Website Launch Checklist

Everything a website needs before going live — audit your current site or prepare for a new one.

brand. design. build. — Nairobi, Kenya

Content

- [ ] Clear headline that says what you do in under 8 words
- [ ] Services or products with real prices — or a clear 'request a quote' path
- [ ] Real photos of your work, products or premises
- [ ] About page with names and faces — people buy from people
- [ ] Contact page with phone, WhatsApp, email and location

Technical

- [ ] HTTPS certificate active — the padlock in the browser bar
- [ ] Loads in under 3 seconds on mobile data
- [ ] Works on phone screens — most Kenyan traffic is mobile
- [ ] Domain email set up — info@yourbusiness.co.ke
- [ ] Contact and WhatsApp links actually work when clicked
- [ ] Google Analytics or similar installed

Visibility

- [ ] Google Business Profile created and verified
- [ ] Page titles and descriptions written for search
- [ ] Social media pages linked both ways
- [ ] WhatsApp click-to-chat link on every page

Scored your site?

Under 10 ticks — your website is costing you customers. WhatsApp +254 724 599 799 and we'll tell you exactly what to fix first.