



WebScheduler **Local**

✓ VERIFIED BUSINESS

Are you paying for visibility, or building a business people can find?

Adverts rent you attention for as long as the budget lasts. A Verified profile on WebScheduler Local is a presence you build once, own, manage yourself, and keep.

AI Data Engineering Co. ✓ VERIFIED

Data engineering & AI · Rosebank, Johannesburg · Open until 17:00

Data pipelines

AI integration

Cloud data platforms

2 offices

8 team members

Hiring

Example profile for illustration.

R29.99 A MONTH · NOTHING TO PAY UNTIL YOUR DOCUMENTS ARE CHECKED

WHAT HAPPENS WHEN THE BUDGET RUNS OUT?

Adverts stop. The need doesn't.

Facebook, Instagram and Google Ads can introduce your business to thousands of potential customers. Digital advertising has value. But every campaign ends, and when it does, your paid exposure ends with it.

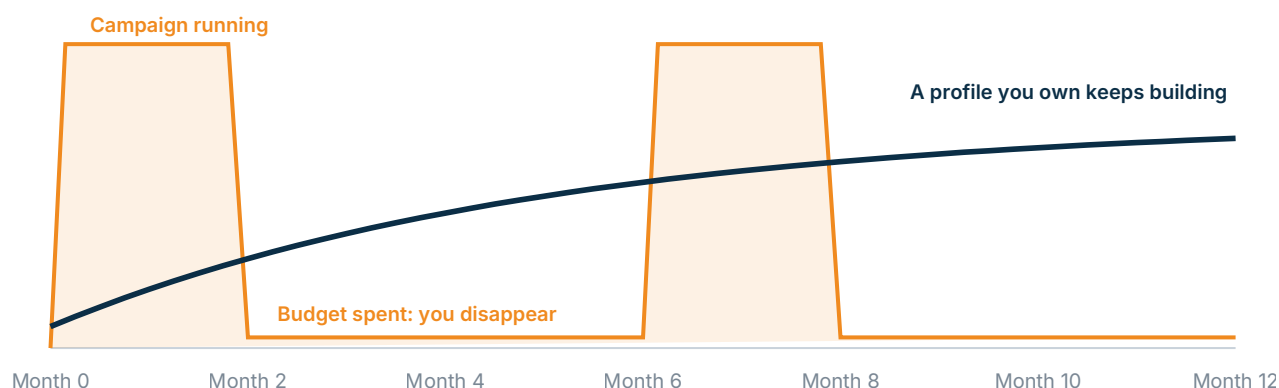


Illustration of the pattern, not measured data.

The people who saw your advert scrolled past it, often while they did not need you yet. When the geyser bursts or the tooth starts aching three months later, they search. If your campaign has finished, they find whoever is still there.

84%

of consumers searched online for a local business in the past three months²

73%

of local searches start on a mobile phone²

75%

used more than one channel in their most recent search for a local business²

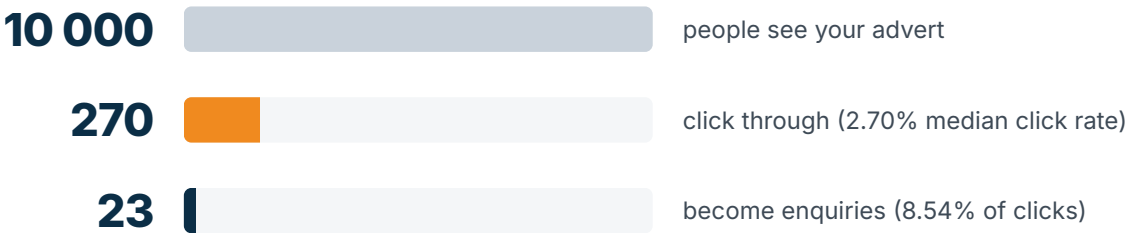
THE QUESTION TO ASK

Do not just pay to be seen today. Build a presence that helps people find you tomorrow.

Impressions are not sales.

Marketing reports celebrate impressions, reach and views. Reaching 10 000 people sounds impressive. But how many visited your website? How many made an enquiry? How many became paying customers?

What 10 000 people seeing your advert typically produces¹



Based on WordStream's 2026 Facebook Ads Benchmarks: median 2.70% click rate and 8.54% conversion rate for lead campaigns (US campaigns, published September 2026). An enquiry is not yet a customer.

