Digital Facilitation Scheme

Digital **Boost**

Checkable

Digital Facilitation Scheme

Facilitation support is available for small businesses to help them adopt and practically use the Digital Boost platform to progress their digitalisation journey.

What is the Digital Facilitation Scheme?

This scheme has been created to provide small businesses additional support and encouragement to adopt and practically use the **Digital Boost Platform**. The scheme is targeted towards small businesses who are in the initial stages of their digital learning journey, are unfamiliar with the Digital Boost platform and have a desire to improve their digital skills so that they can apply them to their business.

How does it work?

Business intermediaries (e.g., industry associations, business networks, community groups, charities etc.) will have the opportunity to obtain funding to provide support for groups of businesses (i.e., facilitated support and peer-to-peer learning groups). This is an opportunity for these business intermediaries to support the digitalisation of small businesses in their community. Funding will be provided to eligible intermediaries to establish and run complementary cohort facilitation and support using the Digital Boost platform.

Business intermediaries will:
- Support their group to effectively use the Digital Boost Educate and Checkable tool
- Encourage prioritisation of digital training and adoption
- Facilitate and encourage peer-to-peer learning within their group of businesses
- Support group to utilise learned digital skills learnt in their own business

Why Digital Boost?

The **Digital Boost programme** was designed in partnership with industry experts and small businesses to facilitate the Government's vision for New Zealand to have the most digitally engaged small business sector in the world. Through Digital Boost Educate, small business owners have access to a variety of resources to help them build knowledge, skills, confidence, and trust in digital business tools, and help them adopt those tools within their own business models.

The **Digital Boost Checkable** tool is an extension of the Digital Boost Educate platform. It offers businesses insights into their online presence and creates personalised Digital Action Plans, which support small business owners to identify and understand areas where their business can improve through the use of digital tools.

For more information:

Get in touch with your local Regional Entity for more information. Contact details and more information about the Digital Facilitation Scheme can be accessed on the MBIE website.

VIEW MBIE WEBSITE

Visit the Digital Boost Educate website to learn more about the platform and how it can help progress your digital journey.

VIEW DIGITAL BOOST EDUCATE WEBSITE

Digital Boost Educate overview

Digital Boost Educate platform

DIGITAL Boost

Digital Starter
Start with the basics. Cover off these learnings before getting into the nitty-gritty.

VIEW →

Websites
Learn how to create your first digital storefront or improve one you already have. Topics covered include eCommerce, SEO and content creation.

VIEW →

Digital Marketing
Learn how to leverage social media, email marketing and Google to attract new customers and retain existing ones.

VIEW →

Digital Tools
Discover the digital communication, collaboration, design and booking tools behind the world's most successful businesses - many of which are free.

VIEW →

Small Business Accounting
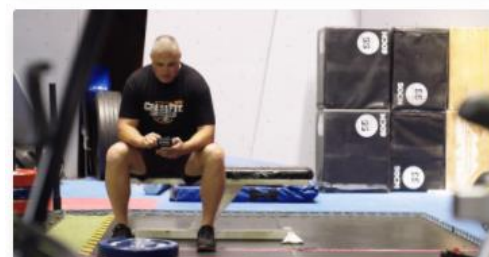Let us introduce you to a range of Cloud-based accounting softwares built to help you manage money better.

VIEW →

Business Insights
Find out how to source the data that should be behind your every business decision.

VIEW →

Future Technologies
Be introduced to the technologies currently shaping the business world, and ones soon to make an impact.

VIEW →

Real World Stories
Learn from the successes and mistakes of other small business owners up and down the country with these one on one interviews.

VIEW →

Expert Advice
Dig a little deeper into a certain topic thanks to the knowledge and experience of seasoned experts.

VIEW →

Sign up now to receive free access to Digital Boost courses.

SIGN UP

How does it work?

