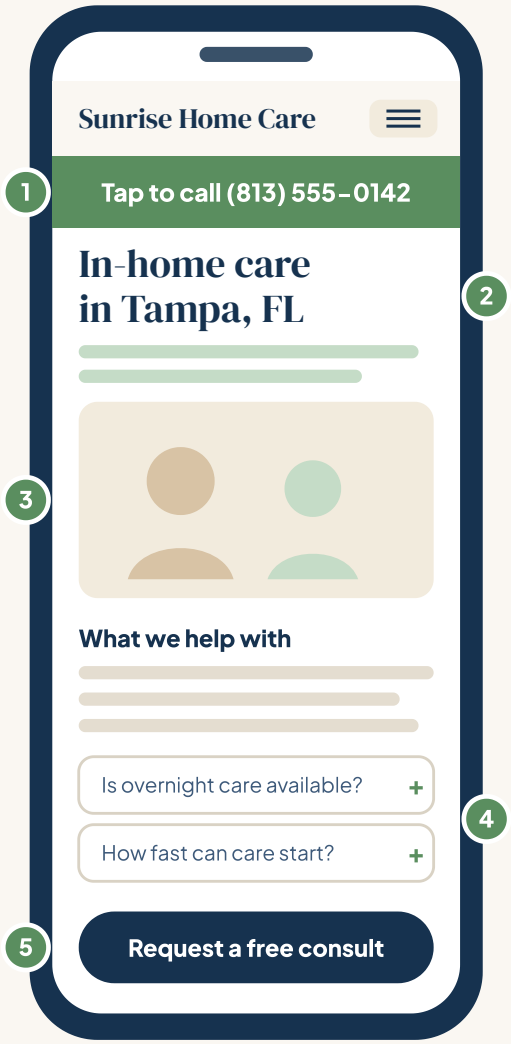
The usual home care culprits

Cause	Fix
Giant hero photo or slider (LCP)	One compressed WebP image, sized for the screen. Never lazy-load the top image.
Chat, review and tracking widgets (INP)	Remove what nobody uses. Delay the rest until after the page loads.
Pop-ups, banners, images with no set size (CLS)	Give every image a width and height. Reserve space for banners.
Cheap hosting, no caching	Page caching, a CDN, and a host that answers fast.

MOBILE-FIRST INDEXING

Google reads the *phone* version.

Google now crawls and ranks nearly every site using its mobile version. If something is missing on the phone, Google treats it as missing everywhere.



1. **A real tap-to-call link**
   Use a `tel:` link so one tap dials. Keep it visible at the top, not buried in the footer.

2. **Same words as desktop**
   Do not trim service details, FAQs or city info off the mobile layout. Content tucked into tabs or accordions is fine. Content deleted is gone.

3. **Same images, same alt text**
   Real photos of your caregivers, compressed, with alt text that describes them.

4. **Same schema and titles**
   Structured data, page titles and meta descriptions must be on the mobile version too.

5. **Thumb-friendly and readable**
   Text around 16px or larger, buttons big enough for a thumb, no pop-up that covers the page on arrival.

The midnight test. Pick up your own phone. Search your main service plus your city. Tap your result and try to call within ten seconds, using one thumb. Anything that slows you down slows her down too.

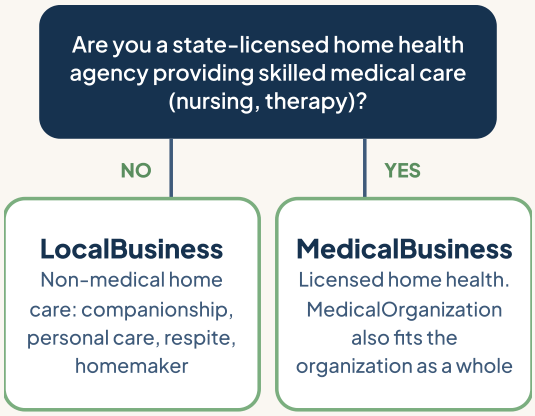
Google retired its standalone Mobile-Friendly Test in late 2023. Use Lighthouse in Chrome (right-click, Inspect, Lighthouse) or PageSpeed Insights, and a real phone.

SCHEMA MARKUP, PART 1

Tell Google *exactly* who you are.

Schema is a small block of code (JSON-LD) that states your business facts in a format machines read without guessing. Start with your business itself.

STEP 1: PICK THE RIGHT TYPE



Doing both? Use the type that matches each location's license, and keep separate pages for the medical and non-medical services.

Do not call non-medical care "medical." Companion and personal care agencies are not medical businesses, and the markup should not claim otherwise.

Schema.org has no "home care agency" type, so plain **LocalBusiness** is the honest fit. Your Google Business Profile category does the rest.

STEP 2: PASTE THIS ON YOUR HOMEPAGE (EDIT EVERY VALUE)

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "@id": "https://example.com/#business",
  "name": "Sunrise Home Care",
  "url": "https://example.com/",
  "telephone": "+1-813-555-0142",
  "image": "https://example.com/img/team.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "100 Example Ave, Suite 200",
    "addressLocality": "Tampa",
    "addressRegion": "FL",
    "postalCode": "33602",
    "addressCountry": "US"
  },
  "areaServed": [
    { "@type": "City", "name": "Tampa" },
    { "@type": "City", "name": "Brandon" }
  ],
  "openingHours": "Mo-Su 00:00-23:59",
  "sameAs": [
    "https://www.facebook.com/example"
  ]
}
```

- Name, phone and address must match your Google Business Profile exactly.
- Address hidden on your Business Profile? Drop the street line here too, and list your cities in **areaServed**.
- Test it with Google's Rich Results Test and validator.schema.org before you publish.

Homepage

LocalBusiness, once. This is the master record every other block points to.

Each service page

Service, tied back to the business with @id. FAQPage only if the FAQ is visible there.

Check your plugin

Yoast, Rank Math and similar tools already output schema. Avoid two competing business blocks.

SCHEMA MARKUP, PART 2

Services, FAQs and *ratings*.

Three more blocks, plus an honest look at what each one earns you in Google today.

SERVICE: ONE BLOCK PER SERVICE PAGE

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "Dementia Care at Home",
  "serviceType": "In-home dementia care",
  "provider": { "@id": "https://example.com/#business"
},
  "areaServed": { "@type": "City", "name": "Tampa" },
  "url": "https://example.com/dementia-care/"
}
```

FAQPAGE: ONLY FOR FAQS VISIBLE ON THE PAGE

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "Do you offer overnight care in Tampa?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Yes. Overnight shifts are available."
    }
  }]
}
```

AGGREGATERATING (EXAMPLE NUMBERS)

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "@id": "https://example.com/#business",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.9",
    "reviewCount": "37"
  }
}
```

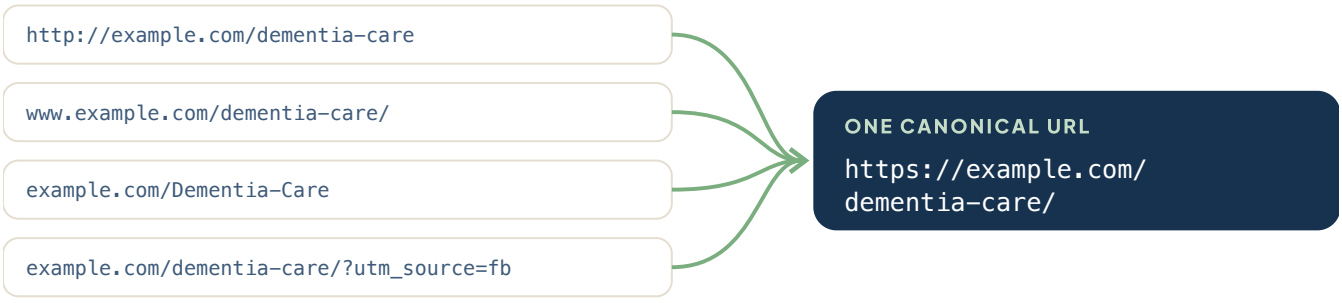
Set expectations correctly. Schema will not move you up by itself and does not guarantee a mention in AI answers. Its job is entity clarity: Google and AI assistants know which business you are, what you do and where, with nothing left to interpret. The **@id** ties every block back to your one LocalBusiness entity.

Markup	Rich result in Google today?	Why it is still worth adding
LocalBusiness	No special display from the markup alone. Your Maps listing comes from your Business Profile.	One clear, consistent statement of your name, phone, address and service area.
Service	No rich result.	Spells out what each page offers and where, which removes guesswork for search and AI tools.
FAQPage	Since 2023, Google shows FAQ rich results only for well-known, authoritative government and health sites. Expect none.	Clean question and answer pairs are easy for machines to parse. The visible FAQ itself still helps her decide.
AggregateRating	Not eligible for stars. Google ignores review markup a business adds about itself (self-serving reviews).	Optional. If you use it, it must match reviews shown on the page. Your real stars come from Google reviews.

CRAWLABILITY & CANONICALS

Make every page *easy* to find.

Google can only rank pages it can reach, read and tell apart. Five pieces of housekeeping cover most of it.



Four addresses, one page. Redirect (301) the variants and point the canonical tag at the winner.

