

# MARGINSEYE

## FULL LOCAL SEO ANALYSIS GUIDE

### FOR KENYAN BUSINESSES

#### A step-by-step framework to audit, score, and improve your local search presence

Built for Nairobi. Built for Mombasa. Built for every Kenyan town where customers search on Google before they spend money.

**8 sections. 100 points. 90-day review cycle. Complete this analysis once, then repeat it quarterly.**

Sections	Max Score	Time Required	Review Cycle
8	100 Points	2–4 Hours	Every 90 Days

BUSINESS DETAILS	ANALYSIS DETAILS
Business Name: _____	Analyst Name: _____
Website URL: _____	Date of Analysis: _____
Primary Keyword: _____	Next Analysis Due: _____
City / Town: _____	Overall Score (fill after): _____

## HOW TO USE THIS GUIDE

This guide walks you through every layer of your local search presence: your Google Business Profile, website, citations, reviews, content, competitors, technical health, and tracking. At the end of each section, record your score and priority action. At the end, total your score, read your diagnosis, and build your 90-day action plan.

*Allow 2–4 hours for a thorough first analysis. Subsequent quarterly reviews take 60–90 minutes.*

Section	Max Score	Focus Area
01 — Google Business Profile Audit	20 pts	Your most important local SEO asset
02 — Website Local SEO Audit	20 pts	The platform that supports your GBP rankings
03 — Citation & Directory Audit	10 pts	NAP consistency and reach across the web
04 — Review & Reputation Audit	15 pts	Trust signals that directly affect rankings
05 — Local Content Audit	10 pts	Content that answers local search queries
06 — Competitor Analysis	Diagnostic	Understanding your competitive landscape
07 — Technical SEO Health Check	15 pts	The foundation everything else sits on
08 — Tracking & Measurement	10 pts	Knowing whether your efforts are working
Scoring & Diagnosis	100 pts total	Your overall local SEO health score
90-Day Action Plan	—	Prioritised roadmap from your findings

Your Google Business Profile (GBP) is the single highest-leverage local SEO asset available to any Kenyan business. It is free, powerful, and the primary driver of Map Pack rankings. Most Kenyan businesses either have not claimed their GBP, barely completed it, or set it up years ago and never returned. Each of these situations costs you customers every single day.

### 1.1 — Profile Completeness Audit

Audit Item	What to Check	Score	Action
<b>GBP Claimed &amp; Verified</b>	Verified listing? Unverified = invisible in Map Pack.	<u>/2</u>	Claim at <a href="https://business.google.com">business.google.com</a> . Complete postcard or call verification.
<b>Primary Business Category</b>	Does primary category match exactly what you do?	<u>/2</u>	Research the correct category. Wrong category = wrong searches.
<b>Business Description</b>	750-character description with your keyword and location?	<u>/2</u>	Rewrite using full 750 characters. Include city, services, differentiator.
<b>Services Added</b>	All services listed individually with descriptions and prices?	<u>/2</u>	Add every service. Include descriptions and prices or price ranges.
<b>Photos — Quality &amp; Volume</b>	10+ real photos? No stock images? Updated last 90 days?	<u>/2</u>	Upload 15+ real photos: team, location, work, products.
<b>Business Hours</b>	Accurate hours including Kenya public holidays?	<u>/2</u>	Update now. Set holiday hours. Check monthly.
<b>Phone Number &amp; Website</b>	+254 format phone number? Correct website URL linked?	<u>/2</u>	Use full +254 format. Link to your most relevant landing page.
<b>Secondary Categories</b>	Up to 9 secondary categories added for additional services?	<u>/2</u>	Research and add all relevant secondary categories.
<b>Q&amp;A Section</b>	Have you added your own questions and answers proactively?	<u>/1</u>	Add 5–8 FAQs proactively. Answer all existing customer questions.
<b>GBP Posts</b>	Posted in the last 7 days? Is there a weekly posting schedule?	<u>/1</u>	Post 2–3 times per week. Offers, updates, photos. Set a recurring reminder.

