DIGITAL READINESS GUIDE

WHY YOUR BUSINESS NEEDS A WEBSITE IN 2027

A PRACTICAL CHECKLIST FOR SOUTH AFRICAN BUSINESSES

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Introduction

In 2027, your website is your most important digital asset. Use this checklist to evaluate whether your business is ready for the modern online world and where you may be losing customers.

Checklist: Is Your Business Ready?

Section 1: Build Trust & Credibility

- ☐ My business looks professional online
- ☐ Customers can verify who I am
- ☐ I have a clear brand identity
- ☐ I look established, not informal

Section 2: Be Found by Customers

- ☐ People can find me on Google
- ☐ I appear in local searches
- ☐ My contact info is easy to find
- ☐ I rank for my services

Section 3: Showcase Your Work

- ☐ I can display my portfolio
- ☐ Customers can see what I offer
- ☐ I have testimonials visible
- ☐ My work speaks for itself

Section 4: Sell 24/7

- ☐ Customers can buy anytime
- ☐ I take bookings online
- ☐ I don't lose after-hours sales
- ☐ My business works while I sleep

Section 5: Stay Competitive

- ☐ My competitors have websites
- ☐ I'm not being left behind
- ☐ I look as good as industry leaders
- ☐ I'm keeping up with 2027 standards

Section 6: Control Your Brand

- ☐ I own my online presence
- ☐ I'm not relying only on social media
- ☐ My brand looks consistent
- ☐ I control my message

Section 7: Build Customer Confidence

- ☐ Customers trust me before contact
- ☐ I look legitimate and safe
- ☐ My pricing is transparent
- ☐ I answer common questions upfront

Section 8: Expand Your Reach

- ☐ I can reach customers nationwide
- ☐ I'm not limited to walk-ins
- ☐ I can serve multiple locations
- ☐ My market is growing

Section 9: Save Time

- ☐ I automate common questions
- ☐ Customers self-serve information
- ☐ My systems work efficiently
- ☐ I reduce repetitive calls

Section 10: Invest in Growth

- ☐ My website is an asset
- ☐ It increases in value over time
- ☐ It pays for itself
- ☐ It generates leads consistently

Your Score & Summary

Count your checkmarks:

- **8–10:** Your business urgently needs a website upgrade or redesign
- **5–7:** You're missing key opportunities
- **0–4:** Your business is invisible online

> **A website is not just a digital brochure — it's your brand, your credibility, and your long-term growth engine.**

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