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THE CAPE TOWN BUSINESS GROWTH AUDIT

47-Point Website & Digital Checklist

The exact checklist we use to audit every Cape Town business before we touch their digital presence. Work through it yourself — or hand it to your team.

47

AUDIT POINTS

6

SECTIONS

15 MIN

TO COMPLETE

FREE

ALWAYS

HOW TO USE THIS CHECKLIST

Work through each section in order. Tick what you have. Every unticked item is a gap in your digital presence — and a growth opportunity waiting to be closed.

SECTION 01

Website Foundation & Technical Health

10 POINTS

- ☐ 01 **Your website loads in under 3 seconds on mobile**
Test with Google PageSpeed Insights — target score 70+ on mobile
- ☐ 02 **Your site is fully responsive on all screen sizes**
Test on iOS Safari and Android Chrome — not just desktop Chrome
- ☐ 03 **SSL certificate is active — your URL shows https://**
Google actively penalises non-HTTPS sites in local search rankings
- ☐ 04 **No broken links or 404 errors exist anywhere on the site**
Use Ahrefs Webmaster Tools or Screaming Frog — both free to start
- ☐ 05 **Your domain uses a professional email address**
info@yourbusiness.co.za — not yourbusiness@gmail.com
- ☐ 06 **The site has a clear favicon and consistent brand identity**
Small detail. Significant trust signal to a first-time visitor.
- ☐ 07 **Google Analytics or equivalent tracking is installed**
If you cannot measure it, you cannot improve it — full stop
- ☐ 08 **Google Tag Manager is correctly implemented**
Required for conversion tracking, retargeting pixels, and events
- ☐ 09 **Your sitemap has been submitted to Google Search Console**
Tells Google which pages to index and at what crawl priority
- ☐ 10 **Robots.txt is correctly configured — nothing important is blocked**
A misconfigured robots.txt can hide your site from Google entirely

SECTION 02

Local SEO & Cape Town Visibility

9 POINTS

- ☐ 11 **Google Business Profile is claimed, verified, and fully complete**
Hours, photos, description, categories — every field completed
- ☐ 12 **Business name, address and phone number match across all platforms**
Inconsistent NAP data is one of the most common local SEO killers
- ☐ 13 **You have at least 10 Google reviews with owner responses**
Responding to every review signals trust to both Google and prospects
- ☐ 14 **Your GBP is updated with new posts at least twice per month**
Fresh activity signals a live business — idle profiles rank lower
- ☐ 15 **Cape Town appears naturally in your page titles and main headings**
Geo-signals are non-negotiable for local Cape Town search visibility

- ☐ 16 **Your homepage title tag includes your service + Cape Town**
Example: Property Management Cape Town | Your Business Name
- ☐ 17 **Meta descriptions are written for every key page on the site**
Not auto-generated — written specifically to earn clicks from results
- ☐ 18 **You appear in the Google Maps 3-pack for your main keyword**
Search [your service] Cape Town — if absent, this is the primary gap
- ☐ 19 **Your business is listed on Hello Peter, Snupit, and SA directories**
SA-specific directories carry meaningful local SEO authority weight

SECTION 03

Messaging, Content & Trust

8 POINTS

- ☐ 20 **Your homepage headline states who you help and what they get**
Not your company name — a direct value statement for the visitor
- ☐ 21 **Your homepage answers "why you" within the first scroll**
Visitors decide in 8 seconds — your differentiator must be immediate
- ☐ 22 **You have a dedicated About page that builds genuine trust**
Real people, real story — not a generic copy-paste company overview
- ☐ 23 **Pricing or pricing ranges are visible somewhere on the site**
Hidden pricing is the top reason Cape Town visitors leave without contacting
- ☐ 24 **You have a blog or insights section that is actively updated**
Fresh content is both a ranking signal and a trust signal — both matter
- ☐ 25 **All copy is written at a clear, readable level for your audience**
Avoid industry jargon — write for the customer, not for peers
- ☐ 26 **Each service has its own dedicated page on the site**
One page per service improves both SEO targeting and visitor clarity
- ☐ 27 **Photography is original, professional, and Cape Town-specific**
International stock photos feel generic — local, real imagery converts better

SECTION 04

Lead Capture & Conversion

8 POINTS

- ☐ 28 **Every page has one clear, single primary call to action**
One ask per page. Mixed CTAs split attention and reduce conversions.
- ☐ 29 **Your contact form works and emails a monitored inbox**
Test it yourself right now. Broken forms lose leads without any warning.