ROBOTS.TXT: A TYPICAL WORDPRESS FILE

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://example.com/sitemap.xml
```

It controls crawling, not indexing. To keep a page out of Google, use a **noindex** tag instead. And check for **Disallow: /** or WordPress's "Discourage search engines" box, often left on after a redesign.

CANONICAL TAG, IN THE PAGE HEAD

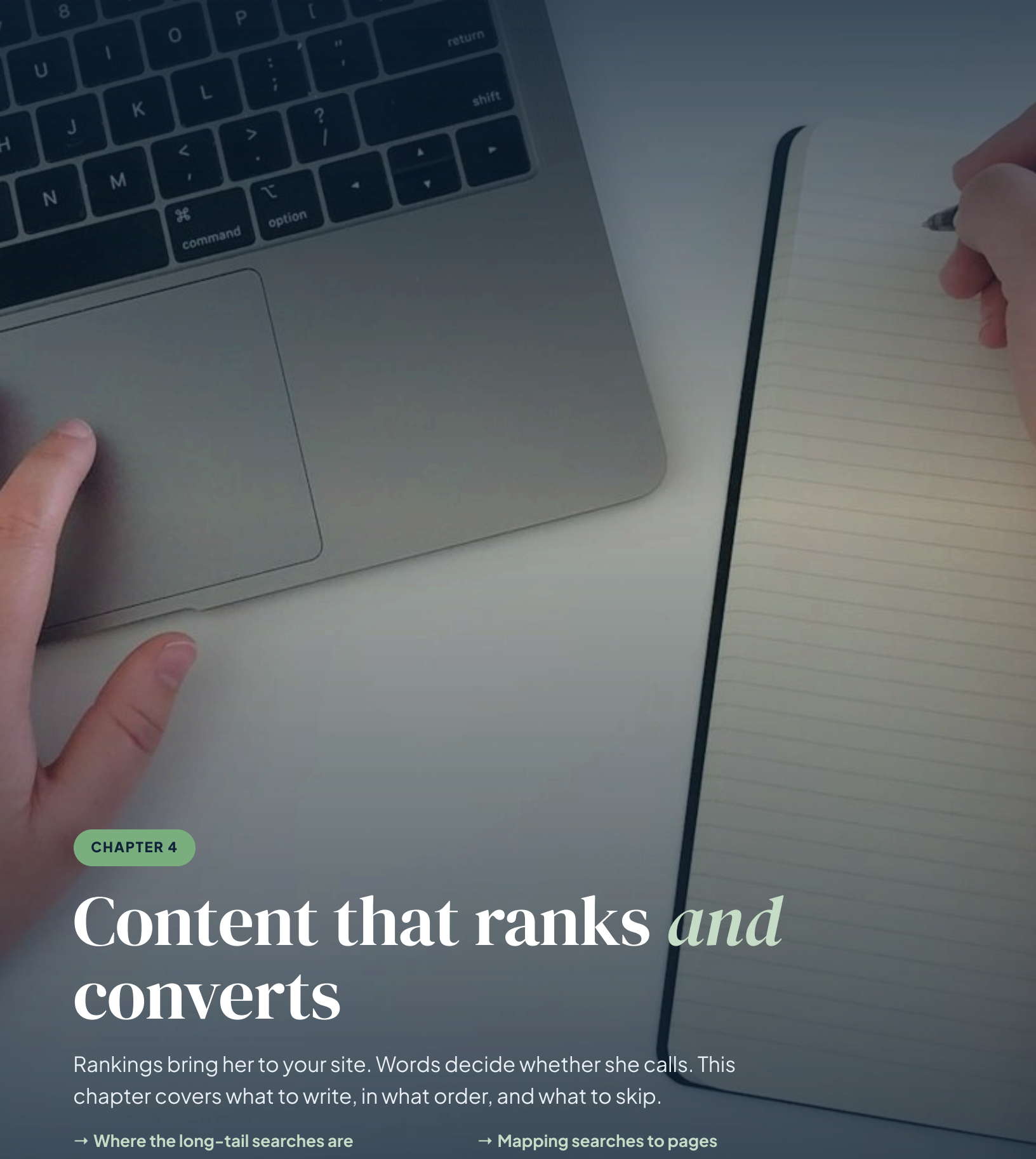
```
<link rel="canonical"
href="https://example.com/dementia-care/">
```

- **XML sitemap:** only live, indexable pages. Submit it in Search Console.
- **One URL per page:** https, one host (www or not), one slash style.
- **301 redirects** for moved pages. No chains, and do not dump old pages on the homepage.

Do this month

- [ ] Run your top 3 pages through PageSpeed Insights (mobile) and fix the biggest LCP cause.
- [ ] Do the midnight test on your phone. Fix anything that slows a call.
- [ ] Add LocalBusiness JSON-LD to the homepage, matching your Business Profile exactly.
- [ ] Add Service JSON-LD to each service page, tied back with @id.
- [ ] Check robots.txt and the "Discourage search engines" box.
- [ ] Submit your XML sitemap and read the Pages report in Search Console.
- [ ] Pick one URL per page. 301 every variant and old URL to it.

Duplicate city pages. Twenty copies of one page with only the town name swapped can be treated as duplicates or doorway pages, which Google's spam policies call out. Build a city page only where you really serve, with local detail to match.



CHAPTER 4

Content that ranks *and* converts

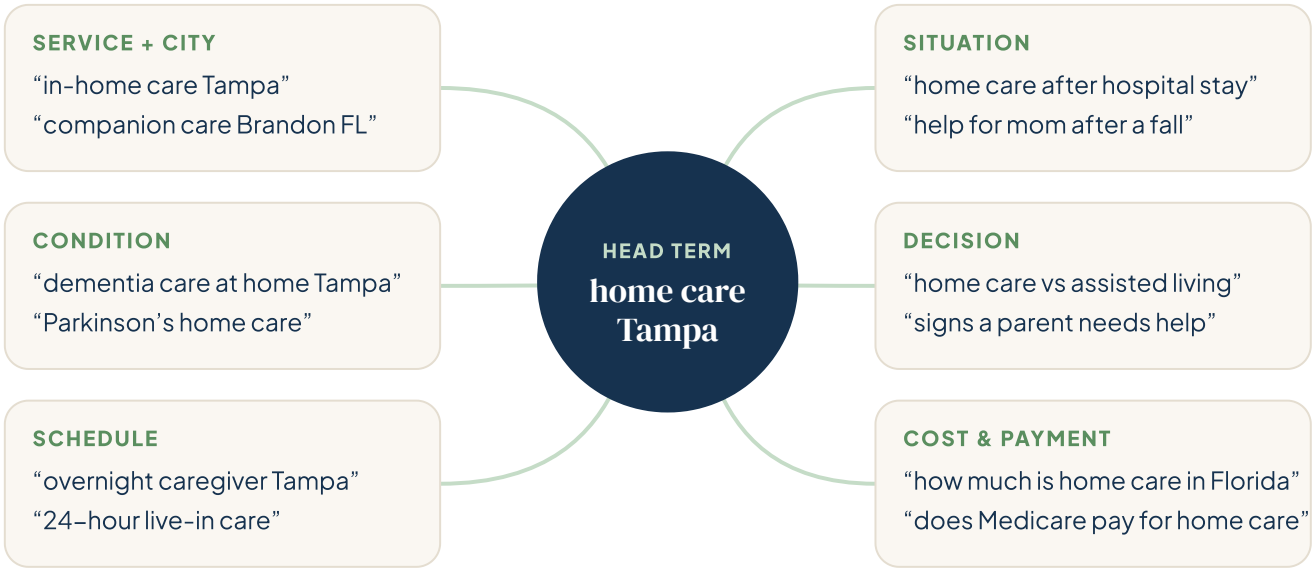
Rankings bring her to your site. Words decide whether she calls. This chapter covers what to write, in what order, and what to skip.

- → Where the long-tail searches are
- → Service pages that convert
- → Decision and cost content
- → Mapping searches to pages
- → Condition-specific pages
- → Blog topics that bring calls

KEYWORD RESEARCH

Find the searches *she* actually types.

Everyone fights over "home care [city]." The calls hide in the longer, more specific searches around it, typed by someone who already knows what she needs.



Example phrases for illustration. Your own list should come from the five sources below, in your own cities.

Five places to find the real words

01 — Google itself
Type a phrase and read the autocomplete. Open "People also ask" and the related searches at the bottom.

02 — Search Console
Performance report, Queries. Shows searches you already appear for, including ones you never targeted.

03 — Your intake calls
Write down the exact words families use on the phone. "Mom keeps falling" beats any tool.

04 — Local competitors
Look at the pages of agencies that rank in your city. Note topics they cover that you do not.

05 — A keyword tool
Use it to compare phrases against each other, not to chase big numbers.

Small numbers are normal. Local home care searches are low-volume by nature, and tools often show zero for phrases real families type. One client can mean months of care, so a search a handful of people make each month can still be worth a page.

THE LONG TAIL

Match every search to *one* page.

Each kind of search reveals where she is in her decision. Give each one a page built to answer it, and do not make two pages compete for the same search.

Search type	Example phrase	What she needs right now	Page that answers it
Service + city	*in-home care Tampa*	Proof you serve her town and can start soon	Service page or city page
Condition	*dementia care at home*	Confidence your caregivers handle it	Condition page
Schedule	*overnight caregiver*	Whether you cover nights, 24-hour or live-in	Service page per schedule
Situation	*care after hospital discharge*	Speed, and a plan for the first week	Post-hospital page
Respite	*respite care for caregivers*	A break without guilt, and short minimums	Respite page
Decision	*home care vs assisted living*	An honest comparison, not a sales pitch	Guide article
Cost	*how much does home care cost*	Real numbers and what changes them	Cost page
Payment	*does Medicare pay for home care*	A straight answer and her other options	Payment guide

Which page to write first

1. Do we offer it here?
Only target services you actually provide, in places you actually serve. Anything else brings calls you have to turn away.

2. Is she close to deciding?
Service, condition, situation and cost searches sit closest to a call. Start there before general advice.

3. Can we beat what ranks?
Search the phrase. If the top results are thin or generic, a specific, local, honest page has room to win.

Keep a simple sheet: phrase, type, target page, status. One primary phrase per page. When two pages chase the same search, merge them or point one at the other.

SERVICE PAGES

Service pages that *convert*.

A service page has two jobs: rank for one service in one place, and turn a worried visitor into a phone call. Same order, every page.



1. **Service + city headline.** "Dementia Care at Home in Tampa, FL." Then two sentences that say who it is for and that you can help.
2. **Call and consult buttons** above the fold, with the number written out. Most of her visits are on a phone.
3. **What is included.** Concrete tasks: bathing, meals, medication reminders, rides, companionship. Only what you really provide.
4. **Who it is for.** The situations and signs that bring families to this service, in their words.
5. **How care starts.** Three steps: call, in-home assessment, first visit. Say how quickly you can usually start.
6. **Cost, honestly.** How pricing works, minimum hours, and the ways families pay. A range beats silence.
7. **Real reviews** from families, ideally ones that mention this service. Plus your screening and training facts.
8. **FAQ** built from questions your intake team really hears.
9. **Areas served and related links** to your city pages, condition pages and cost guide.

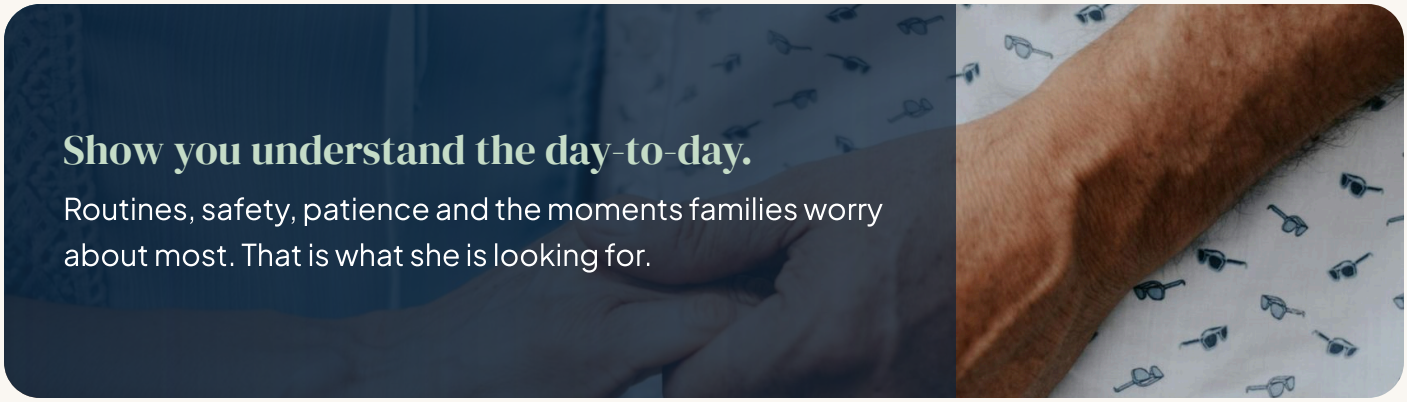
