Dikgwebo

The User Guide

For customers

For business owners

DIKGWEBO.COM

Edition 3 — October 2026

With step-by-step screenshots. Every screen in this guide shows made-up businesses and people on a practice copy of Dikgwebo.

EDITION 3

What's new in this guide

Edition 3 adds everything released on 9 October 2026 and re-takes every screenshot, so each one shows the current look of the site. Administrators have their own guide, inside the admin area.

Setswana

A one-press EN / TN switch for the whole site, remembered for a year. The Setswana wording is a first draft still being checked by speakers.

1.10

Suggestions and a map

Suggestions appear as you type, and any search can be shown as pins on a map, grouped into numbered clusters.

1.2

Open now, Closes soon, Closed

Every business card and page says whether it is open at this moment, from its own opening hours — and when it opens next.

1.2

Be the first to review

Businesses with no reviews invite you to write the first one, and owners get tools to ask for reviews.

1.5

Cookies, your data, two-step verification

Choose which optional cookies run, download or delete your data, and protect your account with an authenticator app.

1.10

Get started and Get reviews

New owners get a short checklist, a ready-written WhatsApp review request and a printable QR poster. A CIPA number can be added when you register.

2.2, 2.5

How to read the screenshots. Coral numbered circles 1 on a picture match the numbered notes beside or under it — read them in order and you can follow each task step by step. The pictures are HD: zoom in on your screen to read any detail. The people, businesses and phone numbers are invented (Kgale Plumbing & Repairs, Naledi Moeng…); a few screens show example prices or mail settings, and yours will show your own.

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Every entry is a link, and the PDF has bookmarks in its side panel. Page numbers are at the bottom of each page.

Part I

For Customers

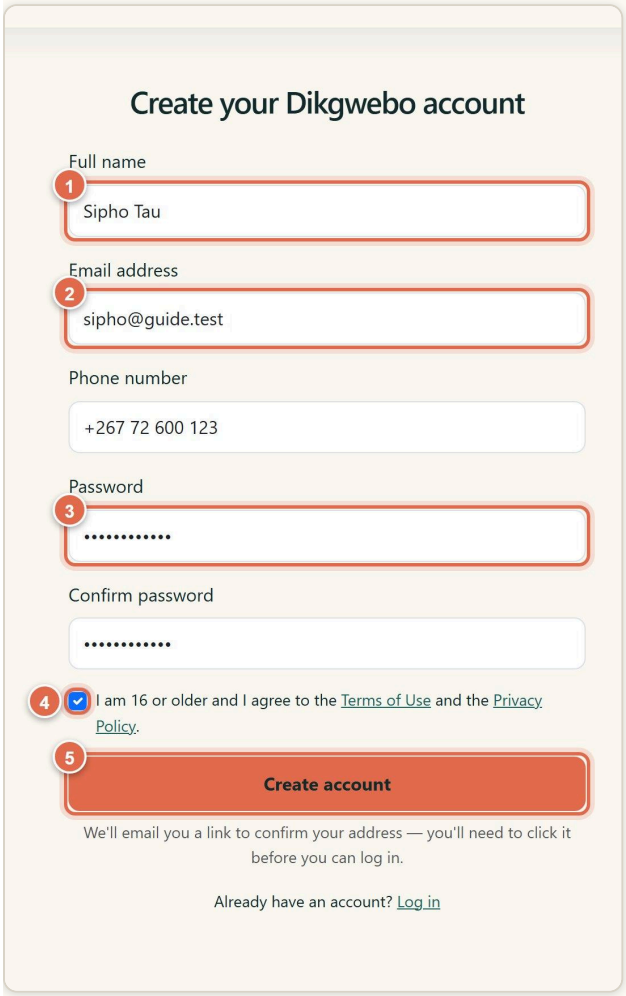
Everything you need to find a good local business, get a quote or a booking, and keep track of the ones you trust.

1.1 Creating your account
1.2 Finding businesses
1.3 Reading a business profile
1.4 Contacting and booking a business
1.5 Reviews
1.6 Request a quote
1.7 The Marketplace
1.8 Your Account page
1.9 On your phone, and your preferences
1.10 Language, cookies and your data
1.11 Getting help

1.1 Creating your account

You can search and read Dikgwebo without an account. You need one to save favourites, request a quote, book, write a review, sell on the Marketplace, or get alerts. Creating one takes about two minutes — and you must **confirm your email address** before you can log in.

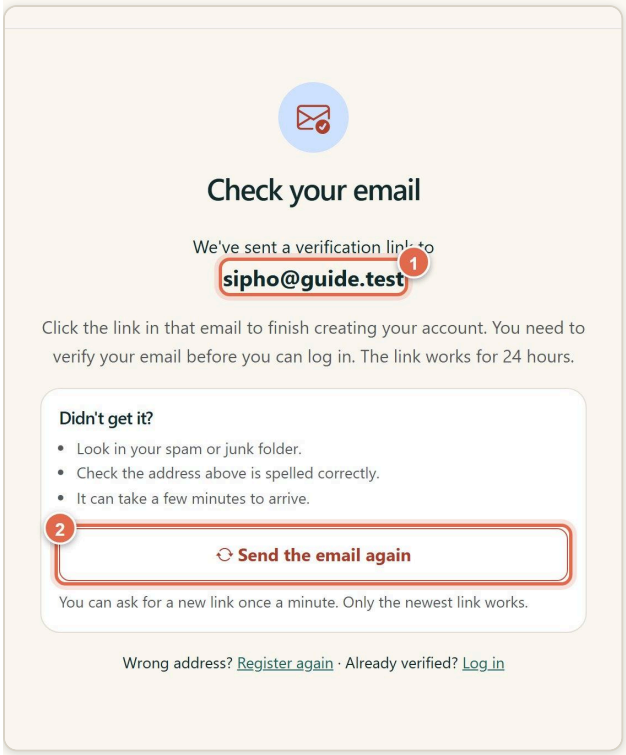
Step 1 — Register



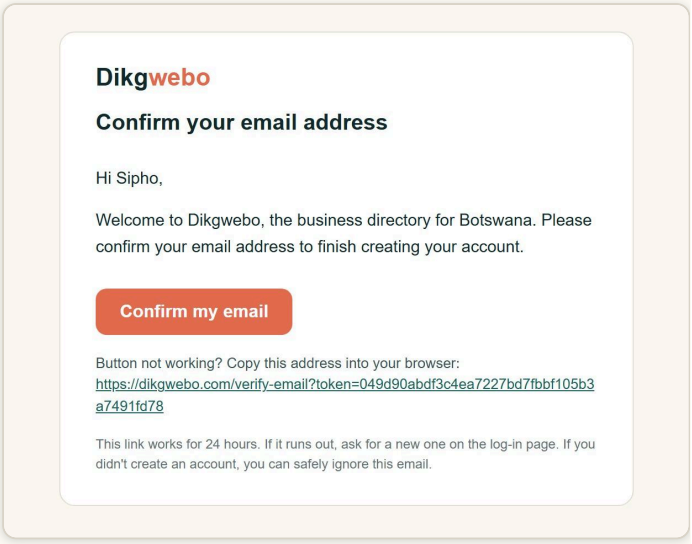
1. Your **full name**.
2. Your **email address**. Use one you can open right now — the confirmation link goes there.
3. A **password** of at least 8 characters (a phone number is also required, and you type the password twice).
4. Tick the box to agree to the **Terms of Use** and **Privacy Policy** — the links open them so you can read first. It is never ticked for you.
5. Press **Create account**.

Invited by a friend? If you opened Dikgwebo from a friend's invite link (it ends in `?ref=…`), their code is added automatically — nothing extra to type.

Step 2 — Confirm your email



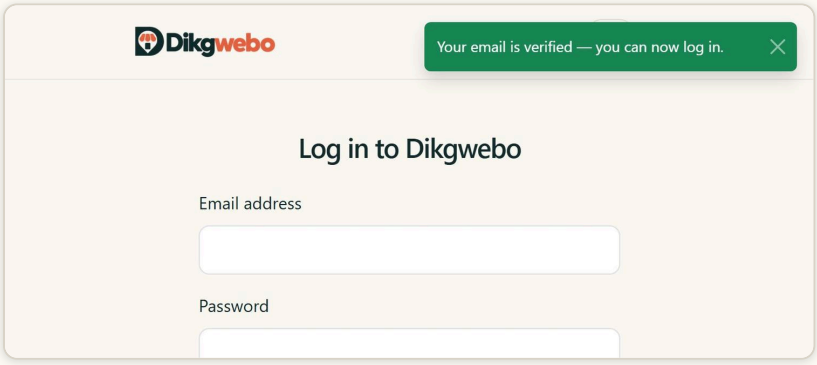
"Check your email" page



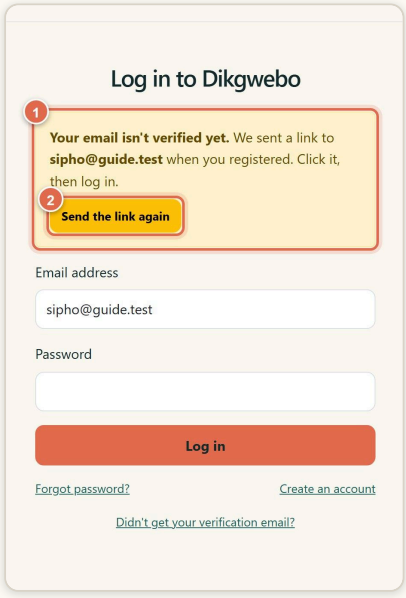
The email you receive

1. The address the link was sent to. Wrong spelling? Choose **Register again**.
2. Didn't arrive? Check spam or junk, then press **Send the email again** (you can ask once a minute; only the newest link works).
3. In the email, press **Confirm my email**. The link works for 24 hours.

Step 3 — Log in



After you confirm: a green notice, then log in



Trying to log in before confirming

1. Right password but email not confirmed yet? A yellow notice appears. Press **Send the link again** to get a new email.

2. Forgot your password? Choose **Forgot password?** on the log-in page — a reset link (valid for 1 hour) is emailed to you.

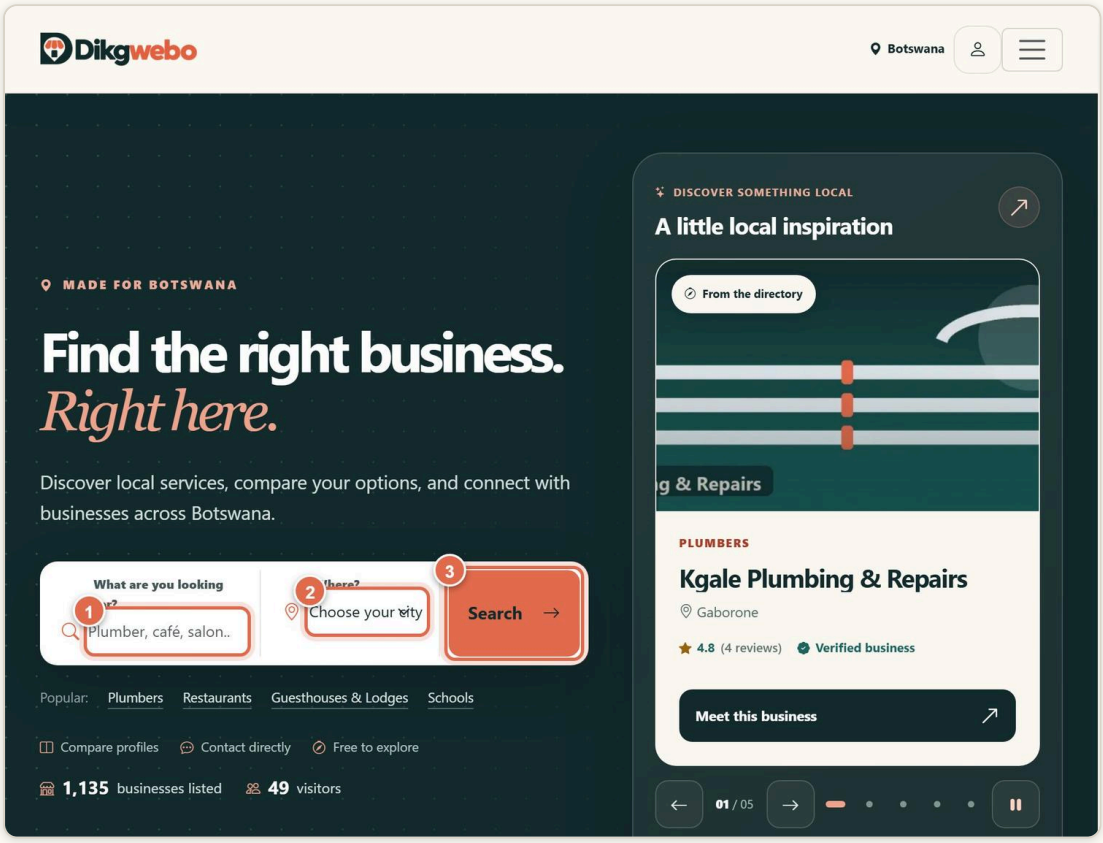
> **Tip —** after logging in, set your *home location* on your Account page (see 1.8). Search and the Marketplace then start near you.

1.2 Finding businesses

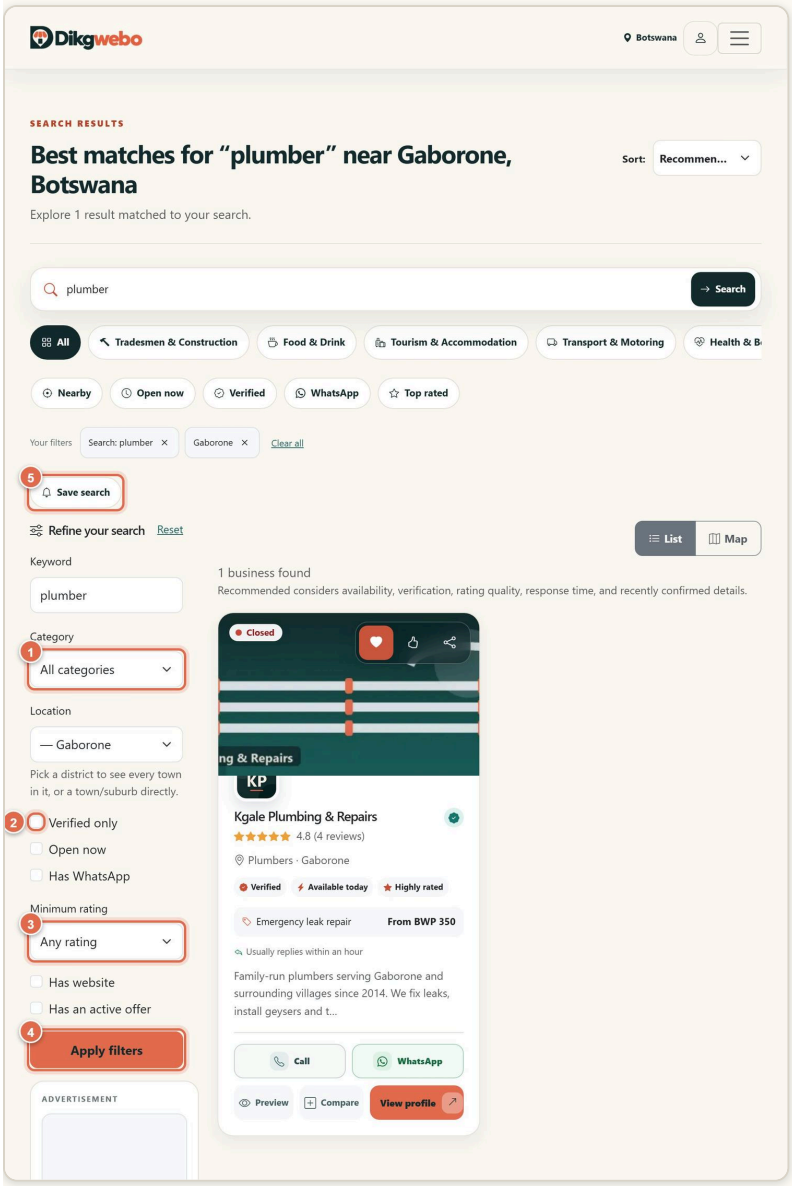
CUSTOMERS

There are four ways to find a business: type a search, filter the results, describe what you need in plain language, or see what is close to you right now.

Search and filter



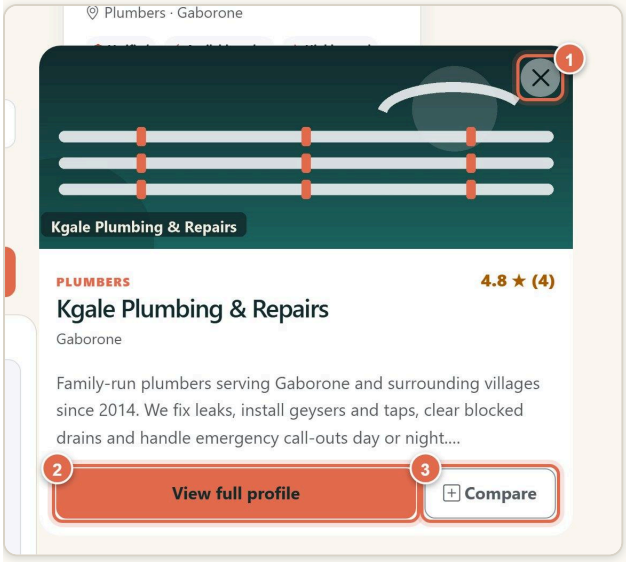
1. **What are you looking for?** — a business, a service or a category (“plumber”, “café”, “salon”).
2. **Where?** — pick your city or district (optional).
3. Press **Search**.



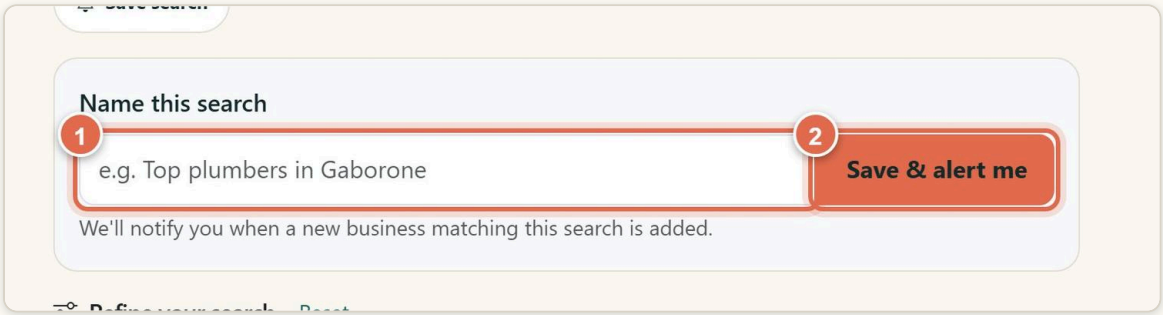
1. **Category** — choosing a group such as *Tradesmen & Construction* also includes every category inside it.
2. **Verified only**, **Open now**, **Has WhatsApp**, **Has website**, **Has an active offer** — tick any combination.
3. **Minimum rating** — 3+, 4+ or 4.5+ stars.
4. Press **Apply filters**. Chips under the search box show what is active; *Clear all* removes them.
5. **Save search** — see below.

Results are sorted **Recommended** by default — it weighs availability, verification, rating quality, response time and how recently the details were confirmed. Use *Sort* (top right) to change it.

Preview, compare and save

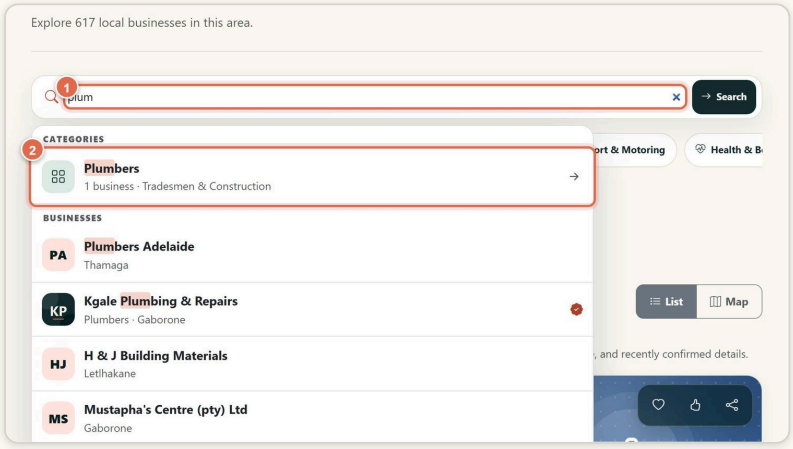


1. **Close** returns to the list. Each result has a **Preview** button for a quick look without leaving the page.
2. **View full profile** opens the whole page.
3. **Compare** — pick two or three businesses *in the same category* and Dikgwebo lines them up side by side.



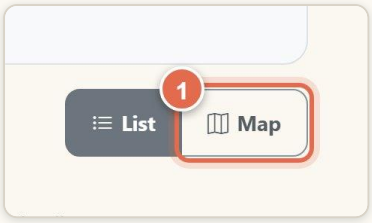
1. After pressing **Save search**, give it a name you will recognise.
2. **Save & alert me** — you are notified when a new matching business joins (turn on notifications, see 1.9). Manage saved searches under *Account → Search alerts*.

Suggestions as you type

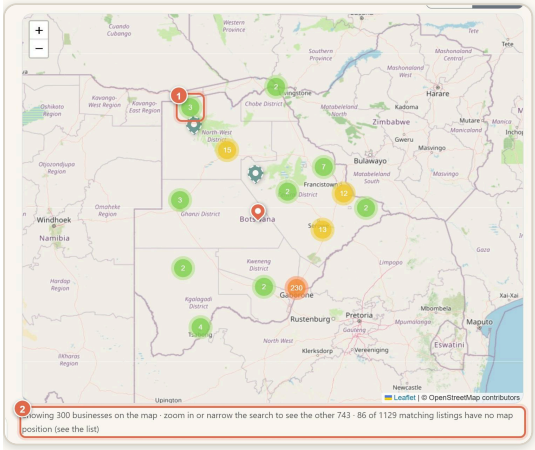


1. Start typing in the search box. After a moment a list drops down with matching **categories**, **businesses** and **places** — the letters you typed are highlighted, and a misspelling is usually forgiven.
2. Press a suggestion to go straight to it, or press **Enter** to search for exactly what you typed. The arrow keys move through the list and **Esc** closes it.