Section 01 Total: \_\_\_ / 20



## 1.2 — GBP Performance Metrics (Record Monthly)

Metric	Last Month	This Month	Trend / Action
Profile Views (Search)	_____	_____	
Profile Views (Maps)	_____	_____	
Website Clicks from GBP	_____	_____	
Direction Requests	_____	_____	
Phone Calls from GBP	_____	_____	
Photo Views	_____	_____	

### Top 5 Search Queries customers used to find you (from GBP Insights):

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### Kenya GBP Context:

Most Kenyan GBP searches happen on mobile Android phones on Safaricom or Airtel data. Test your GBP on a budget device — not just a high-end smartphone. In Kenya, 'near me' searches are growing faster than anywhere else on the continent. If you are not in the Map Pack for '[your service] near me', you are invisible to the highest-intent customers in your market.

Your website amplifies your GBP signals. Google uses your website content — keywords, location references, content quality, technical performance — to validate and reinforce your GBP rankings. A weak website creates a ceiling on how well your GBP can perform.

### 2.1 — On-Page Local SEO Audit

Audit Item	What to Check	Score	Action
<b>Homepage Title Tag</b>	Includes: Primary Service + City? E.g. 'Web Design Nairobi   Company'	<u>/2</u>	Edit in your CMS SEO settings. Keep under 60 characters.
<b>Meta Descriptions</b>	Written for all key pages? Include keyword + location + action phrase?	<u>/2</u>	Write for every page. 120–155 chars. Include city and a call-to-action.
<b>H1 Heading — Keyword + Location</b>	Every page has exactly one H1 with your keyword and city?	<u>/2</u>	One H1 per page. Include service keyword and city name naturally.
<b>NAP on Website</b>	Name, Address, +254 Phone in footer of every page and Contact page?	<u>/2</u>	Add to footer template. Must match your GBP format exactly.
<b>Location in Body Copy</b>	City or neighbourhood mentioned naturally in homepage text?	<u>/2</u>	Weave city name into first 100 words. Contextual — not keyword-stuffed.
<b>Individual Service Pages</b>	One page per core service, each with its own local keyword?	<u>/2</u>	Create a page per service. Add city to title, H1, and first paragraph.
<b>Local Schema Markup</b>	LocalBusiness JSON-LD schema on homepage and contact page?	<u>/2</u>	Implement via Yoast Local SEO or a developer. Test on Rich Results Test.
<b>Internal Linking</b>	Service pages link to each other and back to homepage logically?	<u>/2</u>	Add contextual internal links. Services page links to each service page.
<b>Image Alt Text</b>	All images have descriptive alt text with keywords where natural?	<u>/2</u>	Go through every image. Add alt text. Include keyword + location where contextual.
<b>Google Map Embed</b>	Contact page has an embedded Google Map showing your location?	<u>/2</u>	Embed from Google Maps. Must match your GBP pin location exactly.

## 2.2 — Mobile & Speed Assessment

Test	Tool	Your Score	Target
Mobile PageSpeed Score	pagespeed.web.dev	___ / 100	Target: 60+
Desktop PageSpeed Score	pagespeed.web.dev	___ / 100	Target: 80+
Largest Contentful Paint (LCP)	PageSpeed Insights	___ seconds	Under 2.5s
Mobile-Friendly Test	search.google.com/test/mobile-friendly	Pass / Fail	Must Pass
Page Load on Safaricom 4G	Manual test on Android device	___ seconds	Under 3.5s
SSL / HTTPS Active	Check URL bar in Chrome	Yes / No	Must be Yes

### **Kenya speed insight:**

Test your website on an actual Android device using Safaricom or Airtel data — not your office WiFi. What loads in 1 second on fibre takes 4–6 seconds on mobile data. That is the experience most of your customers are having. Fix this before anything else.

A citation is any online mention of your business's Name, Address, and Phone Number (NAP). Google uses citations to verify that your business is real and where it claims to be. In Kenya, this means being listed on both international platforms and Kenyan/East African directories that Google recognises as locally relevant.

**Critical rule:** All citations must use exactly the same NAP format. Even small differences — 'Ltd' vs 'Limited', 'Rd' vs 'Road', missing floor numbers — create conflicting signals that suppress your rankings. Fix inconsistencies before building new citations.