One service, one page. A single "Our Services" page listing everything cannot rank for dementia care, overnight care and respite at once. Give each its own page, then link them together.

Write it in her words. "Mom keeps forgetting her pills" lands harder than "medication management solutions." Use the phrases from your intake calls.

CONDITION-SPECIFIC PAGES

Write for the diagnosis *she* is facing.

A daughter whose dad was just diagnosed with Alzheimer's does not search "home care." She searches for help with that. Condition pages meet her there.



Show you understand the day-to-day.

Routines, safety, patience and the moments families worry about most. That is what she is looking for.

Dementia & Alzheimer's

Consistent caregivers, routines, wandering and safety, evenings that get harder.

OFTEN YOUR MOST IMPORTANT PAGE

Parkinson's

Help with mobility around the home, daily tasks, fall awareness, appointments.

CONDITION PAGE

After a stroke

Support at home alongside the therapy team, rebuilding routines, rides.

CONDITION PAGE

After a hospital stay

The first days home, fast start, meals, errands, follow-up visits.

SITUATION PAGE

Alongside hospice

Companionship and personal care hours that hospice teams do not cover.

SITUATION PAGE

Respite for family

Short shifts so the family caregiver can rest, work or travel.

SERVICE PAGE

What every condition page needs

- How your caregivers are trained for this condition, if they are. State only what is true.
- What a typical visit or shift looks like.
- Signs a family might need help now.
- Links to the matching service and your cost page.

Stay inside your license. A non-medical agency supports daily life: supervision, routines, meals, reminders, companionship. Do not describe treatment, therapy or medical outcomes you are not licensed to provide. Health topics are held to a high standard by Google, and by the families reading.

DECISION & COST CONTENT

Answer the questions *before* the call.

Families compare options and costs long before they phone anyone. The agency that answers honestly is the one they trust enough to call.

"Home care vs assisted living"

Write it as a fair comparison. Say plainly when assisted living is the better fit. That honesty is what makes her believe the rest.

	Home care	Assisted living
Where	In her parent's own home	A residential community
Attention	One-on-one during each visit	Shared staff, on-site 24/7
Pricing	Usually by the hour	Usually monthly
Often fits when	Parent wants to stay home; needs help for set hours	Needs round-the-clock oversight or social life on site

Outline only. Fill in your own local prices and details, and date the page.

The cost page

"How much does home care cost in [city]" is one of the clearest buying signals there is. Answer it.

- ✓ **Your real rate**, or an honest "starting at" range.
- ✓ **What changes the price:** hours per week, nights, weekends, holidays, live-in.
- ✓ **Minimum shift** and how scheduling works.
- ✓ **Ways families pay:** private pay, long-term care insurance, and VA benefits for eligible veterans.
- ✓ **The Medicare question:** Medicare generally does not pay for non-medical home care. Say so, and point to options. Medicaid programs vary by state.
- ✓ A **worked example**, clearly labeled, such as "4 hours a day, 5 days a week."

> **Publishing prices can feel risky. But the family reading your cost page is *already deciding*. Silence sends her to the agency that answered.**

BLOG TOPICS

Blog posts that bring *calls*.

A blog is not a magazine. Every post should either help a family decide, or bring them to a page where they can act.

Usually brings inquiries

- ✓ Signs a parent needs help at home
  Early-stage, but she is already worried
- ✓ Bringing Mom home from the hospital: a first-week checklist
  Urgent, time-bound, local
- ✓ What overnight dementia care looks like
  Condition + schedule, close to a call
- ✓ How much does home care cost in [city]?
  A buying question
- ✓ Does Medicare pay for home care?
  Clears the biggest money confusion

Looks busy, rarely calls

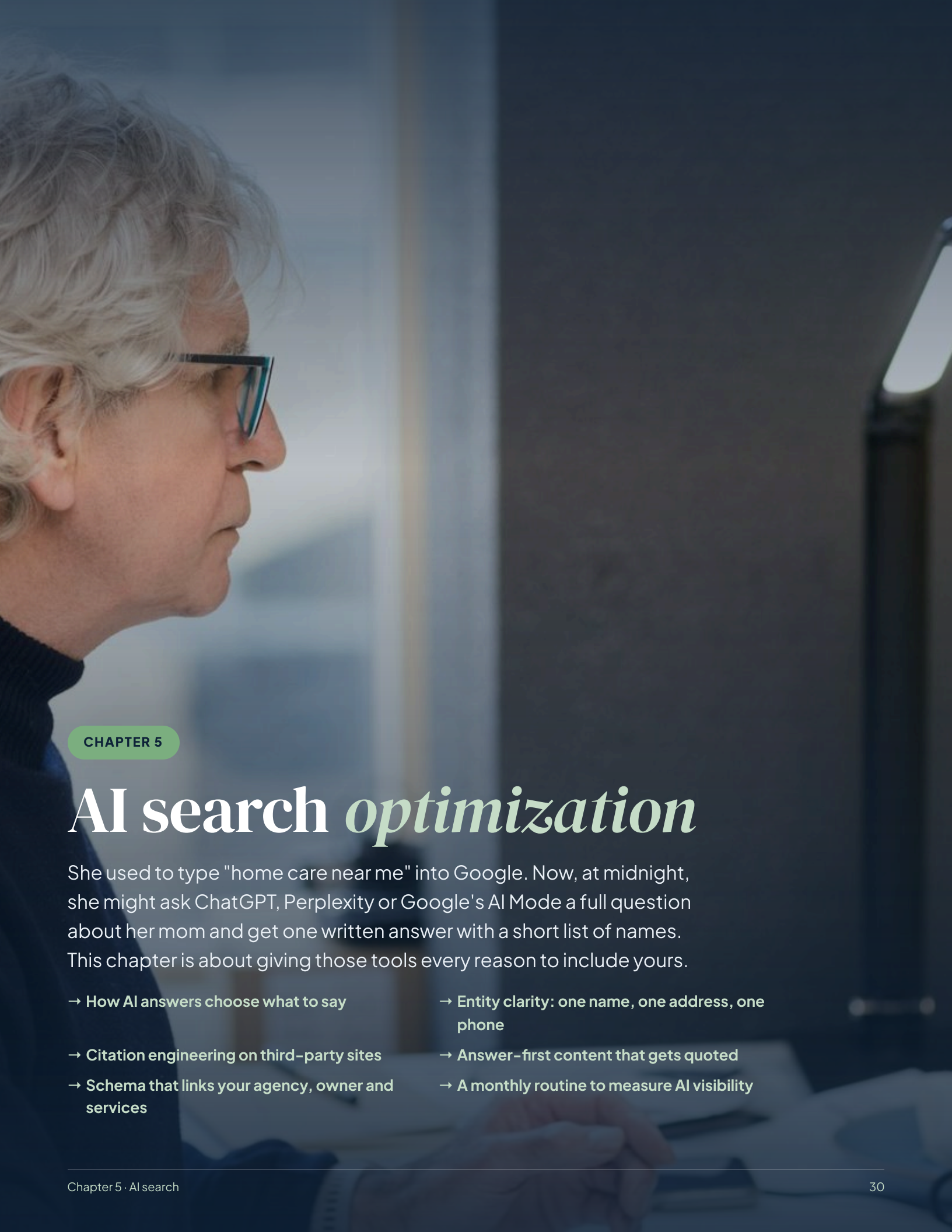
- ✗ Ten healthy recipes for seniors
  Huge competition, no buying intent
- ✗ Awareness-day and holiday posts
  Fine for social media, not search
- ✗ "We attended the expo" news
  Interesting to you, not to her
- ✗ General aging statistics roundups
  Big sites already own these
- ✗ Topics outside your service area
  Traffic you cannot serve

The inquiry test: Is she choosing care? In our area? Soon? A no to any one means skip it.

Do this month

- [ ] Write down the exact words families use on 10 intake calls.
- [ ] Export Search Console queries and sort them into the eight search types.
- [ ] Build a sheet: one primary phrase per page, no two pages competing.
- [ ] Rebuild your top service page in the nine-block order.
- [ ] Publish or rewrite one condition page, starting with dementia care if you offer it.
- [ ] Publish an honest cost page with a labeled example.
- [ ] Cut or merge blog posts that fail the inquiry test.

Want the keyword map and page plan built for you? It is the first thing we do for agencies at Home Care SEO Agency, homecareseoagency.com.



CHAPTER 5

AI search *optimization*

She used to type "home care near me" into Google. Now, at midnight, she might ask ChatGPT, Perplexity or Google's AI Mode a full question about her mom and get one written answer with a short list of names. This chapter is about giving those tools every reason to include yours.

- → How AI answers choose what to say
- → Citation engineering on third-party sites
- → Schema that links your agency, owner and services
- → Entity clarity: one name, one address, one phone
- → Answer-first content that gets quoted
- → A monthly routine to measure AI visibility

HOW IT WORKS

The answer is built from *other pages*.

When AI tools search the web before answering, they read a handful of pages, summarize them and often show those pages as sources. Your job is to be on those pages and to be easy to understand.

AI ANSWER · ILLUSTRATION fictional agencies