List or map

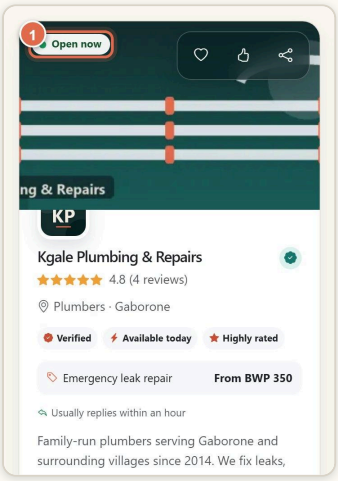


1. Above the results, press **Map** to see the same businesses as pins on a map, and **List** to come back. Your filters apply to both.

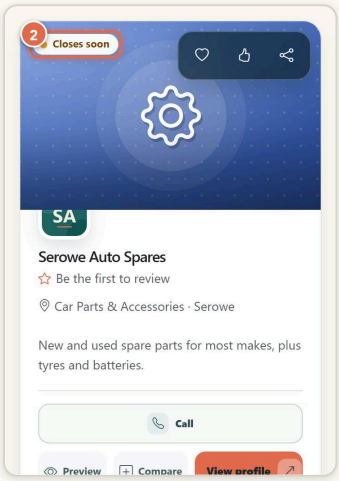


1. A **number** shows how many businesses are close together — press it to zoom in. A single **pin** is one business: press it for its name, and a link to its page.
2. The line underneath says how many are shown. A business with no exact address is placed at the middle of its town, and a few have no map position at all — they are still in the list.

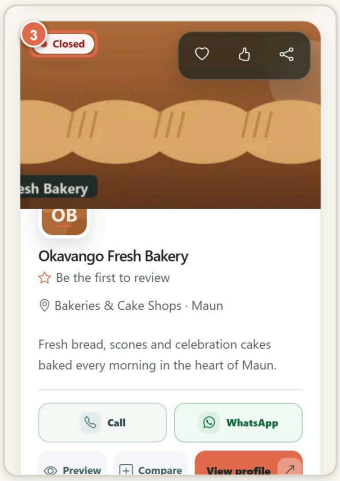
Open now, Closes soon, Closed



Open now



Closes soon



Closed

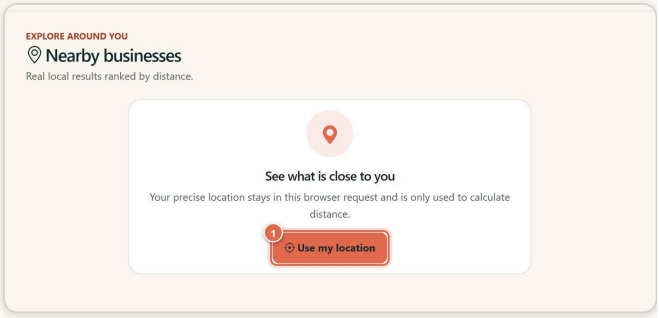
1. **Open now** (green) — the business is open at this moment, by Botswana time. Hover over it (or look on its page) to see when it closes.
2. **Closes soon** (amber) — it closes within the hour.
3. **Closed** (red) — it also says when it opens next, for example *Opens tomorrow at 08:00*.

> **Good to know —** the badge comes from the opening hours the business gave, so no badge means its hours are missing or unclear — call first. Public holidays aren't included, so a business may be closed on one even if it says *Open now*. The **Open now** filter uses the same rule, so what it shows is never marked *Closed*.

Ask in your own words, or look nearby



Ask Dikgwebo

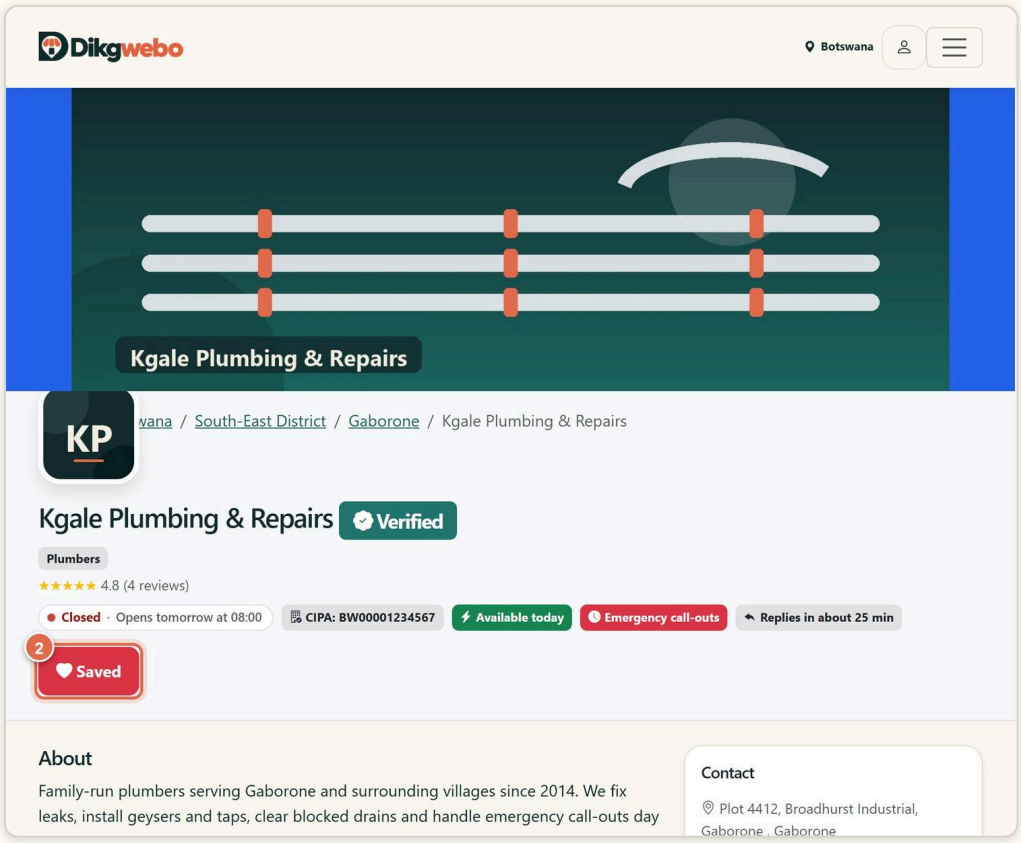


Near me

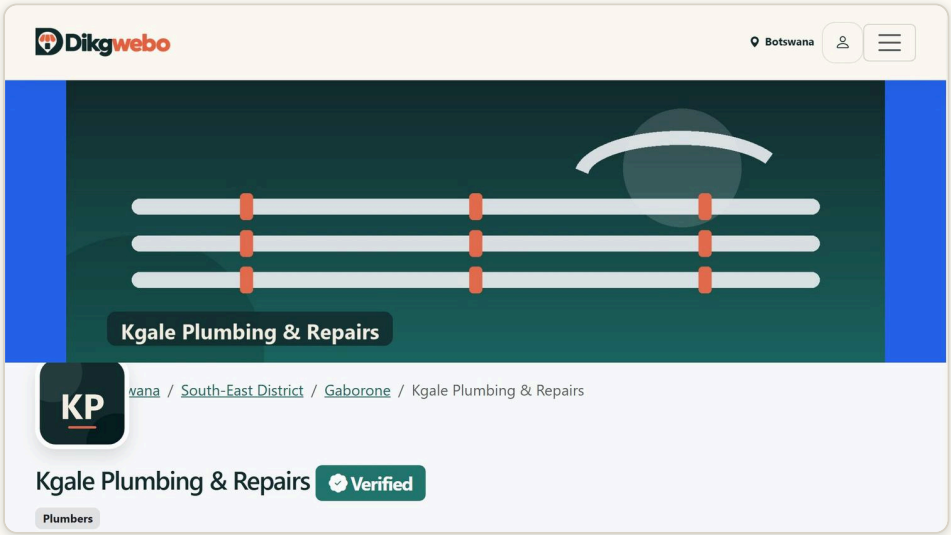
1. **Ask Dikgwebo** (`/search/ai`): describe the job — “a reliable plumber in Gaborone who works weekends” — and Dikgwebo works out the category, place and requirements, showing an *Understood as* summary above the results.
2. **Near me** (`/nearby`): press **Use my location** (your browser asks permission). Businesses are ranked by real distance; choose a 5, 15, 30 or 75 km radius.

1.3 Reading a business profile

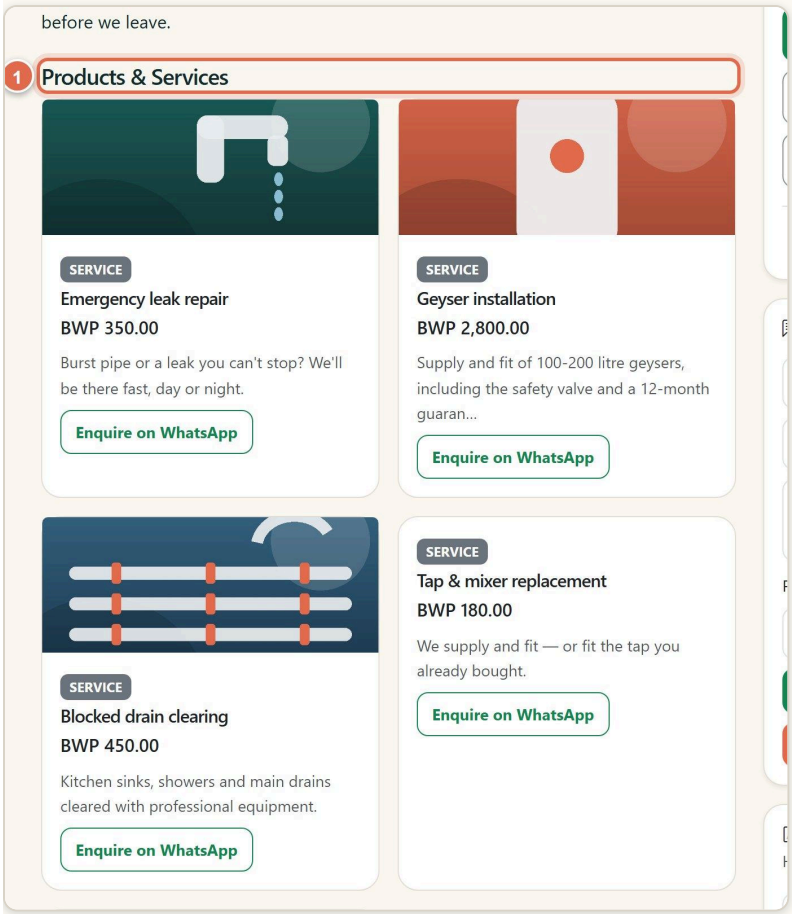
A profile page answers most questions before you make contact.



1. **Verified** — Dikgwebo has confirmed this business is real. A *CIPA* badge is the owner's own company registration number, shown as an extra trust signal.
2. **Heart** — save the business to your favourites (it turns solid).
3. **Get directions** and the phone, WhatsApp, website and email buttons sit in the *Contact* box. Badges such as *Available today*, *Emergency call-outs* and *Replies in about 25 min* come from what the owner sets — and the reply time is worked out from how fast they really answer.



1. The pill under the name says whether the business is **open right now** and when it closes, or — if it is shut — when it opens next. It is worked out from the opening hours further down the page.



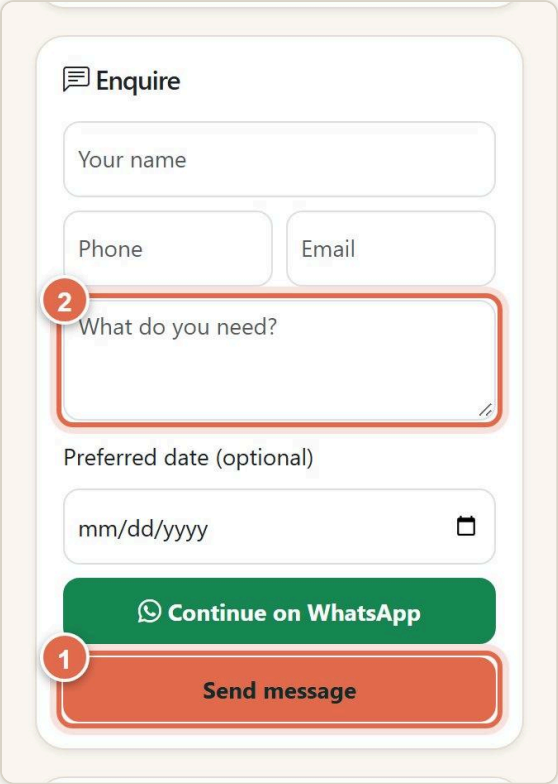
1. **Products & Services** — the standing catalogue, with photos and prices where given.
2. **Offers & Promotions** — time-limited deals currently running.

Further down the page	What it tells you
Loyalty rewards	If the business runs a points scheme, how it works and what the reward is.
Opening hours	Every day of the week, with today highlighted. The day names are shown in Setswana too if you switched language (1.10).
Reviews	Star ratings plus real proof points: verified jobs, on-time %, would-hire-again %.
Map & location	An interactive map and a one-tap directions link.
Gallery & Announcements	Photos and dated news the business has shared.

1.4 Contacting and booking a business

Pick whichever suits you: send an enquiry, chat on WhatsApp, or request a time.

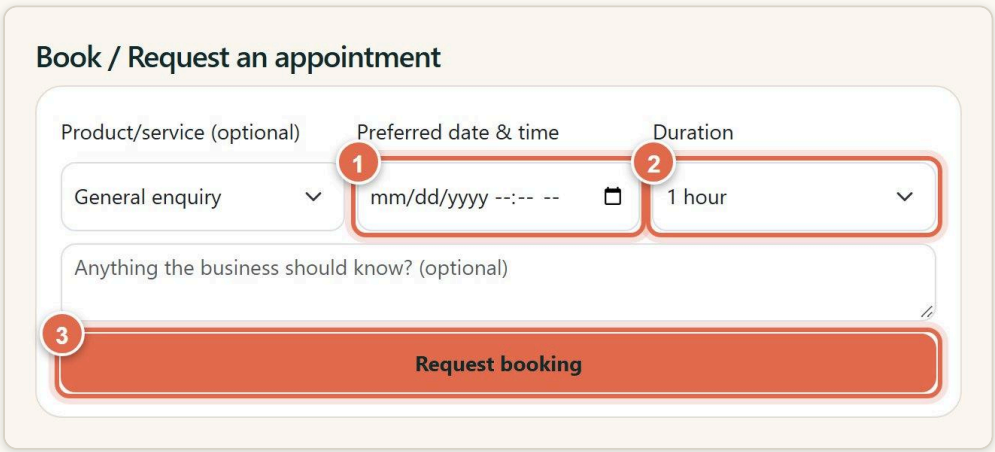
Send an enquiry



1. **Send message** emails your enquiry straight to the business (they also see it in their Leads inbox).
2. Say what you need, add your name and phone/email, and an optional preferred date.

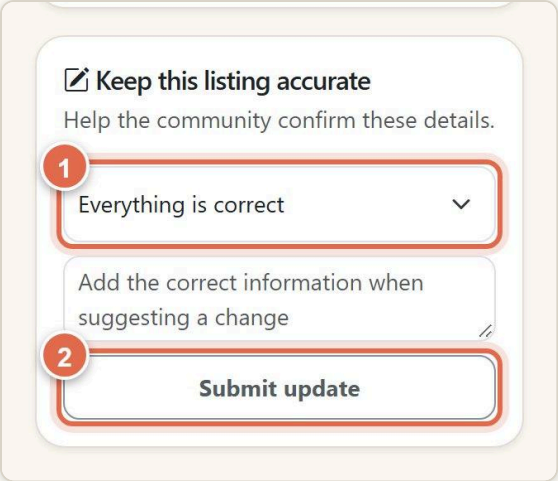
> **Prefer WhatsApp?** Press **Continue on WhatsApp** (or any *Enquire on WhatsApp* button) to open a message that is already filled in for you.

Request a booking



1. Choose a **date and time** (and, optionally, a product or service).
2. Pick how long you need — from 15 minutes up to 4 hours.
3. Press **Request booking**. The business confirms or declines; you can follow it under *Account → My Bookings*. Lodges and guesthouses show *Request your stay* with check-in/check-out dates and guest numbers instead.

Spotted something wrong?

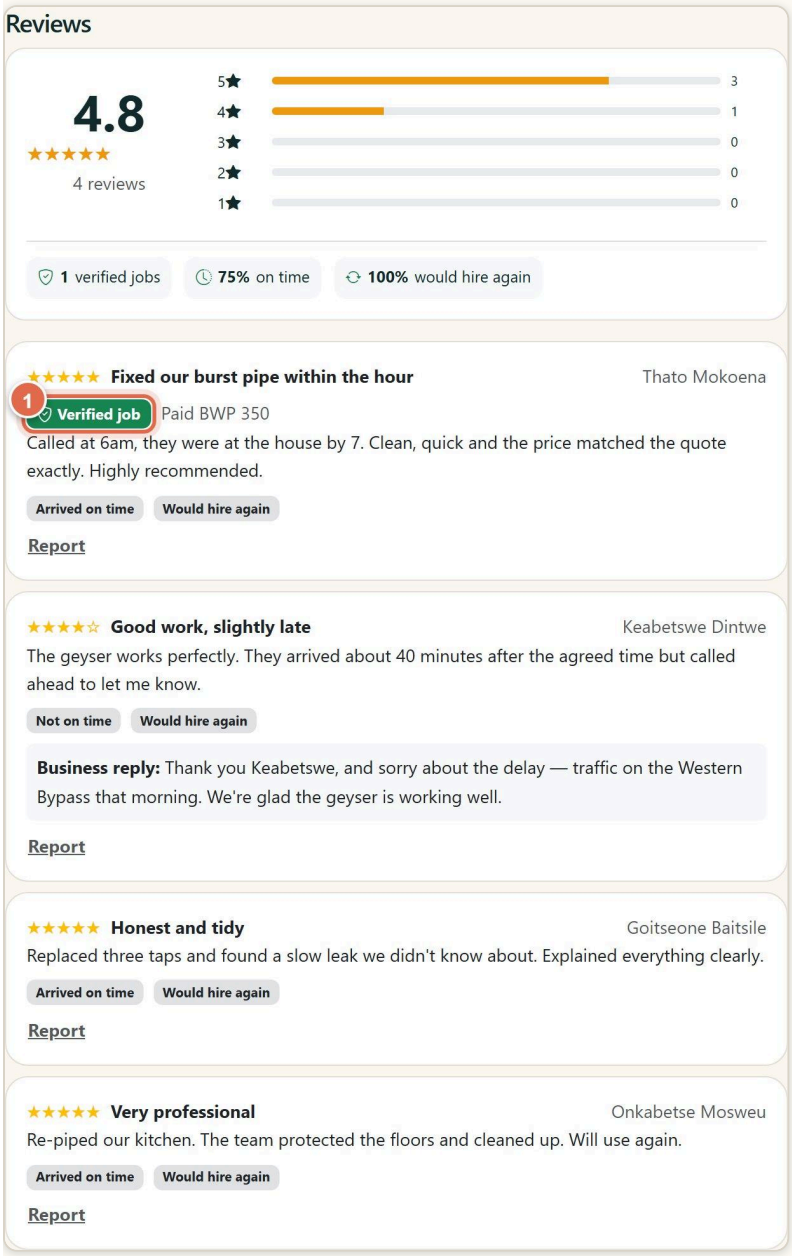


1. Choose what is wrong — phone number, opening hours, location, business closed — or confirm that everything is correct.
2. Add the correct detail and press **Submit update**. A team member checks every suggestion. You must be logged in.

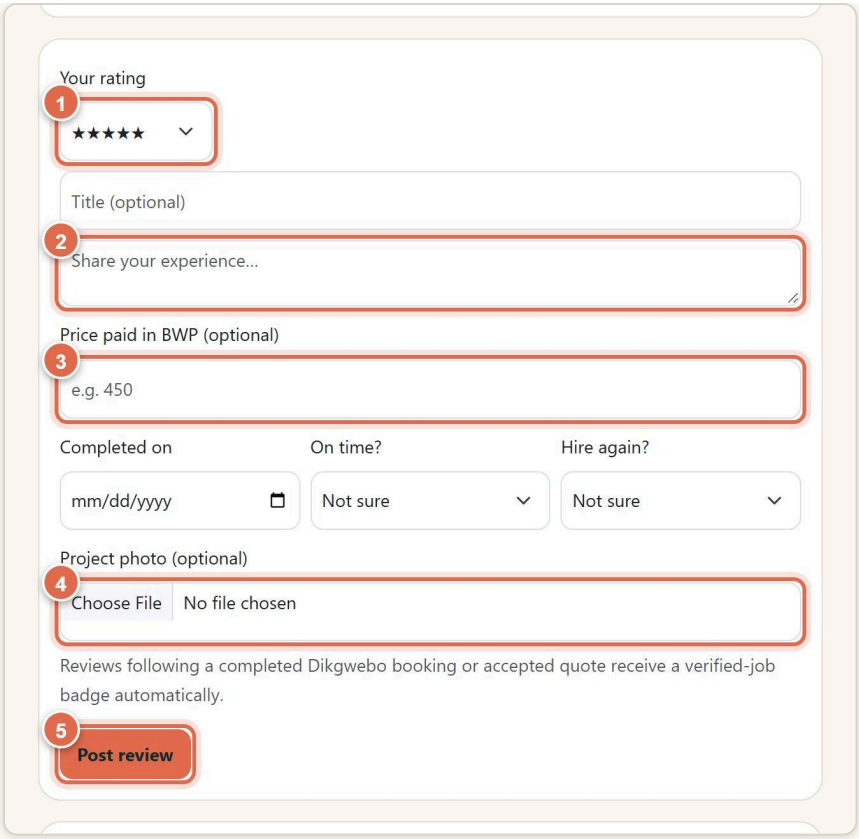
Your business? Listings that nobody owns yet show an *Is this your business?* box lower on the page — see chapter 2.1 to claim it.

1.5 Reviews

Honest reviews are what make the directory useful — for everyone after you.