Free education	Our community	Support for you	At your pace
Videos, How-To guides will teach you the digital skills that your business needs. Kiwi experts will break down the jargon to make it all easy.	Live Q&A sessions with digital experts, and fireside chats with small business owners who are on their own digital journey.	Digital Boost Educate has support advisors that will help your business every step of the way.	Digital Boost Educate courses work around your business hours. Choose the skills you want to learn and jump in and out whenever suits.

Industry experts Q&A events

- Each week Monday - Friday between 10 - 11am Digital Boost Educate runs live Q&A's with Industry Experts, streamed live on Digital Boost Educate via Zoom Webinars, including streaming across LinkedIn, YouTube and Facebook

- The upcoming Q&A events are communicated weekly, via the Digital Boost Educate weekly newsletter including across Social Media channels and within engaged social communities.

- The Q&A is then available on platform as an Industry Export resource, categorised within the relevant digital service category and available via key digital topic search results

Topic modules

There are 9 core topic modules available, each with several sub-topics: Websites, digital marketing, digital tools, small business accounting, business insights, future technologies, digital starter, real world stories, expert advice. There are 100's of videos for people to engage with and more than 200 translated te reo videos. Designed from a Kiwi-centric perspective, content can also be accessed from an industry lens.

Industry support

Tourism	Retail	Hospitality	Construction	Primary Industries	Manufacturing
LEARN MORE >	LEARN MORE >	LEARN MORE >	LEARN MORE >	LEARN MORE >	LEARN MORE >

Digital Boost Educate platform

Digital Boost Live app

VIEW VIDEO

The new Digital Boost Live app means businesses can upskill anytime, anywhere using a smartphone or tablet. The app provides access to all the platform's learning resources and has exclusive app-only features including podcasts and playlists.

- **Download the app from Google Play**
- **Download the app from the Apple Store**

Language translations

Te reo Māori is now integrated into the Digital Boost Educate platform and app to help ensure that training content is accessible and relevant to Māori business owners and encourage the use of te reo Māori in the workplace.

The platform now includes over **200 educational videos in te reo**, with the option for English subtitles. To allow for a varied level of fluency, videos can also be viewed in English with te reo subtitles. Check out the examples below:
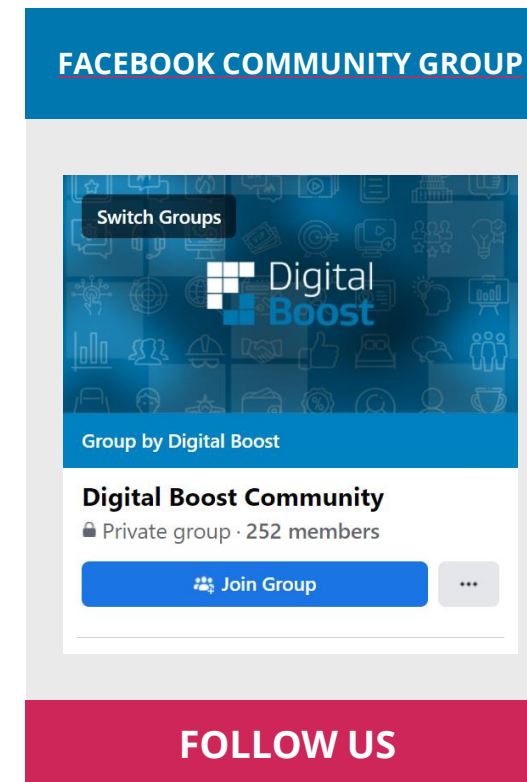
- **How to I track down my lost smart phone**
- **Link building to rank higher in search results**
- **The basics of branding**

