

MARGINSEYE

WEBSITE STRUCTURE CHECKLIST

FOR KENYAN BUSINESSES

65 checks across 8 sections.

Everything a Kenyan business website needs to be trusted, found, and chosen — in one printable checklist.

Built for Nairobi. Built for Mombasa. Built for every Kenyan business ready to compete online.

65

Total Checks

8

Core Sections

3 Hrs

To Complete Audit

Free

No Cost

YOUR BUSINESS DETAILS

Business Name: _____

Website URL: _____

Industry / Niche: _____

City / Location: _____

Date of Audit: _____

Current Score (fill after): _____

PRIORITY GUIDE

MUST HAVE Without this, your website is losing customers right now.

IMPORTANT This builds trust and improves rankings significantly.

GROWTH This separates good websites from great ones.

SECTION 1 — Core Pages & Site Structure

Your website needs the right pages before anything else. Missing pages = missing trust = missing customers.

Must-Have Pages for Every Kenyan Business Website

Task	Priority	Notes
<input type="checkbox"/> Homepage that clearly states what you do and who you serve within the first screen	MUST HAVE	
<input type="checkbox"/> About Us / Our Story page — Kenyans do business with people they know and trust	MUST HAVE	
<input type="checkbox"/> Services or Products page — one page minimum, ideally one page per core service	MUST HAVE	
<input type="checkbox"/> Contact Us page with phone number, email, physical address, and WhatsApp link	MUST HAVE	
<input type="checkbox"/> Privacy Policy page — required by Google and builds trust with cautious visitors	MUST HAVE	

Recommended Pages for Competitive Advantage

Task	Priority	Notes
<input type="checkbox"/> Individual service pages — one page per service (e.g. 'Graphic Design' not just 'Services')	IMPORTANT	
<input type="checkbox"/> Testimonials or Reviews page featuring real Kenyan client feedback	IMPORTANT	
<input type="checkbox"/> FAQ page answering the questions your customers ask before they call or WhatsApp	IMPORTANT	
<input type="checkbox"/> Blog or Resources page — even 4 posts per year signals an active, credible business	GROWTH	
<input type="checkbox"/> Gallery or Portfolio page with real work samples and before/after photos where relevant	GROWTH	

Section 1 Score: ___ / 10

SECTION 2 — Homepage Essentials

Your homepage is your digital handshake. If it confuses a visitor in the first five seconds, they are gone — and most likely to a competitor.

Above the Fold (what visitors see without scrolling)

Task	Priority	Notes
<input type="checkbox"/> Clear headline that states exactly what you do — not a slogan, a statement	MUST HAVE	
<input type="checkbox"/> One-sentence sub-headline naming who you serve and the result you deliver	MUST HAVE	
<input type="checkbox"/> Visible call-to-action button: WhatsApp us, Call Now, Get a Quote, Book Now	MUST HAVE	

<input type="checkbox"/>	Your logo clearly visible and linked back to the homepage	MUST HAVE	
<input type="checkbox"/>	Real photo of your team, product, or work — not generic stock images	IMPORTANT	

Below the Fold (supporting trust and action)

Task	Priority	Notes
<input type="checkbox"/> Brief 'What We Do' overview with links to individual service pages	MUST HAVE	
<input type="checkbox"/> Logos or names of notable Kenyan clients or brands you have worked with	IMPORTANT	
<input type="checkbox"/> 2–3 short client testimonials with real names and business names	MUST HAVE	
<input type="checkbox"/> Clear navigation menu visible on every device — no buried links	MUST HAVE	
<input type="checkbox"/> Footer with NAP (Name, Address, Phone), social links, and copyright year	MUST HAVE	

Section 2 Score: ___ / 10

SECTION 3 — Trust & Credibility Signals

Kenyans are careful buyers. They check. They verify. They ask around. Your website must answer the trust questions before they are even asked.

