



Digital Auditing Tool for Small Business

Read the descriptions below and select the option that best describes your current situation. Note not all columns may apply to your business model. The column with the most options selected reflects your current stage and will assist you to create a successful digital strategy.

	Surviving (novice)	Enhancing (transitional)	Progressive (advanced)
Online presence	The business has a website	The website can accept & process orders &/or bookings	Use of end to end automatic digital ordering, delivery/fulfillment

Your online presence score

Digital marketing	Use of basic search engine optimisation (SEO) Utilisation of occasional directory listings Your business location and details is visible in Google Maps etc.	Use online advertising Use Google Adwords Use search engine results page (SERP) Utilisation of search marketing	Use content marketing Have integrated online/offline marketing, promotion & engagement activities
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Your digital marketing score



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	Surviving (novice)	Enhancing (transitional)	Progressive (advanced)
Customer interaction	<p>Use email to communicate and connect with your team & target audience</p> <p>Have a social media presence</p> <p>Display a frequently asked questions (FAQs) section on your website</p> <p>Ability to receive customer & display reviews/testimonials online</p> <p>Privacy issues are considered and reviewed</p> <p>Use spam as a form of communication</p>	<p>Use of a customer relationship management (CRM) system</p> <p>Utilise integrated feedback management</p> <p>Provision of web self-service and support</p> <p>Provide real-time chat for customers</p> <p>Use social media accounts to interact with clients/customers and to address issues with products or services</p>	<p>Integrated CRM</p> <p>Decision-making is guided by customer interactions</p> <p>Use customer intelligence</p>

Your customer interaction score



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	Surviving (novice)	Enhancing (transitional)	Progressive (advanced)
Supplier interaction	Regularly source, order & pay suppliers online	Online ordering and stock control is integrated you're your suppliers' online systems	Ability to share customer intelligence and interactions with key suppliers Use enterprise resource planning (ERP)

Your supplier interaction score

Digital mobility	Online services (incl. websites) are optimised for mobile devices, and can provide support for mobile customers	Can & do interact with mobile customers, can use mobile devices within the business, and are able to use telecommuting for staff	Utilise location-aware and device-aware marketing, mobile apps & mobile product delivery
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Your digital mobility score



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	Surviving (novice)	Enhancing (transitional)	Progressive (advanced)
Security	All team members & the business change passwords regularly & use multiple characters & numbers in their passwords	Possess business-wide policies & security processes, including contingencies for disaster recovery	Use multiple backup systems, security certificates & digital signatures

Your digital security score

Technology efficiency	Online interactions are tracked and managed Use basic web analytics	Use cloud computing, track key performance indicators (KPIs)	You have scalable online business models & integrated systems. The business tailors these systems to its customer needs & demands
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Your technology efficiency score

Business strategy	Awareness of the need for a digital strategy & its benefits	Critical digital capabilities are built into your Business & Marketing Plans	The Business & Marketing Plans have a priority focus on digital business solutions
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Your technology efficiency score