### ✓ 3.1 — Canonical NAP — Lock This Down First

NAP Field	Your Canonical (Official) Value — Copy This Everywhere
Exact Business Name (as registered):	
Street Address (building + floor if applicable):	
Estate or Area:	
City:	
County:	
Postal Code:	
Primary Phone Number (+254 format):	
WhatsApp Number (if different):	
Primary Website URL (https:// format):	

### 📍 3.2 — Kenya Priority Directory Checklist

Directory / Platform	Listed?	NAP Consistent?	Action Needed
Google Business Profile	Y / N	Y / N	
Apple Maps (via Apple Business Connect)	Y / N	Y / N	
Bing Places for Business	Y / N	Y / N	
Facebook Business Page	Y / N	Y / N	

Yellow Pages Kenya (yellowpages.co.ke)	Y / N	Y / N	
Kenya Business Directory (kenyabizdir.com)	Y / N	Y / N	
BizHub Africa (bizhubafrica.com)	Y / N	Y / N	
LinkedIn Company Page	Y / N	Y / N	
Foursquare / Swarm	Y / N	Y / N	
TripAdvisor (hospitality / tourism)	Y / N	Y / N	
KNCCI (Kenya National Chamber of Commerce)	Y / N	Y / N	
Local Chamber of Commerce Website	Y / N	Y / N	
Industry-Specific Directory (name below):	Y / N	Y / N	
Industry-Specific Directory (name below):	Y / N	Y / N	

Citation Count	Your Number	Target	Gap
Total citations found	—	50+	
Consistent NAP citations	—	90%+	
Inconsistent citations (fix these)	—	0	

**Section 03 Total: \_\_\_ / 10**

Reviews are a confirmed Google local ranking factor. They influence your Map Pack position, click-through rate, and conversion rate. In Kenya, reviews carry enormous weight — Kenyans are diligent researchers who check reviews before spending money, especially for services, restaurants, and professional firms.

### ★ 4.1 — Google Reviews Current Status

Review Metric	Your Current Status	Target / Benchmark
Total Google Reviews	___	50+ for competitive markets
Average Star Rating	___ ★	4.5 ★ or above
Reviews Received (last 30 days)	___	5+ per month minimum
Most Recent Review Date	___	Within last 2 weeks
Percentage of Reviews Responded To	___%	100% — every review
Reviews Mentioning Your City/Location	___	20%+ ideally
Negative Reviews (1–2 stars)	___	Under 5% of total
Negative Reviews With Owner Response	___	100% — always respond

### 📄 4.2 — Review Content Analysis

*Read your last 20 reviews. Google reads review content — the words customers use influence which searches you appear for.*

**Top keywords and phrases customers use in your reviews:**

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**Common complaints or concerns raised in negative reviews:**

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### 📱 4.3 — Review Generation System

Audit Item	What to Check	Score	Action
<b>Direct Review Link Ready</b>	Do you have a short Google review link saved and ready to share?	<u>/3</u>	Get it from GBP dashboard. Test it. Save in WhatsApp favourites.
<b>Review Request Process</b>	Do you ask every customer for a review after every transaction?	<u>/3</u>	Create a WhatsApp follow-up template. Send within 2 hours of job completion.
<b>Review Velocity</b>	Getting at least 5 new reviews per month consistently?	<u>/3</u>	Set a weekly review target. Track it every Monday morning.
<b>Response Rate &amp; Quality</b>	Responding to every review — positive AND negative — within 48 hours?	<u>/3</u>	Create response templates. Include your keyword and genuine gratitude.
<b>Multi-Platform Reviews</b>	Building reviews on Facebook, TripAdvisor, or industry platforms?	<u>/3</u>	Identify the one secondary platform that matters most for your niche.

**Section 04 Total: \_\_\_ / 15**

### **Kenya Review Insight:**

WhatsApp is the most effective review request channel in Kenya. A WhatsApp message with your direct Google review link, sent 1–2 hours after a successful job, consistently outperforms email or SMS. Create a template in WhatsApp Business. Keep it under 3 sentences. Make the ask direct and personal.