About 0.2% of the people reached become an enquiry. That is not a reason to stop advertising. It is a reason not to let advertising be the only way people can discover your business.

Renting attention versus owning a presence

	PAID ADVERT	VERIFIED PROFILE
When it works	While the budget lasts	Every day, for as long as you keep it
Who it reaches	People scrolling, mostly not looking for you	People searching for exactly what you do, when they need it
What it builds	Nothing once the campaign stops	Pages, map pins and search signals that grow over time
Who controls it	An agency or a platform's auction	You. Edit it yourself, any time
Cost	Spent per impression or per click	R29.99 a month, flat

Start free. Get verified.

Every business can list on WebScheduler Local for free. Verified adds trust, reach and everything a business with more than one location, more than one person or open positions needs.

Free profile

R0 no monthly fee

No subscription. No obligation.

- ✓ Found in search, on the map and in your category
- ✓ Your own business profile page, with your address on the map
- ✓ Phone, email, address, opening hours and a website link
- ✓ Your services, with prices if you want to show them
- ✓ A logo and a photo gallery, up to 8 photos
- ✓ Edit it yourself any time, free

Verified Business

R29.99 a month

Nothing to pay until we have checked your documents.

- ✓ Everything in the free profile
- ✓ A green Verified Business badge in every search result
- ✓ Up to 6 more branches or practices
- ✓ Up to 12 team members with their expertise
- ✓ Found when people search for your team by name
- ✓ Post job vacancies free on the Jobs board
- ✓ Customer reviews you can switch on or off
- ✓ First alerts for new work in your province

Why a checked badge matters in South Africa

37%

of South Africans experienced a financial scam in the past 12 months ⁴

53%

of those scams happened on social media, more than on websites or shopping apps ⁴

51%

of South Africans encountered an online scam or attempted scam in a year ⁵

What we check. Your business registration document and your ID. The badge means a person at WebScheduler Local has confirmed the business is real, and customers can see it beside your name.

Everything in free, and much more.

Everything in the free profile, plus a checked badge, your other locations, your people, free job listings and reviews you control.

01 A green Verified Business badge

On your profile and beside your name in every search result you appear in. Documents checked by WebScheduler Local: your business registration document and your ID.

02 All your locations

Up to 6 more branches or practices, each with its own address, phone number, map pin and hours, and each described to Google as a business location in its own right.

03 Your people

Up to 12 team members, each with a photo, their role, their qualifications and their areas of expertise.

04 More searches find you

A search for one of your people by name, or for something only one of them does, brings up your business too.

05 Post jobs, free

Advertise your vacancies on our Jobs board at no extra cost, set up so eligible vacancies can appear in Google's job search⁸, and reply to customers who post a request for your kind of service.

06 Customer reviews, on your terms

Let customers leave reviews on your profile, and switch reviews on or off yourself, whenever you choose.

07 First to hear about new work

When someone in your province asks for your kind of service, verified businesses are the first we alert.

FOR LESS THAN R1 A DAY

R29.99 a month is R359.88 a year: one flat price for a presence that works every day of it.

ALL IN ONE

Built for search, maps and AI.

Customers no longer find businesses in one place. They search on Google, open a map, or ask an AI assistant such as ChatGPT. A WebScheduler Local profile is built to be read correctly by all three, without you touching a line of code.

45%

of consumers use ChatGPT or other AI tools for local business recommendations³

75%+

of South Africans access the internet through mobile data⁶

97%

of consumers read reviews when choosing a local business³

Search engines

Each profile, branch and vacancy is described in the structured format search engines read, so Google understands what you do, where, and when you are open. Google says this structured data is what makes job postings eligible for its job search⁸.

Maps

Every address is geocoded to an exact map pin, for your main location and for each branch, so "near me" searches can place you correctly.

AI assistants

Clean, fast pages with a clear structure are easier for AI assistants and agents to read accurately. Our homepage passes both of Google's Agentic Browsing checks⁹.

What you don't need

No developer

Your profile page is built and hosted for you.

No agency

You edit your details, services, photos and team yourself.

No ad budget

The profile keeps working after you stop paying anyone for clicks.

