

# How to Get Your Business on the First Page of Google — For Free

FoundationWeb Free Guide • SEO & Google

97% of people search online before choosing a local business. If Google can't find you, customers can't find you — and they go to your competitor instead. The good news: getting found on Google is free, and this guide shows you exactly how.

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## Set Up Google Business Profile (GBP)

Go to [business.google.com](https://business.google.com) and claim your free listing. Fill in every single field — name, address, phone, hours, photos, services. This is the single most impactful free action you can take.

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## Use Your City & Service in Your Website Text

Make sure your website says things like 'Plumber in Boksburg' or 'Hair salon in Sandton'. Google reads your site text to decide who to show your page to.

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## Ask Every Happy Customer for a Google Review

After every job, WhatsApp the client: 'Hi, could you leave us a quick Google review? It really helps us out.' Even 5 reviews puts you ahead of most competitors.

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## Add Your Business to Free Directories

List your business on [Yello.co.za](https://www.yello.co.za), [Cylex.co.za](https://www.cylex.co.za), and SA Yellow Pages. Each listing is a free backlink that tells Google your business is legitimate.

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## Keep Your Details Consistent Everywhere

Your business name, address, and phone number must be exactly the same on your website, GBP, and every directory. Inconsistencies confuse Google and hurt your ranking.

## Quick Wins Checklist

- Google Business Profile set up and fully completed
- At least 3 photos uploaded to your GBP listing
- Your city and service mentioned on your homepage
- Business listed on at least 2 local directories

→ Asked your last 5 clients for a Google review

## Ready to get your business online?

Professional websites from R499 once off — no monthly fees.

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