

Trots Oudtshoorn: Local Pride, Local Business

Oudtshoorn residents are already on their phones every day, looking for local businesses, jobs, events, and community news. Trots Oudtshoorn is a home-grown platform built to put your business directly in front of that community — not lost in the noise of a national app where an Oudtshoorn business is just one listing among thousands. This is a community-first platform: built with room for the barber on Baron van Rheede, the biltong maker on the farm road, and the artisan working from home — and just as much a serious channel for established, well-known Oudtshoorn names looking for a direct, uncluttered line to their local customer base.

How People Access The App

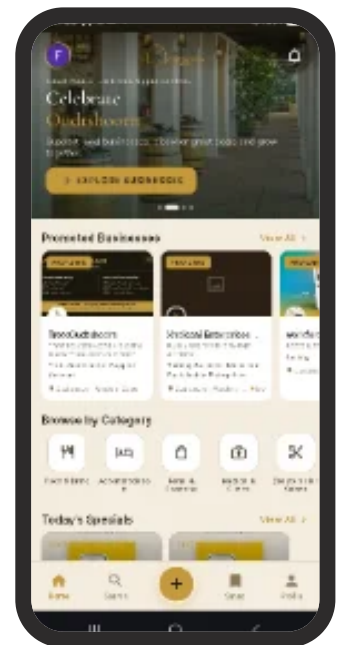
[Available Now](#)

Trots Oudtshoorn is currently a **Progressive Web App (PWA)** — and that's a real advantage today, not a stand-in for "the real thing." Anyone can open it in their phone's browser and tap "**Add to Home Screen**". From that moment it behaves exactly like any other app: its own icon, full-screen, instant to open — with no app-store download, no waiting, and no storage space used up.

Visit it directly at app.trotsoudtshoorn.co.za.

[Coming Soon](#)

A native listing on the Google Play Store is in progress, for residents who prefer a traditional app-store install. We want to be upfront: it isn't live yet — but the PWA already gives every business full functionality today.

app.trotsoudtshoorn.co.za

What's Included — Free, From Day One

[Available Now](#)

- Full live business listing — goes live immediately, no waiting
- Swipeable business photo gallery with multiple photos
- Business hours, contact details, WhatsApp and website links, and map location

- Appears in category browsing and in real "Near Me" location-based search
 - **Founding Business badge** — limited to the first 50 businesses, so joining early genuinely means something
 - **Three months of free advert placement** — real paid-tier advertising access, at zero cost, for early partners
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Growing Your Reach Available Now

Once you're listed, the app gives you real tools to keep growing — not just a static page:

- Weekly rotating adverts and Daily Promos for day-specific specials
 - Multi-photo posts in a modern, browsable feed
 - Post job openings directly to the local community
 - List items for sale in the community classifieds — with its own detail view and direct seller contact
 - Feature in the Events & Festivals calendar, grouped by month with a free/ticketed indicator
 - Collect genuine customer reviews and ratings
 - If you don't have time to manage this yourself, our team can post and manage your adverts on your behalf, at no extra effort from you
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Your Insights Dashboard Available Now

You'll get a dashboard built for a business owner, not a developer: views, enquiries, and saves per advert, plus a breakdown of where that traffic came from. This is real, visible proof of what your listing is doing for you — not a vague promise.

For businesses who want to go deeper, **Google Analytics figures can be provided on request** — real traffic and engagement data, not just in-app estimates.

How The Platform Is Run & Maintained

Every listing, advert, job, classified, and review passes through an approval step before it goes live — a real person checks it, not just an algorithm. This keeps the platform trustworthy for the people using it, and keeps your brand in good company.

Behind the scenes, Trots Oudtshoorn runs on established, industry-standard infrastructure: a secure cloud database with live, real-time updates (so approvals and notifications reach you instantly), and Firebase-powered push notifications for alerts and updates. It's actively maintained, not a side project left to run itself.

Technical questions are always welcome — if you or your IT contact want detail on how data is handled, stored, or secured, email us at **hallo@trotsoudtshoorn.co.za** and we'll answer directly.

Creative Support Available Now

Not every business has the time or tools to design great ad content — especially smaller businesses and artisans. We partner with a professional graphic designer who can help you put together quality visuals for your ads and posts. Terms and pricing are confirmed case by case — get in touch at **hallo@trotsoudtshoorn.co.za** and we'll talk through what you need.

What's Coming Soon — Our Growth Roadmap

These are our plans for where the platform is headed — clearly separate from what's available today.

- Coming Soon Radio cross-promotion with Eden FM
 - Coming Soon Premium homescreen top-banner placement
 - Coming Soon A dedicated marketing package tier
 - Coming Soon After your free period, the option to extend your reach with ads running across Meta (Facebook) and local Facebook community groups
 - Coming Soon A native Google Play Store app
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A Community Platform, Not Just a Directory Available Now

Trots Oudtshoorn isn't only opened when someone is actively searching for a business. Weather alerts, a community noticeboard, local events, and a daily Oudtshoorn trivia game with streaks give people a reason to open the app every single day. That means your listing lives inside a space with real, returning daily traffic — not a directory people forget about between searches.

People can also follow your business directly — a bookmark and a "follow the bell" option — so your specials and updates reach a customer base that has actively chosen to hear from you.

Getting Started

Getting listed takes only a few minutes:

1. Reach out to us at **hallo@trotsoudtshoorn.co.za**
 2. Send through your business details, photos, and hours
 3. We'll get you live and claim your Founding Business badge, while spots remain
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Closing

Three months of free advertising. A Founding Business badge that only the first 50 businesses will ever hold. These aren't standing offers — they exist right now, while Trots Oudtshoorn is growing alongside the businesses that help build it.

We'd love to have you with us. Reach us any time at **hallo@trotsoudtshoorn.co.za**.

Built for Oudtshoorn, by Oudtshoorn.