> My mom has early dementia and lives alone in Brandon, FL. Which home care agencies near her are good with memory care?

Here are agencies families in the Brandon area often mention:

1. **Sunrise Home Care**, dementia-trained caregivers, 4-hour minimum visits, serves Brandon and Riverview. [1] [3]
2. **Bay Companions**, companion care and respite, well reviewed for consistency of caregivers. [2] [4]
3. **Harbor Senior Care**, offers 24-hour and live-in care. [5]

Ask each one about caregiver training, background checks and how they match caregivers.

SOURCES THE TOOL PULLED FROM

- 1 sunrisehomecare.com / dementia care page
- 2 Senior care directory listing
- 3 Local news story
- 4 Reddit thread, r/dementia
- 5 "Best home care in Tampa Bay" list

An illustration of how answers are shown, not a real result. Tools differ in layout and in which sources they choose.

Three levers you control

1 Be a clear entity
The same name, address, phone and description everywhere, so tools are sure the agency on your site is the one in the reviews.

2 Be mentioned where they read
Directories, local news, forums, review sites and "best of" lists. Notice that only one of the five sources in the example is the agency's own site.

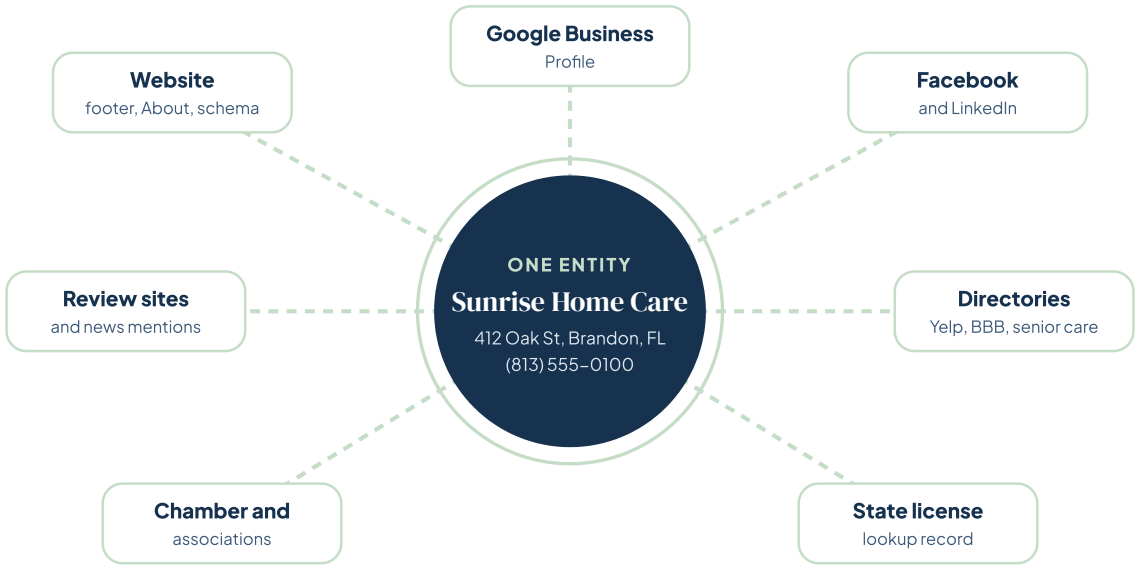
3 Be quotable
Pages that answer a real question in the first two sentences are easier to lift into an answer than pages that warm up for three paragraphs.

The honest part: no one can guarantee that an AI tool will name your agency, and no outside vendor knows exactly how each model weighs its sources. What you can do is remove every reason to leave you out. The good news: the same work also helps your regular Google and Maps visibility.

ENTITY RECOGNITION

Make your agency *unmistakable*.

An "entity" is a thing a machine can identify with confidence. If your name, address and phone drift from site to site, you look like three agencies, and none of them gets the credit.



Consistency, the boring part that matters

- [ ] Pick one exact business name. Use it on every profile, with no extra keywords.
- [ ] One address format and one main phone number. Never put a call-tracking number on a directory listing.
- [ ] The same one-line description of who you serve and where.
- [ ] List every profile in sameAs (schema) and link to them from your footer.
- [ ] Keep a simple "facts sheet": founded year, owner, license number, counties served. Every profile uses it.

An About page a machine can read

- [ ] Say plainly what you are: "a licensed non-medical home care agency in Brandon, Florida."
- [ ] Name the owner and leadership with real photos and short bios.
- [ ] State the year you started and the towns or counties you serve.
- [ ] Show your state license or registration number where it applies.
- [ ] Link out to your Google Business Profile and main social profiles.

Wikidata-style thinking: most agencies do not qualify for Wikipedia and do not need it. Borrow the discipline instead. One set of facts, written once, copied everywhere, updated everywhere when anything changes.

CITATION ENGINEERING

Get named where AI *reads*.

A citation here means a mention of your agency on a page you do not own. Earn them on the kinds of pages AI tools tend to pull into local care answers.

Directories and senior care listings

Claim and complete Google, Bing, Apple, Yelp, BBB and the senior care directories in your market. Same facts sheet every time.

Do: fill every field, add services and areas.

Local news and community sites

Pitch useful stories: a caregiver of the month, a free dementia class, a fall-prevention talk at the library.

Do: offer a quotable expert comment, not an ad.

Reddit and local forums

Families ask "has anyone used a home care agency in X?" Answer helpfully as yourself and say who you are.

Don't: post fake reviews or pose as a customer.

Review sites

Google first, then the review platforms families use in your area. Reply to every review in a calm, specific way.

Do: ask every happy family, every time.

"Best home care in X" lists

Search for them in your city. Ask the author to consider you and send accurate facts. Some lists are pay-to-play; judge whether a real family would read it.

Do: correct wrong info on lists you are already on.

Partners and associations

Chamber of commerce, state home care association, Area Agency on Aging resource lists, senior centers, elder law attorneys.

Do: ask for a listing with a link.

Write *answer-first* content

Look at the questions families really ask (your phone calls are the best source). Give each one a heading, then answer it in the first one or two sentences with the specifics: your town, your service, your real policy.

WARMS UP, NEVER ANSWERS

"At Sunrise Home Care, we understand that every family is unique, and choosing care is one of the most important decisions you will make. That is why we take the time to..."

ANSWER-FIRST

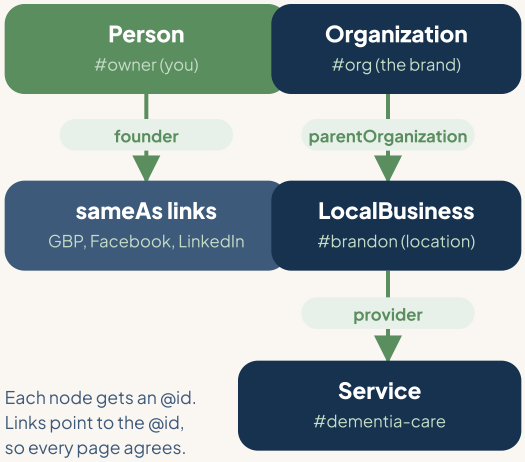
Can we get care for just a few hours a week?
Yes. Our minimum is 4 hours per visit, and many Brandon families start with two visits a week. You can add hours at any time with 48 hours' notice.

Example policies only. Use your own real minimums, prices and areas. Specific, true facts are what make a passage worth quoting.

Prefer to hand it off? Home Care SEO Agency does this citation and content work for home care agencies every month, along with the AI visibility log on the next page.

SCHEMA AND MEASUREMENT

Link the pieces. Then *check monthly*.



Schema architecture. Structured data (JSON-LD) labels the facts on your pages. Give the brand (Organization), each location (LocalBusiness), each service (Service) and the owner (Person) their own node, and connect them with **@id** references so every page tells the same story.

Google says no special markup is required for AI Overviews or AI Mode, so treat schema as clarity, not a trick. Mark up only what is visible on the page, and test it with the Schema Markup Validator.