Content tells Google — and your customers — exactly what you do, where you do it, and who you serve. Most Kenyan business websites have generic content that could describe any business anywhere. Local content is specific: your city, your services, your customers, your community.

### 5.1 — Content Inventory

Page / URL	Primary Keyword	Local?	Action Needed
Homepage		Y / N	
About Us		Y / N	
Services (main)		Y / N	
Service Page 1:		Y / N	
Service Page 2:		Y / N	
Location Page 1:		Y / N	
Location Page 2:		Y / N	
Contact		Y / N	
FAQ		Y / N	
Blog / Resources		Y / N	

### 5.2 — Local Content Quality Audit

Audit Item	What to Check	Score	Action
<b>Service Pages — Local Keywords</b>	Each service page includes your city in title, H1, and body?	<u>/2</u>	Edit each page. Add city to title tag, H1, and first paragraph.
<b>Location-Specific Pages</b>	Separate pages for each area or neighbourhood you serve?	<u>/2</u>	Create one page per major service area. Each must be uniquely written.
<b>FAQ with Local Intent</b>	FAQ page answering questions specific to your Kenyan market?	<u>/2</u>	Build an FAQ. Check Google People Also Ask for your keyword + Kenya.
<b>Content Freshness</b>	Any content published in the last 90 days?	<u>/2</u>	Publish at minimum one locally-relevant piece per month.
<b>Google PAA Coverage</b>	Does your content answer People Also Ask questions for your keywords?	<u>/2</u>	Search your main keyword in Kenya. Note PAA questions. Answer them.

**Section 05 Total: \_\_\_ / 10**

Kenya content gap: Most Kenyan business websites have no content answering what Kenyan customers ask before buying. Examples: 'How much does [service] cost in Nairobi?', 'Best [service] in Westlands', 'Is [business type] available on weekends in Mombasa?' Find these questions using Google autocomplete and the People Also Ask box. Write answers. Rank.

Open Google on an Android phone. Search your primary keyword with your city. Note the top 3 Map Pack results. These are your competitors for this analysis. Complete one table per competitor.

### 6.1 — Competitor 1 Comparison

Metric	Their Status	vs. You
Business Name		
Map Pack Position		Your position: ____
Total Google Reviews		Your count: ____
Average Star Rating		Your rating: ____
GBP Photos Count (estimate)		Your count: ____
Last GBP Post (approx date)		Your last post: ____
Website — Locally Optimised?	Y / N	Your status: Y/N
Location / Area Pages Exist?	Y / N	Your status: Y/N

### 6.2 — Competitor 2 Comparison

Metric	Their Status	vs. You
Business Name		
Map Pack Position		Your position: ____
Total Google Reviews		Your count: ____
Average Star Rating		Your rating: ____
GBP Photos Count (estimate)		Your count: ____
Last GBP Post (approx date)		Your last post: ____
Website — Locally Optimised?	Y / N	Your status: Y/N
Location / Area Pages Exist?	Y / N	Your status: Y/N

### 6.3 — Competitor 3 Comparison

Metric	Their Status	vs. You
Business Name		

Map Pack Position		Your position: ____
Total Google Reviews		Your count: ____
Average Star Rating		Your rating: ____
GBP Photos Count (estimate)		Your count: ____
Last GBP Post (approx date)		Your last post: ____
Website — Locally Optimised?	Y / N	Your status: Y/N
Location / Area Pages Exist?	Y / N	Your status: Y/N

## 6.4 — Competitive Gap Summary

**Where your strongest competitor outperforms you:**

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**Where you have a genuine advantage over all three competitors:**

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**Opportunities your competitors have all missed:**

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Technical SEO is the foundation everything else rests on. A website that Google cannot crawl, cannot index, or cannot load fast enough on Kenyan mobile data is invisible regardless of how well you have optimised everything else.