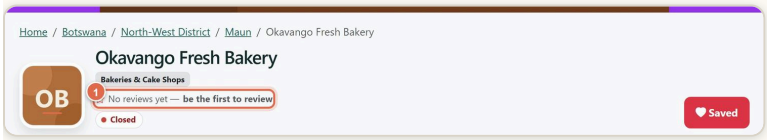


1 A **Verified job** badge means the review follows a completed booking or an accepted quote — those carry the most weight.

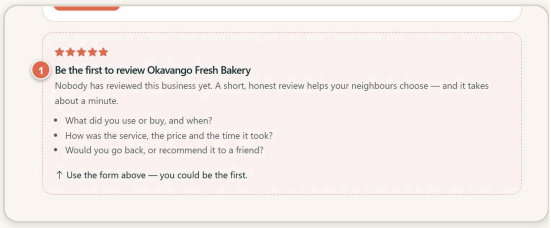


1. Give a **star rating**.
2. Tell your story in the title and the text box.
3. Optional proof points: what you paid, when it was done, whether they were on time and whether you would hire them again.
4. A **project photo** of the finished work is optional but very helpful to the next customer.
5. Press **Post review**.

Nobody has reviewed it yet



On the page heading



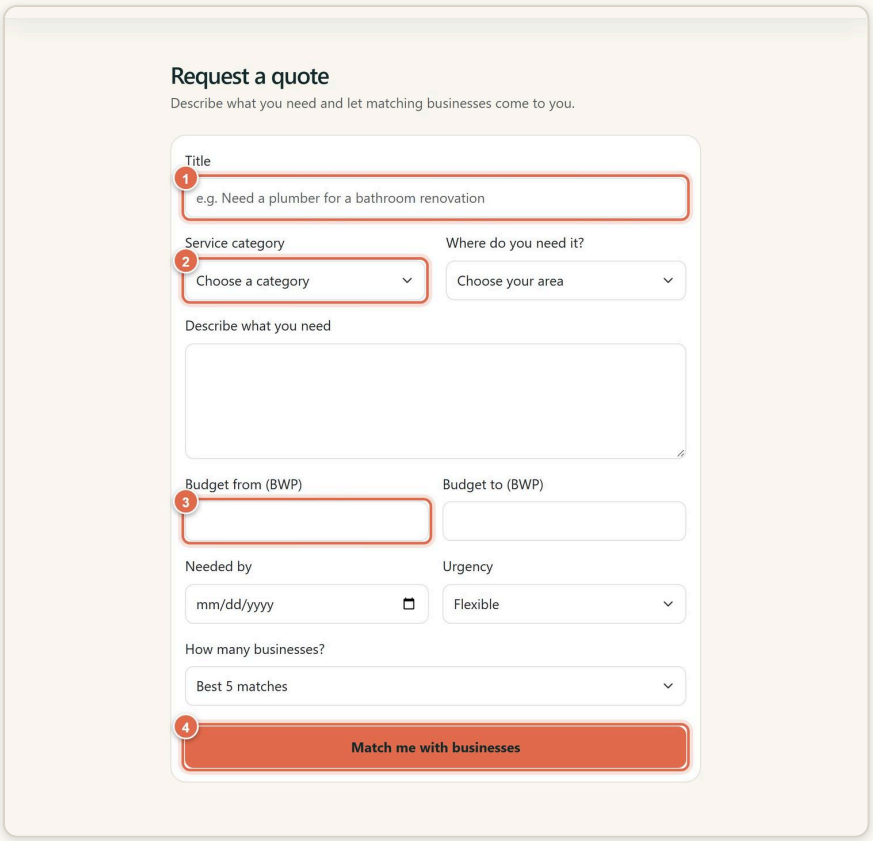
Beside the review form

1. When a business has no reviews, its card and its page say **Be the first to review**. Press it and you are taken to the review form.
2. You do not need to have booked or paid anything — a short, honest review of what you used, how the service and price were, and whether you would go back helps your neighbours choose.

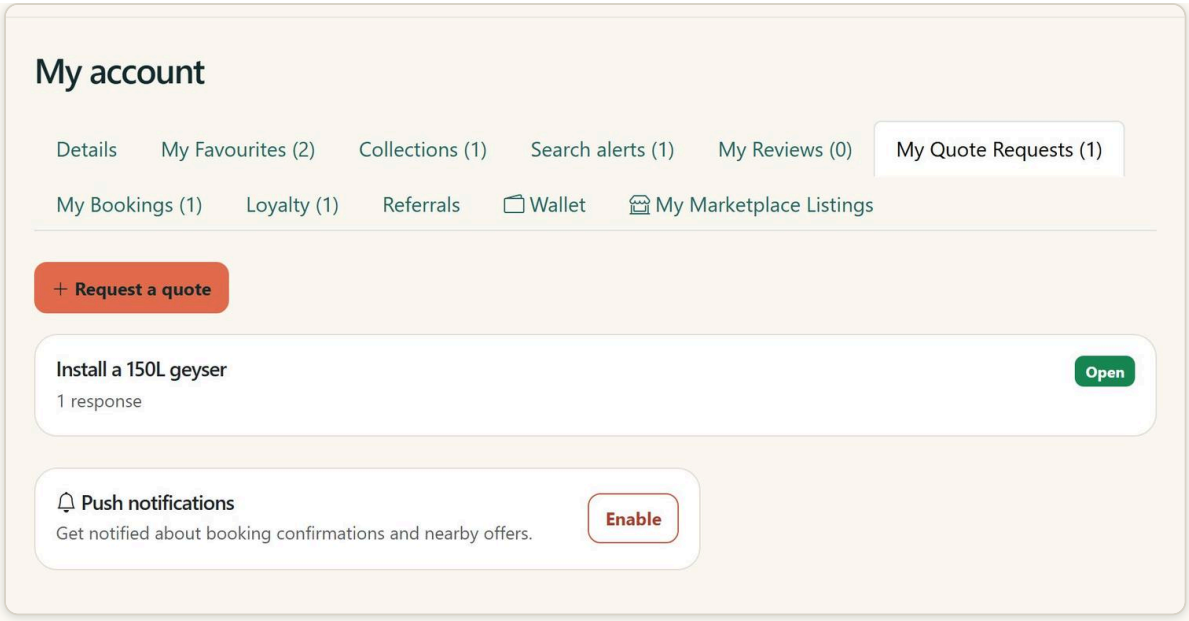
> Every review has a small *Report* link. Reports go to the Dikgwebo team. A few reviews are held briefly for an automatic quality check before they appear — this is normal.

1.6 Request a quote

Describe the job once and let matching businesses come to you.



1. Give the job a clear **title**.
2. Choose the **category** and your area, then describe the work.
3. Add a **budget range**, when you need it, and how urgent it is.
4. Press **Match me with businesses**. Your request goes to the best-matching businesses — choose the best 3, 5 or 10 matches.

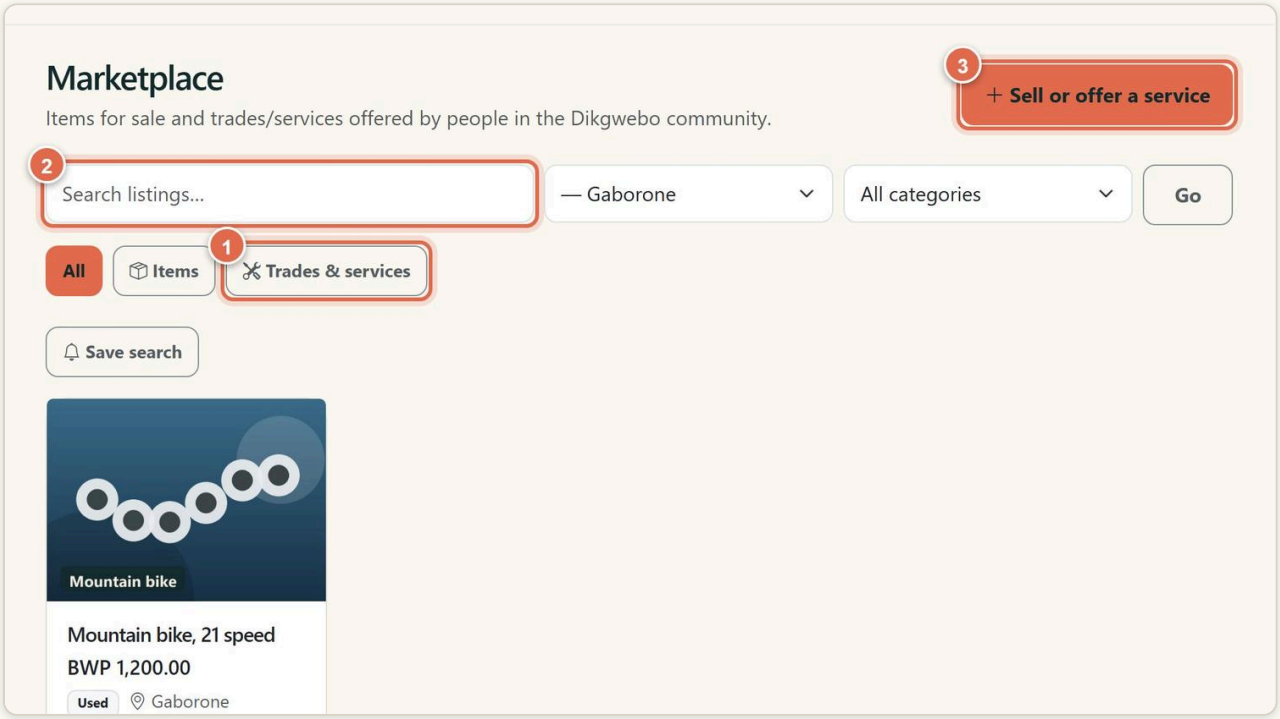


1. Replies appear under **Account → My Quote Requests**. Open the request to read each price and message and **accept** the one you like.
2. When the work is done the business marks it complete — and you can then write a **verified** review.

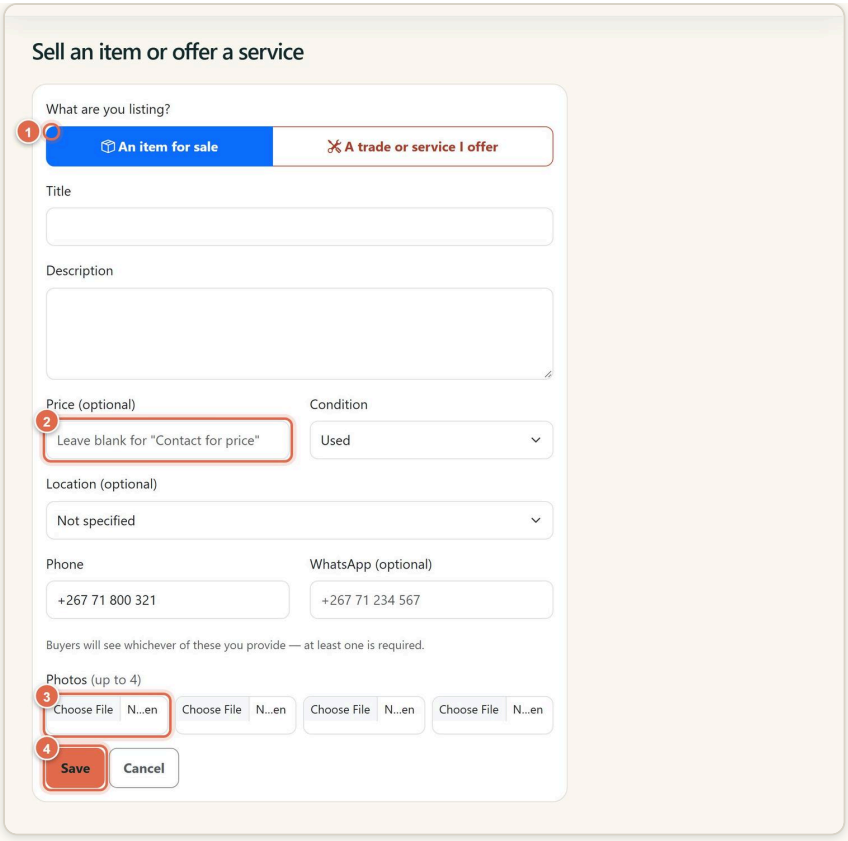
1.7 The Marketplace

CUSTOMERS

`/marketplace` is peer-to-peer classifieds, separate from registered businesses. Anyone logged in can sell a personal item or offer an informal trade or service.



1. Switch between **All**, **Items** (things for sale) and **Trades & services** (someone's skill, e.g. a DSTV installer).
2. Search by keyword, place and category.
3. **Sell or offer a service** starts a new listing.

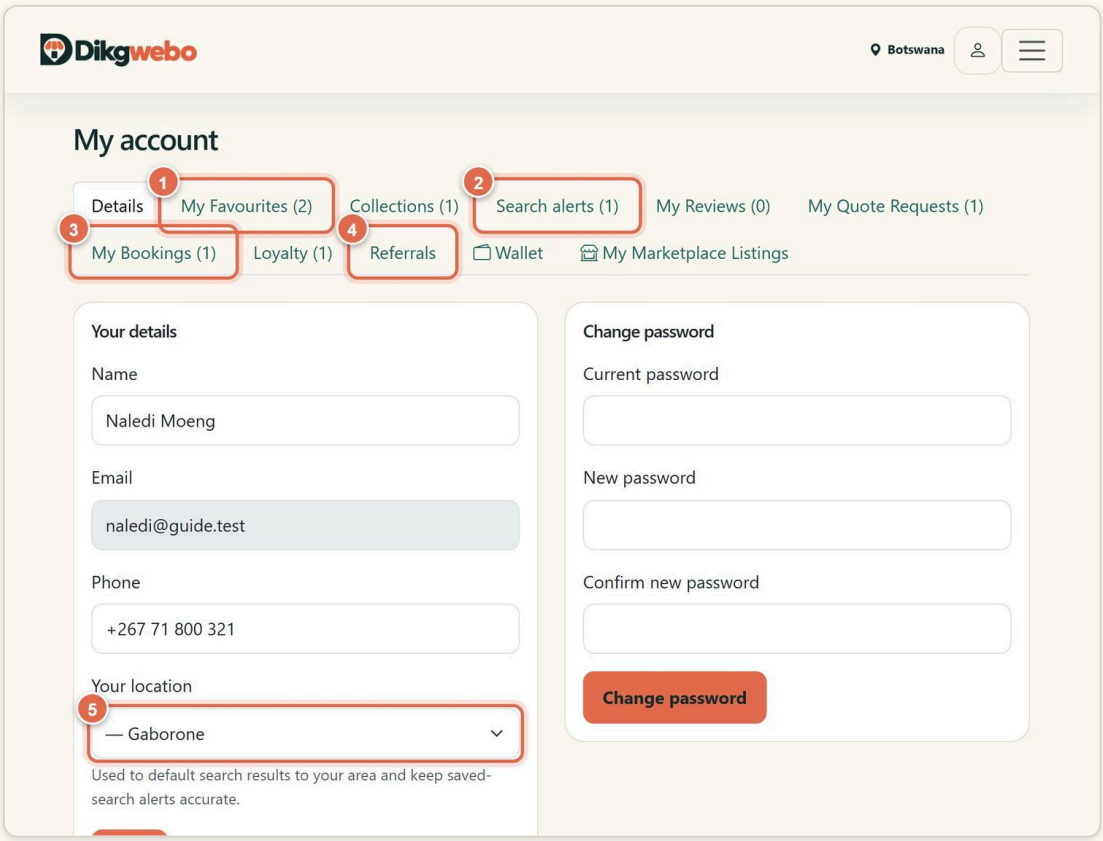


1. Choose **An item for sale** or **A trade or service I offer**.
2. Add a price, or leave it blank to show *Contact for price*.
3. Upload up to **4 photos**.
4. Press **Save**.

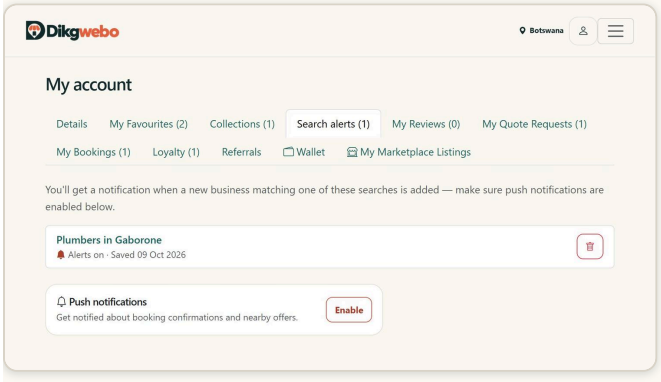
	Items	Trades & services
Goes live	Immediately	After a Dikgwebo team member approves it — you are notified the moment it is approved or declined
If you edit it later	Stays live	Goes back for a quick re-check
Manage	Account → My Marketplace Listings (edit, mark sold, delete)	Same place

1.8 Your Account page

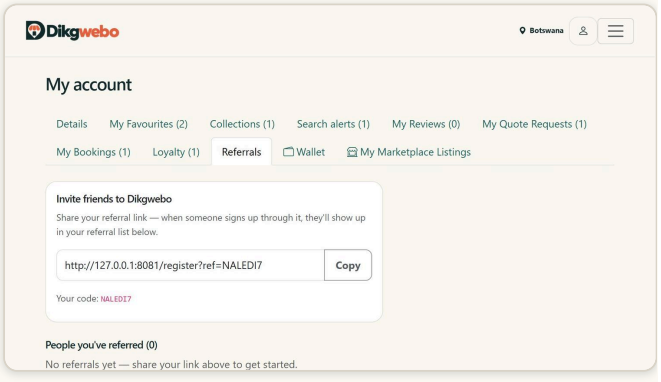
`/account` is your control centre — everything lives under one tab bar.



1. **My Favourites** — every business you saved with the heart.
2. **Search alerts** — your saved searches and whether alerts are on.
3. **My Bookings** — upcoming and past booking requests.
4. **Referrals** — your personal invite link.
5. **Your location** — your home area. Search and the Marketplace start near it; you can still pick another place any time.



Search alerts



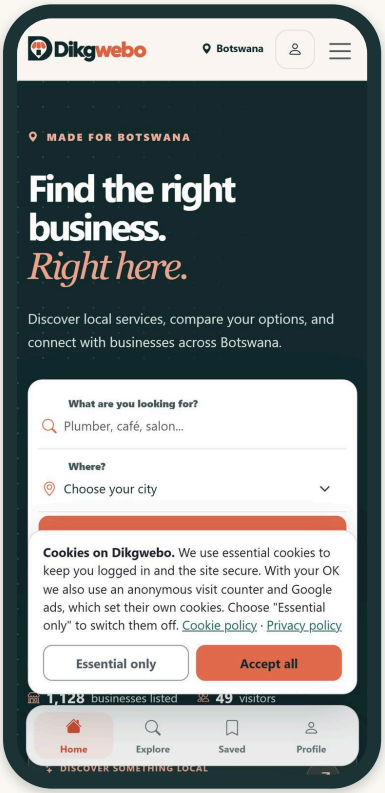
Referrals

Tab	What it holds
Details	Name, phone, your location, and Change password.
Collections	Group favourites into named lists — “Wedding vendors”, “Maun trip”.
My Reviews	Everything you have written.
My Quote Requests	Quotes you asked for and the replies (see 1.6).
Loyalty	Points balances at businesses with a rewards scheme.
Wallet	Your balance, topped up with Orange Money.
My Marketplace Listings	Items and services you posted.

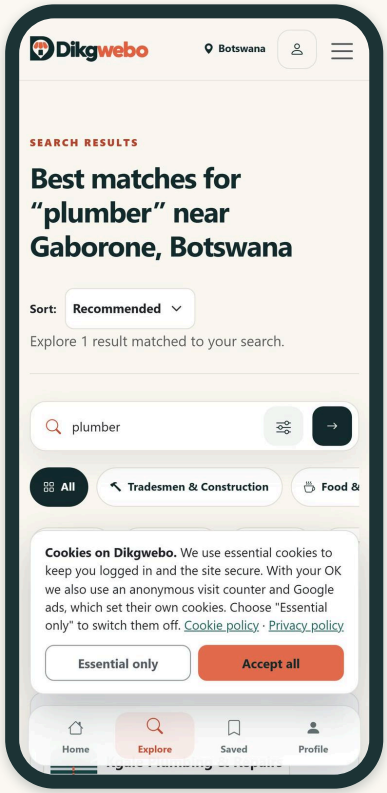
1.9 On your phone, and your preferences

CUSTOMERS

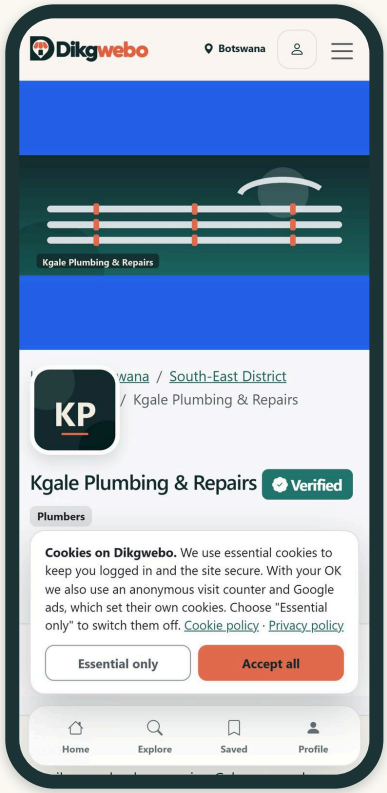
Dikgwebo is built phone-first, and works as an installable app: choose *Add to Home screen* in your browser's menu.