The platform also offers 4 translation options ('how to') in the following languages: Simplified Chinese, Hindi, Samoan, and Tongan.
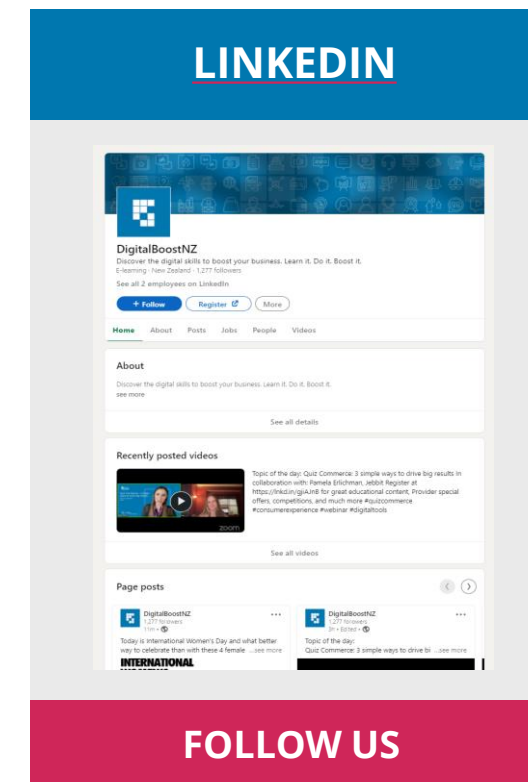
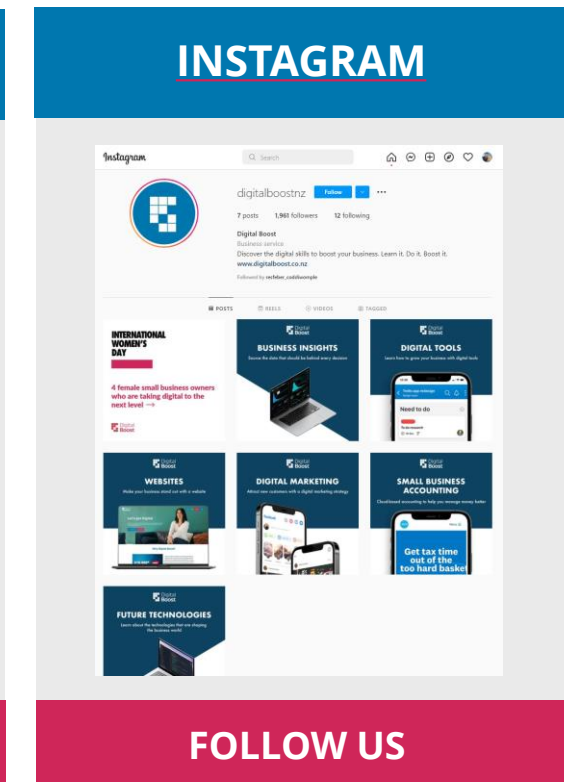## Social pages and community groups
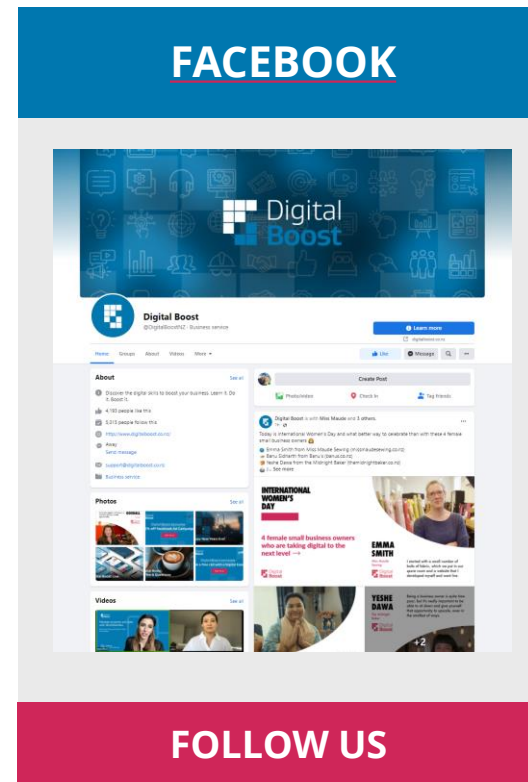
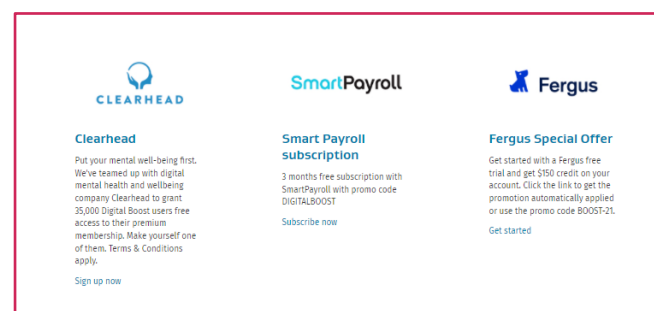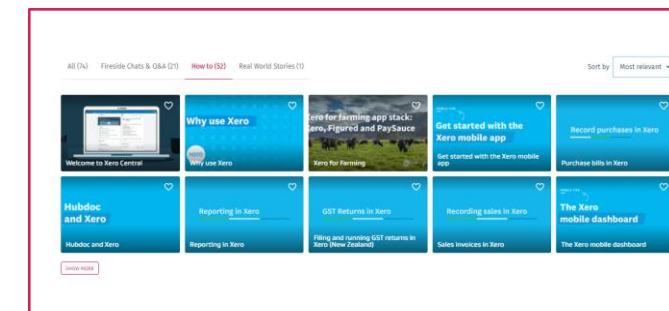| FACEBOOK	FACEBOOK COMMUNITY GROUP	LINKEDIN	INSTAGRAM
FOLLOW US	**FOLLOW US**	**FOLLOW US**	**FOLLOW US**

