



WebScheduler **Local**

2027 LOCAL VISIBILITY OUTLOOK

FORECAST EDITION

Where local visibility is heading in 2027.

Projected benchmarks for South African small businesses across beauty and wellness, home services, health and professional practices, and fitness, and what a complete profile is likely to be worth.

112 000

projected monthly profile views on WebScheduler Local by December 2027 (base scenario)

3×

projected enquiries for a complete profile versus an incomplete one

28 000

projected customer actions (calls, messages, clicks) across 2027

Inside: What is observed and what is modelled · five things to know · the growth picture · what the wider market tells us · segment profiles · the completeness advantage · what customers search for · projected benchmarks · where to focus first · methodology and sources

OCTOBER 2026 · FORECAST EDITION

A forecast, and labelled as one.

WebScheduler Local launched in August 2026. Two months of traffic is not enough to publish benchmarks, so this first edition is a forecast. Every projected figure is marked, and the 2027 edition will replace the projections with measured results.

What is observed, what is a target, and what is modelled

STATUS	FIGURE	SOURCE
Observed	WebScheduler Local launched in August 2026 and recorded about 3 000 profile views that month.	WebScheduler Local platform
Target	2 500 business profiles listed by December 2026.	WebScheduler Local growth plan
Published research	How consumers use local search and reviews, and how Google Business Profiles perform.	Cited on page 5 and page 12
Modelled PROJECTED	Every other figure in this report: future traffic, enquiry rates, segment benchmarks and the completeness effect.	Assumptions listed on page 12

Three scenarios, not one number

A forecast this early is a range. We model three paths for 2027 and use the base scenario wherever a single figure appears.

SCENARIO	PROFILES, DEC 2027	VIEWS PER PROFILE PER MONTH	VIEWS TO ACTION
Conservative	5 000	8	2.5%
Base	7 500	15	3.5%
Strong	10 000	25	4.5%

Why publish a forecast at all? Because the questions a business owner asks (is a listing worth completing, and how much difference does it make?) do not wait for a full year of data. A clearly stated forecast is more useful than silence, provided nobody mistakes it for a measurement.

Five things to know heading into 2027.

The projections have a lot to say. These five cut to what matters for a business deciding how much effort its local presence deserves.

- 1 Traffic is projected to grow about 6.5× in 2027. PROJECTED**

From roughly 17 500 monthly profile views in December 2026 to about 112 000 by December 2027 in the base scenario. The conservative path still more than doubles; the strong path reaches about 250 000.
- 2 A complete profile is projected to earn about 3× the enquiries. PROJECTED**

About 12 enquiries a year for a complete profile against about 4 for an incomplete one. We model this effect far below the 7× more clicks Google reports for complete Business Profiles.
- 3 Home services are projected to convert best.**

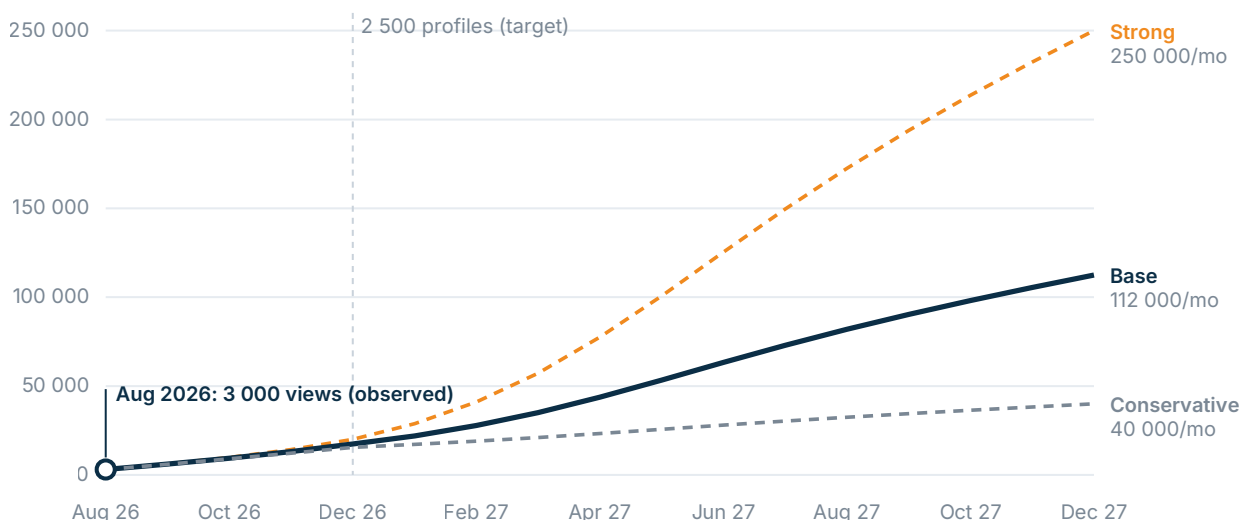
Urgent searches about a specific problem turn into calls faster than casual browsing. The base model puts the home services median enquiry rate highest of the four segments.
- 4 Reviews still decide the shortlist.**