Home

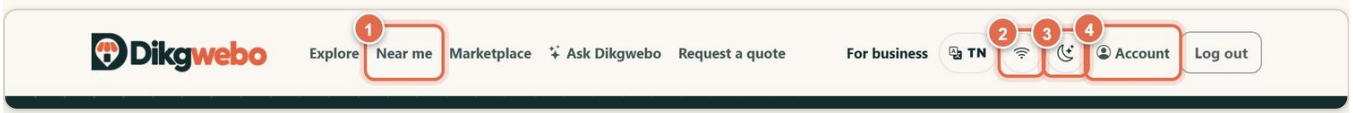


Search results



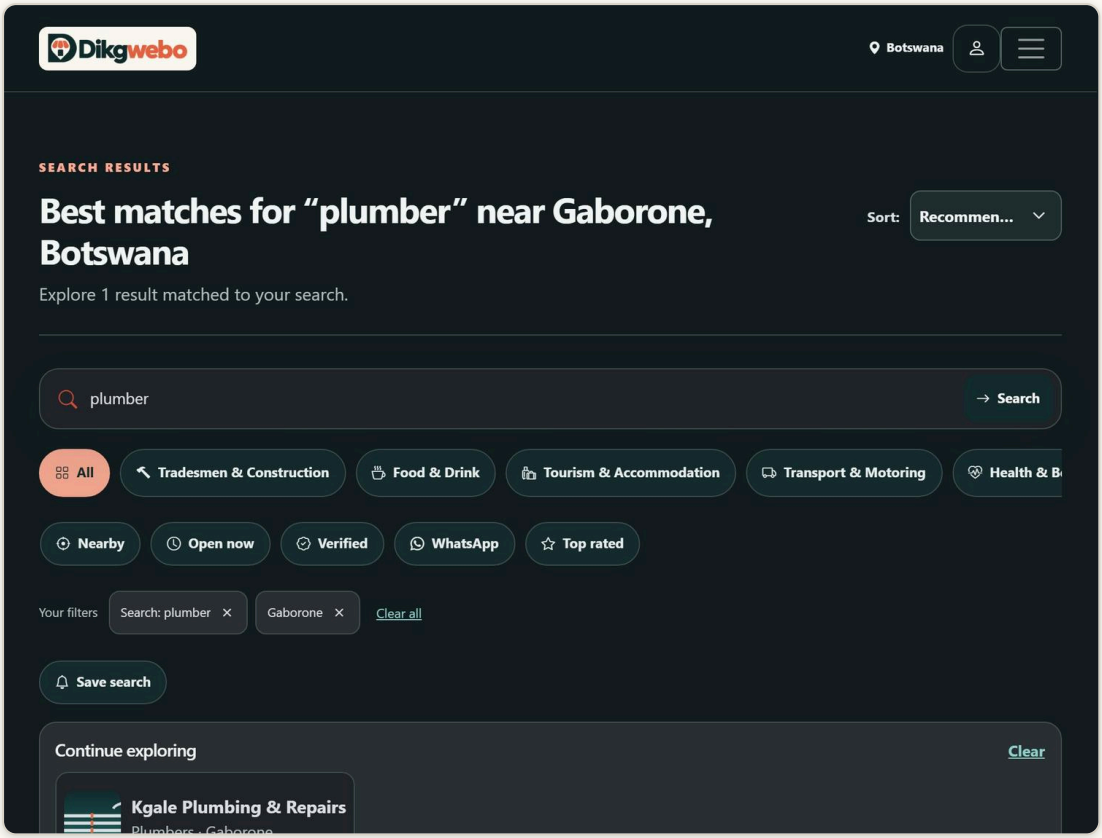
A business profile

The top bar



1. **Near me** — businesses around you.
2. **Data saver** (wifi icon) — fewer images, less mobile data. Dikgwebo also switches this on by itself if your phone is set to save data.

3. **Dark mode** (moon icon) — switches the whole site instantly.
4. **Account** — your account page.



Dark mode

> **Notifications —** on your Account page press **Enable** on the notification card. Dikgwebo can then tell you when a saved search finds a new business, when a booking is confirmed, about nearby offers, and when a Marketplace listing of yours is approved. You can turn it off any time in your browser's site settings.

1.10 Language, cookies and your data

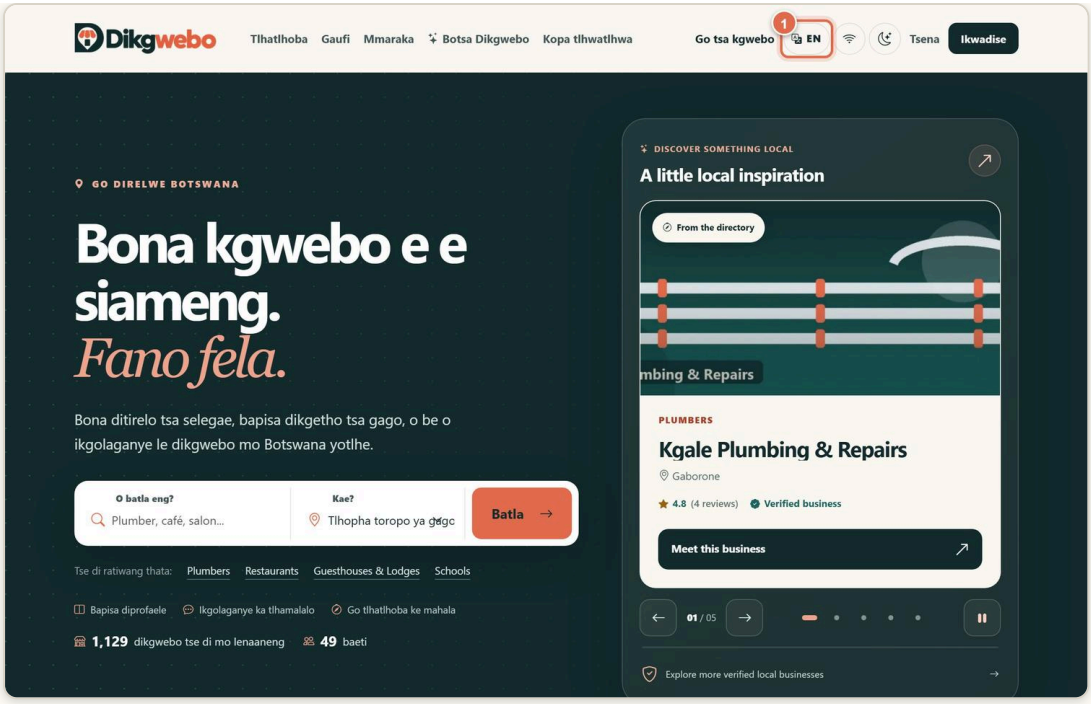
CUSTOMERS

A few choices about how Dikgwebo looks, what it remembers, and how safe your account is. All of them are optional.

English or Setswana



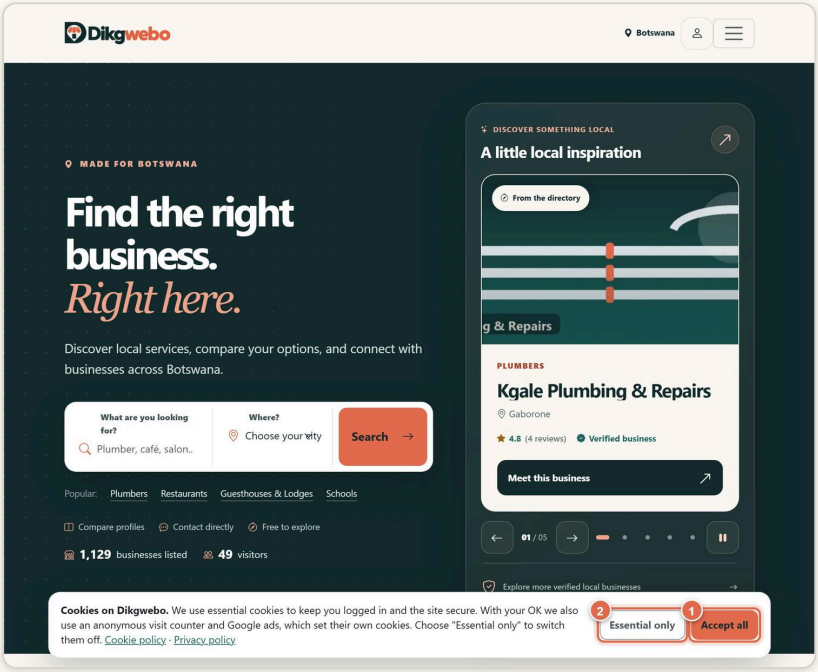
1. The **EN / TN** button in the top bar switches the whole site between English and **Setswana** (TN). It shows the language you will get if you press it.



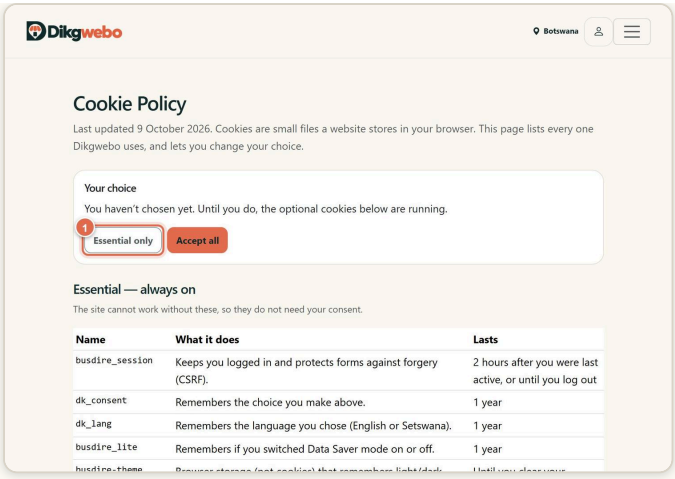
1. The menus, buttons, search, profile pages and this kind of help text switch together. Names of businesses, and what owners wrote about themselves, stay as they wrote them.
2. Dikgwebo remembers your choice on this device for a year. Anything not yet translated simply appears in English.

> The Setswana wording is new and is still being checked by Setswana speakers. If something reads oddly, tell us at **support@dikgwebo.com** — it is quick to fix.

Cookies

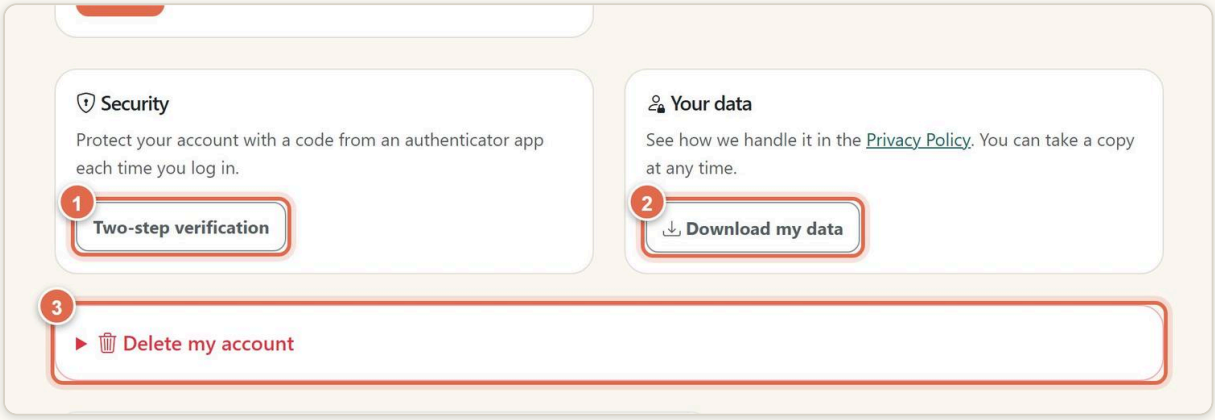


1. The first time you visit, a small bar at the bottom asks about **optional** cookies — the anonymous visit counter and Google ads. **Accept all** allows them; **Essential only** keeps them off.
2. Cookies that keep you logged in and the site safe are always on, because it cannot work without them. In the European Union, the United Kingdom and Switzerland nothing optional runs until you say yes.



1. Change your mind at any time on the **Cookie policy** page (the link in the bar and in the footer). It lists every cookie, what it does and how long it lasts.

Your data and your account

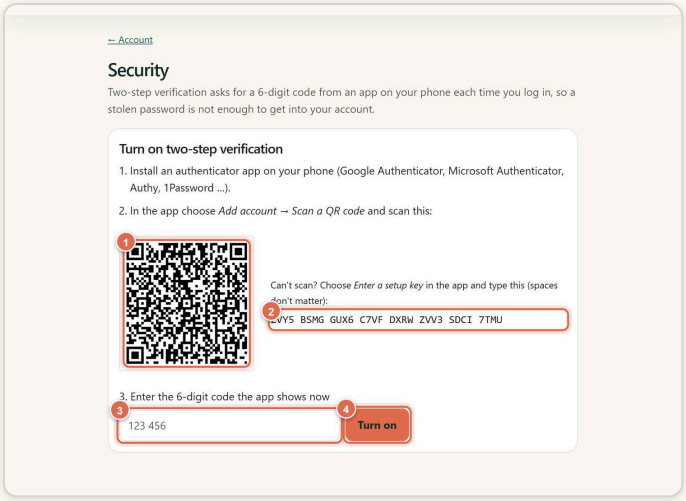


1. **Two-step verification** — adds a code from an app on your phone each time you log in (see below).
2. **Download my data** — a file with everything Dikgwebo holds about your account: details, favourites, searches, reviews, quotes and bookings.
3. **Delete my account** — removes your name, email, phone and other personal details and signs you out for good. Reviews you wrote stay on the businesses, without your name. You confirm with your password, and it cannot be undone.

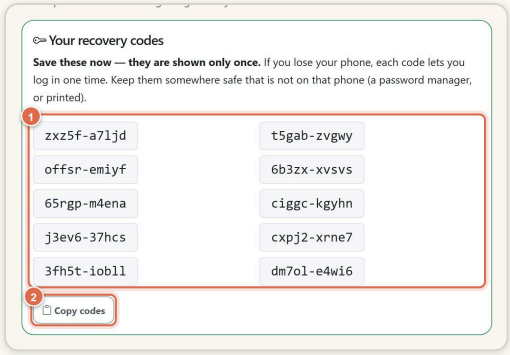
> The **Privacy Policy** and **Terms of Use** (links in the footer) explain what we collect, why, and your rights. Nobody at Dikgwebo, and no business owner, can see your password.

Two-step verification (optional, recommended)

With two-step verification a stolen password is not enough to get into your account: you also need a six-digit code from an authenticator app on your phone. Open **Account → Security → Two-step verification**.

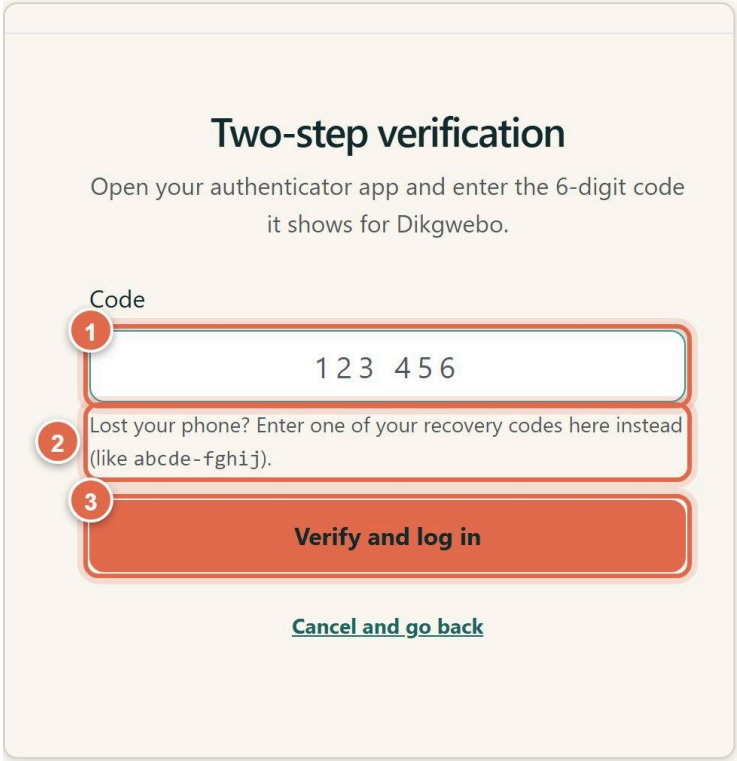


Setting it up



Your recovery codes

1. Install an authenticator app (Google Authenticator, Microsoft Authenticator, Authy or 1Password) and **scan the QR code**. Cannot scan? Type the **setup key** under it into the app instead.
2. Type the **6-digit code** the app shows now and press **Turn on**.
3. Dikgwebo then shows ten **recovery codes**, *once*. Copy them somewhere safe that is not on that phone — each lets you log in one time if you lose it.



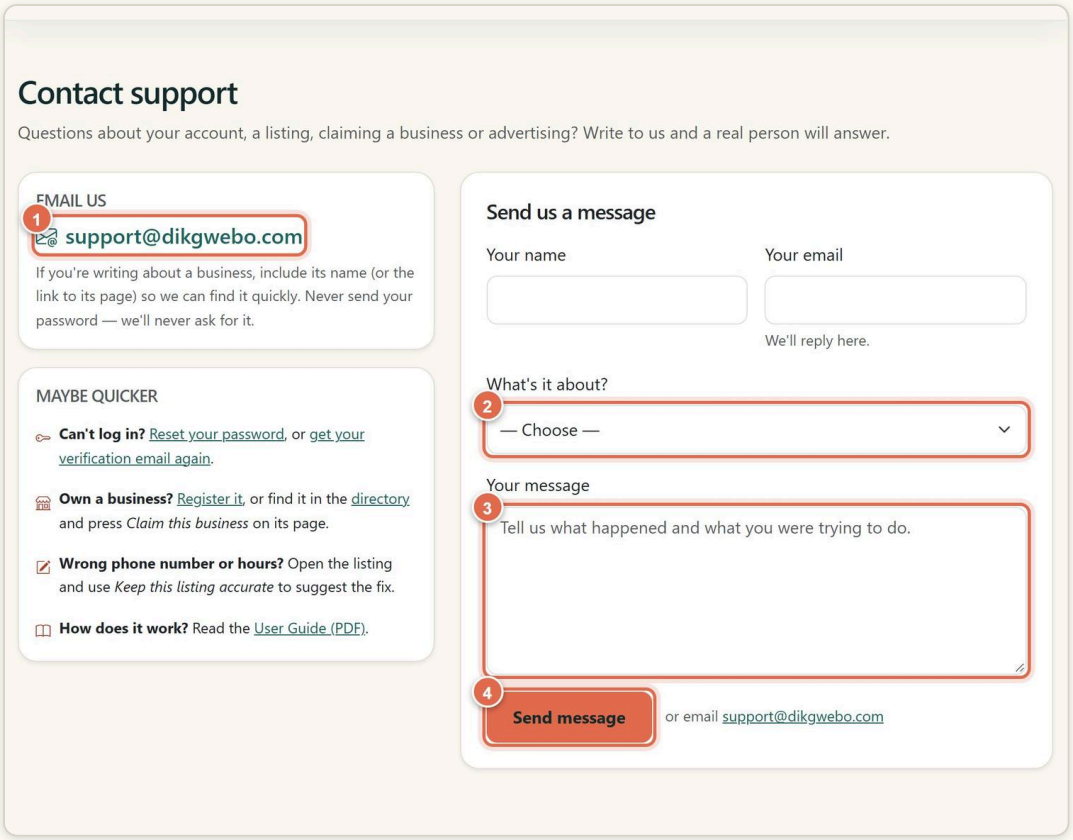
1. From then on, after your password you are asked for the **code** from the app. Lost your phone? Type a recovery code in the same box.

> You can turn it off, or create a fresh set of recovery codes, on the same page — both need your password and a current code.

1.11 Getting help

CUSTOMERS

Something not working, or a question this guide doesn't answer? Write to us — a real person reads every message.



1. Our support address is **support@dikgwebo.com** — you can email it directly, or use the form.
2. Choose what it is about: your account, claiming a business, a listing, advertising and payments, feedback, or something else.
3. Say what happened and what you were trying to do.
4. Press **Send message**. Your reply comes by email to the address you gave.

> **Never send your password** — we will never ask for it. If the form can't send your message you'll see a clear note, and what you typed is kept so you can try again or email us directly.

If...	Try this first
You can't log in	Use *Forgot password?* on the log-in page. If it says your email isn't verified, press *Send the link again*.
The confirmation email doesn't arrive	Check spam/junk, check the spelling of the address, wait a few minutes, then ask for a new link (once a minute).
Your account says suspended	Write to support@dikgwebo.com — we email the reason when an account is suspended and will look at it again.
A listing has wrong details	Use *Keep this listing accurate* on its page (1.4).

Part II

For Business Owners

Claim or register your business, build a profile that converts, and use Dikgwebo's leads, advertising and AI tools to grow.

2.1 Getting your business listed

2.2 Your dashboard at a glance

2.3 Editing your profile

2.4 Products, offers, posts and gallery

2.5 Leads and reviews

2.6 The Quote Marketplace

2.7 Growing with AI

2.8 Advertising

2.9 Wallet, plans and billing

2.10 Bookings, loyalty and analytics

2.1 Getting your business listed

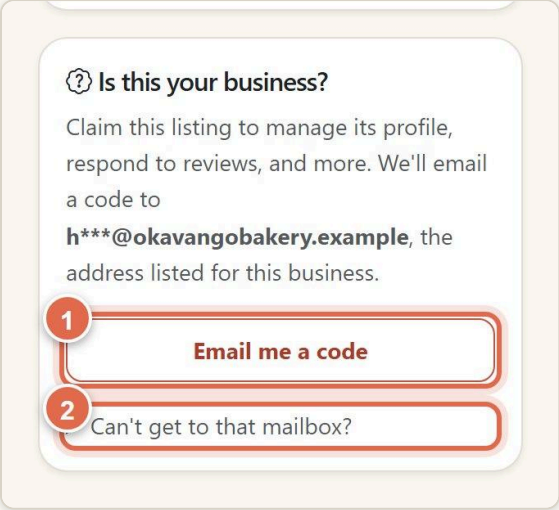
BUSINESS OWNERS

There are two ways in. If your business is **already in the directory**, claim it. If it isn't there at all, **register it**. Both need a Dikgwebo account (see 1.1).

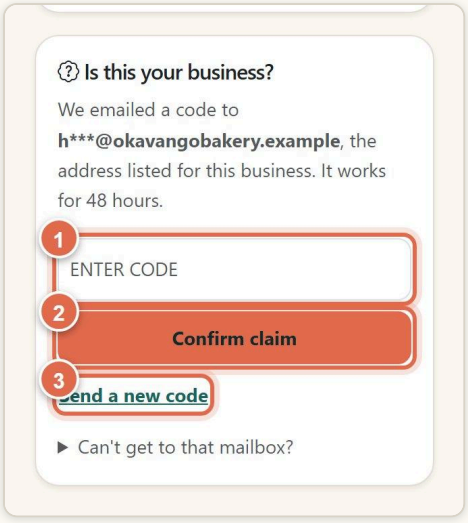
A — Claim a listing that already exists

Find your business in the directory and scroll to the **Is this your business?** box. It only appears on listings nobody owns yet. How you prove it's yours depends on whether the listing has an email address.

