

## What is Cape Town Pubs?

The idea behind Cape Town Pubs is to provide a niche Business Directory for Pubs, Bars and Restaurants with Bar-facilities in the Greater Cape Town area. To make it easier to find an establishment in the area in which you find yourself at the time, as well as to give exposure to establishments who may not have a conventional website.

In a nutshell, I can find a place to go have a drink (or meal) close to where I am right now.

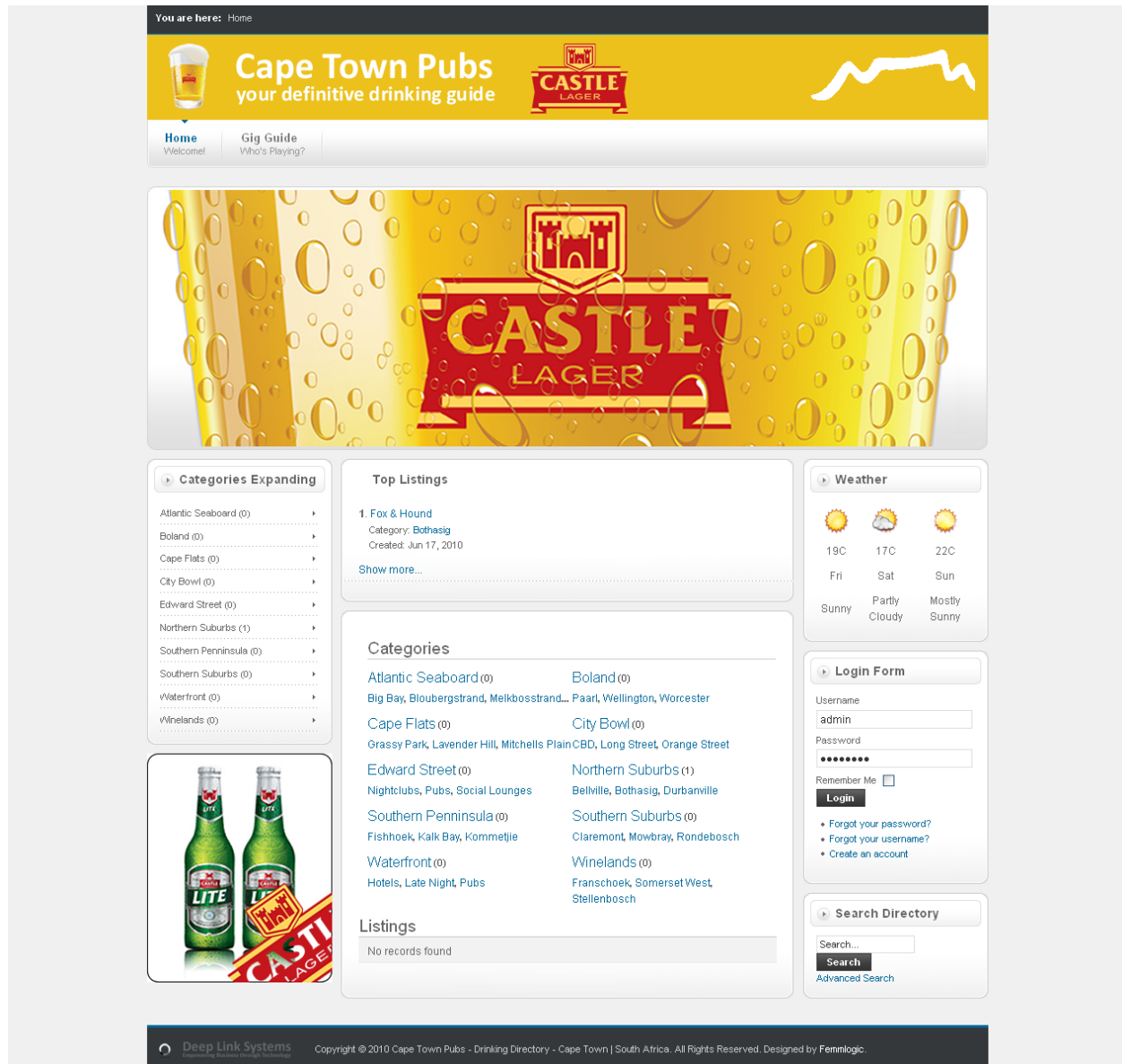


Figure 1 – The Home Page of Cape Town Pubs

## What Features do listed establishments enjoy?

1. We have registered several domains which will all point to the site in order to maximize Search Engine results.
2. The listed establishment is able to do the following:
  - a. List their business on the website with Address, Contact Details, Email Address and website address (if any)
  - b. Upload a logo or main image
  - c. Upload an additional file (Usually a .pdf – Good for Menus or Flyers)
  - d. Create a description of the establishment
  - e. “Geo-Tag” their location on a Google Map
  - f. Upload up to ten additional images
3. Once listed, registered users who may have visited the establishment, may submit a review of the establishment.
4. Registered Users can also rate the establishment on a star-like rating system
5. All listings can be recommended to a friend via an email form
6. The establishment can also be contacted via an email form
7. Every listing will have keywords or tags which will be visible in a “Tag Cloud” – Simply put, it is a number of clickable links of attributes which may be shared by many establishments, clicking on one of these will return all establishments which share that attribute.
8. Every Listing gets its own “Meta Keywords & Meta Description” to aid in Search Engine Friendliness.
9. The entire site will be optimized for Search Engine Performance and social media which will be to the advantage of the listed establishments.
10. There is a “Gig Guide” component where any registered user can submit their gig on a particular date – Establishments can update who will be entertaining their patrons, bands can list their gigs etc.