Provider offers

Users of the Digital Boost Educate platform can access exclusive offers from Providers who are registered Digital Boost businesses.

Training modules

A provider can work with the Digital Boost Educate team to create training modules specific to the services and tools their business offers e.g. onboarding videos

Real World Stories
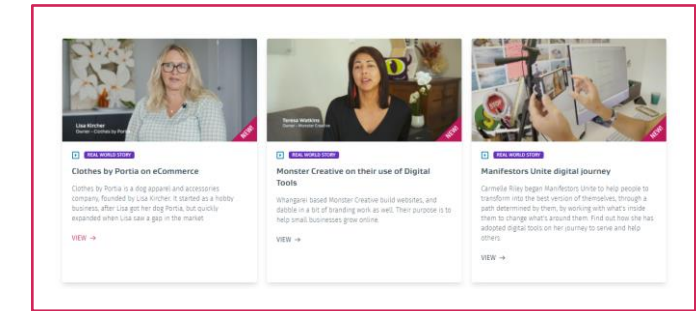
If you are a small business that makes use of digital tools and is a registered user of the platform, we may be able to feature you in one of our Real World Stories.

Please contact our team if you want to provide an offer, develop a training module or be featured in one of our Real World Stories.

industryexperts@digitalboost.co.nz

Digital Boost Checkable overview

Checkable

Digital Boost Checkable overview

Checkable

What is Checkable?

Checkable is a powerful online assessment tool, that can perform a detailed review of a business owner's digital presence, and offer not only a detailed scorecard, but a clear plan of action on what to fix and how. The current multiple-point digital visibility check will be expanded over time, enabling businesses across Aotearoa New Zealand to not only embrace digital transformation, but to sustainably drive productivity and profitability in this exciting new world.

Innovation is at the forefront of our ambition for Digital Boost Checkable. The solution will harness the power of AI and Natural Language Understanding, API integration, business diagnostics, and data analytics to deliver these personalised and prioritised recommendations.

Checkable launches to users of Digital Boost on 1 April 2022.

How does it work?

Checkable is a one-stop digital check-up. It works by performing several diagnostics checks on how a business' website and social media accounts are performing, as well as checking their digital presence, and providing the business owner with feedback and advice so they can confidently make improvements - ensuring every visitor and potential customer has the maximum chance of connecting with or buying from the business.

