Topweb Services

FREE GUIDE

Get Found.
Get Called.
Get Booked.

Why every small business in South Africa needs to be online, and a simple step-by-step plan to make it happen.

For guesthouses, salons, healers, trades, shops and every business that lives on calls and WhatsApp.

BEFORE WE START

Your customers are already looking for you

Think about the last time you needed a plumber, a place to stay, or a good restaurant in a new town. You probably picked up your phone and searched on Google, or asked on WhatsApp or Facebook.

Your customers do exactly the same. They search, they compare, and they contact the business that looks trustworthy and is easy to reach. If your business can't be found online, those customers are going to someone else, often a competitor with a worse service but a better online presence.

The good news: getting online is no longer expensive or complicated. With a few simple tools, a small business can look as professional as a big one.

What's inside this guide

- ✓ 7 reasons your business needs to be online
- ✓ The 5 building blocks of a strong online presence
- ✓ Common mistakes that cost small businesses customers
- ✓ What it costs, explained simply
- ✓ A checklist you can use today

CHAPTER 1

7 reasons your business needs to be online

1

People search before they buy

Whether it's "guesthouse near me" or "hair salon in Soweto", most buying decisions now start with a search.

2

Trust is built online

Before calling you, customers check your photos, reviews and website. No online presence can feel like a risk to them.

3

You're open 24/7

Your website and Google profile keep working while you sleep, answering questions and showing your prices and services.

4

Customers contact you in one tap

Click-to-call and WhatsApp buttons turn a visitor into a conversation in seconds.

5

You reach beyond your street

Online, a business in a small town can get customers from across the province, or the whole country.

6

You control your story

Your own website shows your best photos, your real reviews and your services, in your words.

7

Your competitors are already there

Every month you wait, customers get used to calling someone else.

CHAPTER 2

The 5 building blocks of being online

You don't need everything at once. Start with the first two, then add the rest as you grow.

1. Google Business Profile (start here)

This is your free listing on Google Search and Google Maps. It shows your phone number, location, hours, photos and reviews. For local businesses, it's often the single most important step.

2. A simple, mobile-friendly website

Your online home. It explains what you do, shows your work and makes it easy to call or WhatsApp you. Most visitors will see it on a phone, so it must look great on a small screen.

3. WhatsApp & phone, front and centre

South Africans love WhatsApp. Make sure your number is clickable everywhere: website, Google profile, Facebook page.

4. Real photos and real reviews

Good photos of your rooms, products or work sell for you. Ask happy customers to leave a Google review. It's free and builds trust.

5. Ads, when you're ready to grow faster

Google and Facebook ads put you in front of people who are searching or scrolling right now. With a small, controlled budget, ads can bring calls from day one.

CHAPTER 3

Mistakes that quietly cost you customers

- ✕ **Only having a Facebook page.** It helps, but you don't own it, and people searching on Google may never find it.
- ✕ **A website that's slow or broken on phones.** Visitors leave within seconds.
- ✕ **No clear way to contact you.** If the number is hard to find, customers won't hunt for it.
- ✕ **Wrong or old information.** An old phone number or wrong hours sends customers away for good.
- ✕ **Blurry or no photos.** People judge quality by what they see.
- ✕ **Never asking for reviews.** Happy customers rarely leave reviews unless you ask.
- ✕ **Running ads to a weak page.** Ads only work when the page they send people to is clear and convincing.

Quick win: search for your own business on Google right now. What does a new customer see? If the answer is "nothing" or "not much", that's your starting point.

Think of it this way: if your website brings you just one or two extra customers a month, it usually pays for itself quickly.

CHAPTER 4

What does it cost? Explained simply

Prices depend on what your business needs. Here's how we price at Topweb Services, so you know what to expect:

What you get	Best for	Price
Google Business Profile Setup, verification help, photos & services	Every local business	R1,800 once-off
Business website Up to 5 pages + Google profile, WhatsApp buttons	Guesthouses, salons, healers, trades	R5,500 once-off
Booking website with online payments Room/service bookings and card or EFT payments	Guesthouses & B&Bs that want deposits online	From R8,500
Online store Shopify or WooCommerce, products, payments & delivery	Shops, beauty brands, sellers	From R9,500
Grow (monthly) Ads management, hosting & updates	Businesses ready to grow	R1,500 / month

Domain and hosting are included for the first period on website packages. Ad spend is paid separately, and you choose the budget. Prices are a guide; every business gets a clear quote before work starts.

CHAPTER 5

Your "get online" checklist

Tick off what you already have. Anything left blank is an opportunity.

- [ ] My business appears when I search its name on Google
- [ ] I have a verified Google Business Profile with correct hours and phone number
- [ ] My Google profile has at least 10 good photos
- [ ] I have at least 5 real Google reviews
- [ ] I have my own website (not only a Facebook page)
- [ ] My website looks good and loads fast on a phone
- [ ] Customers can call or WhatsApp me in one tap from my website
- [ ] My services and prices (or starting prices) are clear
- [ ] I have my own domain name (e.g. yourbusiness.co.za)
- [ ] I ask happy customers for a review
- [ ] I know how many calls or messages come from online each month

Scored 8 or more? You're in great shape. **Under 5?** You're probably missing customers every week, and that's easy to fix.

OUR WORK

Businesses we've helped get online

Website + Google Business Profile

Mama Suubi Traditional Healer

Mobile website with service pages and WhatsApp booking, plus a Google Business Profile in Johannesburg.

mamasuubitraditionalhealer.co.za

Google Ads + Google Business Profile

Baba Salim Traditional Healer

Local Google Ads call campaign in Emalahleni and an updated Google profile.

babasalim.co.za

Online store

Zurie Skin Care

An online skincare shop in Vanderbijlpark with product pages, cart and checkout.

zurieskincare.com

Shopify store + ads + management

Wemafinds

A Shopify store selling to Canada, run with Facebook ads, a dropshipping supplier and email automations.

wemafinds.com

Our services

- ✓ Website design
- ✓ Online stores (Shopify & WooCommerce)
- ✓ Google Business Profile
- ✓ Google Ads
- ✓ Facebook & Instagram ads
- ✓ Hosting & maintenance
- ✓ Local SEO
- ✓ Product & service photography
- ✓ Online business management

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YOUR NEXT STEP

Let's get your business found, called and booked.

Send us a WhatsApp message with your business name and what you do. We'll look at your current online presence and send you a free, no-pressure quote.

WhatsApp or call: 078 307 2912

Free quote · Clear prices in Rand · Working with businesses across South Africa