```
{ "@type": "Service", "@id": "https://sunrisehc.com/dementia-care/#service",
  "name": "In-home dementia care", "areaServed": "Brandon, FL",
  "provider": { "@id": "https://sunrisehc.com/#brandon" } }
{ "@type": "LocalBusiness", "@id": "https://sunrisehc.com/#brandon", "name": "Sunrise Home Care",
  "parentOrganization": { "@id": "https://sunrisehc.com/#org" }, "telephone": "+1-813-555-0100", ... }
```

Measure AI visibility like a habit

1. Fix a prompt set

15 to 25 real family questions. Never change the wording.

2. Run monthly

ChatGPT, Perplexity, Gemini and Google AI Mode, in a clean profile.

3. Log two things

Were you named? Which sources were cited? Answers vary, so run key prompts 2 or 3 times.

4. Act on gaps

A source cited for competitors but not you is your next target.

GA4 referrals

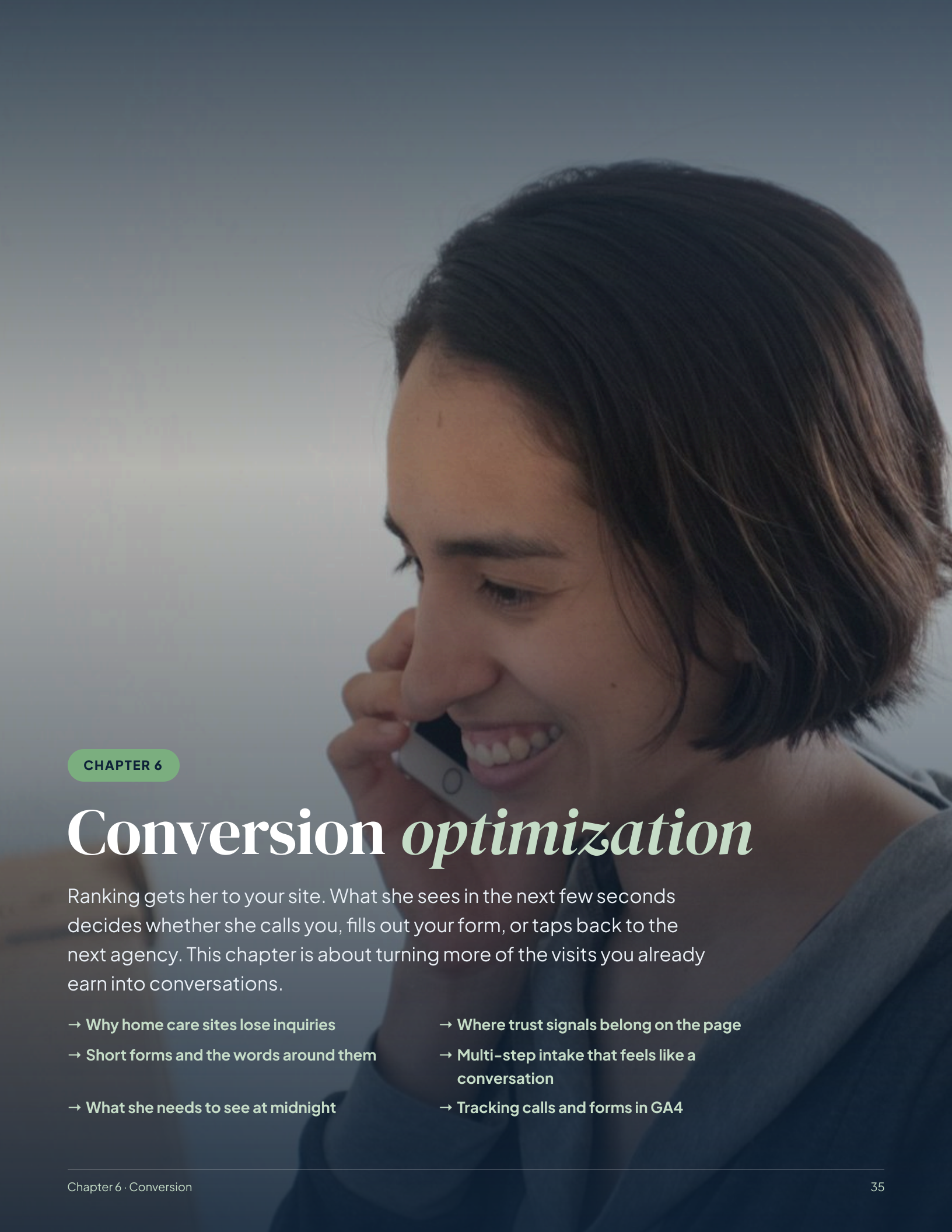
Check session source for chatgpt.com, perplexity.ai and gemini.google.com. Some AI visits carry no referrer and land in Direct, so this is a floor.

Search Console and llms.txt

AI Overview and AI Mode clicks sit inside normal Web totals, not split out. llms.txt is optional and unproven.

Do this month

- [ ] Write your one-page facts sheet.
- [ ] Fix mismatches on your top 10 profiles.
- [ ] Add owner, license and areas to About.
- [ ] Add the linked schema graph and test it.
- [ ] Ask to join three "best home care" lists.
- [ ] Rewrite three service pages answer-first.
- [ ] Run your prompt set as a baseline log.
- [ ] Record this month's AI referrals in GA4.



CHAPTER 6

Conversion *optimization*

Ranking gets her to your site. What she sees in the next few seconds decides whether she calls you, fills out your form, or taps back to the next agency. This chapter is about turning more of the visits you already earn into conversations.

- → Why home care sites lose inquiries
- → Short forms and the words around them
- → What she needs to see at midnight
- → Where trust signals belong on the page
- → Multi-step intake that feels like a conversation
- → Tracking calls and forms in GA4

THE PROBLEM

Why home care sites *leak* inquiries.

Most home care websites are built to describe the agency. Her question is simpler: can I trust these people with my mom, and how fast can I talk to someone?

The headline is about you

"Welcome to Sunrise Home Care" tells her nothing. "In-home care for seniors in Brandon and Riverview" tells her she is in the right place.

The phone is hard to tap

A number in the footer, or written as an image, makes a worried person work to reach you.

The form feels like paperwork

Eight fields, a care-needs dropdown and a CAPTCHA before she has even spoken to you.

Trust is buried

The license, background checks and reviews exist, but live on an About page she never opens.

Silence after hours

She visits at night, sees nothing about when anyone will reply, and keeps searching.

Too many paths

Careers, blog, franchise info and five services compete with the one action you want.

Small changes, *big* difference

Conversion rate is simply inquiries divided by visitors. Here is what moving it does, using made-up but realistic round numbers.

EXAMPLE: BEFORE

1 in 100

1,000 visits a month = 10 calls and forms

→

EXAMPLE: AFTER

3 in 100

Same 1,000 visits = 30 calls and forms

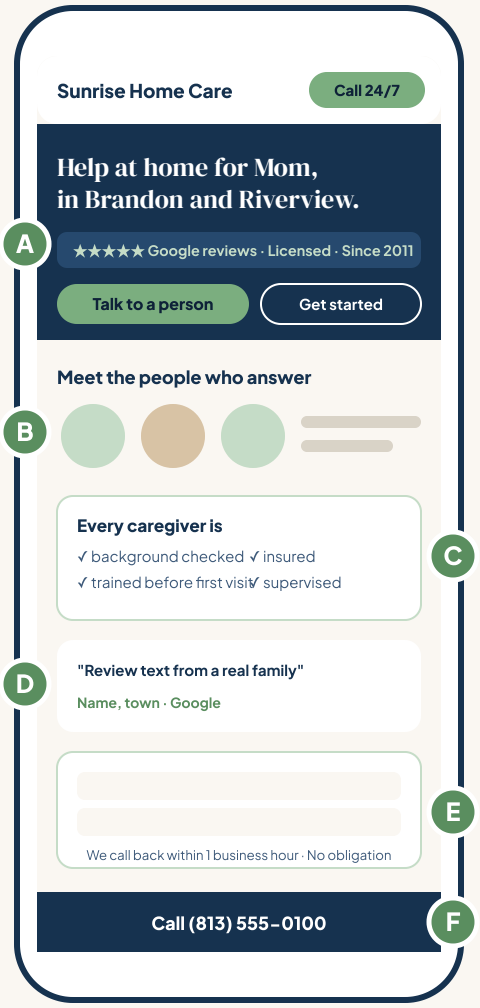
Same traffic, same SEO budget, three times the inquiries in this example. Your own numbers will differ; the point is that conversion multiplies everything the earlier chapters bring in.

> New to this? Our earlier guide, Website CRO Made Simple, covers the basics and a self-check. This chapter goes a level deeper.

TRUST SIGNALS

Put proof where the *doubt* is.

Trust signals work when they appear at the moment she hesitates: at the first glance, before she reads your services, and right beside the button.



A **Hero: one trust line**
Star rating with review count, "Licensed" (or your state's term) and years serving the area. Short enough to read in one glance.

B **Real team photos**
The owner and the coordinators who answer the phone. Stock smiles read as stock. Real faces read as "someone will pick up."

C **Caregiver standards**
Background checks, training, insurance and supervision, stated plainly. Only list what you actually do.

D **Reviews from real families**
Pull real Google reviews with first name and town, and link to your profile. Never edit their words or write your own.

E **Reassurance at the form**
Response time, "no obligation", and a privacy line right under the button, where hesitation peaks.

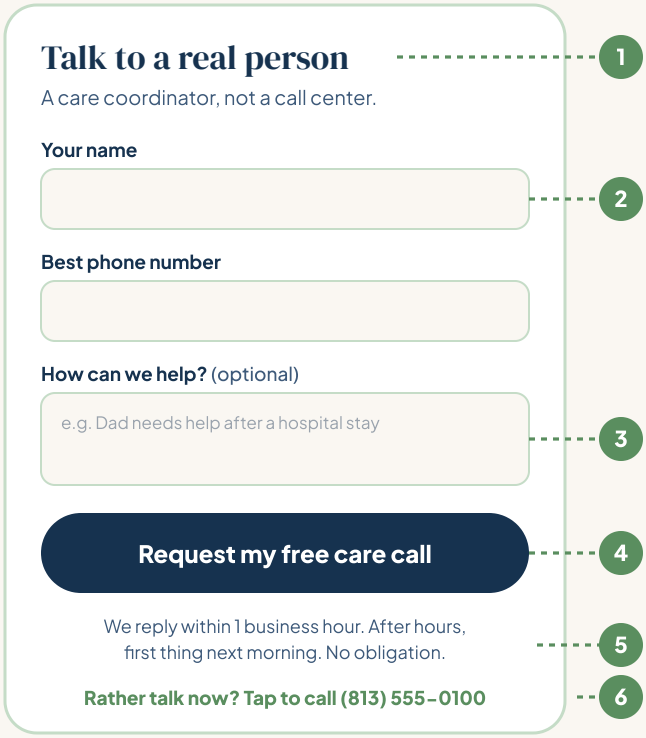
F **Sticky call bar**
On phones, a call button that stays on screen as she scrolls.

Signal	Show it as	Avoid
License or registration	Number plus a link to your state lookup	Vague "fully licensed" with no detail
Years in the area	"Serving Brandon families since 2011"	Rounding up or counting the owner's past jobs
Memberships and awards	Real logos from groups you belong to	Badges you bought or cannot back up

FORMS AND MICROCOPY

A form that feels like a *conversation*.

Every extra field is another reason to stop. Ask for what you need to call her back, and use the words around the form to answer her worries before she has them.



1 Human heading
"Talk to a real person" beats "Contact us." It promises a person, not a queue.

2 Name and phone only
Email optional or not asked at all. A phone number is what you need to help her.

3 One open question
Optional, with a gentle example. Her words tell your coordinator how to open the call.

4 Button says what happens
"Request my free care call," never "Submit."

5 Response-time promise
A real promise you keep, including what happens after hours.

6 Click-to-call fallback
A tappable number for the person who would rather just talk.

Microcopy swaps that *remove friction*

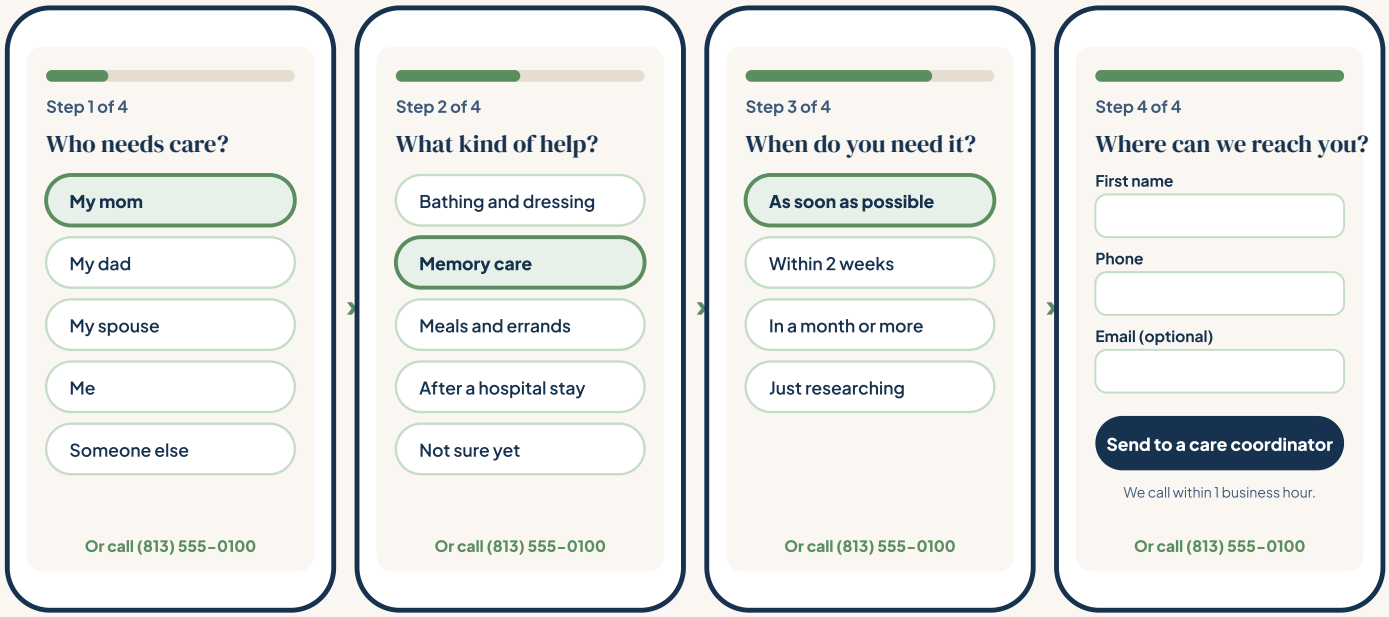
~~Submit~~	→	**Request my free care call** Name the outcome she gets.
~~Contact us~~	→	**Talk to a care coordinator** A role she can picture, not a department.
~~Someone will be in touch~~	→	**We call back within 1 business hour, 7 days a week** Specific beats vague. Only promise what your team can hold.
~~Thank you for your submission~~	→	**Got it. Maria will call you at the number you gave us.** The thank-you page is also copy. Name the next step.

Example wording and response times. Use names, hours and promises that match how your office really works.

MULTI-STEP INTAKE

Ask one easy question *at a time*.

A multi-step form turns a long intake into a few taps. Easy, caring questions first; contact details last.



Tap, don't type

Big answer buttons. No dropdowns, no typing until the last step.

Show progress

"Step 2 of 4" and a bar. Three or four steps, no more.

Include "not sure"

Many families do not know the care terms yet. Give them a safe answer.

Call is always one tap away