Activating Checkable is easy. A business just needs to provide us with their website address and/or social media profile details and Checkable will do the rest.
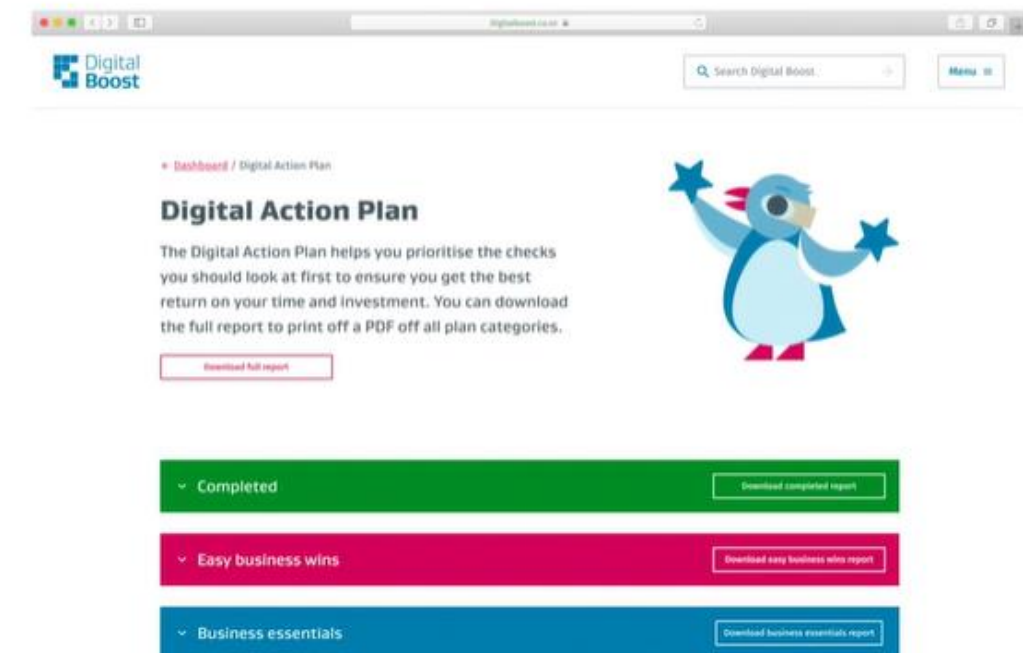
- Free digital check-up
- Personalised and prioritised Digital Action Plan
- My Business Summary 'plan-on-a-page'

Sign up to Digital Boost Educate to receive your free Checkable Digital Action Plan. **SIGN UP**

Checkable how-to video

VIEW VIDEO

Free digital check-up

Free digital check-up

A detailed check-up of a business' online presence across several different categories, providing the business owner with a personalised report which helps them prioritise the checks they should look at first.

For each diagnostic, Checkable explains what the results mean and provides step-by-step guidance on how to resolve any issues, including a video to learn more about the topic and a learning guide with more information about the diagnostic test and instructions on what to do next. The business owner can use this learning guide to make changes or share it with a web developer.

## What checks are available in Checkable?

Compliance checks

Compliance relates to the handling of any data that makes your customer identifiable. For example, name, phone number or credit card details.

SSL Certificate check

Checks to see if a website has an SSL Certificate. Where there is no SSL Certificate or it is about to expire, Checkable warns the user and provides information about what to do next.

Legal necessities check

Checks to see if the website has the required legal terms and policies to keep their website compliant.
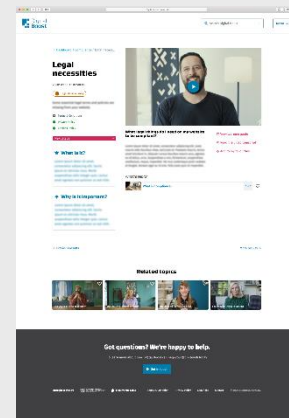
Customer experience checks

E-Commerce check

Checks the health of the e-commence website, giving feedback on areas that function well and ones that need improvement.

