

Digital capability checklist: Business websites

Our series of digital capability checklists are designed to help you identify where your business is on its digital journey and which areas would benefit from further attention.

How to use this checklist

- Tick each statement that genuinely reflects your current business capability.
- Be accurate – this tool is for your benefit, not for external assessment.
- As you complete the checklists in the series, the categories with fewer ticks are your highest priority areas for improvement.
- Use your results to guide which digital information resource to explore on the SBDC website first (smallbusiness.wa.gov.au/digital).

My business has a professional, up to date website that accurately represents our products, services, pricing, about us information, contact details and business hours.

My website is mobile friendly (displays correctly on smartphones and tablets) and loads within approximately three seconds.

My website has a clear navigation structure that makes it easy for visitors to find what they need.

I have set up and verified our Google Business Profile (aka Google Maps listing), which is linked to and consistent with our website, including regularly updated information such as business hours.

My website uses basic search engine optimisation (SEO) practices so customers can find us through Google and other search engines.

I am aware of Artificial Intelligence Optimisation (AIO) and Generative Engine Optimisation (GEO).

I am considering how to, or have adopted, AIO and GEO related tactics for my website.

My website is secure (it uses has an SSL certificate and operates on HTTPS) to ensure any customer data submitted through the site is encrypted.

The user name and password needed to access and update my website are complex to prevent hacking or unauthorised access.

I monitor our website's performance using analytics tools (such as Google Analytics) and use this data to make improvements.

My website includes customer testimonials and, reviews, or other trust signals that build confidence with new visitors.

I have clear calls to action on my website, encouraging visitors to use a contact form, booking button, visit an online store link or take another action that leads them closer to purchasing my product or service.

I have a plan for regular website maintenance, including software updates, security checks, content reviews, and domain and hosting renewal.

Next steps

- Visit smallbusiness.wa.gov.au/digital for more information on using digital tools in your business.
- As you read through our digital information, complete the self assessment checklists to help you identify areas for improvement.

Turn to us for business support

The Small Business Development Corporation (SBDC) provides free advice and support to small business owners across Western Australia. Call **133 140** or visit smallbusiness.wa.gov.au to find out more.