More private enquiries, and proof of where each one came from.

The marketing team for UK health and care providers, built by Bridgehead. See where you rank against every comparable provider nearby, free and in seconds. Then Glister writes your Google and Meta ads, answers your reviews and gets you into the local paper, or the Bridgehead team runs it for you.

HOW IT WORKS

From your postcode to your first enquiry, and a rank you can watch climb.

01
See your rank
Enter a postcode and see your place among the providers within ten miles. Free, with no email.

02
Build
Google and Meta ads from your CQC profile, and a landing page Glister hosts. Nothing goes live until you approve.

03
Measure
Every form enquiry logged against the campaign behind it. Stalk adds cost per enquiry.

04
Keep climbing
A Presence Score and local rank for you and every rival, recomputed weekly from the CQC rating and Google reviews.

FEATURES

Seventeen tools in eight disciplines, behind one login.

01
Advertising
Google and Meta ads, the page they point to, and what each enquiry cost.

Campaigns · Landing pages · Enquiry tracking

02
SEO
Fixes ranked by what stops families finding you, plus articles for the searches they make.

SEO audit · Article writer

03
GEO
Whether ChatGPT, Gemini and Perplexity name you. On Stalk.

Answer engines

04
PR
Releases drafted for regional desks, sent to the right journalists, coverage kept.

Press releases · Media database · Media coverage · Coverage books

05
Reputation
Seven review platforms in one place, replies drafted, risks ranked weekly.

Reviews · Reputation audit

06
Social media
One post for every network you connect. Google Business Profile today.

Social publishing · Care calendar

07
Email
A monthly newsletter to families, drafted from a few lines.

Newsletter

08
Competitor intelligence
Every CQC-registered provider near you, ranked weekly.

Presence Score · Competitors

WHO IT'S FOR

Care homes
Residential, nursing and dementia care, ranked against nearby homes.

Home care
Domiciliary and live-in agencies, ranked against agencies near you.

Clinics and practices
Dental, doctors, aesthetics, physio and more, ranked on Google reviews.

Groups and franchises
Five locations or more, every one ranked weekly. Free group report.

Every screen in Glister shows example data until it is yours. Fernbank Lodge and the homes beside it are fictional.

PRICING

Start free. Upgrade when you're ready.

Shoot

Free

No card. Ever.
For one provider, from the first week.

- 1 campaign a month and 1 hosted landing page
- Copy, keywords and targeting, written for you
- Your Presence Score and local rank, updated weekly
- Up to 3 confirmed competitors, checked weekly

Stalk

The team runs it

£950

per month + VAT + ad spend
Plus ad spend, paid to Google and Meta, never marked up. Three-month first term.

- Every tool in the software, with no plan limits
- The Bridgehead team builds and runs the campaigns in your accounts
- Weekly optimisation and a monthly performance call
- One press release a month, included
- Up to 3 hours a month of website changes, included

Stalk is £11,400 a year + VAT. One self-funded resident, at £1,298 a week (carehome.co.uk average), covers the fee in about 9 weeks. Grove (Stalk plus Press) is £2,450 a month + VAT + ad spend, with 2 to 3 secured pieces of coverage. Websites: £2,500 + VAT, or about £208 a month over 12 months; hosting free in the term, then £100 a month.

Running a group?

Five locations or more, franchise hub included. Over 25 locations, we quote. Ask for a free group report first.

£95
per location a month + VAT

THE TEAM BEHIND IT

An agency that built its own software.

Glister is a product of Bridgehead Communications, a PR and public affairs agency that has worked for UK care providers for more than ten years. It is the agency's own client work, written into software one provider can run.

1,260	263	350
press releases	Google Ads	Facebook ads

Written and run by the team. Bridgehead's records, November 2026.

Bridgehead's work for **Berkley Care Group** produced 400 pieces of coverage in 64 outlets.

Care providers placed in the BBC, ITV, the Daily Mirror, the Daily Express, MSN UK, Yahoo News, Nursing Times and Caring Times.

THE RULES

Four things Glister will not trade away.

01 **Nothing is spent until you approve it**
Every ad, release, reply and newsletter waits for a person to say yes.

02 **A blank column beats a made-up number**
The Presence Score shows only measured signals, today the CQC rating and Google reviews.

03 **The same score for every provider**
Customer or not, every provider is scored with the same weights.

04 **Your enquiries are yours**
Enquiry data is never shown on the public scoreboard and never shared.

SEE YOUR RANK

tryglister.com/rank
Your place among nearby providers. Free, with no email and no card.

BOOK 30 MINUTES

tryglister.com/contact
A walkthrough on your own service with William Walter. No sales team.

TALK TO US

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