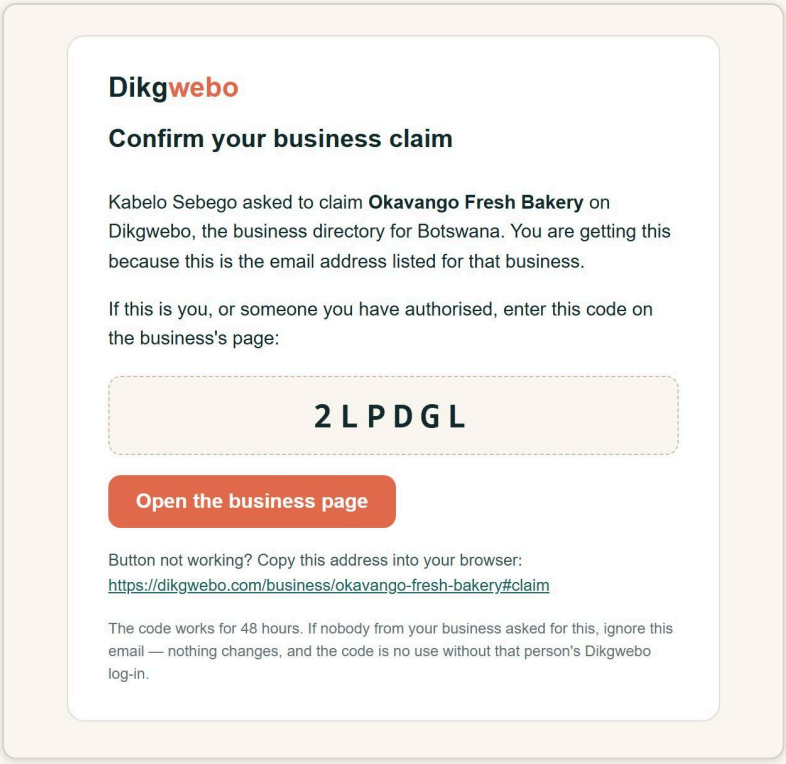
Route 1 — the listing has an email address: a code



1. Press **Email me a code**. The code goes to the address *listed for the business* — shown partly hidden, such as `h***@okavangobakery.example` — so only someone who can open that mailbox can claim it.
2. Can't open that mailbox any more? Open **Can't get to that mailbox?** and use the manual route below instead.



Enter the code



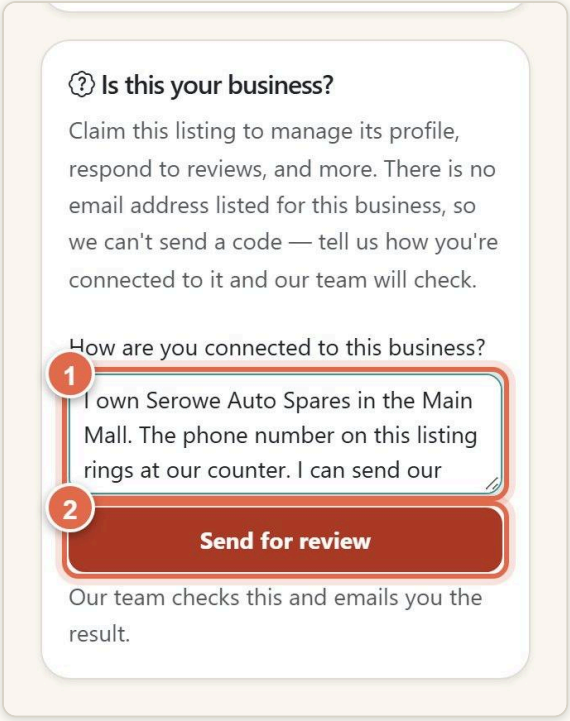
The email sent to the business

1. Type the **code** from the email.
2. Press **Confirm claim**. You become the owner straight away and land on your dashboard — no waiting for anyone.
3. **Send a new code** if it hasn't arrived (wait two minutes between requests; up to five codes per claim). A new code cancels the old one.

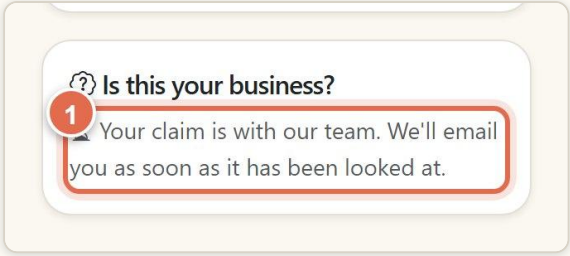
> **Good to know —** a code works for **48 hours**, and five wrong guesses cancel it (ask for a new one). If nobody at the business asked for the code, the email says to ignore it — it is useless without your Dikgwebo log-in.

Route 2 — no email on the listing: manual review

Most listings come from public directories and have no email address, so there is nowhere to send a code. For those, you explain how you are connected to the business and a team member decides.



Telling us how you are connected



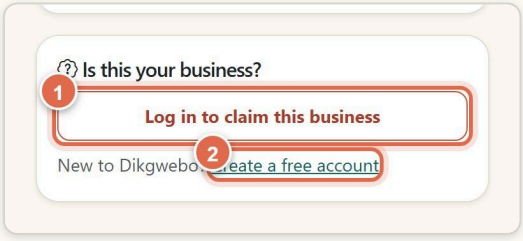
After you send it

1. Write at least a couple of sentences: your **role**, and something we can check — the phone number or website already on the listing, or a document you can send on request.
2. Press **Send for review**. You will see "Your claim is with our team", and you are **emailed the decision** — approval, or a rejection with the reason so you can try again with more detail.

	Email code	Manual review
When	The listing has an email address	It has none (or you can't reach it)
Who decides	You, by entering the code	A Dikgwebo team member
How long	Instant	As soon as the team has looked — you are emailed

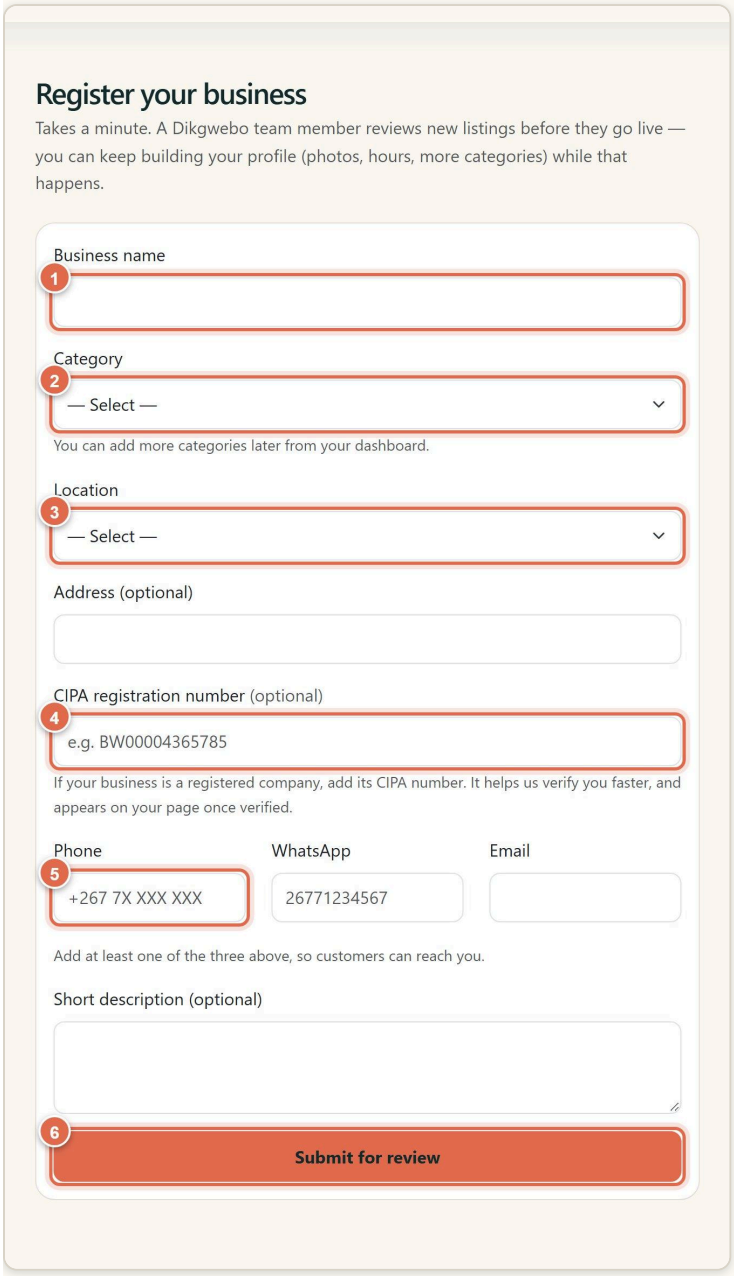
Fair play — several people can have a claim open on the same business at once, so nobody can lock the real owner out by claiming first. The first claim to be approved wins; the others are closed and emailed. One account can have up to five claims open at a time.

Arriving from a message or a flyer

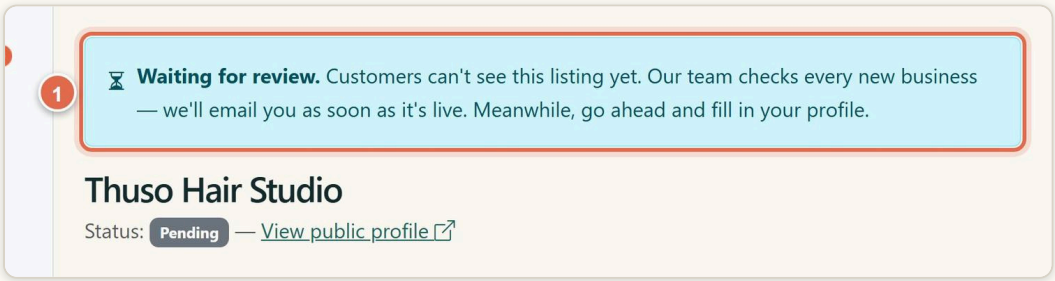


1. If someone from Dikgwebo sent you a message, an email or a printed flyer with a QR code, the link opens your listing at the **Is this your business?** box. Scanning the QR code with your phone camera does the same.
2. Not logged in yet? Press **Log in to claim this business** — or **Create a free account** if you are new. Afterwards you come straight back to this box, even if you confirm your email on another device.

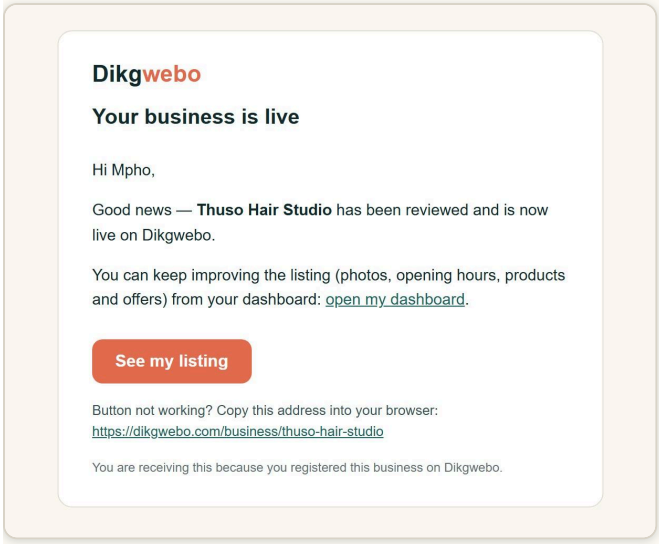
B — Register a business that isn't listed



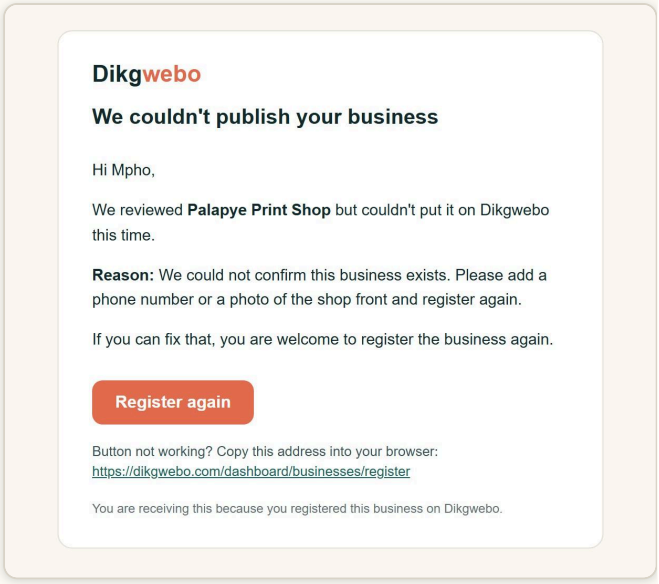
1. The **business name**.
2. One **category** — you can add more from your dashboard later.
3. Your **location** (district or town).
4. Optional: your **CIPA registration number**, if you are a registered company (for example `BW00004365785`). It helps the team verify you faster. It is only shown on your page once you are verified, and it is not checked against the CIPA register.
5. At least one way for customers to reach you: **phone, WhatsApp or email**.
6. Press **Submit for review**. (Up to three submissions can wait for review at once.)



1. Until the team reviews it, your dashboard shows **Waiting for review**: customers can't see the listing yet. Carry on filling in your profile — photos, hours, products.



"Your business is live" — sent once, the first time it goes live

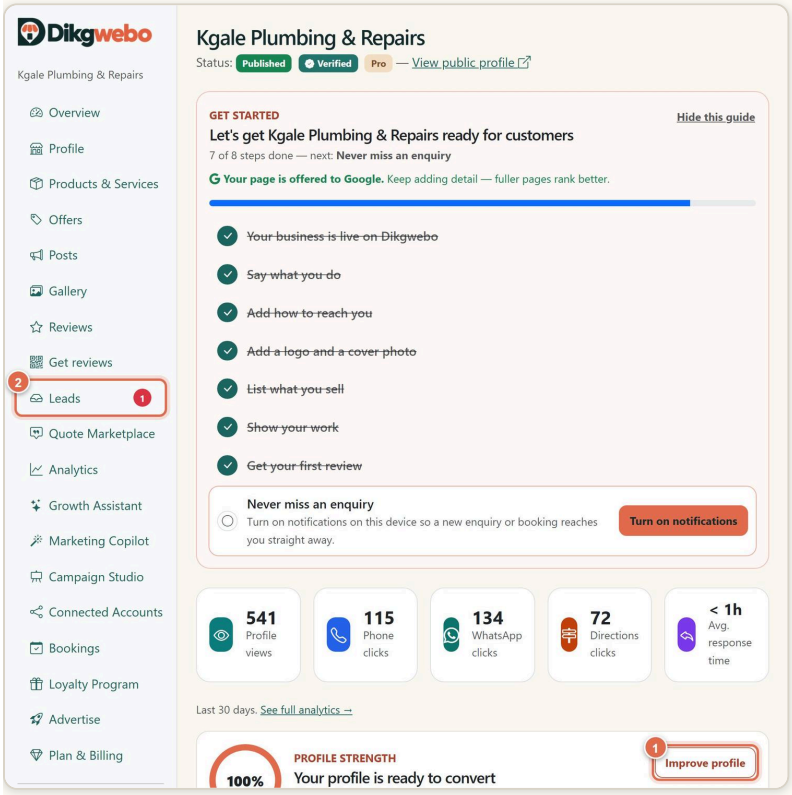


If it can't be published — with the reason, and a link to register again

2.2 Your dashboard at a glance

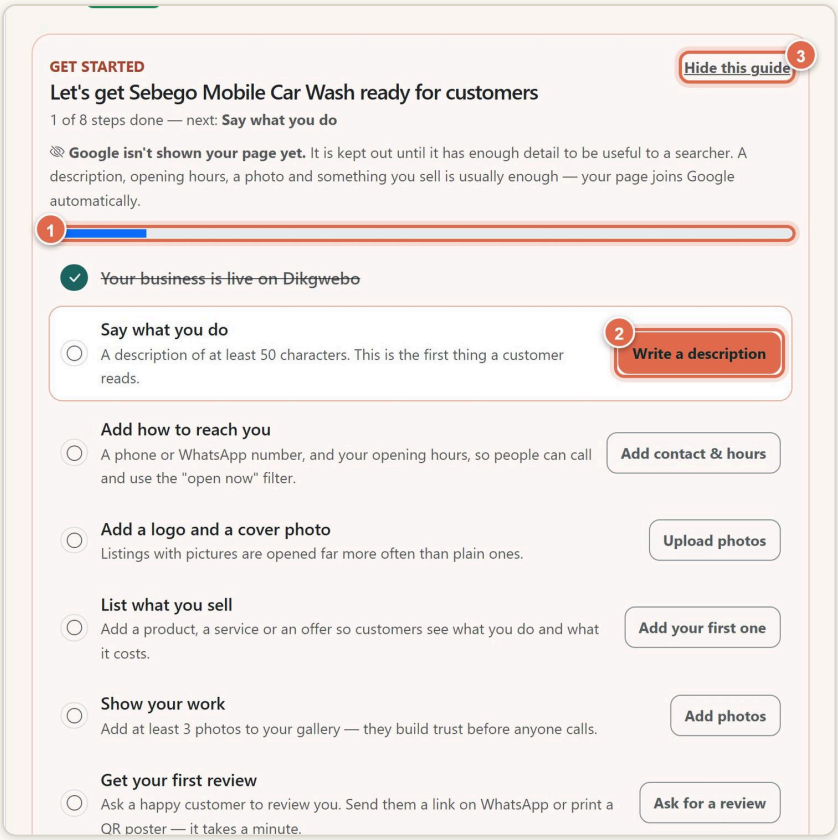
BUSINESS OWNERS

`/dashboard` opens your Overview. If you manage several businesses, you pick one first; the left menu then covers everything in this part of the guide.



1. **Improve profile** — jumps to the Growth Assistant (2.7). The ring is your *Profile strength*.
2. **Leads** — new / contacted / quoted / won. The **red badge** on the menu counts new leads waiting for you. Every new enquiry is also emailed to you.
3. **Plan** — your current plan and renewal date; **Manage** opens Plan & Billing (2.9).

The Get started checklist



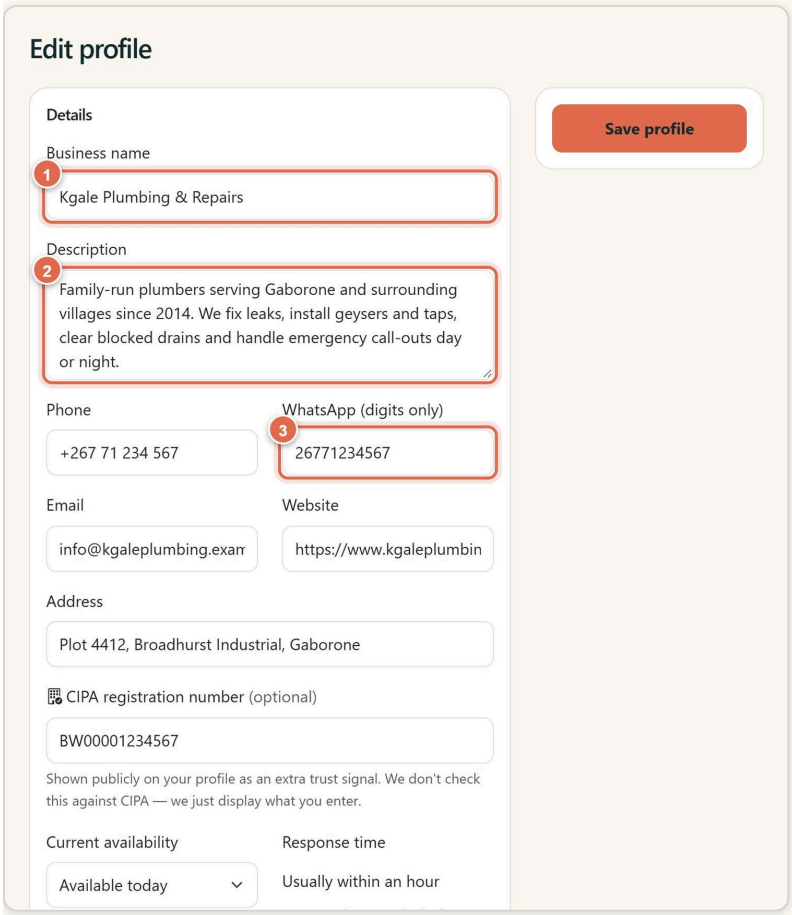
1. A new business starts with a short checklist on its Overview: **say what you do**, **add how to reach you**, a **logo and cover photo**, **what you sell**, **photos of your work**, and **your first review**. A bar shows how far along you are.
2. Each step has one button that takes you to the right page, and the next step is highlighted. Done steps are ticked off for you.
3. **Hide this guide** puts it away; it comes back from the Overview if you want it. The note at the top tells you whether your page is already being shown to Google — pages with more detail rank better, so a complete page matters.

Widget	What it shows
Stat tiles	Profile views, phone clicks, WhatsApp clicks, directions clicks and average response time — last 30 days.
Follow-ups due	Leads you marked to chase up.
Get notified instantly	Turn on push notifications to hear about new leads and reviews the moment they arrive.

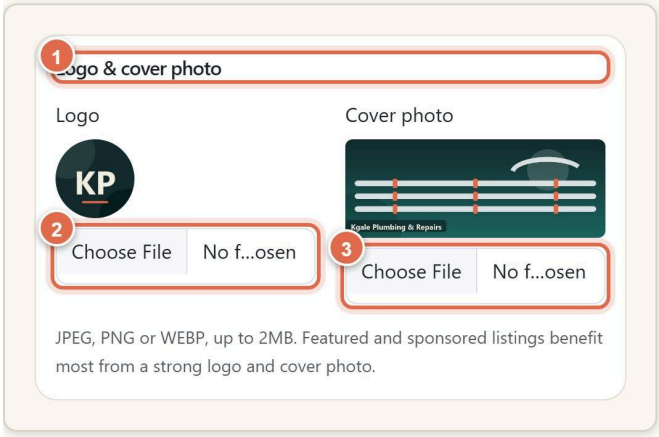
> **Note —** response time is never typed in by you. Dikgwebo works it out from how quickly you actually reply to real leads.