Essentially, the listed establishment gets a mini website with all the “trimmings” within the Cape Town Pubs directory website.

## **What features does the Viewing Public Enjoy?**

They have the ability to search for a place to go either by Area, Suburb, Establishment Name or via the tag cloud. The site is “Mobile-Friendly” which means it can be used as a last-minute solution via most modern cell phones.

Once a listing has been selected, the following information is available:

1. Name of Establishment
2. Address, Phone Number and Website Address
3. The main image or logo
4. The ability to:
  - a. Submit a review
  - b. Recommend to a friend
  - c. Print the listing
  - d. Contact the establishment via mail form
5. The Main information of the listing as well as any additional files for download
6. A Google Map depicting exactly where the establishment is (Fully Interactive)
7. Additional images uploaded by the establishment
8. Any Reviews submitted by other users
9. View Gigs and Events or post their own.

Below is an example of a listing with all of the available options used:

## **What’s in it for Headline Advertisers?**

Our main partner will receive advertising within our logo, as well as in the HUGE rotating banner at the top of the website. Additional space is allocated in “gutters” at the left and right hand sides of the site.

Revenue earned from our Headline Advertisers will be used to subsidize the listing fees of the establishments and will enable us to offer this service to the establishments for R 600.00 p/a.

## Fox & Hound **New!**

**Address** Shoprite Centre, [Cape Town, Western Cape, South Africa](#), 7441

**Telephone** 1234567890

**Fax** 1234567890

**Image**



[Submit review](#) [Recommend](#) [Print](#) [Contact Owner](#) [Report](#) [Claim](#) [Owner's listing](#)

Rating



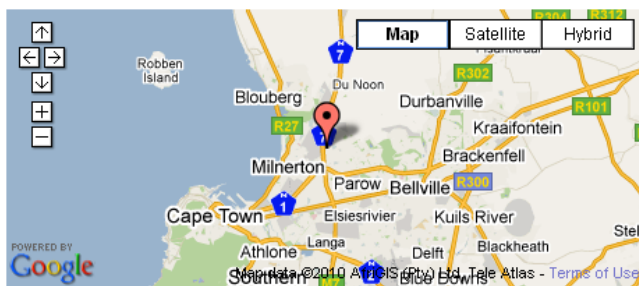
Favoured: 0

0 vote

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### Map



### Images (5)



### Reviews (0)

[Be the first to review this listing!](#)

Figure 2: Excerpt from the listing page