CT Studios

FREE GUIDE

Five things to check on your business website

Five quick checks anyone can do on their own website, with free tools and no technical skills.

Use it: Once a quarter, or before you spend money on ads or a redesign. Each check takes about five minutes.

We audited our own website and found five problems. They're common, they're easy to miss, and you can check yours for all five today.

The checks

1 Can you see where your visitors come from?

Without it you can't tell which posts, ads or links bring customers, so you can't do more of what works.

- Ask: how many people visited last week, and from where?
- If you can't answer, set up a website analytics tool. Many are free, and some need no cookies.
- Add tags to the links you share (for example ?utm_source=facebook) so each one shows up separately.

GOOD LOOKS LIKE
You can name your top two sources of visitors without guessing.

WHAT WE DO
We count visits and booking steps, with no cookies and no consent banner.

2 Does a shared link show a picture?

On WhatsApp, Facebook and LinkedIn, a link with a picture and title gets noticed. A bare link looks like spam.

- Send your home page link to yourself on WhatsApp.
- Do the same with one or two other pages, like your services or contact page.
- Facebook's Sharing Debugger and LinkedIn's Post Inspector show the same thing for those platforms.

> **GOOD LOOKS LIKE**
> Every page shows a clear picture, your business name and a title that makes sense.

> **WHAT WE DO**
> Every page has a share image.

---

3 Does your website have one address?

If yourbusiness.co.ke and www.yourbusiness.co.ke both show the site separately, search engines can treat them as two websites and split your ranking.

- Type your address with www, then without it, then with http:// in front.
- Watch the address bar each time.

> **GOOD LOOKS LIKE**
> Every version ends up at the same address, starting with https://.

> **WHAT WE DO**
> We use one address, and the other versions redirect to it.

---

4 How fast is your most important page?

Most visitors are on a phone, often on mobile data. A slow page loses them before they see what you offer.

- Open your most important page (booking, shop, contact) on your phone, on mobile data, not Wi-Fi.
- Test it at pagespeed.web.dev and look at the mobile result.

> **GOOD LOOKS LIKE**
> Something useful appears almost at once, and the page is usable within a few seconds.

> **WHAT WE DO**
> Our booking page appears at once, and the calendar loads behind it.

---

5 Does your website agree with itself?

Small mismatches, like a price on one page and a different one on another, make visitors wonder what else is wrong.

- Read your home page as if you'd never heard of your business.
- Check that numbers, prices, opening hours and contact details match on every page.

> **GOOD LOOKS LIKE**
> A stranger could explain what you do, and every page says the same thing.

> **WHAT WE DO**
> Our process section said five stages above a list of six steps. Now it shows six steps, one at a time.

If you find something and aren't sure how to fix it, send us the address. We'll tell you what we'd fix first and why, whoever ends up doing it.

www.ctstudios.co.ke/book

Free to use, print and share. CT Studios, Nairobi.