4.   REPUTATION & REVIEWS ANALYSIS

Your Early Learning Centre

1 Sample Street, Sample Town SA 0000

14 Competitors | 5 Review Platforms | March 2026

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1. Review Benchmarking Dashboard

A comprehensive comparison of online review ratings and counts across Google, Childcare Directory, CareforKids, Facebook, and ProductReview for all 15 centres in the Sample Town/Suburb 2 catchment. Ratings are colour-coded: green (4.5–5.0 Excellent), amber (4.0–4.4 Good), and red (below 4.0 Needs Attention).

Centre	Dist.	Google Rating	Google Revs	KC Rating	KC Revs	CFK Rating	CFK Revs	Facebook	Product Review	Total Revs	Avg Rating	Responds?
Your ELC (Subject)	—	**5.0**	**14**	**5.0**	**13**	**N/A**	**0**	**Active (465 likes)**	**No**	**27**	**5.0**	**Yes - Active**
Competitor 1	0–2 km	4.4	7	4.3	6	4.0	4	Active	No	17	4.2	Yes - Active
Competitor 2	0–2 km	N/A	~5	4.8	43	5.0	30	Active	No	78	4.9	Unknown
Competitor 4	2–5 km	5.0	3	5.0	3	N/A	0	Active	No	6	5.0	Limited
Competitor 5	2–5 km	N/A	0	N/A	0	N/A	0	Active	No	0	N/A	N/A
Competitor 6	2–5 km	4.6	19	4.5	20	5.0	14	No Page	No	53	4.7	Yes - Active
Competitor 7	2–5 km	N/A	~10	4.7	31	5.0	25	No Page	No	66	4.9	Yes - Active
Competitor 8 Suburb 2	2–5 km	N/A	~8	4.3	11	5.0	10	Limited	No	29	4.4	Unknown
Competitor 9	2–5 km	4.6	~5	4.7	9	5.0	0	Limited	No	14	4.8	Unknown
Competitor 10	2–5 km	N/A	~3	5.0	3	5.0	2	No Page	No	8	5.0	Unknown
Competitor 12	2–5 km	N/A	0	N/A	0	N/A	0	School Page	No	0	N/A	N/A
Competitor 16	5–8 km	N/A	~5	4.9	12	5.0	15	Limited	No	32	4.9	Unknown
Competitor 17	5–8 km	5.0	5	5.0	6	5.0	5	Active	No	16	5.0	Unknown
Competitor 18	5–8 km	N/A	~5	4.3	11	N/A	0	0 reviews	No	16	4.3	Unknown
Competitor 21	5–8 km	N/A	~8	5.0	35	N/A	0	Active	No	43	5.0	Unknown

Score Key: 4.5–5.0 = Excellent | 4.0–4.4 = Good | Below 4.0 = Needs Attention

2. Review Sentiment Analysis

Common praise and complaint themes extracted from reviews across all platforms. Sentiment ratings reflect the overall tone: Very Positive (consistently excellent), Positive (generally good), Mixed (some concerns noted), or Insufficient Data (too few reviews to assess).

Centre	Top Praise Themes	Key Complaint Themes	Sentiment
Your ELC (Subject)	Highly educated staff; thoughtful detailed feedback; excellent nature play/outdoor spaces (veggie garden, chickens); Montessori + EYLF approach; smaller centre = personalised care; children gaining confidence	No significant complaints identified	**Very Positive**
Competitor 1	Lovely welcoming staff; fantastic purpose-built facilities; incredible food quality; children develop confidence; safe home-like environment; children love attending	No significant complaints identified in reviews	**Positive**
Competitor 2	Fantastic staff who answer honestly; constant communication/updates; well-kept spaces; 'one big family' atmosphere; staff know all children by name; reasonable fees ($128/day); personalised attention	No significant complaints identified in reviews	**Very Positive**
Competitor 4	Caring dedicated staff; responsive to feedback; go above and beyond; always perfectly clean; welcoming; accommodating dietary needs	Very new – limited reviews to assess; corporate feel noted	**Positive**
Competitor 5	Brand new purpose-built facility; modern learning spaces; on-site chef; all-inclusive model	No reviews yet to assess – brand new centre (2024)	**Insufficient Data**
Competitor 6	Wonderful caring friendly educators; consistent staff over years; great food; accommodating with allergies/dietary needs; strong child development focus	Limited negative feedback visible; no major complaint patterns	**Very Positive**
Competitor 7	Staff build strong relationships with children; attentive and responsive; warm and friendly; children learn a lot; welcoming environment for families	Limited negative feedback found in reviews	**Positive**
Competitor 8 Suburb 2	Director is fantastic – friendly, approachable, passionate; warm staff; inclusive of family needs; all-inclusive fees; spacious upgraded outdoor space; RAMSR program	Staff attitude concerns (noted in Childcare Directory); management issues mentioned; lower overall rating suggests inconsistency	**Mixed**
Competitor 9	Strong sustainability/ecology focus; on-site chef with homegrown produce; wetlands nature education; holistic curriculum; 'best value for money in Suburb 2'	Very few reviews to assess sentiment reliably; limited online visibility	**Positive**
Competitor 10	High quality care (5.0 ratings); community-owned trust; most affordable in catchment	Insufficient review volume to identify patterns; virtually no online presence	**Insufficient Data**
Competitor 12	Part of established school; faith-based community; Meeting NQS	No reviews available to assess	**Insufficient Data**
Competitor 16	Bright airy spacious facilities; excellent staff care; 5-star facilities; outdoor exploration (Suburb 3	No complaints found in available reviews	**Very Positive**