2.3 Editing your profile

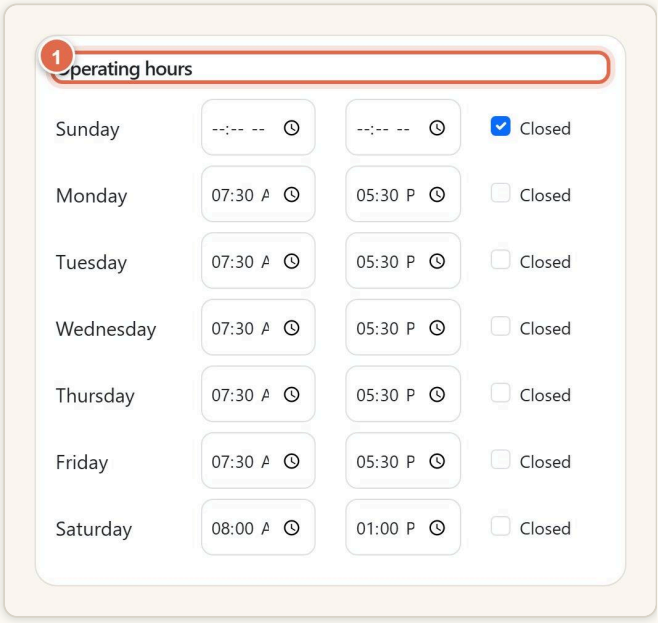
`Dashboard → Profile` — one page, saved with **Save profile** at the top.



1. **Business name.**
2. **Description** — what you do, who for, where. Aim for 50+ characters; it counts toward your profile strength.
3. **WhatsApp** — digits only, with country code (for Botswana: `267…`).



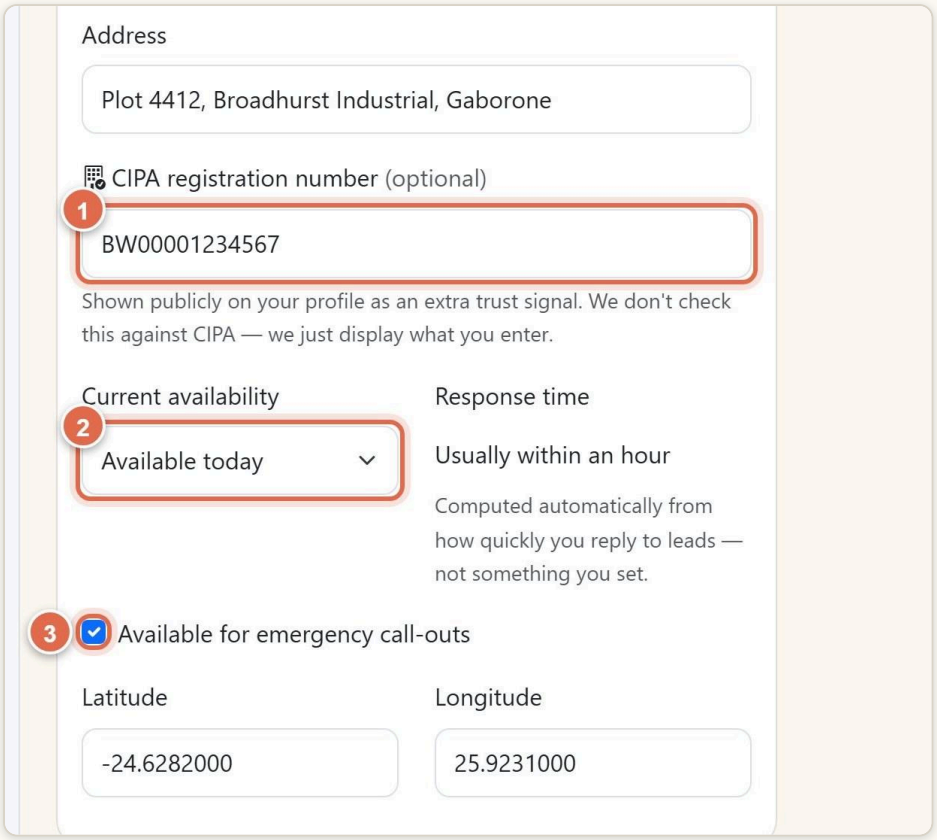
Logo, cover photo (JPEG, PNG or WebP, up to 2 MB)



Opening hours — set per day, or tick Closed

1. The **logo and cover** are the first thing customers see. A clear logo on a plain background works best.

2 **Opening hours** power the green *Open now* / amber *Closes soon* / red *Closed* badge on your card and page, the *Open now* filter, and the highlighted “today” line. Keep them right: customers act on them. A night shift (such as 20:00 to 02:00) works, and 00:00 to 00:00 means “open all day”. Public holidays are not known to the site, so tick *Closed* or change the hours yourself.



1 **CIPA number** — your company registration number, if you have one. You can add it at any time; the team looks at it when verifying you, and once your business is verified it is shown on your page as a trust badge. Dikgwebo does not check it against the register, so enter it exactly.

2 **Current availability** — *Available today*, *Limited* or *Unavailable*. (*Response time* beside it is calculated, not editable.)

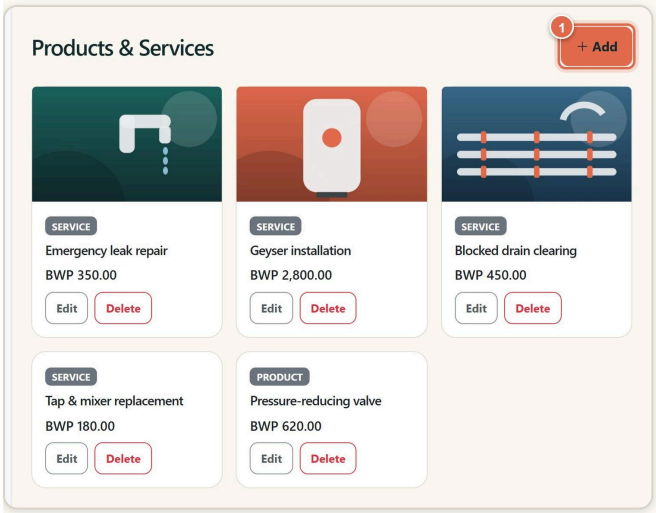
3 **Available for emergency call-outs** adds a badge customers can filter by.

Also on this page	
Intro video	A Premium-plan perk: a short video on your profile.
Social links	Facebook, Instagram, TikTok, LinkedIn, YouTube and X (Twitter).
Categories	Tick every category that describes you; the first one ticked is your main category.
Map pin	Latitude and longitude for the map and “Near me”.

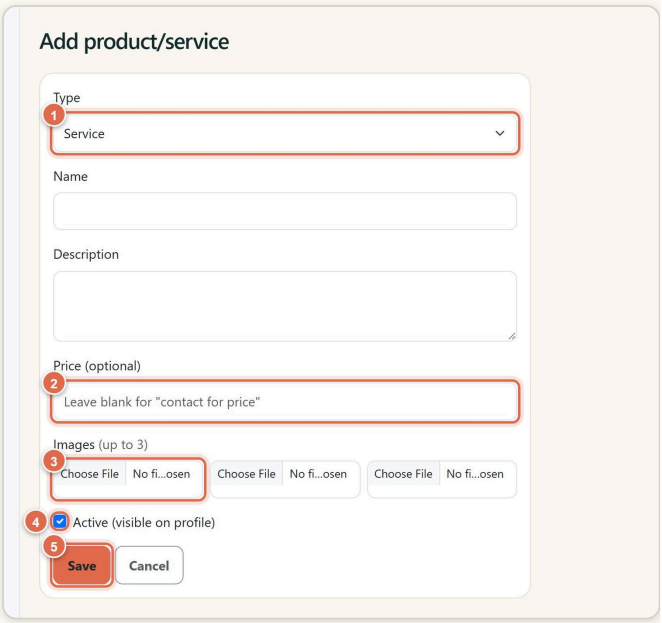
2.4 Products, offers, posts and gallery

BUSINESS OWNERS

Four sections, four jobs. *Products & Services* are your permanent catalogue; *Offers* are time-limited promotions; *Posts* are dated news; the *Gallery* is your photo library. All appear on your public profile.

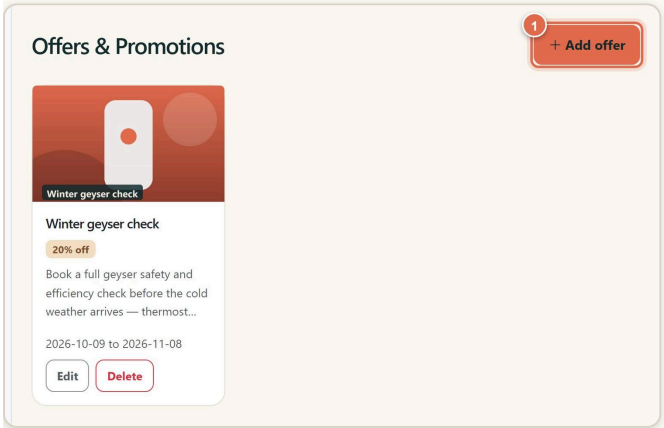


Products & Services

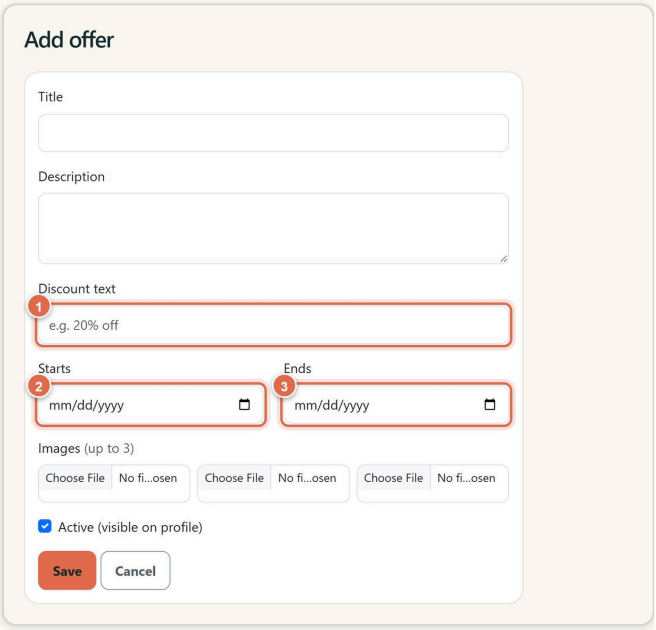


Adding one

1. Press **Add** to create one; **Edit** / **Delete** sit on each card.
2. Choose **Product** or **Service**, give a name and description, and add a price (leave it blank to show “contact for price”).
3. Up to **3 photos** per item.
4. **Active** controls whether it shows on your profile — untick to hide without deleting.
5. **Save.**



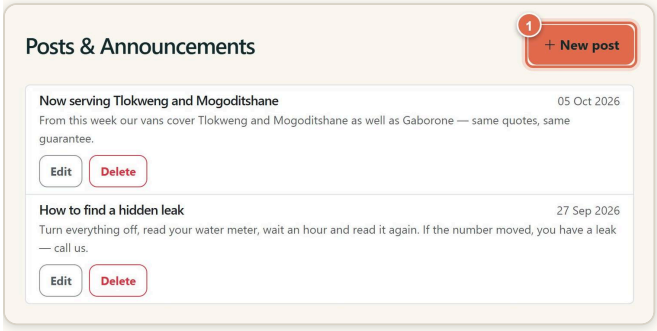
Offers & Promotions



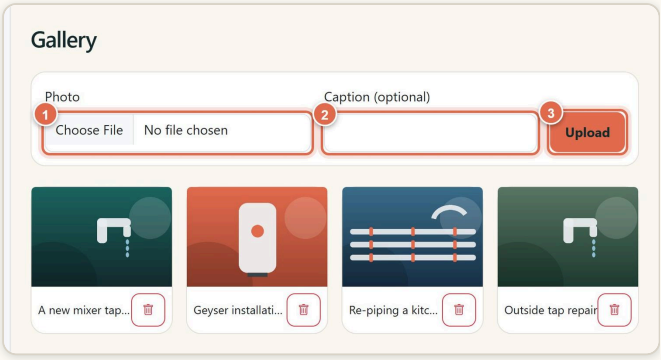
Adding an offer

1. The **discount text** (“20% off”) appears as a badge on the offer.

2. Set **Starts** and **Ends** dates — the offer shows only between them. Publishing an active offer also notifies people who follow your business.



Posts & Announcements



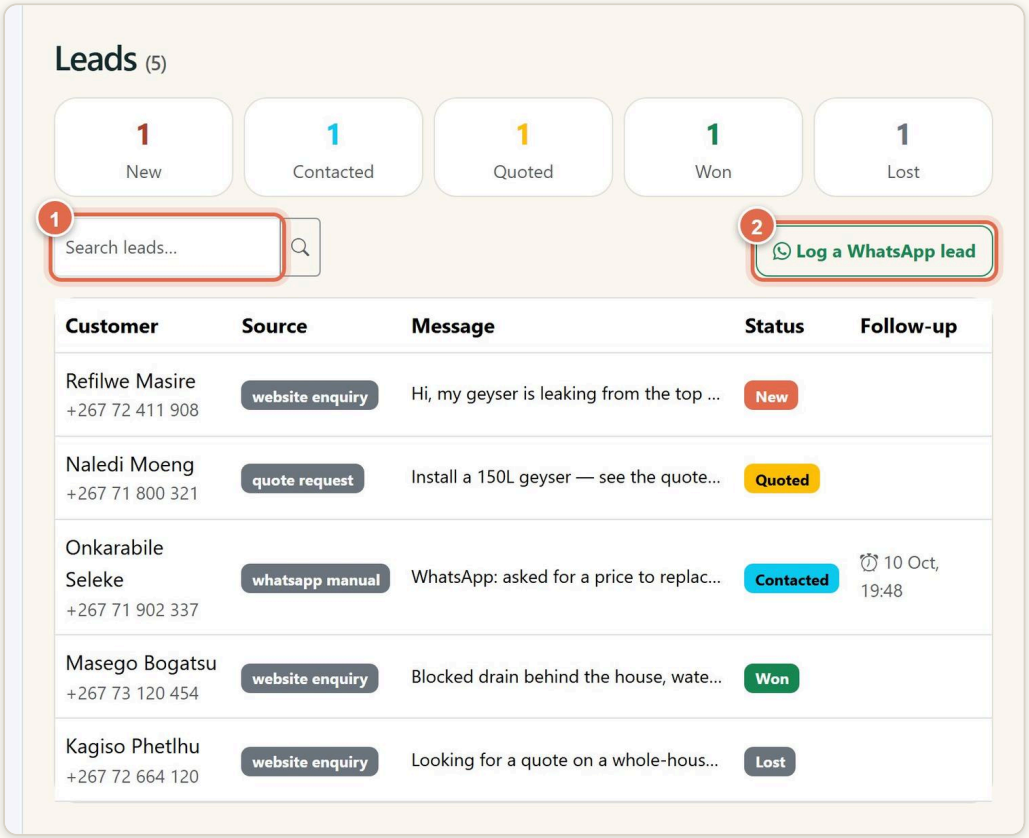
Gallery

1. **New post** — a short dated announcement, with an optional photo, shown under Announcements on your profile.
2. The **Gallery**: pick a photo, add a caption, press **Upload**. These photos also feed the picture pickers when you make ads or AI marketing.

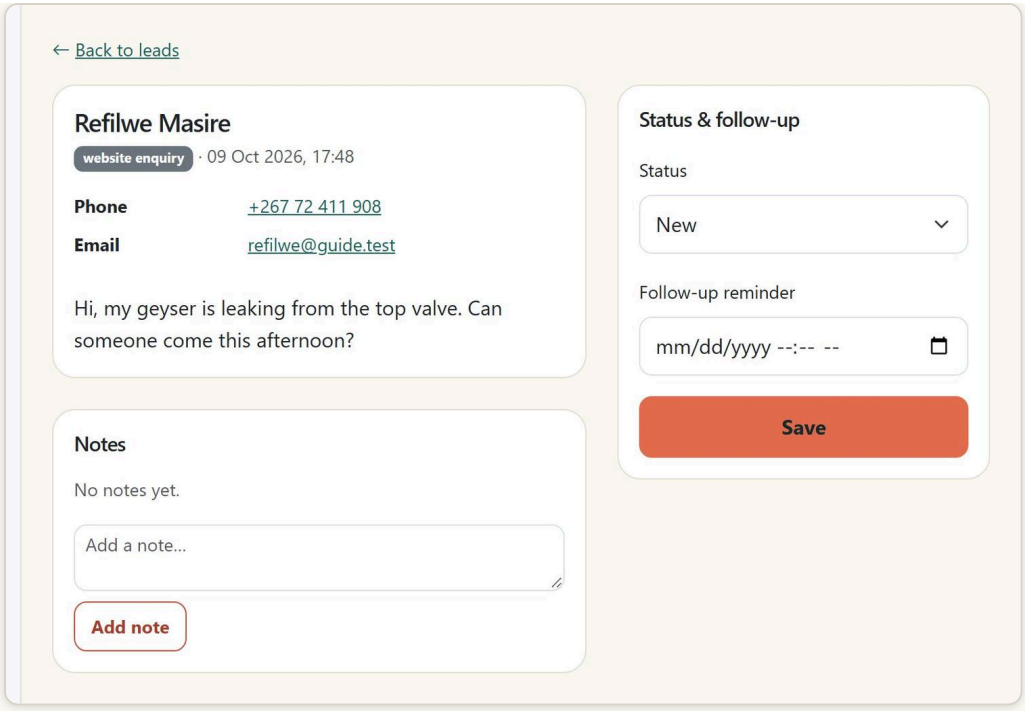
2.5 Leads and reviews

BUSINESS OWNERS

Every way a customer can reach you ends up in one place.



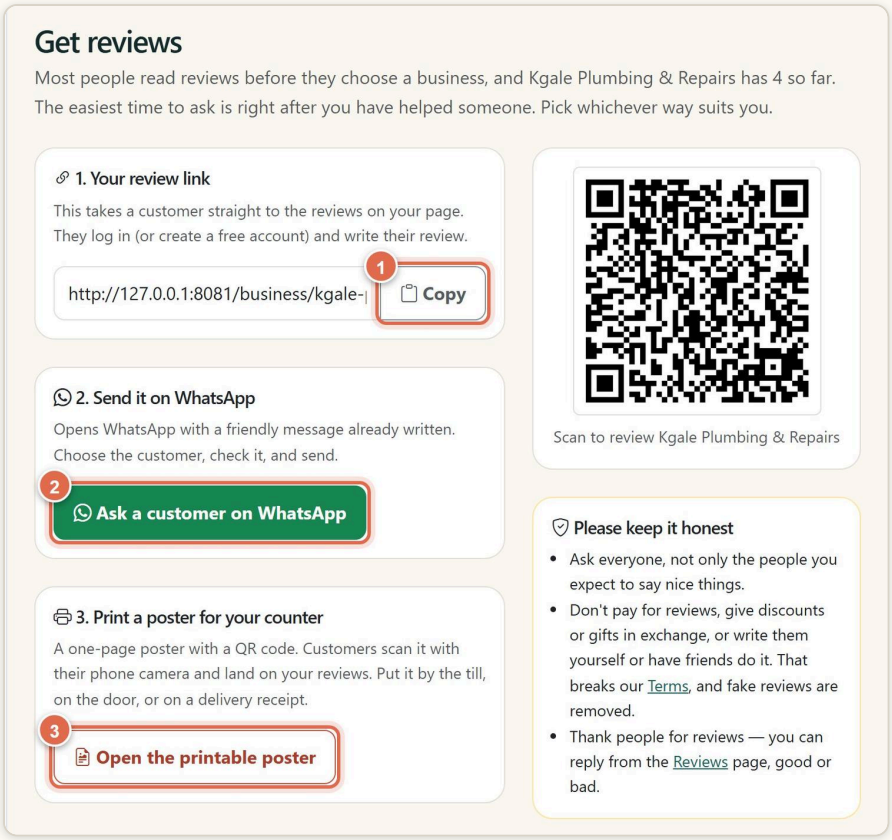
1. **Search** leads by name, phone or message.
2. **Log a WhatsApp lead** — when a customer messages you on WhatsApp, record it here so nothing is forgotten.



1. Open a lead to set its **status** — new → contacted → quoted → won or lost — and a **follow-up reminder** (it appears under “Follow-ups due” on your overview).
2. Add private **notes** (“called back, wants Friday”).

> **Pay-per-lead —** marking a lead *Won* may charge a small fee from your wallet, depending on your plan (see 2.9). It only ever charges once per lead.

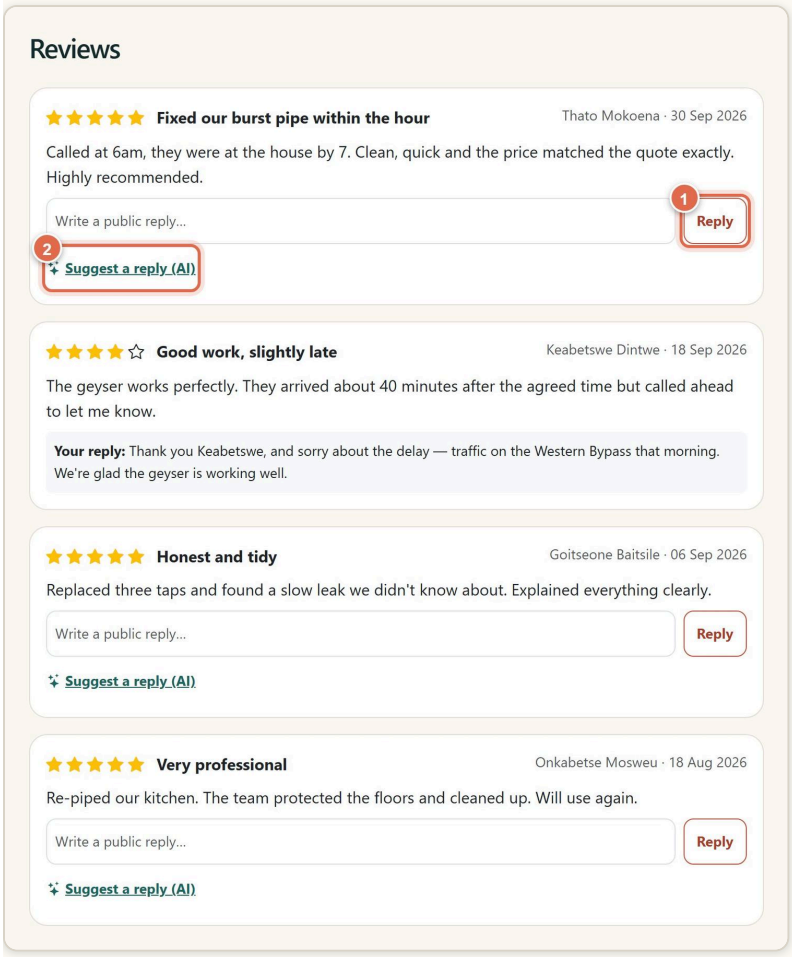
Asking customers for reviews



1. **Get reviews** is in your left menu. Step one is **your review link**: press **Copy** and paste it into a WhatsApp, an SMS, a receipt or an email. It takes the customer straight to the reviews on your page.
2. **Ask a customer on WhatsApp** opens WhatsApp with a friendly message already written. Choose the customer, check it, and send.
3. **Open the printable poster** — one A4 page with a QR code (next picture) for your counter or door.



