



Digital capability checklist: Online reviews

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 is listed and verified via a Google Business Profile and other review platforms relevant to my industry.

I actively ask customers to leave a review as part of our standard customer service process.

I respond to all customer reviews - both positive and negative - in a timely, professional, and constructive manner.

I regularly monitor platforms for new reviews across about my business.

I understand that offering incentives in exchange for positive reviews breaches platform guidelines and Australian Consumer Law, and I do not do this.

I use feedback from online reviews to identify areas for improvement in my products, services, or customer experience.

My business information - address, phone number, and hours - is accurate and consistent across all review platforms.

I know how to report fake, misleading, or defamatory reviews to the relevant platform.

I share positive reviews on our website and social media to build trust with potential customers.

My staff understand the link between exceptional customer experience and positive reviews, and we use review insights to inform our marketing and service messaging.

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.