Every step shows the number for people who decide to talk.

Use the answers

Send them with the lead so the call opens with "I see it's for your mom."

Keep a short form too

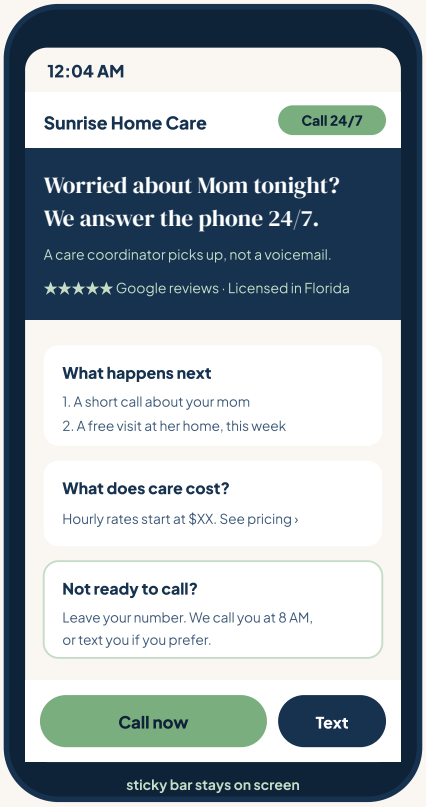
Some visitors only want name and phone. Offer both and compare.

What the answers tell *your team*

Question	Why it is worth asking	How the coordinator uses it
Who needs care?	Easy, personal opener	Opens the call with the right name and relationship
What kind of help?	Sorts companion, personal, memory, post-hospital	Routes to the right coordinator and caregiver skills
When?	Separates urgent from researching	Urgent leads called first; researchers get a softer follow-up

MOBILE, MIDNIGHT AND MEASUREMENT

Design for 12:04 AM, *then measure it*.



She is in bed, on her phone, after a hard day with her mom. She will not read much. Here is what she needs to find without scrolling far:

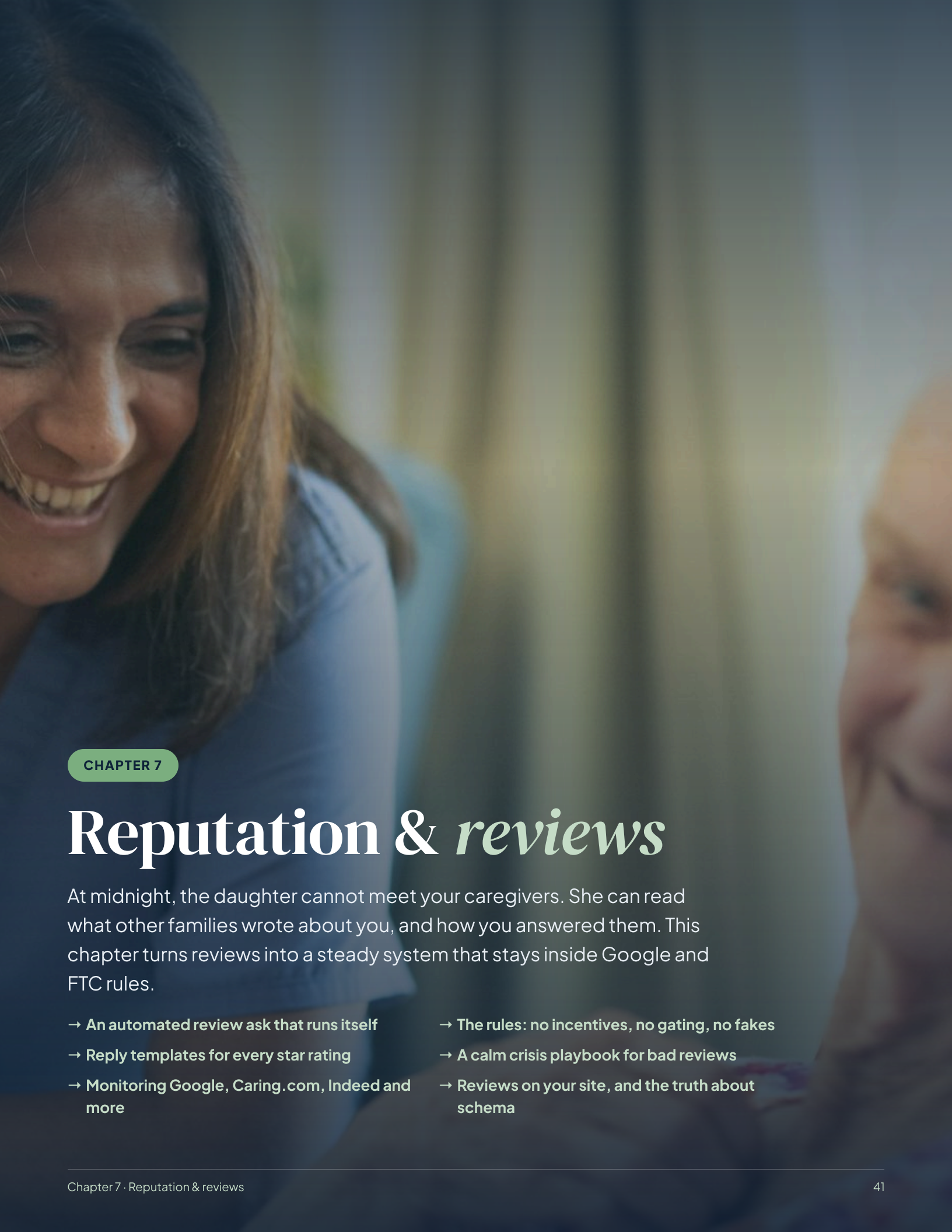
Hours	**Whether anyone answers now.** If you have 24/7 phone coverage, say so at the top. If not, say exactly when you will call back.
Next	**What happens after she reaches out.** Two or three plain steps take the fear out of calling.
Cost	**A straight answer on price.** A starting rate or how pricing works beats silence.
Proof	**Reviews and license** in the first screen, not three taps away.
Option	**A low-pressure option** such as "leave your number, we call at 8 AM." Not everyone wants to call at midnight.
Thumb	**A sticky call bar** at the bottom of every mobile page, with tap-to-call that works.

Measure every inquiry

What to track	How	Watch for
Phone calls	Call tracking with dynamic number insertion on the website only. Keep your real number on GBP, directories and in schema.	Calls by source and page; missed and after-hours calls
Tap-to-call clicks	A GA4 event on tel: link clicks (through Google Tag Manager), marked as a key event	Clicks that never become a connected call
Form submissions	A GA4 event such as generate_lead fired on the thank-you page or a confirmed send, marked as a key event	Multi-step drop-off by step

Do this month

- [ ] Rewrite the hero: who, what, where.
- [ ] Cut the form to name, phone, one question.
- [ ] Replace every "Submit" button.
- [ ] Add a response-time promise to forms.
- [ ] Add and test a sticky mobile call bar.
- [ ] Move license and reviews to screen one.
- [ ] Set GA4 key events for forms and calls.
- [ ] Visit your site at midnight, on a phone.



CHAPTER 7

Reputation & *reviews*

At midnight, the daughter cannot meet your caregivers. She can read what other families wrote about you, and how you answered them. This chapter turns reviews into a steady system that stays inside Google and FTC rules.

- → An automated review ask that runs itself
- → Reply templates for every star rating
- → Monitoring Google, Caring.com, Indeed and more
- → The rules: no incentives, no gating, no fakes
- → A calm crisis playbook for bad reviews
- → Reviews on your site, and the truth about schema

GETTING REVIEWS

Make the ask *automatic*.

Many happy families never leave a review simply because nobody asked at the right moment, in a way that took a minute. Build the ask once and let it run for every client.

1 Pick the moment
About 30 days into service, or right after a good care moment (a kind word to a caregiver, a smooth first week).

2 The right person asks
The care manager or owner the family knows, by name. Not a generic "team" account.

3 Text first
A short text with your direct Google review link. Only to people who agreed to get texts from you.

4 Email the same day
Same message, one big button with the same link, for family members who prefer email.

5 One reminder, then stop
One gentle nudge 4 to 5 days later if no review. Never a third ask.

TEXT TEMPLATE

[Agency name]

Hi [first name], this is [care manager] from [Agency name]. Thank you for trusting us with your family. If you have a minute, would you share your honest experience on Google? It helps other families find care. **[your review link]**

Reminder (day 5): Hi [first name], just a gentle reminder in case my last text got buried. Your honest feedback helps us a lot. **[your review link]** Thank you.

EMAIL TEMPLATE

Subject: A quick favor from [care manager name]

Hi [first name],

Thank you for letting our team be part of your family's care. Families searching for help at home lean on reviews from people like you.

Would you share your honest experience on Google? It takes about a minute.

Leave a Google review

If anything is not right, please call me directly at [phone]. I want to hear it.

[First name], [Title]

Copy your direct link from your Google Business Profile (the "Ask for reviews" option). It opens the review box with no searching. Most CRMs can send both messages on a trigger like "30 days since start of care".

Stay inside the *lines*

No incentives
Google does not allow offering anything of value for a review. The FTC's 2024 rule also bans rewards tied to a positive review.

No gating
Ask every client the same way. Do not survey first and send only happy families to Google. Google prohibits selectively asking for positive reviews.

No fakes or staff reviews
No reviews written by you, your staff, relatives or a vendor. Fake and insider reviews break Google policy and the FTC rule.

No pressure
Ask once, politely. Never tie care, pricing or service to a review. Your private "call me if it is not right" line is fine.

RESPONDING

Reply to every review, *privately* public.

The daughter reads your replies as closely as the reviews. A reply shows how you treat families when something goes wrong. Answer every review, ideally within two business days.

Never confirm a client

Do not say "thank you for choosing us for your mother's care." That confirms someone receives care.

Never share care details

No diagnoses, schedules, caregiver names, incidents or billing. Even when the reviewer shared them first.

Move it offline

Give a real person's name and direct phone number. Have the actual conversation there.

Why so strict: for HIPAA-covered agencies, such as Medicare-certified home health, confirming in public that someone is a patient can itself be a disclosure of protected health information. Non-medical agencies may not be covered entities, but families expect the same discretion, so use these rules everywhere.

★★★★★ THANK AND REINFORCE

Thank you for taking the time to write this. Kindness and reliability are what our whole team works for every day, and words like these mean a lot to us.
[First name], [Title], [Agency name]

★★★★☆ THANK AND INVITE

Thank you for the thoughtful review. We are always working to get better, and if there is anything that would have made this a five-star experience, I would like to hear it. Please call me at [phone].
[First name], [Title], [Agency name]