1. Customers scan the QR code with their phone camera, land on your reviews, log in (or create a free account) and write theirs. Print it, or save it as a PDF from your browser.
2. Please keep it honest: ask everyone, not only the people you expect to say nice things, and never pay for reviews. A business with no reviews shows *Be the first to review* to visitors, so your first one matters.

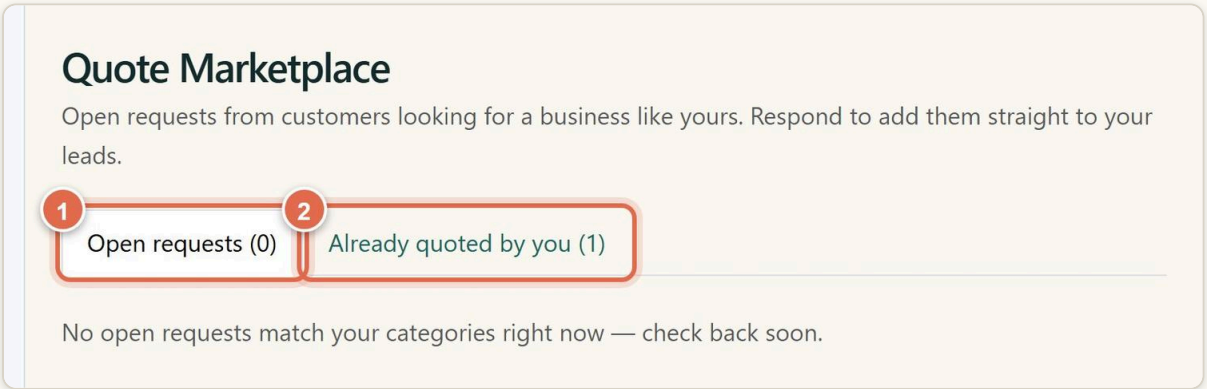


1. **Reply** to any review in public — a thoughtful reply, especially to a lukewarm review, wins trust.
2. **Suggest a reply (AI)** drafts one for you to edit before posting.

2.6 The Quote Marketplace

BUSINESS OWNERS

`Dashboard → Quote Marketplace` — customers post jobs; Dikgwebo matches them to businesses like yours.



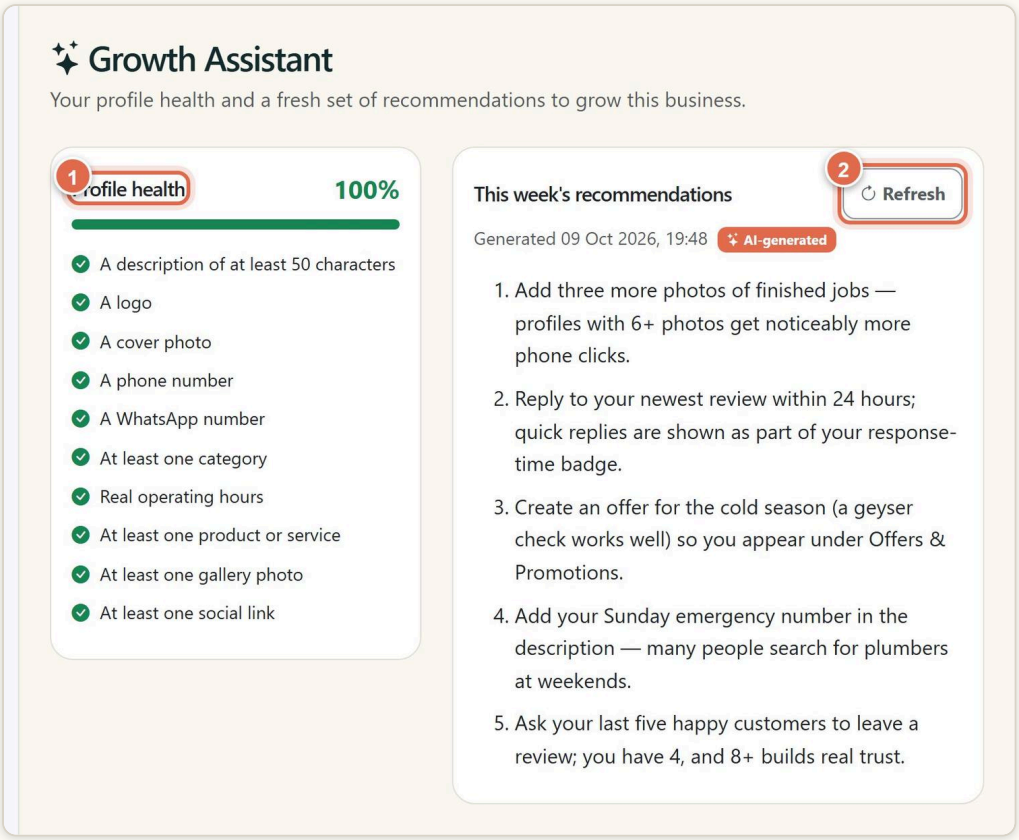
1. **Open requests** — jobs in your category and area that you haven't answered.
2. **Already quoted by you** — requests you have replied to.

1. Open a request and read the description, budget and deadline.
2. Send your **price and a short message**. A won quote also appears in your Leads inbox.
3. If the customer accepts, do the work — then mark it **complete**. That unlocks their *verified* review of you.

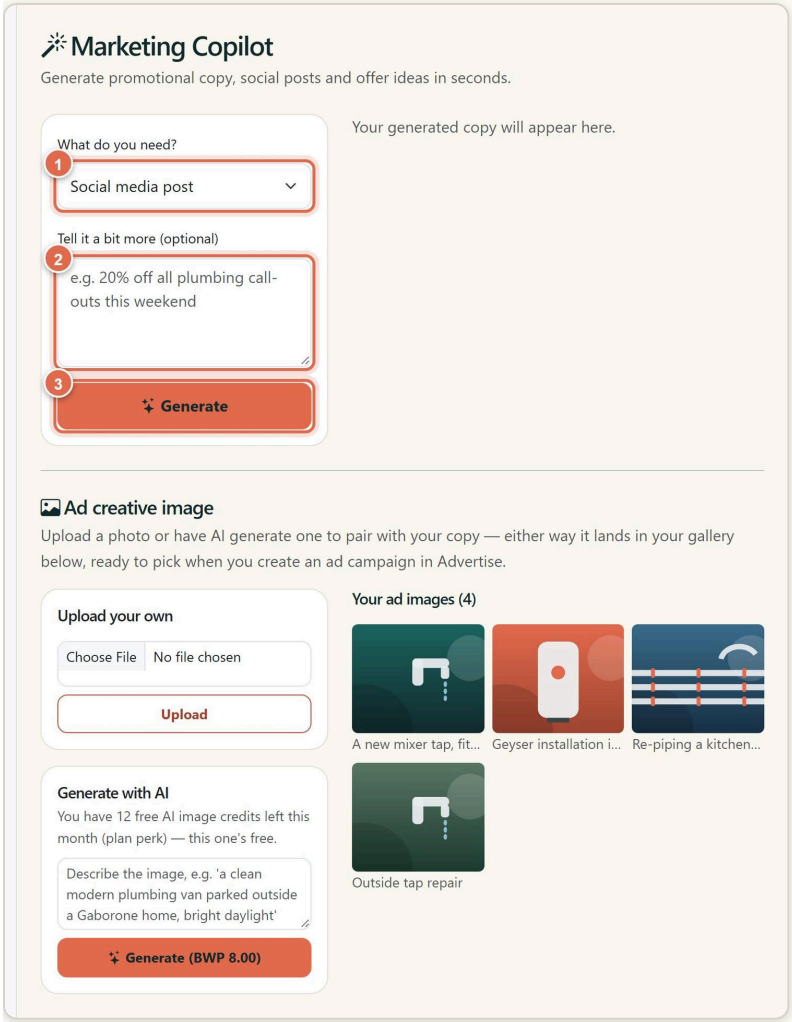
2.7 Growing with AI

BUSINESS OWNERS

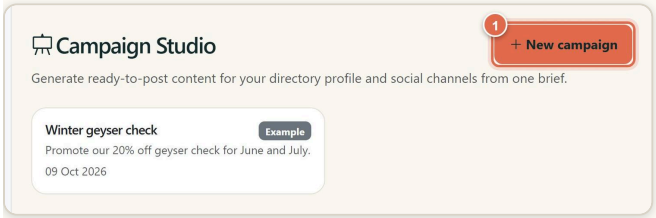
Four tools, all under `Dashboard`. They use AI to draft, never to publish without you: you read, edit and choose.



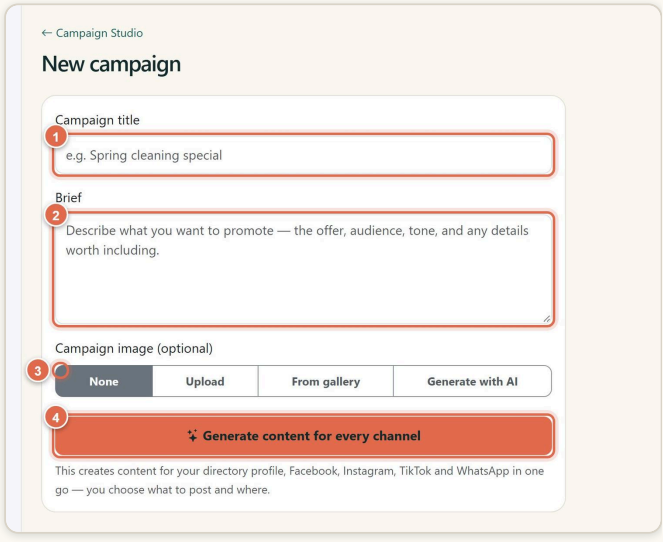
1. **Profile health** — a checklist (description, logo, cover, phone, WhatsApp, category, hours, product, gallery photo, social link) with a score.
2. **This week's recommendations** — five specific suggestions from the AI. **Refresh** asks for a new set.



1. Choose **what you need**: a social post, an offer description, and so on.
2. Add a line of detail — "20% off all plumbing call-outs this weekend".
3. **Generate**. Below it, add an **ad picture**: upload your own, or have AI make one (a plan's free image credits are used first; after that it costs the price shown on the button).

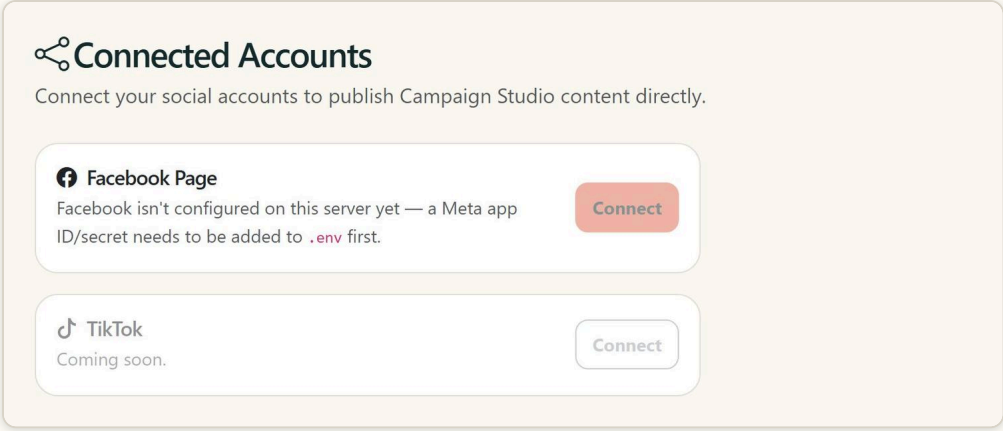


Campaign Studio



New campaign

1. Give the campaign a **title** and a **brief** — the offer, audience and tone.
2. Choose an image: **None**, **Upload**, **From gallery** or **Generate with AI**.
3. **Generate content for every channel** writes versions for your directory profile, Facebook, Instagram, TikTok and WhatsApp. You choose what to post and where: *Post to directory* publishes on your profile; *Publish social* sends to a connected account.

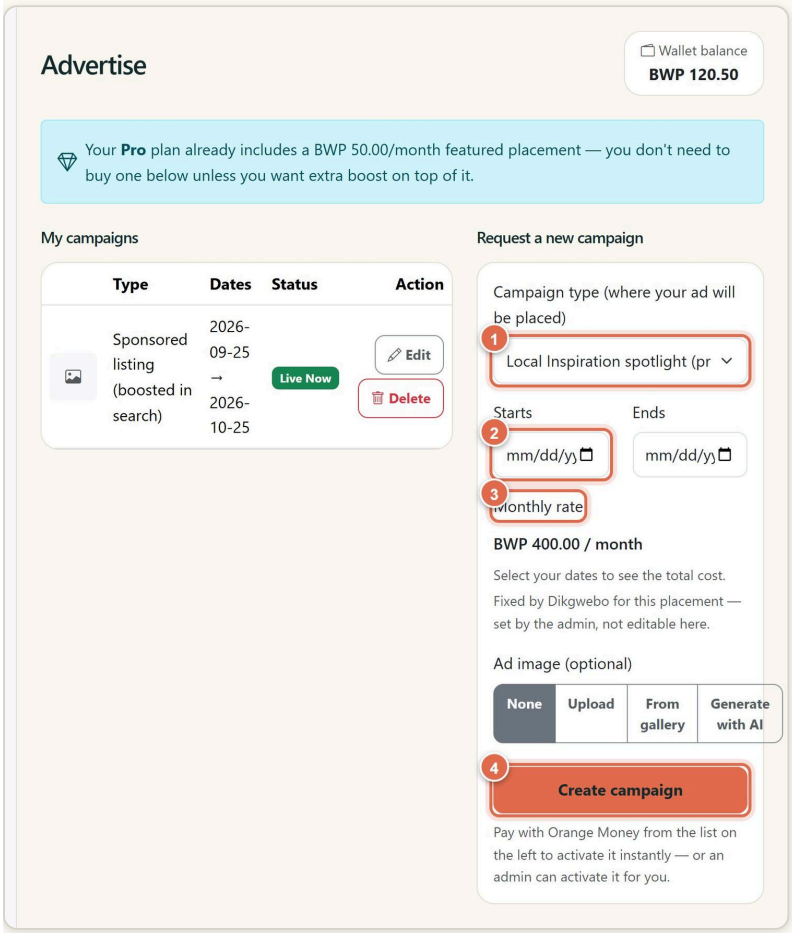


1 **Connected Accounts** links a Facebook Page so Studio and Copilot can publish there directly (this needs Dikgwebo's Facebook connection to be switched on by the site administrator). TikTok is coming.

2.8 Advertising

BUSINESS OWNERS

`Dashboard → Advertise` — put your business in front of more people. **Prices are fixed by Dikgwebo per placement**, not typed by you: the form shows the monthly rate and works out the total from your dates.



1. Choose where your ad is placed (the six placements below).
2. Pick your **start and end dates**.
3. The **monthly rate** is fixed for that placement — the total appears once you pick your dates.
4. Optionally add an image (upload, from your gallery, or AI), then press **Create campaign**.

Placement	What it does	Example monthly rate
Local Inspiration spotlight	A premium spot in the “A little local inspiration” hero on the home page, which rotates through paid businesses	BWP 400
Featured listing	Homepage spotlight, boosted in lists	BWP 250
Category sponsorship	Pinned at the top of page 1 for one category	BWP 200
Location sponsorship	Pinned at the top of page 1 for one district or town	BWP 180
Sponsored listing	Boosted up the search results	BWP 150
Promoted offer	Boosts and badges one of *your active offers* in Offers & Promotions	BWP 120

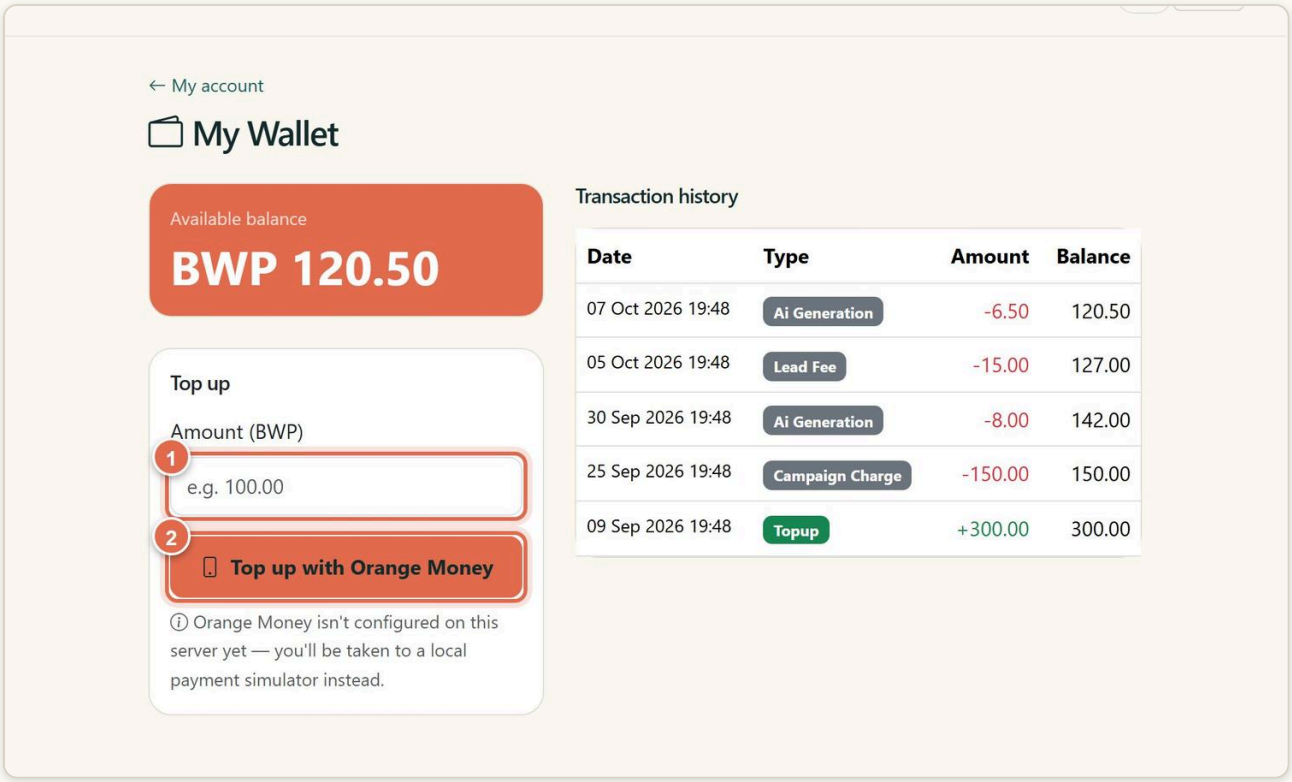
1. After **Create campaign** it is listed under *My campaigns*, waiting to be paid.
2. Pay **from your wallet** to activate it at once, or with **Orange Money** — or, if you arrange it with us, an administrator can activate it for you.
3. You can **edit** or **delete** a campaign from the list. *Live Now* shows when it is running.

> The rates above are examples — the live rates are set by Dikgwebo and can change. Your plan may already include a monthly featured placement (the Pro plan includes BWP 50): the page tells you so.

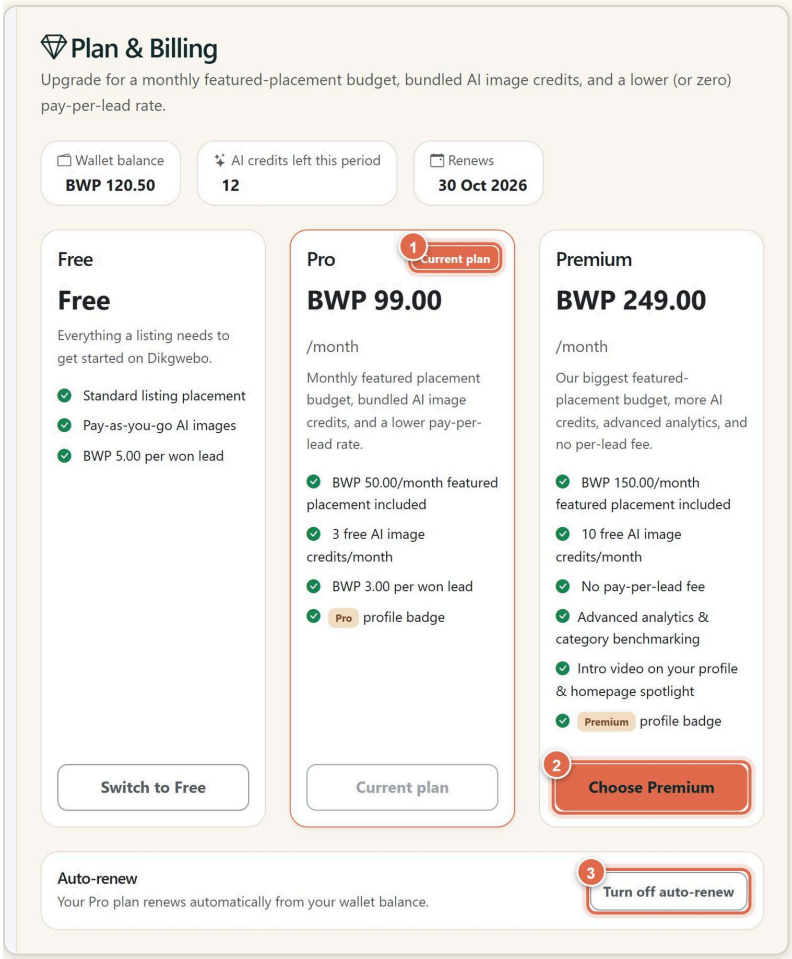
2.9 Wallet, plans and billing

BUSINESS OWNERS

Your **wallet** pays for AI images (beyond your free credits), ad campaigns and pay-per-lead fees. Your **plan** sets what is included.