BrightLocal's 2026 survey found 97% of consumers read reviews for local businesses. Verified businesses can show customer reviews on their WebScheduler Local profile, and switch them on or off themselves. Keeping reviews current there and on Google gives customers the reassurance they look for.
- 5 Most of the opportunity is in the fields businesses leave empty.**

We assume only 30% of profiles will be fully complete. Services, service areas, hours and photographs are minutes of work each, and they are the levers a business controls directly.

From 3 000 views to 112 000 a month.

Profile views on WebScheduler Local, observed for August 2026 and projected to December 2027 under three scenarios. The base scenario is the headline. **PROJECTED**



Monthly profile views. Views grow with the number of listed profiles and with the views each profile earns as its pages are indexed and start to rank.

SCENARIO	MONTHLY VIEWS, DEC 2026	MONTHLY VIEWS, DEC 2027	TOTAL VIEWS, 2027	CUSTOMER ACTIONS, 2027
Conservative	15 500	40 000	350 000	9 000
Base	17 500	112 000	810 000	28 000
Strong	20 000	250 000	1 640 000	74 000

Why growth is slow first, then fast

A new profile page is not shown the day it is published. Search engines discover it, index it, and only then start testing it against real searches. That is why the curve is gentle through the end of 2026 and steepens in the first half of 2027, as the profiles listed this year mature. The same mechanism explains why the scenarios spread so widely: the strong path assumes profiles rank well; the conservative path assumes most stay hard to find.

The research the forecast stands on.

WebScheduler Local's own history is short, so the model leans on what published research already shows about local search, reviews and business profiles.

FINDING	WHAT IT MEANS FOR THIS FORECAST	SOURCE
51.7 million internet users in South Africa as of October 2025, up about 2% in a year.	The audience for local search is already large; the constraint is being findable, not reach.	DataReportal, Digital 2026: South Africa
The average business on Google is found about 1 009 times a month, and about 5% of profile views turn into a call, website click or direction request.	Sets the ceiling for our action rates. We model 2.5% to 4.5% for a newer directory, below Google's average.	BrightLocal, Google Business Profile Insights Study
Google reports 7× more clicks for complete Business Profiles, and that 96% of customers are more likely to visit a business that shows its opening hours.	Supports a completeness effect. We model only 2× views and 1.5× action rate, deliberately conservative.	Google, as summarised by GBPIy
97% of consumers read reviews for local businesses; 41% now always read them, up from 29% in 2025.	Reviews decide the shortlist. A profile should show reviews where customers are already looking, on WebScheduler Local and on Google.	BrightLocal, Local Consumer Review Survey 2026
31% of consumers will only use businesses rated 4.5 stars or higher, up from 17% the year before.	Trust signals carry more weight each year; credentials and real photographs on a profile help close that gap.	BrightLocal, Local Consumer Review Survey 2026

A caution on transferring results. Most published local search research is from the US, UK and Australia, and much of it describes Google's own profiles rather than independent directories. We use it to set ranges, not to borrow numbers directly.

Four segments, four different searches.

Each segment is projected to behave differently, because the people searching for it are in a different situation. All figures are base scenario, December 2027 run rate. **PROJECTED**

BEAUTY & WELLNESS

THE LARGEST SEGMENT BY PROFILE COUNT

2 625

projected profiles
Dec 2027

12

median monthly
views per profile

5

median enquiries
per profile per
year

Searches are frequent and repeat: a cut a set of nails a massage. Photographs of real work and stated prices decide between options that look almost the same.

