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## 2. DIGITAL PRESENCE AUDIT

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### Your Early Learning Centre



1 Sample Street, Sample Town SA 0000  
14 Competitors Assessed | March 2026

Prepared by **ChildCare Marketing**  
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## 4. Digital Presence Scorecard

A comprehensive overview of each competitor's digital presence across website quality, SEO visibility, Google Business Profile, social media reach, directory listings, and paid advertising. Scores are colour-coded: green (strong), amber (moderate), and red (weak).

Centre	Dist.	Web /10	Mobility	CTAs /10	SEO /10	GBP Rating	GBP Revs	Social Followers	Dir. /5	Google Ads	SCORE /100
<b>Your ELC (Subject)</b>	—	8	Yes	8	6	4.8	~30	340	4	YES	68
Competitor 1	0-2 km	8	Yes	8	5	4.6	49	5,785	4	No	72
Competitor 2	0-2 km	7	Yes	8	4	4.5	~20	1,029	3	No	55
Competitor 4	2-5 km	9	Yes	9	8	New	New	4,118	5	No	76
Competitor 5	2-5 km	9	Yes	9	8	New	New	4,146	5	No	76
Competitor 6	2-5 km	9	Yes	9	8	4.5	~25	13,600	4	No	79
Competitor 7	2-5 km	9	Yes	9	8	4.5	~15	13,600	4	No	77
Competitor 8 Suburb 2	2-5 km	8	Yes	8	7	4.3	~20	~500	4	YES	68
Competitor 9	2-5 km	7	Yes	7	6	4.6	8	906	5	No	62
Competitor 10	2-5 km	5	Yes	5	5	N/A	~5	582	4	No	42
Competitor 12	2-5 km	7	Yes	7	3	N/A	N/A	1,204	3	No	45
Competitor 16	5-8 km	7	Yes	7	4	4.4	~15	~300	3	No	50
Competitor 17	5-8 km	8	Yes	7	3	5.0	5	~200	4	No	52
Competitor 18	5-8 km	9	Yes	9	6	4.3	11	167	5	No	66
Competitor 21	5-8 km	8	Yes	8	4	5.0	35	~300	3	No	60

**Score Key:** 8-10 / 70-100 = Strong | 5-7 / 50-69 = Moderate | 1-4 / Below 50 = Weak

Orange row = Subject Centre (Your ELC). \* = Corporate/brand-level metrics shared across locations.

## 4.2. Website Quality Assessment

Design quality, calls-to-action effectiveness, content resources, virtual tour availability, online enrolment pathways, and unique selling propositions for each competitor's website.

Centre	Design Quality	Key CTAs	Blog/ Resources	Tour/ Video	Enrolment	USP / Philosophy	Score / 10
Your ELC	Modern, clean, green brand, responsive	Book a Tour, Enquire, Call	Parent resources	Photo gallery	Enquiry form	Montessori-inspired, nature-based, real-world learning, sustainability, veg garden	8
Competitor 1	Modern Webflow, child-friendly, responsive	Book Tour, Join Waitlist, See Life at Competitor 1	News & Resources blog	YouTube videos, photo gallery	Online waitlist form	Fixed staffing, nature + animal barn, growth mindset, organic meals	8
Competitor 2	Clean, green accent, responsive	Enrol Now, Enquire Now, Call Now (mobile)	Program descriptions only	Image gallery carousel	Multiple session options, waitlist	Family-owned, play-based EYLF, dance/music, 3-Day Enrolment Guarantee	7
Competitor 4	Modern, warm teal/orange palette, responsive	Book Tour, Enquire, Call 13 82 30, View Fees	Comprehensive blog hub (5 categories)	Centre video embedded	Digital tour booking, enquiry forms	Brand new, 'To BE Me' program, 5 daily meals, Safety Plus, 'We Care More'	9
Competitor 5	Modern, teal/green, responsive	Book Tour, Enquire, Call, View Fees	Comprehensive blog hub	Centre video player	Book a Tour pathway, Limited Spaces	'To BE Me' program, on-site chef, Storypark app, all-inclusive fees	9
Competitor 6	Clean, green accent, responsive	Book Tour (x3), Enquire, Join Waitlist	News & Advice, Family Handbook, FAQ	Tour booking system (date/time)	Tour-to-enrolment pathway, waitlist	'Teach A Rainbow' (11 areas), enhanced ratios 1:9, Auslan, multilingual	9
Competitor 7	Clean, green branding, responsive	Book Tour, Enquire, Join Waitlist	News & Advice, Handbook, FAQ	Tour booking system	Casual day booking via Childcare Now	'Teach A Rainbow', 85 yrs team experience, 30% holiday discount	9
Competitor 8 Suburb 2	Modern, clean, teal/orange, responsive	Book Tour, Enquire, Chat (Amazon Connect)	News, FAQ, Newsletter	Tour booking, 6 photos	Xplor Home enrolment, CCS calculator	Nappy Loop recycling, RAMSR program, sensory rooms, 4-seater prams	8
Competitor 9	Professional,	Book Tour, Enquire,	Blog/news updates	Video content	Online enquiry	Sustainability/ ecology focus, co-	7

