

## Get Started with your Marketing Profile

### 1 PHOTOS

Select up to 5 attention grabbing photos that highlight your community or service. The first one loaded will appear on the search results page and map.

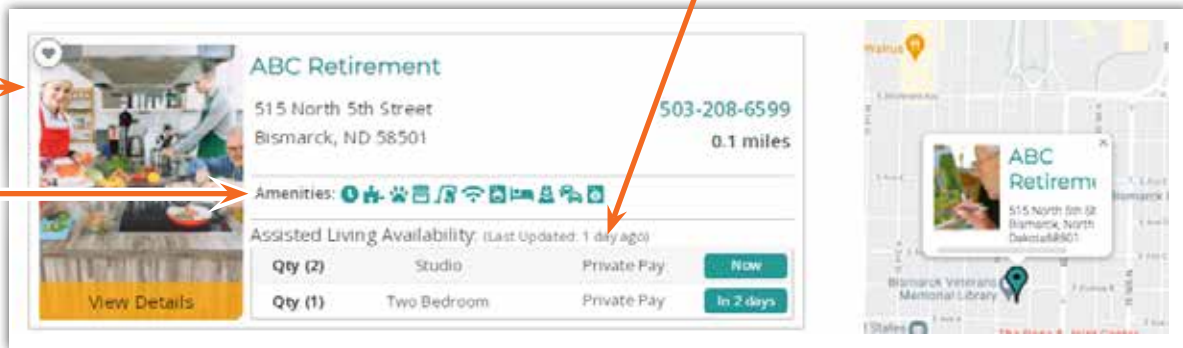
### 2 AMENITIES

Showcase the amenities you offer by adding them to your profile. These are visible in search results.

### 3 AVAILABILITY REPORTING

**Report Often:** This ranks you at the top of the search results when sorting by availability. Also, your availability expires after a pre-set time (between 2-14 days depending on service type).

**Report Accurately:** Don't post availability that is not actually available. This avoids having to tell a potential referral you posted inaccurate info.



### 4 LOGO

Upload your logo to increase brand awareness.

### 5 CONTACT FORM E-MAIL

Add the best email to receive inquiries. This is how families will reach out directly to you!



## CareAvailability Best Practices Check List

PERFECT!  
INCOMPLETE  
BEST PRACTICES

<b>Profile Photos</b>			Photos are much better than a logo, and clicked on more frequently. 3 - 5 images are ideal. The first image appears on search page. Showcase different elements of your services.
<b>Logo</b>			Upload a JPEG or PNG file that is full color and good resolution.
<b>Company Description</b>			Describe your services and what makes you unique. 150- 200 words is ideal. Add a bit of space to create short paragraphs. You can also include an upcoming event, renovations or new developments.
<b>Contact Form Email</b>			Include the best email contact to respond to questions and requests for more information.
<b>Profile Web Link</b>			Link to your website/page for visitors to learn more about your services.
<b>YouTube/Video Link</b>			Link to YouTube or any web video you wish to share.
<b>Virtual Tour Link</b>			Link to an actual tour, or a photo slide show.
<b>Amenities</b>			Include all amenities that you offer.
<b>Common Areas</b>			Include any common areas you offer. <i>(For housing)</i>
<b>Brochure</b>			Upload a quality brochure PDF that best describes your services and care.
<b>Floor Plan</b>			Upload a single or multi page PDF to showcase different accommodation options. <i>(For housing)</i>
<b>Availability Reported</b>			Update as often as possible, and at least every time there is a change. Only include room/care availability that you can actually take on the date posted.
<b>Managing Users</b>			Add additional team members to help keep your listing up to date. You set the permission level: manager, editor or reporter.