HOME SERVICES

HIGHEST PROJECTED ENQUIRY RATE

2 250

projected profiles
Dec 2027

10

median monthly
views per profile

5

median enquiries
per profile per
year

Searches are urgent and start with a problem: a burst geyser a tripped board. People who find a plumber at 7am call the first one who looks credible so the action rate runs highest.

HEALTH & PROFESSIONAL

BUILT ON TRUST SLOWER TO CONVERT

1 500

projected profiles
Dec 2027

10

median monthly
views per profile

3

median enquiries
per profile per
year

Credentials and registration numbers carry the decision. Professional codes restrict advertising which makes an accurate factual listing worth more here not less.

FITNESS

SMALLEST AND MOST LOCAL

1 125

projected profiles
Dec 2027

8

median monthly
views per profile

2

median enquiries
per profile per
year

Searches are tightly bound to suburb and schedule. Class times and a precise location do more work than any description.

Reading these numbers. A median profile receiving about 12 views a month sounds small next to Google's averages. It is extra discovery on top of a Google Business Profile, not a replacement for one, and the figures rise sharply for complete profiles (page 7).

THE COMPLETENESS ADVANTAGE

The fields you fill in are the forecast.

The single largest lever in the model is one every business controls: whether its profile is complete. **PROJECTED**

INCOMPLETE PROFILE

Monthly views	12
Views to enquiry	2.8%
Enquiries per year	4

COMPLETE PROFILE

Monthly views	23
Views to enquiry	4.3%
Enquiries per year	12

THE COMPLETENESS ADVANTAGE

Twice the views and a 1.5× better conversion compound into about 3× the enquiries.

What counts as complete

FIELD	WHY IT MOVES THE NUMBERS
Each service named	Every named service is another search the profile can answer. One paragraph covering everything answers almost none.
Service areas	Suburbs stated plainly let the profile appear for "near Fourways" as well as "Fourways".
Hours, including after hours	Google reports customers are far more likely to visit a business that shows its hours.
Photographs of real work	Answers "does this look legitimate?" before the customer has to ask.
Credentials and registration	Decisive in health and professional services, and helpful everywhere.
Contact details that agree	One name, one address, one number, matching the Google Business Profile.

People search for the problem, not the category.

The kinds of searches each segment needs to answer. These are illustrative examples of search patterns, not measured search volumes; the 2027 edition will report the terms people actually typed on WebScheduler Local.

BEAUTY & WELLNESS

gel nails Bryanston barber open Sunday Soweto lash lift near me massage Rosebank today

HOME SERVICES

burst geyser Fourways no hot water this morning electrician trip switch keeps tripping
emergency plumber Sunday

HEALTH & PROFESSIONAL

dentist accepting new patients Randburg tax practitioner for SARS letter family lawyer Pretoria east
physio for knee pain Centurion

FITNESS

pilates studio Rosebank 6am bootcamp Midrand personal trainer Durbanville
kids swimming lessons Umhlanga

THE PATTERN

Most searches combine a specific need with a place or a time. A profile that names its services, suburbs and hours can match all three.

Notice how few of these searches contain the category word itself. Nobody searches "plumbing services provider"; they search for the geyser that burst this morning. Writing service descriptions in the customer's words, rather than the trade's, is the cheapest visibility improvement available.

Where a profile could stand in 2027.

For each metric, simulated profiles in a segment are ranked by that metric alone. The 90th percentile, 75th percentile and median show what a strong, good and typical profile is projected to reach by December 2027. PROJECTED

Monthly profile views

SEGMENT	90TH %ILE	75TH %ILE	MEDIAN
Beauty & wellness	35	21	12
Home services	31	18	10
Health & professional	29	17	10
Fitness	26	15	8

Enquiries per profile per year

Calls, messages, website clicks and booking clicks combined.