Social Proof Elements

Task	Priority	Notes
<input type="checkbox"/> At least 3 real testimonials with client name, company, and location in Kenya	MUST HAVE	
<input type="checkbox"/> Google Reviews widget or screenshot showing your current star rating	MUST HAVE	
<input type="checkbox"/> Case studies or project examples with real outcomes — not vague descriptions	IMPORTANT	
<input type="checkbox"/> Photos of real clients, events, or your team working — authenticity beats polish	IMPORTANT	
<input type="checkbox"/> Media mentions: 'As featured in Business Daily, Nation Media, Standard' etc.	GROWTH	

Business Legitimacy Signals

Task	Priority	Notes
<input type="checkbox"/> Certificate of Incorporation or business registration number visible or on request	IMPORTANT	

<input type="checkbox"/>	KRA PIN or tax compliance certificate reference (especially for B2B businesses)	IMPORTANT	
<input type="checkbox"/>	Physical address — even for online businesses, showing a Nairobi or Kenya address builds trust	MUST HAVE	
<input type="checkbox"/>	Team photos with real names and titles — not just a logo and tagline	IMPORTANT	
<input type="checkbox"/>	Year established or 'In business since [year]' — longevity is trust in Kenya	GROWTH	

Section 3 Score: ___ / 10

SECTION 4 — Mobile & Speed (Non-Negotiable in Kenya)

Over 80% of Kenyan internet users access the web on mobile. If your website is not fast and mobile-friendly, you are losing most of your potential customers before they see a single word.

Mobile Experience

Task	Priority	Notes
<input type="checkbox"/> All text readable without zooming on a standard Android screen (most common in Kenya)	MUST HAVE	
<input type="checkbox"/> Buttons large enough to tap with a finger — minimum 48px height	MUST HAVE	
<input type="checkbox"/> No horizontal scrolling — content fits the screen width on all devices	MUST HAVE	
<input type="checkbox"/> Mobile menu (hamburger or tab bar) functions correctly on all phone sizes	MUST HAVE	
<input type="checkbox"/> Forms are easy to fill on mobile — no tiny fields, no broken dropdowns	IMPORTANT	
<input type="checkbox"/> WhatsApp button clickable directly from mobile homepage — opens WhatsApp immediately	MUST HAVE	

Page Speed (Critical for Safaricom & Airtel Users)

Task	Priority	Notes
<input type="checkbox"/> Google PageSpeed Insights score above 60 on mobile (test at pagespeed.web.dev)	MUST HAVE	
<input type="checkbox"/> All images compressed — no photos over 200KB on web pages	MUST HAVE	
<input type="checkbox"/> Website loads first meaningful content within 3 seconds on mobile data	MUST HAVE	
<input type="checkbox"/> Images in WebP or optimised JPEG format — not uncompressed PNG exports	IMPORTANT	

Quick Speed Wins for Kenyan Websites

- ✓ Use Cloudflare (free plan) as your DNS — it speeds up load times across East Africa significantly.
- ✓ Host your website in an EU or Africa-region server — UK and US servers are slow on Kenyan mobile data.
- ✓ Use TinyPNG or Squoosh to compress every image before uploading to your website.
- ✓ Remove unused plugins and page builders that add bloat without adding value.

Section 4 Score: ___ / 10

📍 SECTION 5 — Local SEO & Google Discoverability

Being found on Google by Kenyans searching for what you do is not magic — it is a series of deliberate steps. Most Kenyan business websites miss almost all of them.

On-Page SEO Fundamentals

Task	Priority	Notes
<input type="checkbox"/> Page title tags include your main keyword + your city (e.g. 'Graphic Designer Nairobi')	MUST HAVE	
<input type="checkbox"/> Meta descriptions written for every page — 120 to 155 characters, include your keyword	MUST HAVE	
<input type="checkbox"/> H1 heading on every page — one per page, includes your main keyword naturally	MUST HAVE	
<input type="checkbox"/> Your city or region mentioned naturally in the homepage text — not stuffed, just present	MUST HAVE	
<input type="checkbox"/> Image alt text filled in for every image on your website	IMPORTANT	

Google Integration

Task	Priority	Notes
<input type="checkbox"/> Google Search Console connected and verified — confirms Google can find your site	MUST HAVE	
<input type="checkbox"/> Google Analytics 4 installed and tracking correctly	MUST HAVE	
<input type="checkbox"/> Google Business Profile linked to your website and kept consistent with your NAP	MUST HAVE	
<input type="checkbox"/> XML sitemap created and submitted to Google Search Console	IMPORTANT	
<input type="checkbox"/> Local business schema markup implemented — tells Google your business type, location, hours	IMPORTANT	

Section 5 Score: ___ / 10

📞 SECTION 6 — Contact & Conversion (Where Most Kenyan Sites Fail)

The whole point of your website is to get a customer to take an action — call, WhatsApp, buy, or book. Every barrier between them and that action costs you money.