### 7.1 — Crawlability & Indexation

Audit Item	What to Check	Score	Action
<b>Google Indexation Check</b>	Search 'site:yourdomain.com' — how many pages appear?	<u>/2</u>	If fewer pages than you have, submit sitemap and check robots.txt.
<b>Google Search Console</b>	Connected, verified, and showing data for your website?	<u>/2</u>	Connect at <a href="https://search.google.com/search-console">search.google.com/search-console</a> — free and essential.
<b>XML Sitemap</b>	Exists and submitted to Google Search Console?	<u>/1</u>	Generate via Yoast/Rank Math. Submit in GSC under Sitemaps.
<b>Robots.txt File</b>	Exists and not blocking important pages from Google?	<u>/1</u>	Check <a href="https://yourdomain.com/robots.txt">yourdomain.com/robots.txt</a> . Ensure key pages are not blocked.

### 7.2 — Security & Core Technical

Audit Item	What to Check	Score	Action
<b>SSL Certificate (HTTPS)</b>	All pages load on https://? No mixed content warnings?	<u>/2</u>	SSL is free via Let's Encrypt through most Kenyan hosts. Enable it.
<b>www / non-www Redirect</b>	Both www and non-www versions redirect to one consistent URL?	<u>/1</u>	Set 301 redirect in your hosting control panel or via Cloudflare.
<b>Broken Links (404 Errors)</b>	Any broken internal links? Check in Google Search Console.	<u>/1</u>	Fix broken internal links. Use 301 redirects for deleted pages.
<b>Core Web Vitals</b>	LCP, INP, and CLS passing in Google Search Console report?	<u>/2</u>	Fix via PageSpeed Insights recommendations. Compress images first.
<b>Mobile Usability</b>	No mobile usability errors in Google Search Console?	<u>/2</u>	Check GSC Mobile Usability report. Fix all listed issues.



## 7.3 — Free Technical Tools for Kenyan Businesses

Tool	URL	What It Checks
Google Search Console	<a href="https://search.google.com/search-console">search.google.com/search-console</a>	Indexation, errors, search performance
PageSpeed Insights	<a href="https://pagespeed.web.dev">pagespeed.web.dev</a>	Speed, Core Web Vitals, mobile score
Google Mobile-Friendly Test	<a href="https://search.google.com/test/mobile-friendly">search.google.com/test/mobile-friendly</a>	Mobile rendering issues
Google Rich Results Test	<a href="https://search.google.com/test/rich-results">search.google.com/test/rich-results</a>	Schema markup validity
SSL Labs	<a href="https://ssllabs.com/ssltest">ssllabs.com/ssltest</a>	SSL certificate quality check
Broken Link Checker	<a href="https://brokenlinkcheck.com">brokenlinkcheck.com</a>	All broken links on your site
Screaming Frog (free 500 URLs)	<a href="https://screamingfrog.co.uk">screamingfrog.co.uk</a>	Full technical site audit
Cloudflare (free plan)	<a href="https://cloudflare.com">cloudflare.com</a>	Speed and security — works well in Kenya

If you are not measuring, you are guessing. Tracking tells you what is working, what is not, and whether your local SEO investment is generating real business outcomes.

Audit Item	What to Check	Score	Action
<b>Google Analytics 4 (GA4)</b>	Installed and tracking correctly? Conversion events firing?	<u>/2</u>	Install via Google Tag Manager. Set up conversion events: clicks, forms, WhatsApp button.
<b>Google Search Console</b>	Connected, verified, at least 30 days of data accumulated?	<u>/2</u>	Essential — connect immediately. Link to GA4 for richer data.
<b>GBP Insights Tracking</b>	Do you check GBP Insights monthly and record the numbers?	<u>/2</u>	Set a monthly calendar reminder. Record every metric every month.
<b>WhatsApp Click Tracking</b>	Do you know how many website visitors click your WhatsApp button?	<u>/1</u>	Set up a GA4 click event for your WhatsApp link. Critical for Kenya.
<b>Map Pack Rank Tracking</b>	Do you track your Map Pack position for top keywords monthly?	<u>/1</u>	Use BrightLocal or manual incognito searches. Record monthly.
<b>Review Velocity Tracking</b>	Do you track how many new reviews you receive each month?	<u>/1</u>	Simple spreadsheet. Record total reviews every 1st of the month.
<b>Competitor Monitoring</b>	Do you check competitor GBPs and rankings at least quarterly?	<u>/1</u>	Set a quarterly competitor audit date. Use Section 06 of this guide.