★★★☆☆ ACKNOWLEDGE AND CONNECT

Thank you for sharing this. We take every piece of feedback seriously. We keep the details of everyone we work with private, so we will not discuss specifics here, but I would welcome a conversation at [phone].
[First name], [Title], [Agency name]

★★☆☆☆ APOLOGIZE FOR THE EXPERIENCE

We are sorry to read this. It is not the experience we want anyone to have. To protect everyone's privacy we do not discuss details online, but I personally want to understand what happened. Please call me at [phone] or email [email].
[First name], [Title], [Agency name]

★☆☆☆☆ CALM, SHORT, OFFLINE

Thank you for raising this. We take concerns like this seriously and want to look into it right away. We do not discuss personal details in public, so please contact me directly at [phone] so we can talk this through.
[First name], [Title], [Agency name]

If you believe the reviewer was never a client, do not say so in the reply. That statement is itself information about who is or is not served. Use the same reply, then flag the review (next page) if it breaks Google's policies.

WHEN IT GOES WRONG

The *bad review* playbook.

One harsh review rarely sinks an agency. A defensive reply can.

1. **Pause before replying**
   Reply the same or next business day, never in the first angry hour.
2. **Look into it internally**
   Pull the care notes and talk to the care manager before anyone writes a word.
3. **Reply once, briefly**
   Use the 1 or 2 star template. No case facts, no defending staff in public.
4. **Call, fix, follow up**
   If it is a real family, call and fix what you can. Never ask them to remove the review.
5. **Flag what breaks policy**
   Report it from your Business Profile, then track it in Google's Reviews Management Tool.
- ✕ **Never argue, threaten or pay**
  No legal threats and no offers for removal. The FTC rule targets suppressing reviews through threats or intimidation.

Worth flagging to Google

- Not based on a real experience (fake, or a spam attack)
- Conflict of interest, such as a competitor posing as a family
- Harassment, hate speech, threats or obscenity
- Private information about a caregiver or client

An honest negative review will stay. Answer it well and outweigh it with new reviews.

Monitor here	What to do
Google	Ask, reply to all, check weekly
Facebook	Reply to all recommendations
Yelp	Monitor and reply only. Yelp asks businesses not to request reviews
Caring.com, A Place for Mom	Claim listings, reply to all
Indeed, Glassdoor	Reply as an employer, fix patterns

What review schema will not do

Since 2019 Google does not show stars in search results for reviews a business marks up about itself on its own site. AggregateRating on your homepage will not earn you stars.

What still works

Show real reviews anyway: a widget near your phone number and a few quotes per service page, word for word, with first name and source. It builds trust right where she decides to call.

Do this month

- [ ] Copy your direct Google review link from your Business Profile
- [ ] Load the text and email templates into your CRM with a 30-day trigger
- [ ] Send the ask to every current client, not just the happy ones
- [ ] Reply to every unanswered review using the star templates
- [ ] Claim or check your Facebook, Yelp, Caring.com and A Place for Mom listings
- [ ] Reply to your Indeed and Glassdoor employer reviews, and name who owns bad-review replies
- [ ] Add a real review widget near the phone number on your homepage



CHAPTER 8

Caregiver *recruiting*

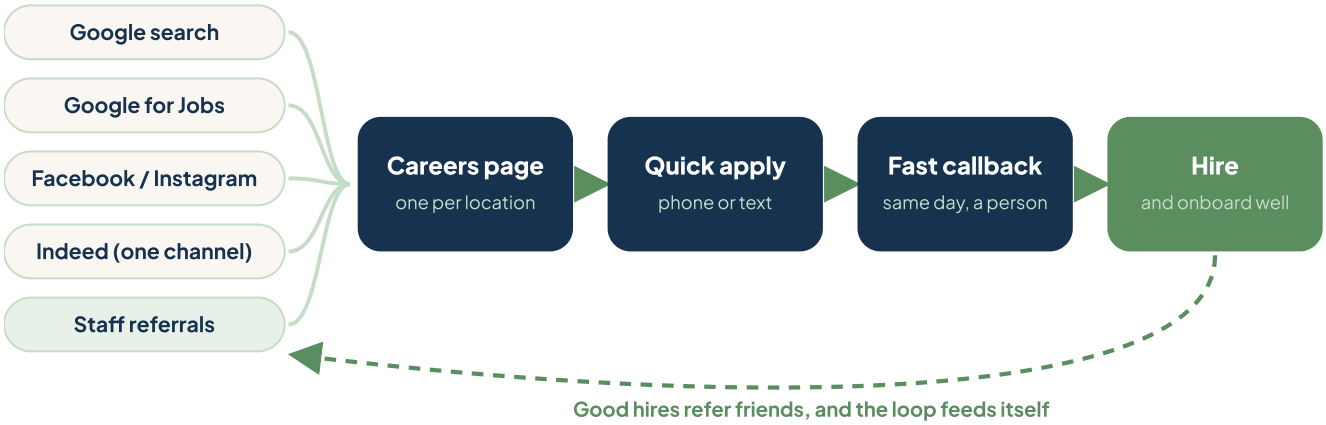
Every family you win needs a caregiver to send. Agencies that rely on one job board pay more every year for the same applicants. This chapter builds a recruiting pipeline you own: found on Google, easy to apply to, and fed by your own people.

- → A pipeline that does not depend on Indeed
- → Google for Jobs with JobPosting markup
- → A two-minute, text-friendly application
- → Careers pages that rank for "caregiver jobs"
- → Paid job ads inside the platform rules
- → Caregiver stories and a referral bonus that works

THE PIPELINE

Build a pipeline *you own*.

A job board rents you applicants. Your site, your Google listings and your caregivers keep sending them after ads stop.



Indeed is a channel, not a plan

Your post sits next to every competitor's, and the flow stops when you stop paying.

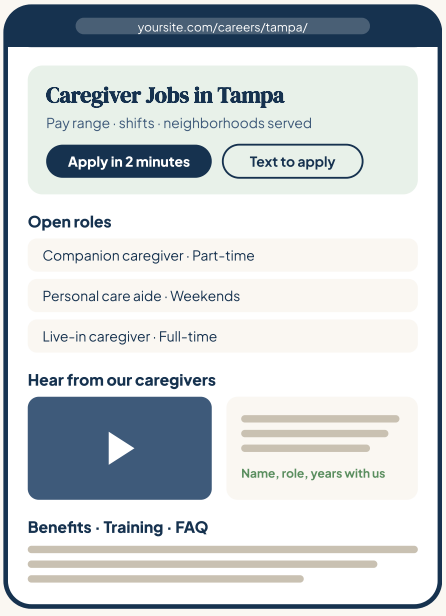
Search is free and compounds

A careers page that ranks for "caregiver jobs in [city]" keeps working month after month.

Track by source

Applicants, hires and 90-day retention per channel. Judge by cost per hire, not per click.

One real careers page *per location*



One generic "Careers" page that links to an outside portal rarely ranks for local job searches. Give each office or service area its own page, like **/careers/tampa/**:

- **A local H1 and title tag**: "Caregiver Jobs in Tampa, FL | [Agency name]".
- **Pay range, shifts and areas served**. Several states now require pay ranges in job posts.
- **Each open role on its own URL** so it can carry JobPosting markup (next page).
- **Real caregiver stories**: a short video or quote with name, role and years with you.
- **Benefits, training and an FAQ**: pay schedule, mileage, how fast you start.
- **Apply and text-to-apply buttons** above the fold, linked from your homepage and footer.

SEARCH AND GOOGLE FOR JOBS

Show up when caregivers *search*.

Job seekers search like families do: on a phone, with a city name. Match their words, then give Google structured data.

What caregivers type (examples)	Page that should rank	Put this on the page
caregiver jobs in [city]	Location careers page	City in H1, title and first paragraph
HHA jobs near me, CNA jobs [city]	Role page for HHA or CNA	Certification needed, pay range
part time or weekend caregiver jobs	Role or careers page	Shift types spelled out
caregiver jobs no experience [city]	Careers page section	Paid training details, if you offer it

EXAMPLE JOBPOSTING MARKUP, ONE PER JOB PAGE

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "JobPosting",
  "title": "Caregiver, Part-Time",
  "description": "<p>Companionship and personal care.</p>",
  "datePosted": "2026-11-01",
  "validThrough": "2026-12-31T23:59",
  "employmentType": "PART_TIME",
  "hiringOrganization": { "@type": "Organization",
    "name": "Sunrise Home Care",
    "sameAs": "https://www.example.com" },
  "jobLocation": { "@type": "Place",
    "address": { "@type": "PostalAddress",
      "streetAddress": "100 Example St",
      "addressLocality": "Tampa", "addressRegion": "FL",
      "postalCode": "33602", "addressCountry": "US" } },
  "baseSalary": { "@type": "MonetaryAmount",
    "currency": "USD",
    "value": { "@type": "QuantitativeValue",
      "minValue": 16, "maxValue": 19, "unitText": "HOUR" } },
  "directApply": true
}
</script>
```