1. Type an **amount** in BWP.
2. **Top up with Orange Money**. Your balance and a line-by-line history (top-ups, campaign charges, AI images, lead fees, refunds) are on the same page.



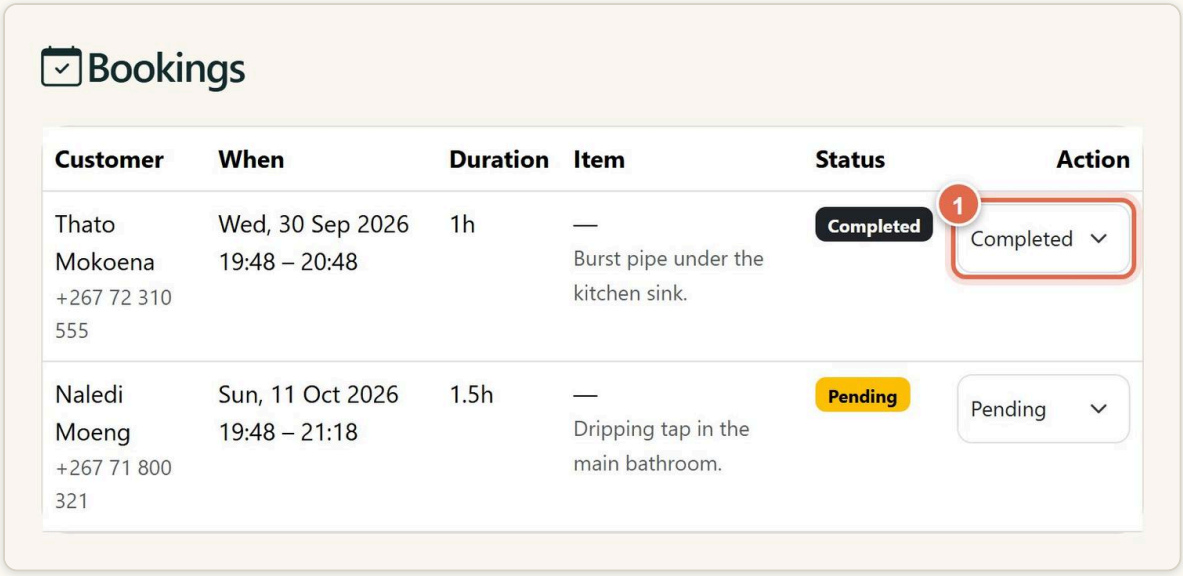
1. Your **current plan** is marked. The wallet balance, free AI credits left and renewal date are above the plans.
2. **Choose Premium** (or Pro, or Free) switches plans; the plan's price is taken from your wallet.
3. **Auto-renew** renews from your wallet each period; turn it off any time.

	Free	Pro	Premium
Price (example)	BWP 0	BWP 99 / month	BWP 249 / month
Featured placement included	—	BWP 50 / month	BWP 150 / month
Free AI image credits	Pay as you go	3 / month	10 / month
Fee when a lead is won	BWP 5	BWP 3	None
Extras	—	Pro badge	Advanced analytics, intro video, homepage spotlight, Premium badge

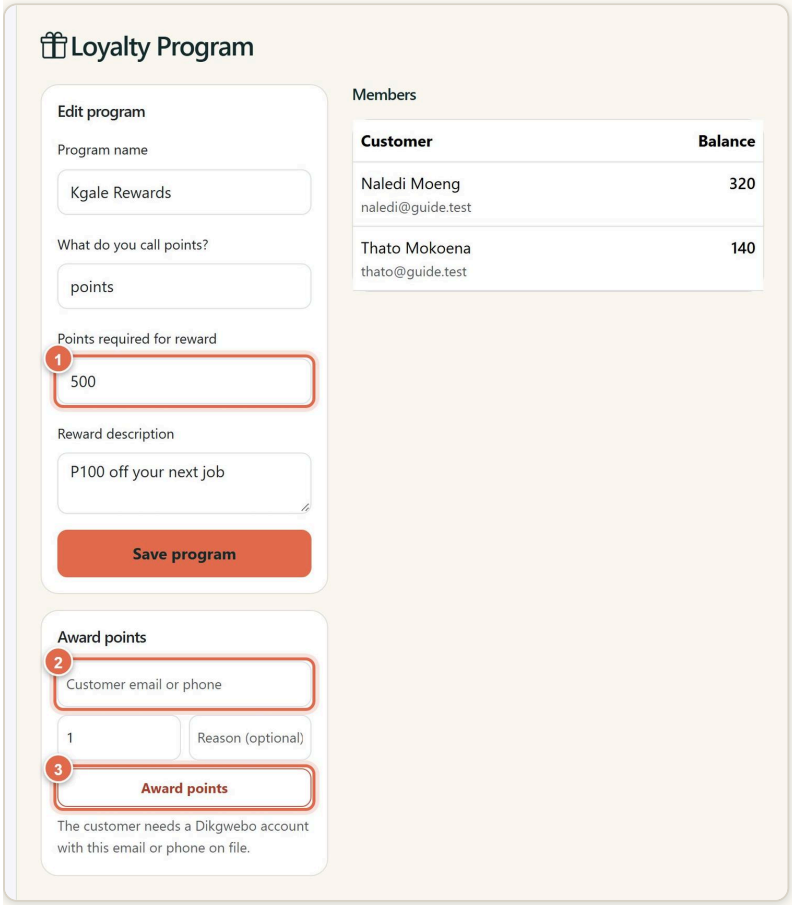
> Plan prices and perks are set by Dikgwebo and can change — your Plan & Billing page always shows the current ones.

2.10 Bookings, loyalty and analytics

BUSINESS OWNERS



1. Each booking request shows who, when, how long and any notes. Use the **status** menu to mark it *Pending*, *Confirmed*, *Cancelled* or *Completed* — the customer sees the change under My Bookings, and a *completed* booking lets them write a verified review.



1. Set up your **points programme**: its name, what you call the points, how many are needed, and the reward ("P100 off your next job").
2. Award points by entering a customer's **email or phone** (they need a Dikgwebo account).
3. **Award points**. Members and their balances are listed on the right; customers see their balance under Account → Loyalty.

Analytics

Metric	Last 7 days	Last 30 days
Profile views	168	541
Search appearances	270	951
Phone clicks	30	115
WhatsApp clicks	32	134
Website clicks	19	71
Directions clicks	19	72
Product/service views	0	0

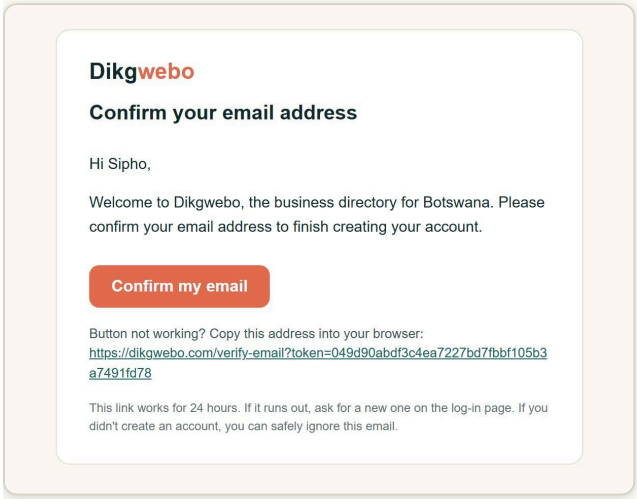
1. Last 7 and 30 days of profile views, phone clicks, WhatsApp clicks and directions requests — the best way to see what a new photo, offer or ad actually did.

A — The emails Dikgwebo sends

REFERENCE

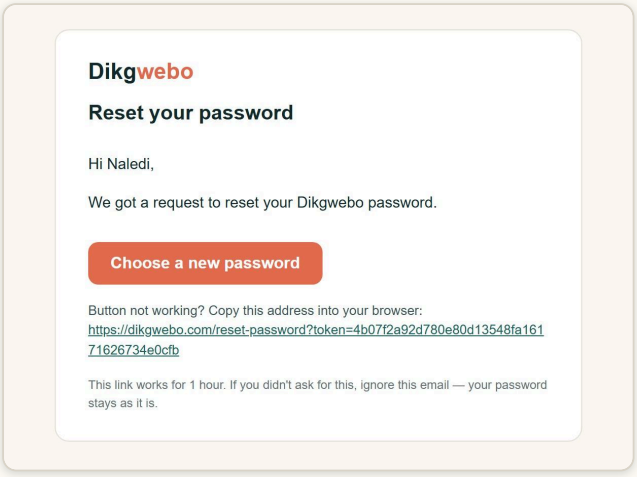
Every message below comes from **Dikgwebo**, and every one of them can be answered: **replies go to support@dikgwebo.com**. Businesses also receive an email for each new enquiry or lead, and the Contact form delivers to the same support address.

Confirm your email address



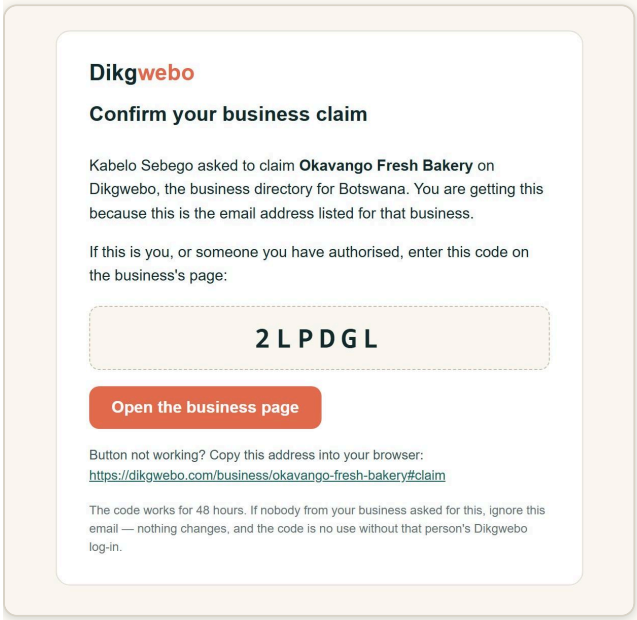
When you create an account — the link works 24 hours.

Reset your password



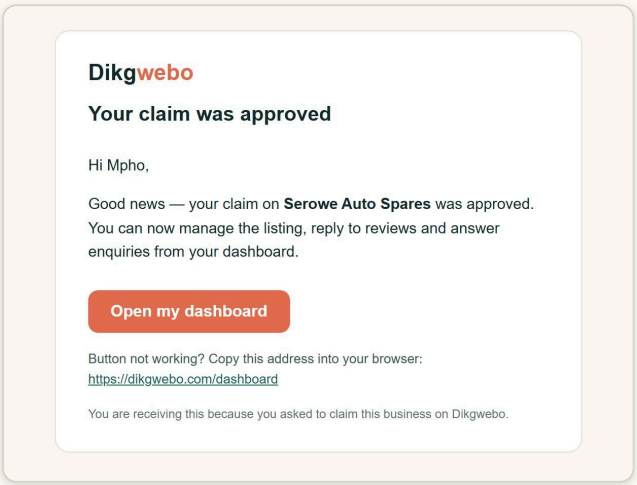
When you use "Forgot password?", or when Dikgwebo support sends you a reset link — the link works 1 hour.

Your code to claim a business



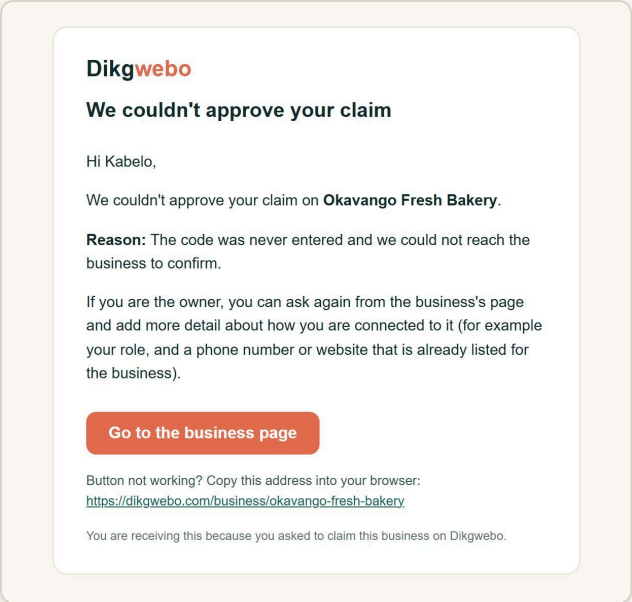
Sent to the email address *listed for the business* when someone starts an email claim — the code works 48 hours.

Your claim was approved



When the team approves your manual claim.

We couldn't approve your claim



Dikgwebo

We couldn't approve your claim

Hi Kabelo,

We couldn't approve your claim on **Okavango Fresh Bakery**.

Reason: The code was never entered and we could not reach the business to confirm.

If you are the owner, you can ask again from the business's page and add more detail about how you are connected to it (for example your role, and a phone number or website that is already listed for the business).

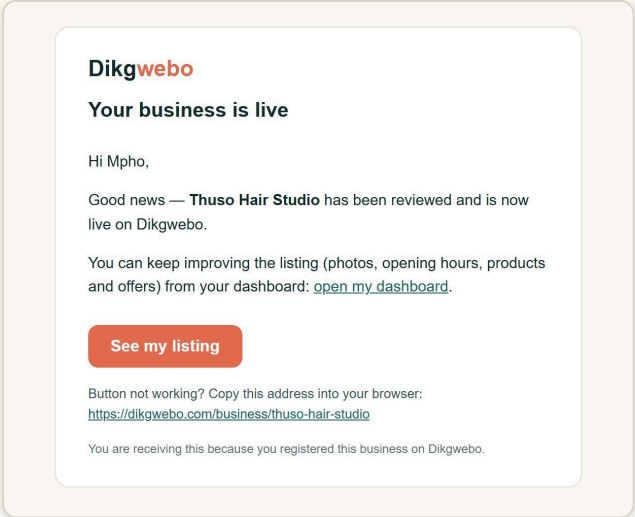
Go to the business page

Button not working? Copy this address into your browser:
https://dikgwebo.com/business/okavango-fresh-bakery

You are receiving this because you asked to claim this business on Dikgwebo.

When your claim is turned down — with the reason — or when someone else's claim on the same business was approved first.

Your business is live



Dikgwebo

Your business is live

Hi Mpho,

Good news — **Thuso Hair Studio** has been reviewed and is now live on Dikgwebo.

You can keep improving the listing (photos, opening hours, products and offers) from your dashboard: open my dashboard.

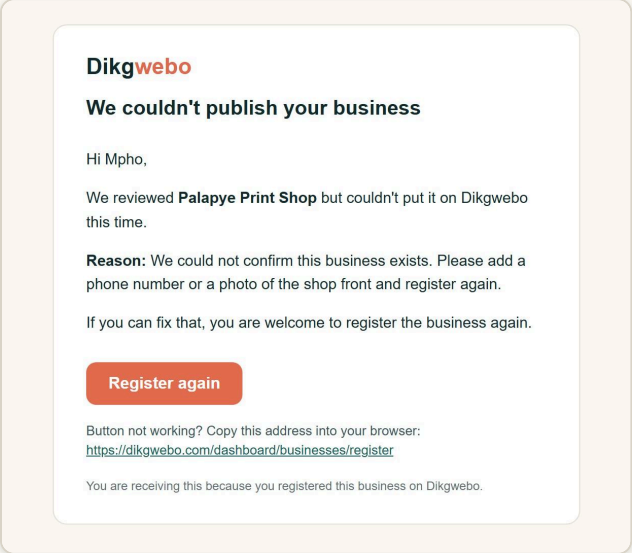
See my listing

Button not working? Copy this address into your browser:
https://dikgwebo.com/business/thuso-hair-studio

You are receiving this because you registered this business on Dikgwebo.

The first time your registered business goes live.

We couldn't publish your business



Dikgwebo

We couldn't publish your business

Hi Mpho,

We reviewed **Palapye Print Shop** but couldn't put it on Dikgwebo this time.

Reason: We could not confirm this business exists. Please add a phone number or a photo of the shop front and register again.

If you can fix that, you are welcome to register the business again.

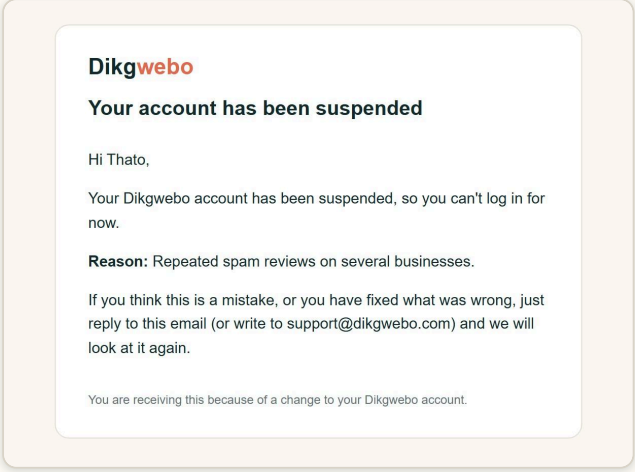
Register again

Button not working? Copy this address into your browser:
https://dikgwebo.com/dashboard/businesses/register

You are receiving this because you registered this business on Dikgwebo.

If a business you registered can't be published — with the reason, and a link to register again.

Your account has been suspended



Dikgwebo

Your account has been suspended

Hi Thato,

Your Dikgwebo account has been suspended, so you can't log in for now.

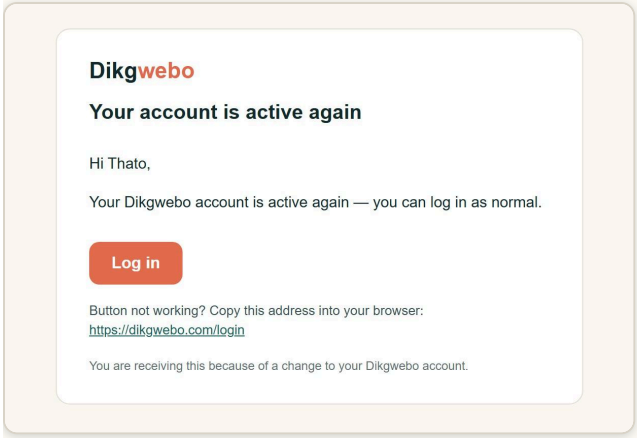
Reason: Repeated spam reviews on several businesses.

If you think this is a mistake, or you have fixed what was wrong, just reply to this email (or write to support@dikgwebo.com) and we will look at it again.

You are receiving this because of a change to your Dikgwebo account.

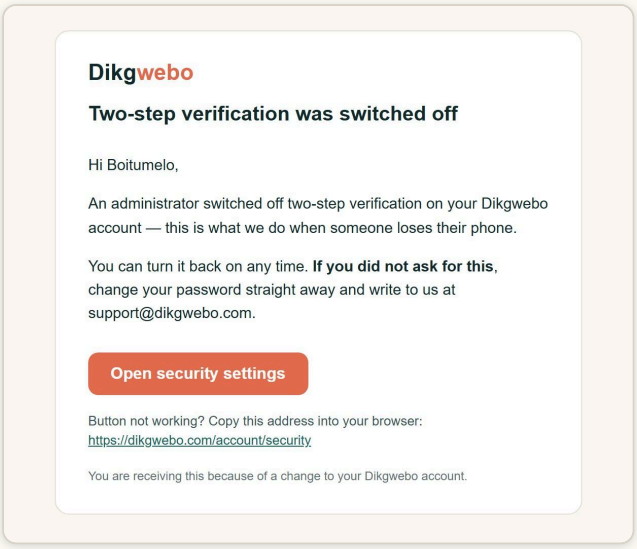
If Dikgwebo suspends your account — with the reason. Reply to the email to ask for a second look.

Your account is active again



When a suspension is lifted.

Two-step verification was switched off on your account



If a Dikgwebo administrator resets your two-step verification (for example after you lost your phone). You can turn it on again from Account → Security. If you did not ask for this, write to support straight away.

B — Troubleshooting

REFERENCE

Problem	What to check
I never got the confirmation email	Spam/junk folder; the spelling of the address; then *Send the email again* (once a minute). Still nothing? Write to support@dikgwebo.com and we can confirm your account by hand.
“Your email isn't verified yet” when I log in	Press *Send the link again*; click the newest link (older ones stop working).
The claim code didn't arrive	It goes to the address *on the listing*, not yours. Check that mailbox, then *Send a new code*; if you can't reach it, use the manual route.
“Too many wrong codes”	Five wrong guesses cancel a code — ask for a new one.
My business doesn't show yet	A newly registered business is hidden until a team member publishes it — you are emailed. Your dashboard shows a *Waiting for review* notice meanwhile.
I lost my phone and can't pass two-step verification	Type one of your recovery codes in the code box. If you have none left, write to support@dikgwebo.com from the email address on your account and we will reset it (1.10).
The site is in the wrong language	Press the EN / TN button in the top bar (1.10).
A business says Closed, but it is open	The badge follows the opening hours on its page. Use *Keep this listing accurate* to tell us (1.4), or — if it is yours — update your hours (2.3). Public holidays are not included.
My account says it is suspended	Reply to the suspension email, or write to support@dikgwebo.com — we will look at it again.
A listing has wrong details	Use *Keep this listing accurate* on its page (1.4).
Anything else	Write to **support@dikgwebo.com** or use the Contact page.



That's the whole guide.

Good local businesses deserve to be found. Dikgwebo helps Botswana discover them.

Questions? **support@dikgwebo.com**

dikgwebo.com