



# 10-Point Real Estate Website Checklist

Everything Your Website MUST Have to Generate Consistent Leads

*This is the same checklist Bluxel Africa uses to evaluate every real estate website before we start a project. Use it to audit your current site or plan a new one.*

## 1. Must-Have Pages & Sections

- Homepage with a clear value proposition**  
Headline that speaks directly to buyers, sellers, or investors - above the fold, no scrolling needed.
- Property listings / portfolio page**  
Searchable, filterable listings with high-quality photos, price, and location details.
- About page with team credibility**  
Show faces, credentials, and years of experience. Trust starts here.
- Contact page with multiple touchpoints**  
Phone, WhatsApp, email, and a contact form - all visible and working.
- Testimonials / reviews section**  
At least 3 client testimonials with names and photos where possible.

## 2. SEO Basics You Can't Skip

- Keyword-optimised page titles & meta descriptions**  
Each page targets a specific search term like 'apartments for sale in Kilifi' or 'real estate agent Nairobi'.
- Location-specific content on every key page**  
Google ranks local businesses higher when content mentions city, neighbourhood, or region explicitly.
- Google Business Profile linked and verified**  
Essential for appearing in Google Maps and local search results.
- Alt text on all property images**  
Helps Google index your images and improves accessibility.

## 3. Lead Capture Essentials

- Lead capture form on every key page**

Short forms (name, phone/email, message) — not long surveys. Reduce friction.

#### **WhatsApp chat button**

- In Kenya, WhatsApp is the #1 preferred contact method. Don't make buyers search for your number.

#### **Clear Call-to-Action (CTA) on every page**

- Every page must answer: 'What should I do next?' — Schedule a viewing, Get a quote, Contact us.

#### **Property inquiry buttons on listings**

- One-click inquiries directly from each listing convert significantly better than generic contact pages.

### **4. Trust Signals That Convert**

#### **Professional photography on all listings**

- Low-quality photos are the #1 reason buyers leave without inquiring. Invest in professional shots.

#### **SSL certificate (https://)**

- A padlock in the browser bar. Google penalises non-secure sites, and buyers distrust them.

#### **Visible physical address and business registration**

- Builds confidence that you're a legitimate, established business.

#### **Media mentions, awards, or certifications**

- EARB membership, newspaper features, or industry awards, display them prominently.

### **5. Mobile & Speed Requirements**

#### **Fully responsive design (mobile-first)**

- Over 70% of property searches in Kenya happen on mobile. If it breaks on phone, you lose leads.

#### **Page load time under 3 seconds**

- Every extra second of load time reduces conversions by up to 20%. Compress images and use fast hosting.

#### **Clickable phone numbers and WhatsApp links**

- Mobile visitors should be able to call or message with one tap, not copy-paste numbers.

#### **Google Core Web Vitals passing score**

- Google uses page experience signals as a ranking factor. Test at [pagespeed.web.dev](https://pagespeed.web.dev).

## **Is Your Website Missing Any of These?**

Bluxel Africa specialises in high-converting real estate websites across Kenya.

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