Contact Accessibility

Task	Priority	Notes
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<input type="checkbox"/>	Phone number visible in the header on every page — tap-to-call enabled on mobile	MUST HAVE	
<input type="checkbox"/>	WhatsApp Business link in the header, footer, and on the Contact page	MUST HAVE	
<input type="checkbox"/>	Email address visible — not hidden behind a form that nobody wants to fill	MUST HAVE	
<input type="checkbox"/>	Google Maps embed on the Contact page for businesses with a physical location	IMPORTANT	
<input type="checkbox"/>	Physical address listed — even if you primarily work online or from home	MUST HAVE	

Conversion Elements

Task	Priority	Notes
<input type="checkbox"/> At least one clear CTA (Call to Action) button visible above the fold on every page	MUST HAVE	
<input type="checkbox"/> Contact form takes under 60 seconds to complete — maximum 5 fields	IMPORTANT	
<input type="checkbox"/> Confirmation message after form submission — 'Thank you, we'll reply within 24 hours'	IMPORTANT	
<input type="checkbox"/> Pricing listed or 'Get a Quote' clearly accessible — remove the mystery around cost	IMPORTANT	
<input type="checkbox"/> Business hours listed clearly — especially if walk-in visits are relevant	IMPORTANT	
<input type="checkbox"/> Social media icons in footer linked correctly to active profiles	GROWTH	

 **Kenya Context:** WhatsApp is how Kenyans prefer to enquire. A floating WhatsApp button on your website converts at 3–5x the rate of a contact form. If you have one working feature on your site, make it WhatsApp.

Section 6 Score: ___ / 11

SECTION 7 — Content & Messaging

Your content is your salesperson — working 24 hours a day, seven days a week. Most Kenyan business websites have content that does not sell, does not explain, and does not answer the questions that matter.

Copy & Messaging

Task	Priority	Notes
<input type="checkbox"/> Written in plain, clear English (or Swahili where appropriate for your audience)	MUST HAVE	

<input type="checkbox"/>	Explains the benefit to the customer — not just what you do, but why it matters to them	MUST HAVE	
<input type="checkbox"/>	No grammatical errors or spelling mistakes — have someone proofread every page	MUST HAVE	
<input type="checkbox"/>	Describes your process — how does working with you actually work, step by step	IMPORTANT	
<input type="checkbox"/>	Pricing page or 'Starting from' pricing visible — or a clear reason why it is custom	IMPORTANT	

Visual Content

Task	Priority	Notes
<input type="checkbox"/> Real photos of your business, products, or team — not generic stock images	MUST HAVE	
<input type="checkbox"/> Images sized correctly — not stretched, pixelated, or wrongly cropped	IMPORTANT	
<input type="checkbox"/> Consistent brand colours and fonts across all pages — looks professional and trustworthy	IMPORTANT	
<input type="checkbox"/> Video: even a 60-second intro video increases trust and dwell time significantly	GROWTH	

Common Kenyan Website Content Mistakes to Avoid

- ✓ Copying competitor descriptions word-for-word — Google penalises duplicate content.
- ✓ Writing only in corporate jargon — your customers use plain language, so should you.
- ✓ Having a 'Coming Soon' section that has been coming soon for two years.
- ✓ Listing services without explaining what makes yours different or better.
- ✓ Forgetting to update testimonials — stale reviews from three years ago raise doubts.

Section 7 Score: ___ / 9

SECTION 8 — Technical Health & Security

A technically broken website is an invisible one. These checks take under two hours to complete and can have an immediate impact on your rankings, security, and customer trust.

