

LOCAL SIGNAL · PRACTICAL RESOURCE

Cape Town Local SEO Checklist

For South African SMEs

Use this checklist to review the main areas that influence whether a local business is properly represented across Google Business Profile, its website and local search results.

Google Business Profile · Website structure · Reviews · Geographic visibility

01 Audit the Google Business Profile

- ☐ Business name is accurate.
- ☐ Primary category reflects the core business.
- ☐ Additional categories genuinely support the main category.
- ☐ Address or service area is correct.
- ☐ Opening hours are current.
- ☐ Phone number works.
- ☐ Website URL is correct.
- ☐ Services are complete and relevant.
- ☐ Business photos are genuine and current.

02 Map services to locations

- ☐ List your commercially important services.
- ☐ List the Cape Town areas you genuinely serve.
- ☐ Match services to locations where there is real demand.
- ☐ Do not create pages for areas you do not actually serve.

03 Review local landing pages

A strong local landing page should explain what you provide, where you provide it, who the service is for, why the business is credible and how to enquire. Avoid pages where only the suburb name changes.

04 Build a review process

- ☐ Ask customers consistently.
- ☐ Use a direct Google review link.
- ☐ Use QR codes where appropriate.
- ☐ Respond to reviews.
- ☐ Never incentivise reviews.

05 Check business information

Confirm consistency across Google Business Profile, your website, important directories and relevant social profiles.

- ☐ Business name
- ☐ Address
- ☐ Phone
- ☐ Website
- ☐ Hours
- ☐ Core services

06 Align GBP and website

PRIMARY CATEGORY	→	RELEVANT SERVICES	→	WEBSITE PAGES
REAL SERVICE AREAS	→	CLEAR ENQUIRY ACTION		

07 Track visibility geographically

Do not rely on one manual Google search.

- ☐ Track local grid visibility.
- ☐ Track priority keyword positions.
- ☐ Track calls.
- ☐ Track enquiries.
- ☐ Track direction requests where relevant.
- ☐ Track review growth.

08 Final 10-step audit

- 1 Audit GBP.
- 2 Confirm categories.
- 3 Map services and locations.
- 4 Strengthen pages that should rank.
- 5 Consolidate thin overlapping pages.
- 6 Build a repeatable review process.
- 7 Check key business listings.
- 8 Align GBP services with website content.
- 9 Track local visibility geographically.
- 10 Improve using real ranking and enquiry data.

NEED HELP?

Local Signal helps South African SMEs improve Google Business Profile and local search visibility.

<https://localsignal.ithetalabs.co.za/>