Centre	Top Praise Themes	Key Complaint Themes	Sentiment
	walks); sustainability focus; daily app updates (Xplor)		
Competitor 17	Family-owned; beautiful nature-inspired design; Montessori philosophy; nurturing premium environment; impressed parents consistently	No complaints found in available reviews	**Very Positive**
Competitor 18	Family Choice Award 2025 winner; warm welcoming staff; kind respectful knowledgeable; children flourishing; smooth drop-offs	Broader Corporate Chain organisation staff turnover concerns (Indeed/Glassdoor); management changes noted	**Positive**
Competitor 21	Exceeding NQS rating; caring attentive passionate staff; safe fun nurturing inspiring environment; children become confident and independent; meaningful outdoor learning	No complaints found in available reviews	**Very Positive**

3. Review Platform Audit

Presence and review status across six key platforms: Google Business Profile, Childcare Directory, CareforKids, Facebook, ProductReview, and ACECQA/StartingBlocks. Platform scores indicate how many of the six platforms each centre actively maintains with reviews.

Centre	Google	Childcare Directory	CareforKids	Facebook	Product Review	ACECQA	Score /6	Gap Identified
Your ELC (Subject)	Yes (5.0, 14)	Yes (5.0, 13)	Listed (0 reviews)	Yes (465 likes)	No	Yes	**5**	CareforKids needs reviews; ProductReview missing
Competitor 1	Yes (4.4, 7)	Yes (4.3, 6)	Yes (4.0, 4)	Yes	No	Yes	**5**	ProductReview missing; low review counts across all
Competitor 2	Limited	Yes (4.8, 43)	Yes (5.0, 30)	Yes	No	Yes	**4**	Google profile needs reviews; ProductReview missing
Competitor 4	Yes (5.0, 3)	Yes (5.0, 3)	Yes	Yes	No	Yes	**5**	Very low review counts; ProductReview missing
Competitor 5	Listed (0)	Listed (0)	Listed (0)	Yes	No	Yes	**4**	No reviews on any platform; brand new
Competitor 6	Yes (4.6, 19)	Yes (4.5, 20)	Yes (5.0, 14)	No Page	No	Yes	**4**	No Facebook page; ProductReview missing
Competitor 7	Yes (~10)	Yes (4.7, 31)	Yes (5.0, 25)	No Page	No	Yes	**4**	No Facebook page; ProductReview missing
Competitor 8 Suburb 2	Yes (~8)	Yes (4.3, 11)	Yes (5.0, 10)	Limited	No	Yes	**4**	Low Google reviews; limited Facebook; ProductReview missing
Competitor 9	Yes (~5)	Yes (4.7, 9)	Listed (0)	Limited	No	Yes	**4**	CareforKids needs reviews; limited Facebook
Competitor 10	Limited (~3)	Yes (5.0, 3)	Yes (5.0, 2)	No Page	No	Yes	**3**	Very low counts everywhere; no Facebook; no ProductReview
Competitor 12	No Reviews	No Reviews	Listed (0)	School Page	No	Yes	**2**	No reviews on any platform; no dedicated GBP
Competitor 16	Limited (~5)	Yes (4.9, 12)	Yes (5.0, 15)	Limited	No	Yes	**4**	Low Google reviews; limited Facebook
Competitor 17	Yes (5.0, 5)	Yes (5.0, 6)	Yes (5.0, 5)	Active	No	Yes	**5**	Low review counts across all
Competitor 18	Limited (~5)	Yes (4.3, 11)	Listed	0 reviews	Exists	Yes	**4**	Low Google; Facebook inactive
Competitor 21	Limited (~8)	Yes (5.0, 35)	Listed	Active	No	Yes	**4**	Google profile needs reviews; CareforKids needs reviews

4. Review Response Rate Analysis

How competitors engage with online reviews — whether they respond, the tone and speed of responses, and their review solicitation strategies. Active review management signals quality to both parents and search engines.

