

# New business website shares local bests

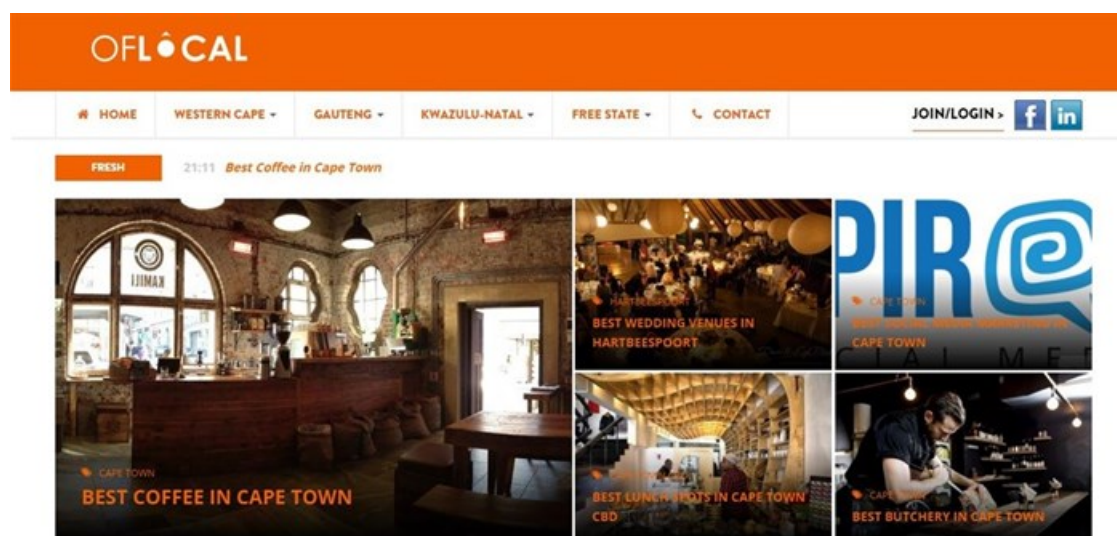
Launched in November 2015, [OfLocal](#) is a consumer-generated information website that provides users with useful insight on venue and location-specific information while also offering all local business location-based listings.



Unsplash via [pixabay](#)

These insights are generated by means of lists that ultimately consists of the '10 Best (hotels, views, restaurants, etc.) in South Africa's biggest cities such as Cape Town, Johannesburg, Durban, etc. The lists are published, shared and voted for by the consumer. For maximum exposure, local business owners are also welcome to create and publish their own personalised lists, share it, and even share the lists that they are featured in. In essence, this will lead to more votes, and as a final result, referral traffic from OfLocal to the business website.

What's more, direct links to the websites of featured businesses will be provided, enabling the consumers to gather additional information on a specific business of interest that will likewise contribute in an increase of traffic referral to business websites.



## Voting for the best

Each list can be voted for over a period of 365 days and a helpful countdown of this period can be viewed and followed on

the OfLocal website for tracking purposes. At the end of the voting period, the business that receives the most votes will be announced publicly with the first announcement to be made in February of 2016. Thereafter, public announcements will be made annually.

OfLocal considers the interests of both the consumer and the business owners. Consumers are able to easily access the best services in specific locations, as well as write and share their personalised lists based on their favourite services within their location. On the other hand, companies can add to and/or edit their business entry to provide prospective consumers with more accurate information about their company.

OfLocal is user-friendly and it provides specific and reliable information that saves the consumer ample amounts of time and effort when browsing for location and venue specific information within local coverage.

For more, visit: <https://www.bizcommunity.com>