



# Website Launch Checklist for Small Businesses in Tanzania

A website works best when it is clear, fast and easy to find. Tick these items off before you go live.

## Basics

- ☐ Decide the one main action visitors should take (call, WhatsApp, request a quote).
- ☐ Use your own domain name and a professional email address.
- ☐ Test on a phone: text readable, buttons easy to tap.
- ☐ Compress images so pages load quickly on slow connections.

## Content

- ☐ Show your services clearly, with phone, WhatsApp, email and location.
- ☐ Add an About page that tells who you are and why people can trust you.
- ☐ Use real photos of your work, team or products.
- ☐ Consider a Swahili version for local customers.

## Trust and legal

- ☐ Add a privacy policy and simple terms.
- ☐ Publish testimonials only with the customer's permission.
- ☐ Make prices, payment methods and delivery information clear.

## Be found on search

- ☐ Give every page a unique title and short description.
- ☐ Create a Google Business Profile with your address and hours.
- ☐ Submit your sitemap to Google Search Console and Bing Webmaster Tools.
- ☐ Link your social media accounts.

## After launch

- ☐ Set up regular backups and updates.

- ☐ Check your contact forms and email every week.
- ☐ Review visits and enquiries monthly and improve what is not working.

General guidance only. Every business is different.