Security & Trust

Task	Priority	Notes
<input type="checkbox"/> SSL certificate active — website URL starts with https:// not http://	MUST HAVE	
<input type="checkbox"/> No security warnings on any page — test in Chrome incognito mode	MUST HAVE	

<input type="checkbox"/>	Website CMS (WordPress, Wix etc.) and all plugins updated to current versions	MUST HAVE	
<input type="checkbox"/>	Regular website backup in place — minimum weekly, daily preferred	IMPORTANT	

Technical SEO Checks

Task	Priority	Notes
<input type="checkbox"/> No 404 (broken page) errors — test with Screaming Frog or Google Search Console	MUST HAVE	
<input type="checkbox"/> www and non-www versions of your URL redirect to a single consistent version	IMPORTANT	
<input type="checkbox"/> Robots.txt file present and not accidentally blocking pages from Google	IMPORTANT	
<input type="checkbox"/> All internal links work correctly — no broken navigation links	MUST HAVE	
<input type="checkbox"/> Favicon (the small icon in the browser tab) set to your logo	GROWTH	
<input type="checkbox"/> 404 error page customised with your branding and links back to main pages	GROWTH	

Free Kenya-relevant tools to check your technical health:

SSL check: ssllabs.com/ssltest | Speed: pagespeed.web.dev | Broken links: brokenlinkcheck.com

Google indexing: Search Console (search.google.com/search-console) | Mobile: search.google.com/test/mobile-friendly

Section 8 Score: ___ / 10

KE BONUS — Kenya-Specific Website Features

These additions are not on most global checklists because they are unique to the Kenyan market. Get these right and you stand out from 90% of your competitors.

Task	Priority	Notes
<input type="checkbox"/> M-Pesa payment integration or 'Pay via M-Pesa' instruction prominently displayed	MUST HAVE	<i>If selling online</i>
<input type="checkbox"/> M-Pesa paybill or till number clearly listed on product, checkout, and contact pages	MUST HAVE	<i>E-commerce</i>
<input type="checkbox"/> WhatsApp Business floating button — not just a link, a visible sticky button on all pages	MUST HAVE	
<input type="checkbox"/> Kenyan phone number in +254 format — builds immediate local trust and credibility	MUST HAVE	
<input type="checkbox"/> Swahili language option OR key phrases ('Karibu', 'Tuwasiliane') where culturally relevant	GROWTH	<i>Optional</i>
<input type="checkbox"/> Accept mpesa message/confirmation instructions for manual payments	IMPORTANT	<i>If selling</i>
<input type="checkbox"/> Trust badges for local affiliates: KISM, KEPSA, Nairobi Chamber of Commerce etc.	GROWTH	<i>B2B</i>
<input type="checkbox"/> 'Free delivery within Nairobi' or local delivery terms visible on product pages	IMPORTANT	<i>Products</i>
<input type="checkbox"/> Local delivery map or service area list — especially for food, retail, and logistics	GROWTH	<i>Applicable</i>
<input type="checkbox"/> Load-shedding notice if your business hours are affected by power interruptions	GROWTH	<i>Optional</i>

Bonus Section Score: ___ / 10 (bonus — add to total if included)

YOUR WEBSITE SCORE TRACKER

Section	Score	% Done
1. Core Pages & Site Structure	___ / 10	___%
2. Homepage Essentials	___ / 10	___%
3. Trust & Credibility Signals	___ / 10	___%
4. Mobile & Speed	___ / 10	___%
5. Local SEO & Discoverability	___ / 10	___%
6. Contact & Conversion	___ / 11	___%
7. Content & Messaging	___ / 9	___%

8. Technical Health & Security	___ / 10	___%
TOTAL	___ / 80	___%

WHAT YOUR SCORE MEANS

Score	Status	What to Focus On Next
0 – 25	Starting Out	Focus on sections 1–3 first. Get the foundation right.
26 – 45	Getting There	Core structure present. Work on trust, mobile, and speed.
46 – 58	Competitive	Solid website. Optimise content and local SEO integration.
59 – 65	Excellent	Your website works hard for your business. Keep it updated.

30-DAY ACTION PLAN

Week	Priority Action	Notes / Status
Week 1	Fix all MUST HAVE items — pages, mobile, WhatsApp button, SSL, contact details	
Week 2	Complete trust signals — add testimonials, team photos, address, business credentials	
Week 3	SEO setup — Google Search Console, Analytics, page titles, meta descriptions	
Week 4	Content review — fix copy, compress images, add FAQ, update outdated information	
Ongoing	Monthly check: update testimonials, check speed score, add one new piece of content	

Want Marginseye to fix your website for you?

We audit, fix, and optimise Kenyan business websites — done for you, no technical knowledge needed.

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Trusted by 8,000+ businesses across Kenya, East Africa, and beyond.