Centre	Design Quality	Key CTAs	Blog/ Resources	Tour/ Video	Enrolment	USP / Philosophy	Score / 10
	consistent branding, responsive	Newsletter			forms	located school, organic meals, holistic	
Competitor 10	Basic, part of CCCSA network, responsive	Enquiry options only	Minimal	None	Enquiry and waitlist	Community non-profit, CCCSA network of 100+ centres	5
Competitor 12	Good, part of school website, responsive	Request Tour, Enrol, General Enquiry	ELC info, philosophy	Facebook video	Online application form	Christian faith, Bush Kindy, school pathway R-12	7
Competitor 16	Good, Multi-site Group site, responsive	Contact/enquiry	Limited	None identified	Enquiry form	Nature outdoor spaces, cubby house, mud kitchen, RAMSR, in-house chef	7
Competitor 17	Modern, well-designed, responsive	Enquire Now	Philosophy & RIE pages	None identified	Enquire Now	Family-owned, Montessori + RIE approach, purpose-built	8
Competitor 18	Modern, Corporate Chain Brand, responsive	Book Tour, Enquire, Call	Corporate Chain Blog	Not identified	Tour/enquiry pathway	7 rooms, Baby Ambassador, Flying Start preschool, Family Choice 2025	9
Competitor 21	Modern, Mayfield brand, responsive	Book a Tour	Centre info	Tour booking	Contact/enquiry	'We Nurture, It's Our Nature', Exceeding NQS rating, 60 places	8

### 3. SEO & Search Visibility

Organic search visibility, Google Business Profile performance, directory listings across key platforms, and paid search (Google Ads) activity for all competitors in the Sample Town/Suburb 2 area.

Centre	Organic Visibility	Key Rankings	GBP Rating	GBP Reviews	GBP Response	CareforKids	Childcare Directory	ACEC QA	Google Ads
Your ELC	Medium	childcare Sample Town: top 5	4.8	~30	Active	Yes	Yes	Yes	Sponsored
Competitor 1	Medium	childcare Sample Town: top 5	4.6	49	Active	Yes	Yes	Yes	No
Competitor 2	Low	Limited visibility	4.5	~20	Unknown	Unknown	Unknown	Yes	No
Competitor 4	High	childcare suburb 2: #1-3	New	New	N/A	Yes	Yes	Yes	No
Competitor 5	High	childcare suburb 2: #1-3	New	New	N/A	Yes	Yes	Yes	No
Competitor 6	High	childcare suburb 2: #1-3; early learning suburb 2: #1-3	4.5	~25	Active	Yes	Yes	Yes	No
Competitor 7	High	daycare suburb 2: top 5	4.5	~15	Active	Yes	Yes	Yes	No
Competitor 8 Suburb 2	High	childcare suburb 2: #1-3; long day care suburb 2: top 3	4.3	~20	Active	Yes	Yes	Yes	Sponsored
Competitor 9	Medium	early learning suburb 2: top 5	4.6	8	Unknown	Yes	Yes	Yes	No
Competitor 10	Medium	childcare suburb 2: #4-6	N/A	~5	Unknown	Yes	Yes	Yes	No
Competitor 12	Low	Not in top 10 for childcare terms	N/A	N/A	N/A	Yes	Yes	Yes	No
Competitor 16	Low	childcare suburb 3: limited	4.4	~15	Unknown	Yes	Unknown	Yes	No