Section 08 Total: \_\_\_ / 10

### 8.1 — Monthly KPI Dashboard (Fill Every Month)

Metric	Month 1	Month 2	Month 3	Trend / Notes
Map Pack Position (keyword 1)				
Map Pack Position (keyword 2)				
GBP Views (Search + Maps combined)				
GBP Website Clicks				
GBP Direction Requests				

GBP Phone Calls				
New Google Reviews This Month				
Average Star Rating				
Organic Website Sessions				
WhatsApp Clicks from Website				
New Enquiries Attributed to Search				

## YOUR LOCAL SEO SCORE & DIAGNOSIS

Section	Max	Your Score	% Done
01 — Google Business Profile	20	—	—%
02 — Website Local SEO	20	—	—%
03 — Citations & Directories	10	—	—%
04 — Reviews & Reputation	15	—	—%
05 — Local Content	10	—	—%
07 — Technical SEO	15	—	—%
08 — Tracking & Measurement	10	—	—%
<b>TOTAL</b>	<b>100</b>	—	—%

### WHAT YOUR SCORE MEANS

Score	Status	Immediate Priority
<b>0 – 30</b>	<b>Critical — Invisible</b>	Start with GBP (Sec 01) and Reviews (Sec 04) immediately. These two alone can produce visible ranking movement within 6–8 weeks.
<b>31 – 50</b>	<b>Weak — Losing Ground</b>	Fix website SEO (Sec 02) and citations (Sec 03) while maintaining GBP activity and review requests every week.
<b>51 – 70</b>	<b>Developing — Inconsistent</b>	Targeted fixes in 1–2 weak sections often produce significant ranking jumps from this score range.
<b>71 – 85</b>	<b>Competitive — Top 3 Range</b>	Fine-tune content (Sec 05), build local links, and ensure tracking captures real business outcomes.
<b>86 – 100</b>	<b>Dominant — Protect It</b>	Maintain the system. Quarterly competitor audits to spot threats early. Do not let consistency slip.

## 90-DAY ACTION PLAN

Based on your audit findings, build your 90-day action plan below. Be specific — vague plans produce no results. Write the actual task, the person responsible, and the deadline.

### Priority Matrix — Fill This First

CRITICAL — Fix This Week	IMPORTANT — Complete Month 1
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.
GROWTH — Month 2–3	RECURRING — Ongoing System
11.	16.
12.	17.
13.	18.
14.	19.
15.	20.

### 90-Day Task Table

Week	Priority Task	Owner	Due Date	Done
Week 1	Fix all critical audit items — GBP completeness, SSL, NAP consistency			<input type="checkbox"/>
Week 2	Launch review generation — WhatsApp template live, ask 10 customers			<input type="checkbox"/>
Week 3	Rebuild website title tags, meta descriptions, homepage with local keywords			<input type="checkbox"/>
Week 4	Submit to all priority Kenyan and global directories with consistent NAP			<input type="checkbox"/>
Week 5–6	Create or rewrite service pages with city-level keyword optimisation			<input type="checkbox"/>
Week 7–8	Publish first locally-targeted FAQ or blog content			<input type="checkbox"/>
Week 9–10	Implement local schema markup. Test with Rich Results Test tool			<input type="checkbox"/>

Week 11–12	Audit competitor GBPs. Identify gaps to exploit in months 2–3			<input type="checkbox"/>
Monthly	Check GBP Insights, review count, Map Pack position — record all numbers			<input type="checkbox"/>
Monthly	Respond to all new reviews. Post 2–3x per week on GBP without fail			<input type="checkbox"/>
Month 3	Run this full analysis again. Compare scores. Build next 90-day plan			<input type="checkbox"/>

## KENYA-SPECIFIC LOCAL SEO NOTES

### **Mobile-First is Not Optional**

Over 80% of searches in Kenya happen on Android phones on Safaricom or Airtel data. If your website takes more than 3 seconds to load on mobile data, you are losing most of your visitors before they see your business name. Speed is your first conversion tool.