SEGMENT	90TH %ILE	75TH %ILE	MEDIAN
Beauty & wellness	17	9	5
Home services	18	9	5
Health & professional	11	6	3
Fitness	9	5	2

A practical approach. Once your profile has a few months of history, find where it sits and close the nearest gap first. A home services profile at the median should aim for the 75th percentile, not the 90th.

Conversion and completeness.

How often a view turns into an enquiry, and how complete the profiles at each level are projected to be. **PROJECTED**

Views to enquiry rate

SEGMENT	90TH %ILE	75TH %ILE	MEDIAN
Beauty & wellness	5.8%	4.4%	3.3%
Home services	6.6%	5.2%	3.9%
Health & professional	4.6%	3.5%	2.7%
Fitness	4.3%	3.3%	2.4%

For context, published research puts the average Google Business Profile at about 5% of views turning into an action.

Profile completeness

Share of the core profile fields filled in.

SEGMENT	90TH %ILE	75TH %ILE	MEDIAN
Beauty & wellness	96%	89%	63%
Home services	96%	90%	64%
Health & professional	96%	89%	64%
Fitness	96%	91%	65%

Complete the profile. Then make it agree.

If you are looking at these projections and wondering where to start, completeness and consistency are the most actionable levers. They cost effort rather than media spend, and they keep working after the effort stops.

01 Claim your Google Business Profile first

It is one of the most important places customers look, and a second place for them to leave reviews.

02 Complete your WebScheduler Local profile

Every service named, every suburb stated, hours, photographs and credentials. This is the 3× lever.

03 Make every source agree

One business name, one address, one phone number, everywhere your business appears.

What's your business archetype?

Urgent problems	Home services. Hours, service area and a phone number that answers matter most.
Frequent, visual	Beauty and wellness. Photographs and named services decide between similar options.
Built on trust	Health and professional. Credentials and registration details carry the decision.
Driven by schedule	Fitness. Class times and an exact location do the most work.

WHAT WE WILL MEASURE IN 2027

Indexing speed	How quickly new profiles start earning views. This decides which scenario 2027 follows.
The completeness effect	Whether complete profiles really earn about 3× the enquiries, or more.
Real search terms	The words people type on WebScheduler Local, replacing the illustrative examples on page 8.

Methodology, assumptions and sources.

Inputs. Observed: launch in August 2026 and about 3 000 profile views that month. Target: 2 500 profiles by December 2026. Assumed: 500 profiles in August 2026 (giving 6 views per profile per month at launch), rising linearly to the December target, then linearly to each scenario's December 2027 count.

Traffic. Monthly views = profiles × views per profile. Views per profile start slowly, rise, then level off, moving from 6 at launch to 8 (conservative), 15 (base) or 25 (strong) by December 2027, reflecting the time search engines take to index and rank new pages.

Completeness. 30% of profiles assumed complete. Complete profiles receive 2× the views and 1.5× the action rate of incomplete ones, with the action rate across the whole platform held at the scenario figure.

Benchmarks. Profiles are simulated for each segment at the December 2027 run rate of the base scenario, with views spread unevenly around the segment mean (a few profiles earn far more than the rest), then ranked per metric to read off the 90th, 75th and 50th percentiles. These describe the model, not observed businesses.

SEGMENT ASSUMPTION	SHARE OF PROFILES	RELATIVE VIEWS	RELATIVE ACTION RATE
Beauty & wellness	35%	1.15×	1.10×
Home services	30%	1.00×	1.30×
Health & professional	20%	0.95×	0.90×
Fitness	15%	0.80×	0.80×

Projections are directional and will be replaced with measured results in the 2027 edition. They are not guarantees of views or enquiries for any business; search engines decide which results to show.

Sources

- DataReportal / Kepios, *Digital 2026: South Africa*.
datareportal.com/reports/digital-2026-south-africa
- BrightLocal, *Local Consumer Review Survey 2026* (1 002 US adults, February 2026).
brightlocal.com/research/local-consumer-review-survey
- BrightLocal, *Google Business Profile Insights Study*, via Search Engine Journal. searchenginejournal.com
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WEBSCHEDULER LOCAL

Help us turn this forecast into fact.

Every complete profile listed today becomes part of the measured 2027 edition. Create yours in a few minutes, complete it, and make sure it agrees with everywhere else your business appears.



Scan to create your free profile

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