How Google for Jobs works

Google pulls job pages with valid JobPosting markup into its job search experience. The markup must match what is visible on the page.

`title, description`
The real job title and full description. No keyword stuffing.

`datePosted, validThrough`
Update or remove the markup when a job is filled or expires.

`hiringOrganization, jobLocation`
Required. Use the address applicants report to.

`baseSalary`
Recommended. Match the pay range shown on the page.

`directApply`
Use true only if people can apply right on your page.

Test each page in Google's Rich Results Test, then watch Search Console for job posting errors.

Fast on a phone
Compress images and test the careers page in PageSpeed Insights.

Apply on your site
An outside portal with a login is where applicants quit.

Big tap targets
Apply and text buttons a thumb can hit, no pinching.

No PDF-only jobs
Every role as a real web page Google can read.

PAID RECRUITING

Paid ads that *follow the rules*.

Paid ads fill gaps fast, but job ads have their own targeting rules. Set them up correctly and send every click to your own careers page.

Channel	How it works	Rules to know	Best for
Facebook and Instagram	Image or video ads shown to people in your area	Must run under the **Employment special ad category**. No targeting by age, gender or ZIP code, location targeting needs at least a 15-mile radius, detailed targeting is limited and lookalike audiences are not available.	Reaching people who are not job hunting yet
Google Ads (search)	Text ads on searches such as "caregiver jobs [city]"	In the US and Canada, Google does not allow employment ads to be targeted by age, gender, parental status, marital status or ZIP code.	People actively searching right now
Indeed sponsored jobs	You set a budget and Indeed promotes the post in its results	Check how your account is billed and set a budget per job. Sponsor only hard-to-fill roles.	Volume, as one channel of several

EXAMPLE AD (EMPLOYMENT CATEGORY)

Sunrise Home Care
Sponsored

Now hiring caregivers in the Tampa area. Weekday, weekend and night shifts. Paid training. Apply from your phone in about two minutes and we call you back the same day.

Real photo of your caregiver here, with permission

yoursite.com/careers/tampa
Caregiver jobs in Tampa, $16 to $19/hr (example)

Apply now

Job ad checklist

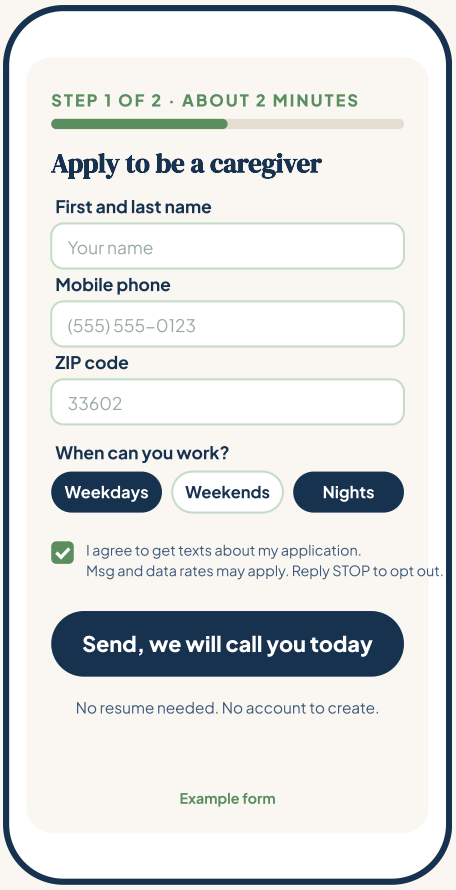
- [ ] Show the real pay range, city and shift types in the ad
- [ ] Use real caregivers in photos and video (with written permission), not stock
- [ ] Send clicks to the matching location careers page, never the homepage
- [ ] One campaign or ad set per location, so you can see cost per hire by area
- [ ] Write the ad for the job and the area. You cannot write it for an age or gender
- [ ] Refresh creative when results slow, and pause ads for roles you have filled

Start small and equal across channels for a few weeks, then move budget to whatever produces hires who stay, not the cheapest clicks.

THE APPLICATION

A *two-minute* application.

Most caregiver applicants apply from a phone, often between shifts. Every extra field, login and upload is a chance to lose a good person.



Ask for less, sooner

Step one only needs enough to call them. Everything else can wait until after you talk.

Step 1: on the phone

- ✓ Name
- ✓ Mobile number
- ✓ ZIP code
- ✓ Availability
- ✓ Consent to texts

After the first call

- … Work history, references
- … Licenses, CNA or HHA
- … Background check consent
- … Full application, I-9, tax forms

Text **CARE** to apply

Add text-to-apply. Put "Text CARE to [number]" on ads, flyers, vehicle signs and the careers page. An automatic reply sends the short form link and says when you will call. Only keep texting people who opted in, and honor STOP replies.

Call back *while they still care*

Good caregivers apply to several agencies at once. The first one that calls often gets the interview. These are recommended targets, not industry statistics:

INSTANTLY	SAME BUSINESS DAY	WITHIN 1 TO 2 DAYS	NO ANSWER
Auto text	**A real call**	**Interview**	**Three tries**
"Thanks, [name]. This is [recruiter] at [Agency]. I will call you today."	From a named recruiter, ideally within a few hours.	Offer times by text. Video or phone screens for the first round.	Call and text across three days, then close it politely.

YOUR BEST RECRUITERS

Let your caregivers *do the talking*.

Applicants trust people who do the job. Real stories and a simple referral bonus turn your team into a recruiting channel.

Day-in-the-life clips
30 to 60 seconds, filmed on a phone. What the job is really like.

"Why I stayed"
One quote, name, role and years with you, on a branded card.

Recognition posts
Caregiver of the month on Facebook, Instagram and your careers page.

Training moments
Photos from orientation or skills days show you invest in people.

Permission first: get a signed media release, let caregivers approve what you post, remove it if they ask, and never show a client, their home or care details without the client's written consent.

A referral bonus *people understand*

1. Refer
Caregiver submits a friend through a simple form or text.

›

2. Hire
The friend is hired and completes onboarding.

›

3. First payment
Paid after a set number of hours worked, for example 100.

›

4. Second payment
Paid after a set time employed, for example 90 days.

Keep the rules on one page: who can refer, which roles count, the amounts, and exactly when it pays. Pay it on time, through payroll, and announce it when you do.

Bonuses are taxable wages and can affect overtime math, and pay and hiring rules vary by state. Check with your payroll provider or an employment attorney. Keep this to caregiver referrals: paying for client referrals can raise anti-kickback issues if you bill Medicare or Medicaid.

Do this month

- [ ] Build or fix one careers page per location, with pay range and shifts
- [ ] Put each open role on its own page with JobPosting markup, then test it
- [ ] Cut step one of your application to name, phone, ZIP and availability
- [ ] Set up an instant auto text and a same-day callback owner
- [ ] Set your Facebook job ads to the Employment special ad category
- [ ] Film two caregiver clips this month, with signed releases
- [ ] Write a one-page referral bonus policy and announce it to your team
- [ ] Start tracking applicants, hires and 90-day retention by source

HOME CARE SEO AGENCY

Want a second set of eyes on *your agency?*

We will run the checks in this guide on your agency: where you show up on Google Maps across your service area, your Google Business Profile, your website and the competitors getting the calls. Then we walk you through it on a 30-minute screen share. No sales pitch. If we are not the right fit, we will tell you.

Book your free audit

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