Centre	Responds?	Tone	Response Rate	Speed	Strategy	Notes
Your ELC (Subject)	**Yes - Active**	Warm, appreciative, personal	~80%	Within days	Organic only	Owner responds personally with genuine thanks; references specific child experiences; warm community tone
Competitor 1	**Yes - Active**	Detailed, appreciative, professional	~70%	Within 1 week	Organic only	Centre responds with detailed thank-you messages; references family journey; encouraging tone
Competitor 2	**Unknown**	N/A	Unknown	Unknown	Unknown	Strong Childcare Directory/CareforKids presence suggests passive strategy; Google profile underdeveloped
Competitor 4	Limited	Corporate, professional	Low	Unknown	Corporate system	New centre with very few reviews; Corporate Chain corporate may have centralised response system
Competitor 5	N/A	N/A	N/A	N/A	N/A	Brand new centre with zero reviews on any platform; needs urgent review generation plan
Competitor 6	**Yes - Active**	Professional, warm, grateful	~70%	Within 1 week	Organic only	Owner responses found on Google; professional tone acknowledging educator relationships
Competitor 7	**Yes - Active**	Professional, warm	~60%	Within 1 week	Organic only	Responds via same Edge brand voice; references centre-specific experiences
Competitor 8 Suburb 2	**Unknown**	N/A	Unknown	Unknown	Unknown	Mixed review ratings suggest response strategy could help address negative feedback
Competitor 9	**Unknown**	N/A	Unknown	Unknown	Unknown	Very few reviews across platforms; limited digital engagement overall
Competitor 10	**Unknown**	N/A	Unknown	Unknown	Unknown	Minimal online presence; review management not a priority; community reputation built offline
Competitor 12	N/A	N/A	N/A	N/A	N/A	School-affiliated; no dedicated childcare review management
Competitor 16	**Unknown**	N/A	Unknown	Unknown	Unknown	Part of ELS group; limited individual review management
Competitor 17	**Unknown**	N/A	Unknown	Unknown	Unknown	Small family-owned; perfect ratings but no evidence of active response strategy
Competitor 18	**Unknown**	N/A	Unknown	Unknown	Corporate system	Corporate Chain corporate system; Family Choice Award 2025 suggests quality but limited engagement
Competitor 21	**Unknown**	N/A	Unknown	Unknown	Unknown	Strong Childcare Directory presence (35 reviews at 5.0) suggests word-of-mouth; limited Google activity

5. Review Strategy Playbook

Actionable review generation and management recommendations for Your ELC, including current state assessment, prioritised strategies, and competitive positioning insights.

5.1 Current State Assessment

Metric	Current Value	Catchment Average	Target (6 Months)
Google Rating	5.0 stars	4.6 avg	Maintain 5.0
Google Review Count	14 reviews	~7 avg	50+ reviews
Childcare Directory Rating	5.0 stars	4.7 avg	Maintain 5.0
Childcare Directory Review Count	13 reviews	~14 avg	30+ reviews
CareforKids Reviews	0 reviews (listed)	~10 avg	15+ reviews
Total Reviews (All Platforms)	~27 reviews	~27 avg	100+ reviews
Review Response Rate	~80%	~20% avg	100%
Platforms Active	5 of 6	4 of 6 avg	6 of 6

5.2 Review Generation Strategies

Ten prioritised strategies for building review volume and managing online reputation. High priority items should be implemented within the first month.

