

New local directory 'Cardiff Connect' launches to champion independent businesses across South Wales

Cardiff Connect introduces verified local search, anti-spam auditing, and automated marketing tools to help CF-postcode businesses connect directly with residents and visitors.



South Wales, United Kingdom Sep 10, 2026 ([Issuewire.com](https://www.issuewire.com)) - Cardiff Connect (<https://cardiffconnect.co.uk>), an innovative local business discovery platform and digital growth hub, has officially launched today across the Cardiff Capital Region and South Wales.

Designed to counter generic search engines and pay-to-play review spam, Cardiff Connect provides Cardiff residents, professionals, and visitors with a fast, rigorously verified directory of local tradespeople, dining spots, professional services, retail, and community venues across all CF postcodes.

Unlike traditional web directories, Cardiff Connect combines modern web performance with an automated verification framework. Every listing is audited against physical operating presence, Companies House registration, trade accreditations (including Gas Safe, NICEIC, and Food Standards Agency hygiene scores), and authentic customer feedback.

Key Features of Cardiff Connect Include:

- 100% CF-Postcode Physical Verification: Eliminates virtual office spam and out-of-area lead farms, ensuring users only connect with genuine local operators.
- Instant 1-Step Business Onboarding & Google Sync: Local business owners can claim or list their enterprise in seconds, automatically synchronising real-time ratings, reviews, opening hours, and service menus.
- Built-In AI Growth & Marketing Kit: Verified members gain access to automated local SEO enhancements, structured Schema markup for Google rich snippets, and ready-to-publish social marketing assets.
- Direct Customer Action Hub: Listing pages feature zero-friction direct engagement tools, including direct-dial calling, WhatsApp chat routing, quote request forms, and route navigation.
- Transparent Verification Tiers: Clear distinction between community-indexed listings and independently verified partners, giving consumers total confidence before booking or hiring.

"Independent businesses are the heartbeat of Cardiff and South Wales, but getting found online has become increasingly expensive and crowded with algorithm noise," said Nigel Edmunds, Founder of Cardiff Connect. "We built Cardiff Connect to give local traders, hospitality venues, and professional services a modern platform that works for them. By verifying real local presence and providing built-in digital marketing tools, we're bridging the gap between local residents and trusted businesses across our capital."

Cardiff Connect is now live and welcoming business claims and consumer searches across Cardiff, the Vale of Glamorgan, Caerphilly, Pontypridd, Rhondda Cynon Taf, and the wider South Wales area.

Local business owners can search for and claim their free listing today by visiting <https://cardiffconnect.co.uk>.

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