### **M-Pesa Integration is a Trust Signal**

For any Kenyan business selling products or collecting payments, M-Pesa is the highest-converting payment trust signal. Display your Paybill or Till number prominently on product, pricing, and contact pages. This is unique to Kenya and should be treated as a core website element.

### **WhatsApp is Kenya's Primary Enquiry Channel**

Email contact forms convert at low rates in Kenya. A floating WhatsApp Business button on your website — linked to a pre-filled message — typically outperforms every other contact method. Track clicks. Respond within 2 hours. That is the expectation your customers have.

### **Location Specificity Matters More Than You Think**

In Nairobi especially, customers search at the estate or neighbourhood level. 'Plumber in South B' gets different results from 'plumber in Nairobi'. If you serve multiple areas, you need location-specific content for each one. Generic city-level pages will not capture neighbourhood searches.

### **Reviews are Disproportionately Impactful**

Kenyans are thorough online researchers before making spending decisions — especially for professional services, healthcare, and high-value purchases. A business with 80 reviews at 4.7 stars will consistently outperform a technically superior business with 12 reviews at 4.2 stars. Make review generation a weekly business activity.

### **Register on Kenyan Business Directories**

Google weights locally relevant citations more heavily for local rankings. Kenya Yellow Pages, BizHub Africa, Kenya Business Directory, KEPISA platforms, and local chamber of commerce websites carry particular weight. If you are listed on 50 global directories but none of the Kenyan ones, you are missing significant local authority signals.

### **Google Map Pack Dominance in Kenya**

The Map Pack dominates search results on Kenyan mobile screens to an even greater degree than in Western markets, because the organic results below are often obscured on smaller Android screens. Ranking in the Map Pack is often the difference between a customer finding you or not finding you at all.

#### KE **Language and Cultural Context**

While English-first is appropriate for most Kenyan professional websites, incorporating Swahili phrases in specific sections builds immediate cultural trust. For businesses serving mass-market Kenyan consumers, Swahili-language content for high-traffic pages is worth considering. Google indexes Swahili content correctly.

## QUICK REFERENCE GLOSSARY

Term	Plain English Definition
Google Business Profile (GBP)	The free Google listing that controls how your business appears in Google Maps and the Map Pack. Formerly called Google My Business.
Map Pack	The block of 3 local business listings (with a map) at the top of Google search results for location-based searches. Your most valuable local SEO target.
NAP	Name, Address, Phone Number. The core identity data that must be 100% consistent across every online mention of your business.
Citation	Any online mention of your business's NAP. Directories, review sites, social profiles, news articles — all count as citations.
Local SEO	Optimising your online presence so your business appears in geographically relevant Google searches — especially the Map Pack.
Schema Markup	Code added to your website that tells Google in clear terms what your business is, where it is, and what it does.
Core Web Vitals	Google's website performance metrics: LCP (load speed), INP (responsiveness), and CLS (visual stability). Failing these hurts rankings.
SSL / HTTPS	The security protocol that encrypts your website connection. Required by Google. Look for the padlock in your browser bar.
GBP Insights	The analytics dashboard inside your Google Business Profile showing views, clicks, calls, and direction requests.
People Also Ask (PAA)	The expandable question boxes in Google search results. Answering these in your content earns featured snippet positions.
PageSpeed Insights	Google's free tool ( <a href="https://pagespeed.web.dev">pagespeed.web.dev</a> ) that measures your website speed on mobile and desktop.
Canonical NAP	Your single, official, agreed-upon format for your business name, address, and phone number used everywhere online.

### Want Marginseye to run this analysis for you?

*We audit, score, build your action plan, and implement the fixes — so you can focus on running your business.*

[marginseye.com](https://marginseye.com) | [hello@marginseye.com](mailto:hello@marginseye.com) | WhatsApp: +254 700 000 000

Free initial audit | Trusted by 8,000+ businesses across Kenya and East Africa