- ☐ 30 **You have a lead magnet to capture visitor email addresses**
A form alone captures 1-2% of visitors. A lead magnet captures 5-15%.
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- ☐ 31 **Your WhatsApp button is visible and functional on mobile**
Cape Town customers prefer WhatsApp — if it is missing, they leave
-
- ☐ 32 **Your phone number is clickable on mobile devices**
A number displayed as an image cannot be tapped — test on your phone
-
- ☐ 33 **Your contact page shows your physical Cape Town suburb or area**
Local proximity is a trust signal — show exactly where you operate
-
- ☐ 34 **A thank-you page confirms successful form submission**
Without one, visitors have no way to know their message was received
-
- ☐ 35 **Conversion events are tracked as goals in Google Analytics**
Form fills, calls, and link clicks must fire as measurable tracked goals
-

SECTION 05

CRM & Lead Follow-Up Systems

7 POINTS

- ☐ 36 **Every inbound lead is captured in a CRM — not just an inbox**
Email inboxes are not CRMs. Leads get lost and timelines are missed.
-
- ☐ 37 **An automated welcome email goes out within 5 minutes of enquiry**
Speed of first response is the single biggest driver of lead conversion
-
- ☐ 38 **Your CRM has a clearly defined pipeline with named stages**
New Lead > Contacted > Proposal Sent > Negotiating > Won / Lost
-
- ☐ 39 **You have a follow-up sequence for leads who do not reply in 48 hours**
Most leads need 5-7 touches to convert. Most businesses stop at one.
-
- ☐ 40 **You track exactly where every lead came from**
You need to know which channel works — and which is wasting budget
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- ☐ 41 **Dormant leads are re-engaged at least once per quarter**
A no in January is often a yes in June — old leads have real value
-
- ☐ 42 **Your team receives an instant notification for every new lead**
Every minute of response delay reduces your conversion probability
-

SECTION 06

Social Proof, Authority & Reputation

6 POINTS

- ☐ 43 **You have at least 3 testimonials on the site with real client names**
Anonymous testimonials convert at a fraction of the rate of named ones
-

- ☐ 44 **Your LinkedIn company page is active and matches your website**

Cape Town B2B buyers check LinkedIn before calling — it must hold up

- ☐ 45 **You have at least one case study showing a measurable result**

"Helped X achieve Y in Z weeks" outperforms generic quotes by 3x

- ☐ 46 **Your site features logos of recognisable clients or partners**

Even one well-known name in your client list lifts conversion meaningfully

- ☐ 47 **You respond to negative reviews professionally and publicly**

How you handle complaints reveals more to prospects than the complaint itself

- ☐ 48 **Something has been published in the last 30 days**

A dormant digital presence signals a dormant business to Cape Town buyers

WHAT COMES NEXT

Found gaps? Here's how to close them.

If you worked through this checklist and found more than 5 items you could not tick, your business has measurable digital gaps. That is an opportunity. Rand Runners was built specifically for Cape Town property agencies, guesthouses, and home service businesses that want to close exactly these gaps and turn their website into a consistent lead engine.

BOOK A FREE CALL

No pitch. Just 30 minutes reviewing your results and identifying your biggest growth opportunity.

randrunners.co.za/#contact

FREE RESOURCES

Checklists, guides, and templates for Cape Town businesses — updated monthly.

randrunners.co.za/resources

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"Your business deserves a digital engine that works."