No technical setup

Map pins, structured data and job listings are handled automatically.

An honest word on AI and search. No one can guarantee a position on Google or a mention in ChatGPT; those systems decide what to show. What we can do is make sure your business is described clearly, consistently and in the formats they read.

MEASURED, NOT CLAIMED

Fast, by Google's own measure.

Google says page experience, including loading speed and stability, aligns with what its core ranking systems seek to reward, and strongly recommends that site owners achieve good scores⁷. This is Google's own Lighthouse test of local.webscheduler.co.za⁹.



Performance

0.4 s

First Contentful Paint: when the first content appears



Accessibility

0.8 s

Largest Contentful Paint: when the main content has loaded



Best Practices

1.3 s

Speed Index: how quickly the page fills in



SEO

60 ms

Total Blocking Time: delay before the page responds

0.005

Cumulative Layout Shift: how much the page jumps while loading

2 / 2

Agentic Browsing: checks that AI agents can use the page

Google PageSpeed Insights, desktop test, Lighthouse 13.5.0, captured 14 October 2026 at 15:30. Lab results; scores vary between runs.

MEASURE	GOOGLE'S "GOOD" THRESHOLD ⁷	LOCAL.WEBSCHEDULER.CO.ZA
Largest Contentful Paint	2.5 seconds or less	0.8 s, about 3× faster
Cumulative Layout Shift	Below 0.1	0.005, 20× under the limit

WHY IT MATTERS TO YOU

Your profile sits on the same fast platform, built for search. You get the engineering without paying for it.

Every claim, and where it comes from.

The numbered references throughout this brochure point here. Where a source covers US consumers rather than South African ones, we say so.

	CLAIM	FINDING	SOURCE
1	10 000 ad viewers produce about 270 clicks and 23 enquiries	Median click rate 2.70% and conversion rate 8.54% for lead campaigns, US campaigns, April 2025 to June 2026	WordStream, Facebook Ads Benchmarks 2026, published 14 Sep 2026, reported by PPC Land
2	People search when the need arises, mostly on a phone, across several channels	84% searched for a local business in the past three months; 73% of local searches start on mobile; 75% used more than one channel	BrightLocal, Consumer Search Behavior 2026 (US consumers)
3	AI assistants and reviews now shape local choices	45% use ChatGPT or other generative AI for local recommendations; 97% read reviews for local businesses	BrightLocal, Local Consumer Review Survey 2026 (1 002 US adults, Feb 2026)
4	Scams make trust a deciding factor in South Africa	37% of South Africans experienced a financial scam in the past 12 months; 53% of those happened on social media	Visa, Stay Secure Study 2026, South Africa, released 9 Jun 2026 (Wakefield Research)
5	Scam exposure is widespread	51% of South African respondents encountered an online scam or attempted scam in the past 12 months	Kaspersky, press release, 14 Apr 2026
6	South Africa is online through mobile	Over 75% of South Africans access the internet through mobile data (2024 data)	ICASA, State of the ICT Sector 2026 Report, reported by Engineering News, 1 May 2026
7	Page experience matters to Google	Core Web Vitals align with what core ranking systems seek to reward; good LCP is within 2.5 s, good CLS below 0.1	Google Search Central, Understanding Core Web Vitals and Google search results
8	Vacancies can appear in Google's job search	"Adding structured data makes your job postings eligible to appear in a special user experience in Google Search results"	Google Search Central, Job posting (JobPosting) structured data
9	local.webscheduler.co.za scores 99 / 97 / 100 / 100	Desktop test, Lighthouse 13.5.0, 14 Oct 2026, 15:30; Agentic Browsing 2/2	Google PageSpeed Insights

Feature descriptions and pricing are WebScheduler Local's own. No source here guarantees results for any individual business; search engines and AI assistants decide what they show.



YOU MANAGE IT. YOU BUILD IT. YOU OWN IT.

Build a presence that keeps working.

Use advertising when it makes sense. Make sure that when the campaign ends, customers can still find your services, see your team, reach your branches and contact you the moment they need you.



 GET VERIFIED

local.webscheduler.co.za/verified

R29.99 a month. Nothing to pay until your documents are checked.
Or start with a free profile at local.webscheduler.co.za

Sources for every figure in this brochure are listed on page 8.