Centre	Organic Visibility	Key Rankings	GBP Rating	GBP Reviews	GBP Response	CareforKids	Childcare Directory	ACEC QA	Google Ads
Competitor 17	Low	childcare suburb 3: limited	5.0	5	Unknown	Yes	Yes	Yes	No
Competitor 18	Medium	childcare suburb 4: #1	4.3	11	Active	Yes	Yes	Yes	No
Competitor 21	Low	childcare suburb 5: limited	5.0	35	Unknown	Yes	Unknown	Yes	No

### 3.1 Local Search Term Analysis

How competitors rank for the most important local search terms. This analysis shows who appears in organic results, who is running Google Ads, and who leads the Google Maps Pack for each search term.

Search Term	Top Organic	#2	#3	Google Ads?	Map Pack Leader
<b>childcare suburb 2</b>	Competitor 4	Competitor 6	Competitor 8	Your ELC	Competitor 4
<b>early learning centre suburb 2</b>	Competitor 8	Competitor 6	Competitor 9	Your ELC	Competitor 9
<b>daycare suburb 2</b>	Competitor 7	Competitor 4	Competitor 8	Your ELC	Competitor 7
<b>childcare Sample Town</b>	Competitor 1	Your ELC	Competitor 2	Your ELC	Competitor 1
<b>childcare suburb 3</b>	Competitor 16	Competitor 17	—	Your ELC	Competitor 16
<b>childcare suburb 4</b>	Competitor 18	—	—	Your ELC	Competitor 18
<b>long day care suburb 2</b>	Competitor 8	Competitor 7	Corporate Chain	Your ELC	Competitor 8
<b>best childcare suburb 2</b>	Competitor 4	Competitor 7	CareforKids dir.	Your ELC	Competitor 4

## 4. Social Media Presence

Platform presence, follower counts, posting frequency, content themes, and paid social activity (Meta Ads) across Facebook, Instagram, LinkedIn, and TikTok. Asterisks (\*) indicate corporate/brand-level accounts shared across all centre locations.

Centre	FB Followers	FB Freq.	IG Followers	IG Freq.	Linked In	TikTok	Content Themes	Meta Ads	Score /10
Your ELC	~200	Weekly	140	Weekly	No	No	Learning moments, nature, garden, sustainability, curriculum	Yes	6
Competitor 1	4,200	Weekly	1,585	Bi-weekly	Yes	No	Activities, tours, milestones, Flying Start, community	No	8
Competitor 2	996	Regular	33	Regular	Yes	Yes	Centre announcements, learning activities, parent engagement	No	4
Competitor 4	118	Weekly	12,000+*	Weekly	14,779*	No	Educational moments, facilities, tips, enrolment (corporate)	Likely	7
Competitor 5	146	Weekly	12,000+*	Weekly	14,779*	No	Educational moments, facilities, tips, enrolment (corporate)	Likely	7
Competitor 6	10,600*	Regular	3,083	Weekly	2,741*	No	Learning moments, educational approach, facility showcases	Likely	8
Competitor 7	10,600*	Regular	3,083*	Weekly	2,741*	No	Child development, parent engagement, philosophy (shared brand)	Likely	8
Competitor 8 Suburb 2	~300	Monthly	N/A	N/A	No	No	Centre updates, activities (limited frequency)	No	3
Competitor 9	597+309	Regular	N/A	N/A	Yes	No	Sustainability, curriculum, community events, ecology	No	5
Competitor 10	582	Irregular	N/A	N/A	No	No	Centre announcements, activities (limited)	No	3
Competitor 12	1,030*	Regular	174	Weekly	No	No	School events, ELC announcements, faith-based education	No	4
Competitor 16	~200	Irregular	N/A	N/A	No	No	Minimal — nature activities (limited)	No	2

