



50+ Essential Elements Every Property Website Needs to Convert Visitors Into Leads

A Practical Website Checklist for African Property Firms

Provided by **Bluxel Africa – Real Estate Web Design Experts**

Visit: www.bluxelafrica.com

Company Name : _____ **Date:** _____

Your website shouldn't just look good.

It should generate inquiries, calls, and booked viewings consistently.

Tick what your site already has.

Score yourself.

Then fix the gaps.

SECTION 1 : Homepage Essentials (_____/10 points)

- Clear headline stating WHO you help + WHERE (e.g., "Luxury Homes in Nairobi & Kiambu")
- Strong value proposition (why choose you vs competitors/portals)
- Featured properties section above the fold
- Advanced property search bar (location, price, type)
- Primary CTA button ("Book Viewing" / "Talk to Agent")
- WhatsApp click-to-chat button (critical in Africa)
- Trust signals (reviews, years in business, properties sold)
- Professional hero images or video

- Sticky header with contact info always visible
- Fast loading (under 3 seconds on mobile)

SECTION 2 : Property Listings & Search Experience (_____ /12 points)

- Filters (price, bedrooms, type, location, status)
- Map-based search
- High-quality professional photos (no blurry phone pics)
- Video tours or walkthroughs
- Floor plans/site plans
- Full property details (price, size, amenities, utilities, title status)
- “Schedule Viewing” button on every listing
- Agent contact attached to each property
- Save/shortlist favorites feature
- Related/similar properties suggestions
- Downloadable brochure or PDF
- Share to WhatsApp/Facebook

SECTION 3 : Lead Capture & Conversion Tools (_____ /10 points)

- Short inquiry forms (name + phone + message only)
- Floating WhatsApp or live chat
- “Request Callback” form
- Book appointment/calendar integration
- Exit-intent pop-up offer (guide, list, valuation)
- Email capture for newsletters/property alerts
- CRM integration (HubSpot/Zoho/Bitrix etc.)
- Auto-response after form submission
- Lead routing to agents instantly
- Lead magnets (buyer guide, seller guide, market report)

SECTION 4 : Trust Builders & Authority (____/9 points)

- Real client testimonials
- Google reviews embedded
- Case studies/success stories
- “Properties Sold” or “Units Delivered” stats
- Professional agent/team profiles
- Clear About page with company story
- Licenses, affiliations, certifications displayed
- Office address + real photos (not stock)
- Featured partners/developers/banks logos

SECTION 5 : Mobile & Performance Optimization (____/8 points)

- Fully mobile responsive design
- Tap-friendly buttons (large, easy)
- Compressed images
- Lazy loading enabled
- CDN/fast hosting
- Clean lightweight code
- No intrusive popups on mobile
- Google PageSpeed score 80+

 Critical for Africa:

Most users browse on mobile data in Kenya, Nigeria, Rwanda. slow sites lose leads fast.

SECTION 6 : Local SEO & Content Strategy (____/8 points)

- Pages targeting locations (“Apartments for sale in Lagos Island”)

- Neighborhood guides
- Blog answering buyer/seller questions
- Google Business Profile optimized
- Local keywords in titles/descriptions
- Internal linking between listings & blog
- Market reports or trends content
- Multilingual support where needed (Arabic/French/English for Morocco, Egypt, Mauritius)

SECTION 7 : Technical SEO & Security (_____ /8 points)

- SSL/HTTPS secure
- Clean URLs
- Unique meta titles/descriptions
- Schema markup for listings
- Sitemap submitted to Google
- Analytics installed (GA4/Search Console)
- Backup system
- Anti-spam protection on forms

Africa-Specific Must-Haves (Bonus Recommendations)

(Not scored but strongly recommended)

- ✓ WhatsApp-first communication
- ✓ Mobile-money integration where relevant
- ✓ Local languages support
- ✓ Map directions to office
- ✓ Offline-friendly fast hosting
- ✓ Clear pricing transparency (trust factor in Nigeria & Kenya)
- ✓ Developer project landing pages

WEBSITE SCORECARD

Add 1 point for every checked item.

Total Possible = **65** **Your Total Score** _____

Score Meaning

55–65  High-Converting Machine

40–54  Good but leaking leads

25–39  Weak – losing serious buyers

Under 25  Invisible online

Want Us To Implement This Checklist For You?

If you scored below 55, your website is likely **leaking leads every single day**.

Bluxel Africa helps property firms:

- ✓ Attract serious buyers
- ✓ Rank on Google
- ✓ Capture more inquiries
- ✓ Automate follow-ups
- ✓ Turn websites into digital sales assets

We don't just design websites.

We build **lead-generating machines** for real estate businesses.

Contact Bluxel Africa

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