Contact form check

Checks to see whether a contact form is present on the website.

Social media checks

Checkable checks whether the business user has provided us with any social media account details. Where no accounts have been provided, Checkable can tell the business which social media platforms are best for their type of business and provides a way for the business to create an account.

If the business has provided us with social media account details, Checkable runs the following checks:

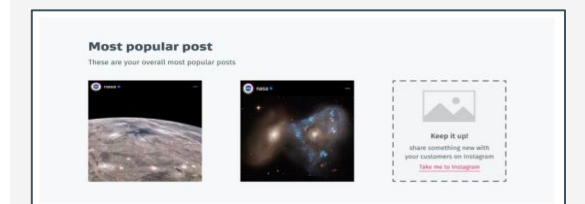| Twitter followers check	Facebook fans and likes check	Instagram Followers check
Checkable checks the most recent activity and posts publicly available engagement stats on the most popular Tweet in past 2 months. The business can also connect to their Twitter profile via OAuth to capture more detailed and personalised engagement stats.	Checkable checks the most recent activity and posts publicly available engagement stats on the most popular post in past 2 months. The business can also connect to their Facebook profile via OAuth to capture more detailed and personalised engagement stats.	Checkable checks the most recent activity and posts publicly available engagement stats on the most popular Instagram post in past 2 months. The business can also connect to their Instagram profile via OAuth to capture more detailed and personalised engagement stats.

Free digital check-up (Continued)

Checkable

What checks are available in Checkable? (Continued)

Website layout check

Checks if a website is responsive and provides a visual display of how the business' website looks on mobile phone, tablet, and desktop.
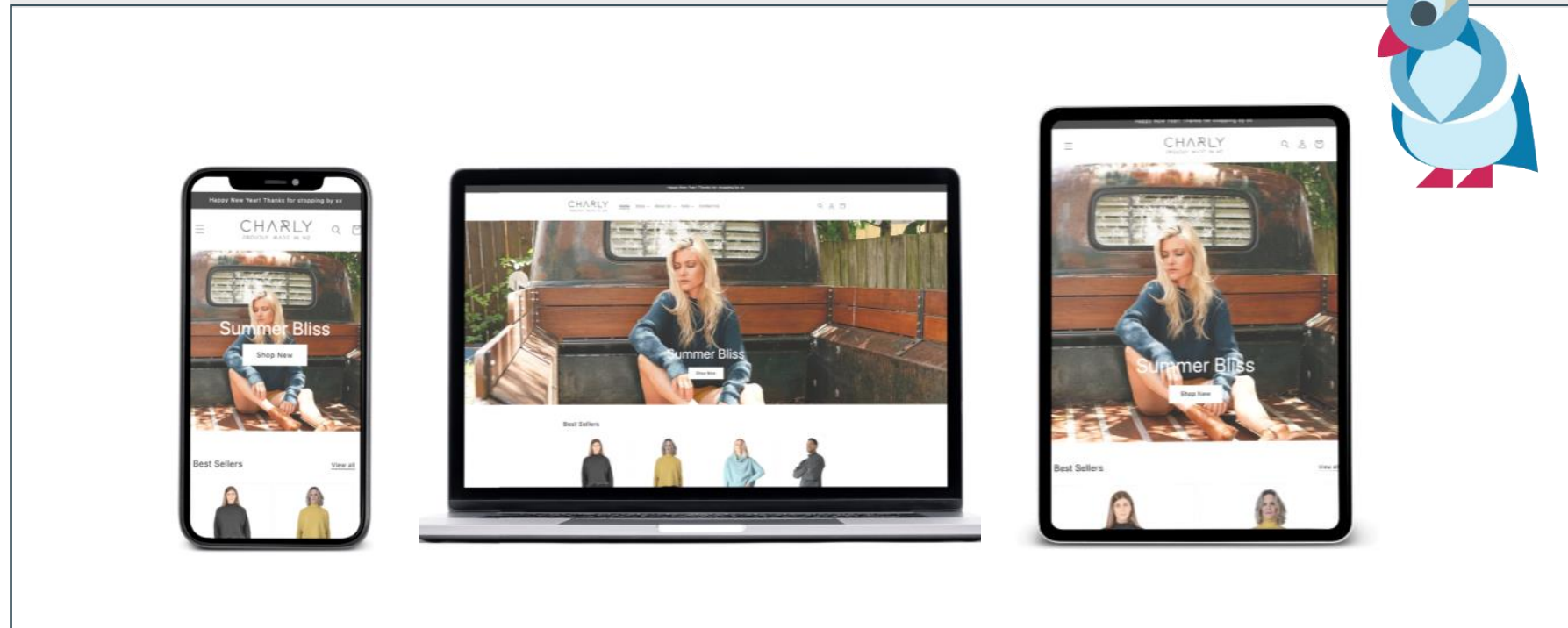
Visibility checks