Centre	FB Followers	FB Freq.	IG Followers	IG Freq.	Linked In	TikTok	Content Themes	Meta Ads	Score /10
Competitor 17	~150	Regular	Active	Regular	No	No	Montessori learning, nature, educational philosophy, RIE	No	5
Competitor 18	167	Regular	12,000+*	Weekly	14,779*	No	Facilities, specialist staff, Flying Start (corporate + local)	Likely	6
Competitor 21	~200	Regular	Active	Regular	Yes	No	Teaching moments, gratitude posts, daily activities	Likely	5

## 5. Key Findings & Recommendations

Strategic recommendations based on the digital presence analysis. Each finding identifies a specific gap or opportunity, with actionable recommendations prioritised by potential impact on Your ELC's occupancy and visibility.

Area	Finding	Recommendation	Priority
<b>Website</b>	Your ELC scores 8/10 — on par with best independents. Corporate chains (Corporate Chain 9, Edge 9) lead with richer content hubs, embedded video tours, and sophisticated booking systems.	Add centre video tour, expand parent resources/blog, implement live chat or Amazon Connect-style widget like Competitor 8.	<b>High</b>
<b>CTAs</b>	Corporate Chain and Edge use multiple CTA touchpoints (Book Tour, Enquire, View Fees, Call — all above fold). Your ELC has good CTAs but fewer conversion pathways.	Add 'View Daily Fees' CTA and sticky mobile Book a Tour button.	<b>High</b>
<b>SEO — Organic</b>	Corporate Chain, Edge and Competitor 8 dominate 'childcare suburb 2' searches (positions 1-3). Your ELC appears for 'childcare Sample Town' but not broader Suburb 2 terms.	Target 'childcare suburb 2', 'early learning centre suburb 2' through local SEO content strategy. Create suburb-specific landing pages.	<b>High</b>
<b>Google Business Profile</b>	Your ELC has ~30 reviews at 4.8 stars. Competitor 1 leads with 49 reviews at 4.6. Competitor 21 has 5.0 with 35 reviews. Two Corporate Chain centres are brand new.	Implement systematic review generation strategy to reach 50+ reviews. Respond to ALL reviews within 24 hours. Add photos and posts weekly to GBP.	<b>High</b>
<b>Directory Listings</b>	Corporate Chain, Competitor 9, and Suburb 4 have 5/5 directory presence. Your ELC has 4/5. Some competitors missing from Childcare Directory or Toddle.	Ensure listings are complete and optimised on ALL 5 directories (CareforKids, Childcare Directory, Toddle, StartingBlocks, ACECQA). Add photos and detailed descriptions.	<b>Medium</b>
<b>Social — Facebook</b>	Competitor 1 leads local social (4,200 FB followers). Edge dominates at brand level (10,600). Your ELC has ~200 followers — below average.	Increase posting to 3-4x weekly. Run local awareness campaigns. Share parent testimonials, day-in-the-life content, and behind-the-scenes. Boost posts to local parents.	<b>Medium</b>
<b>Social — Instagram</b>	Edge brand account leads (3,083 followers). Competitor 1 strong (1,585). Your ELC at 140 followers — growth opportunity.	Invest in Instagram Reels showing daily activities, Montessori moments, garden/nature content. Use local hashtags (#mountbarker #Cityhills). Target 500 followers in 6 months.	<b>Medium</b>
<b>Content Strategy</b>	Corporate Chain has the most comprehensive content hub (5 blog categories). Edge promotes educational philosophy heavily. Most independents have minimal blog content.	Develop monthly blog content plan: parent tips, Montessori education, nature play benefits, local community content. Repurpose across social and email.	<b>Medium</b>
<b>Competitive Gap</b>	No competitor combines strong Montessori positioning with nature/sustainability messaging	Own the 'Montessori + Nature + Sample Region' positioning online. Create content pillars around these	<b>High</b>

Area	Finding	Recommendation	Priority
	AND active digital presence. This is Your ELC's white space.	themes. Differentiate from corporate chains' generic messaging.	