Strategy	Implementation Details	Priority	Expected Impact
Post-Tour Review Request	Send personalised email 24-48 hrs after tour with direct Google review link. Include QR code in tour pack pointing to Google review page.	**High**	Capture positive tour experiences; tours convert at 60-80% so even those who don't enrol may leave reviews
Milestone Moment Asks	When educators share milestone moments (first steps, first word, artwork), follow up with parents: 'We loved celebrating [milestone] – would you share your experience?'	**High**	Emotional moments drive highest-quality reviews; authentic stories boost SEO
Annual Review Drive	Run 2x annual review campaigns (Feb = new year, Jul = mid-year) with in-centre signage, parent app reminders, and educator verbal asks during pickup.	**High**	Concentrated campaigns generate volume; aim for 10-15 new reviews per campaign
Childcare Directory Focus Sprint	Specifically ask satisfied parents to review on Childcare Directory. This platform is growing fast and parents actively compare centres here. Target 30+ reviews.	**High**	Childcare Directory is where parents compare centres; Competitor 2 dominates (43 reviews) – need to match or exceed

Strategy	Implementation Details	Priority	Expected Impact
CareforKids Activation	You're listed but have 0 reviews on CareforKids. Ask 10-15 long-term families to leave reviews here first to establish presence.	**Medium**	Competitor 2 (30 reviews) and Edge (14-25 reviews) dominate; even 15 reviews would establish credibility
GBP Optimisation	Post weekly GBP updates (photos, events, menu). Enable messaging. Add all services. Respond to ALL reviews within 24 hours.	**High**	Active GBP signals quality to Google; boosts local SEO ranking for 'childcare Sample Town' searches
Review Response Templates	Create 5-6 response templates (positive, constructive, new family, long-term family, specific praise). Personalise each with child/family details.	**Medium**	Responses show engagement; other parents read responses when researching; aim for 100% response rate
Negative Review Protocol	If a negative review appears: respond within 24 hours, acknowledge concern, offer offline resolution, never argue publicly. Follow up privately.	**Medium**	Currently no negative reviews; protocol prevents reputation damage if one appears
Staff Involvement Program	Educate educators on the importance of reviews. When parents give verbal praise, educators can say 'That's lovely to hear – we'd really appreciate a Google review!'	**Medium**	Educators have strongest parent relationships; verbal asks are most effective review generation method
Facebook Recommendation Push	Re-enable Facebook recommendations. Ask existing community to recommend your page. Share positive reviews as social posts.	**Low**	465 likes shows community; converting to recommendations builds social proof on the platform

5.3 Competitive Positioning Insights

Strategic insights on how Your ELC's review profile compares to key competitors, with specific actions to strengthen competitive positioning.

Insight	Analysis	Recommended Action
Sample Town 5.0 Rating Advantage	Your ELC has the highest Google rating (5.0) in the catchment. Only Competitor 17 (5.0) and Corporate Chain Sample Pky (5.0, 3 reviews) match this. Protecting this rating is critical — even one 3-star review drops you to 4.8.	Prioritise review volume to 'insulate' the 5.0 rating. At 50+ reviews, a single poor review has minimal impact.
Competitor 2 Review Dominance	Competitor 2 has 78 total reviews (Childcare Directory 43, CareforKids 30) making them the most-reviewed centre in Sample Town. Their 4.8-5.0 ratings are very strong. They have 3x your total review count.	Reach 50+ total reviews within 6 months to close this gap. Focus on Childcare Directory (43 vs your 13) and CareforKids (30 vs your 0).
Edge's Multi-Platform Strength	Competitor 6 has 53 reviews across 3 platforms with consistent 4.5-5.0 ratings. They're the most diversified reviewer in the catchment and actively respond to Google reviews.	Match Edge's multi-platform approach. Build presence on Google, Childcare Directory, AND CareforKids simultaneously.
Corporate Chain Vulnerability Window	Both Corporate Chain centres are brand new with minimal reviews (3 and 0). There is a 6-12 month window where they're building their review base. Once established, their corporate systems will generate reviews efficiently.	Capitalise now while Corporate Chain lacks social proof. Parents comparing will see your 5.0 (14 reviews) vs Corporate Chain's 5.0 (3 reviews).
Competitor 8's Reputation Risk	Competitor 8 has the lowest ratings in the catchment (4.3 Childcare Directory) with staff attitude complaints. Parents leaving Competitor 8 will actively search for alternatives.	Create content addressing common parent pain points (staff consistency, communication, personal care). Run Google Ads for 'childcare suburb 2 reviews'.
Montessori Review Gap	No competitor is generating reviews that specifically mention Montessori, nature-based learning, or sustainability. These are your philosophical differentiators but they're not reflected in your review narrative.	Encourage parents to mention Montessori approach, nature play, vegetable garden, and sustainability in their reviews. This creates unique SEO-boosting content.