

About Greg Chadwick

Due to his extensive expertise in the NDIS & as a digital marketer I help NDIS provider perfect their online presence to attract more participants & systemise their online marketing strategy to consistently bring in targeted leads. For the last 16 years he has been a supported person living with a disability. He has been the leader of over 300 STA camps for people living with a Disability and has worked with over a thousand individuals with a disability or mental health needs.



NDIS Digital Presence Checklist

This 10-point checklist is a practical tool for NDIS providers to assess the optimisation of their digital presence, from website design to social media engagement. Be honest with yourself and identify how many you go out of 10!

Website Presentation

Is your NDIS website presented professionally, easy to read, have clear call to actions and disability friendly?

Content

Does the written content of your website, socials and other media align with your culture, vision and framework of the NDIS?

Person Centred

Does your messaging throughout your digital presence align with the people you support, your target demographics and the problems they face on a daily basis?

Above The Fold

55% of visitors will leave your website in the first 15 seconds. So is your landing section/Hero section of your website optimised to retain viewers?

Social Proof

Have you utilised reviews or case studies on your home page so that you can build trust and authority. This is crucial to prove that you can do what you promise.

Social Media

Are your social's setup to enhance your overall digital presence and evoke emotion and familiarity with the people you support?

Visual Imagery

Are the images on your website of real participants or if not are your stock images high quality and align with the people you support?

Founder Section

Do you have a founder section on your website that humanises your business and makes you relatable?

Google Business Profile

Is your Google Business Profile setup, optimised and able to be found within Local Google Map Search?

Do You Stand Out From A Crowd

Do you have a program or something that you do that helps you stand out from your competition? If you do, be sure to pin it to your social media and display it prominently on your home page

Persona Worksheet Template

Field	Prompt	Your notes
Name	Give your persona a first name (e.g., 'Emma' or 'James') to personalise them.	
Age	What is their typical age range?	
Disability Type	Primary and secondary disabilities or health conditions.	
Living Situation	Alone, family, group home, SIL, SDA etc.?	
Daily Routine	What does a typical day look like?	
Primary Goals	What are the main goals they want to achieve through support?	
Barriers/Fears	What worries or barriers do they face?	
Support Needs	What types of supports would they be most drawn to?	
Personality Traits	Introverted, sociable, adventurous, anxious?	
Ideal Outcomes	If successful, what would their life look like in 6–12 months?	

Test Your Niche' Self-Scoring Checklist

Instructions – Score yourself from 0 to 10 for each point:

0 = No clarity at all 5 = Some clarity, but still a bit vague

10 = Extremely clear and confident

Key Question	Your Score (0–10)
I know my ideal participant's top 3 goals.	
I understand their major frustrations and barriers.	
I can describe in one sentence the transformation they seek.	
I know the personality traits that best match the participant.	
I am clear on where they live geographically.	
I know their daily habits and routines.	
I can easily describe their biggest fears when choosing a provider.	
I have messaging and services that match their needs.	
I know how to make them feel supported and valued.	
I can outline what a successful 12-month outcome looks like for them.	

Total Score: _____ / 100

Interpretation:

80–100: You have a very strong niche – ready to build marketing and services around it.

50–79: Some good clarity – refine areas that are unclear.

Below 50: Revisit your participant persona. Clearer focus will make everything easier.