

5 Things Every Local Business Website Must Have in 2025

FoundationWeb Free Guide • Getting Started

Most local business websites are missing at least 3 of these 5 essentials — and it's costing them customers every day. Use this checklist to make sure your website is actually doing its job: turning visitors into paying customers.

1

A Clear Headline That Says What You Do & Where

Within 3 seconds of landing on your site, a visitor must know: what you do, where you are, and why they should choose you. 'Professional Plumber in Boksburg — Available 24/7' is perfect.

2

A Mobile-Friendly Design

Over 70% of local searches happen on a phone. If your site doesn't look good and work perfectly on mobile, most visitors will leave immediately and call your competitor instead.

3

A Click-to-Call & WhatsApp Button

Make it effortless to contact you. Your phone number should be a tappable link that dials immediately. A WhatsApp button is even better — most South Africans prefer messaging to calling.

4

Google Maps Embed & Your Service Area

Local customers want to know you're nearby and trustworthy. An embedded Google Map and a clear mention of the suburbs or cities you serve builds confidence and helps Google rank you locally.

5

Customer Reviews or Testimonials

Social proof is everything. Even 2 or 3 genuine reviews on your website (or a link to your Google reviews) makes new customers far more likely to choose you over a competitor with none.

Website Health Checklist

- Clear headline with your service + location on the homepage
- Site looks perfect and loads fast on mobile
- Tap-to-call phone number and WhatsApp button visible
- Google Maps embed and service area mentioned

→ At least 2–3 customer testimonials or reviews shown

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