Checks the digital visibility of the business and how it ranks within search engines like Google.

Google Business Profile

Checks for a Google Business Profile. If the business already has a verified Google Business Profile, they can connect it to Checkable and update their details. For unverified accounts, the user can still connect their profile to Checkable and update some Google Business Profile information. If there isn't one, the business can create and connect their Google Business Profile within Checkable.

Sitemap check

Checks to see whether the website has a valid sitemap.

Site speed check

Checks how fast a website is loading across mobile, tablet, or desktop computer.

Broken links check

Checks for broken links and provides a detailed report showing what needs to be fixed.

Sign up to Digital Boost Educate to receive your free Checkable Digital Action Plan.

SIGN UP

Digital Action Plan & My Business Summary

Digital Action Plan overview

Digital Action Plan

Businesses have told us they prefer to be guided on their biggest digital priorities to ensure they get the best return on their time and investment.

Checkable provides the business with a personalised Digital Action Plan which helps businesses prioritise the checks they should look at first. The Digital Action Plan includes a list of all diagnostic checks that have been run, and step-by-step instructions on how to address any issues. Activities are grouped into Easy business wins, Business essentials and a few Longer-term Goals.
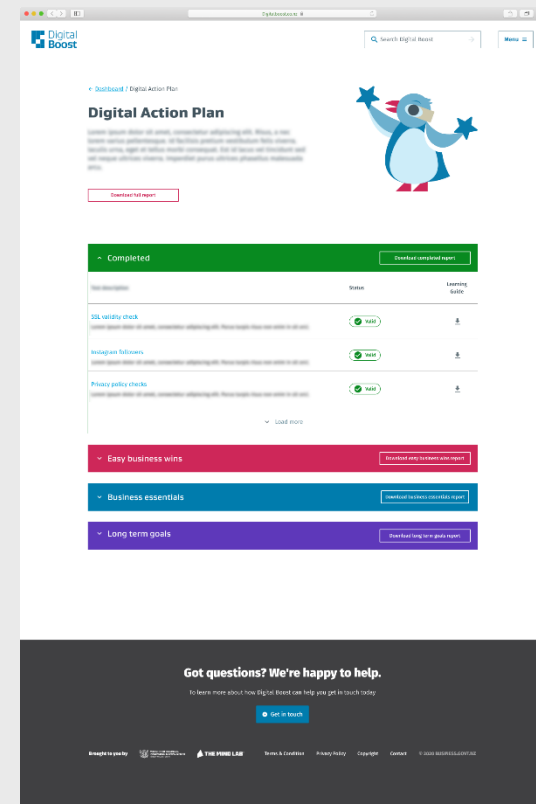
My Business Summary overview

My Business Summary

Businesses can keep track of all their business goals and create an overview of their company in the "My Business Summary" section. This is an elevator pitch for the business that a business owner can give to a bank or potential investors, to show who they are as a company and their goals. This will be expanded over time to allow the business to include summary financial information (if they have connected to their Xero or MYOB account).

My Business Summary is customisable, printable and shareable.