



**MIRASI**  
INTERNATIONAL  
INVESTMENT

# Wanjiku Macharia

Multidisciplinary Creative & SEO Professional

mash@mirasi.co.ke

+254 707 368 839

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## Profile Overview

I am a multidisciplinary creative professional specialising in web development, SEO, branding, and print solutions. My work focuses on helping businesses, organisations, and startups present themselves professionally, rank higher on search engines, communicate clearly, and attract the right audience through strategic branding, data-driven SEO, and well-structured digital experiences. This portfolio showcases live websites, SEO campaign results backed by Google Analytics data, branding communication work, and print-related support delivered to real clients across different industries.

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## Core Expertise

### Web Development & Website Content

Design and develop websites with a strong emphasis on content clarity, usability, and brand alignment. Each website is structured to clearly communicate services, values, and calls to action.

### Search Engine Optimisation (SEO)

End-to-end SEO strategy — technical audits, on-page optimisation, keyword research, content strategy, link-building, and performance tracking via Google Analytics 4 and Google Search Console.

### Branding & Brand Communication

Professional client quotations, business and proposal emails, service descriptions, pricing communication, and brand tone alignment.

### Print Design & Production Support

Business cards, flyers, brochures, branded corporate materials, and print-ready layout preparation.

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## 1. SEO — Search Engine Optimisation

A core service offering covering the full SEO lifecycle — from initial audit and keyword strategy through to on-page implementation, technical fixes, content optimisation, and ongoing performance monitoring using Google Analytics 4 (GA4) and Google Search Console.

### SEO Capabilities

- Keyword research & competitive gap analysis
- On-page SEO: meta tags, headings, internal linking, schema markup
- Technical SEO: site speed, Core Web Vitals, mobile-friendliness, crawlability
- Content strategy & SEO copywriting
- Local SEO for Kenyan & East African markets
- Google Analytics 4 (GA4) setup, goal tracking, and custom reporting
- Google Search Console monitoring and index management

- Backlink audits and off-page strategy
- Monthly SEO health reports for clients

## Google Analytics — Live Performance Property

Active Google Analytics 4 property used to track and report on SEO performance across client projects, monitoring organic traffic, user engagement, goal conversions, and channel attribution in real time.

Property ID	GA4 Property	Reporting Platform
a386446084	p526991546	Google Analytics 4 Reports (MAUI)

## Key SEO Metrics Tracked Mirasi International (6-month campaign)

Metric	Baseline	After SEO (6 mo.)	Change
Organic Sessions / month	~320	~1,840	<b>+475%</b>
Avg. Ranking Position (target KWs)	54	12	<b>42 positions</b>
Organic Goal Completions	8	67	<b>+738%</b>
Bounce Rate (organic)	78%	54%	<b>-24 pts</b>
Pages Indexed	14	38	<b>+171%</b>

## SEO Projects

### Mirasi International

<https://mirasi.co.ke/>

Full SEO audit, keyword mapping, on-page optimisation, and GA4 goal tracking setup for a technology and software solutions company targeting East African enterprise clients.

### PinPoint Brands

<https://pinpointbrands.co.ke/>

Local SEO strategy for a Nairobi-based branding and printing company. Optimised Google Business Profile, built location-specific landing pages, and improved site speed for mobile users.

### PregnaMama

<https://pregnamama.com/>

Content-led SEO focusing on maternal health informational keywords. Implemented structured data (MedicalOrganization schema), improved Core Web Vitals, and set up GA4 conversion tracking for donation and contact goals.

### AFOSI

<https://afosi.org/>

Nonprofit SEO covering grant and programme discovery keywords. Improved crawlability, fixed broken links, and created an SEO-optimised news/blog section.

## **SignVrse**

<https://signvrse.com/>

Startup SEO — built topical authority from scratch around AI sign language and inclusive technology. Long-tail keyword focus and landing page optimisation to drive demo bookings.

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## **2. Selected Website Projects (Live)**

Each project involved website structure planning, content development, brand aligned messaging, user-focused navigation, and SEO integration.

### **1. PregnaMama**

<https://pregnamama.com/>

Maternal health platform supporting women through pregnancy and childbirth healthcare services, maternal education, emergency support, and community outreach.

### **2. PinPoint Brands**

<https://pinpointbrands.co.ke/>

Branding and printing company website showcasing signage, large-format printing, fabrication, and visual branding services with a strong commercial focus.

### **3. Millenium Solutions**

<https://www.millenium.co.ke/>

Corporate IT and technology solutions website presenting ICT consultancy, digital transformation services, and enterprise solutions for businesses in East Africa.

### **4. AFOSI**

<https://afosi.org/>

Nonprofit website highlighting community development, education, youth empowerment, and advocacy programs with an emphasis on impact and sustainability.

### **5. SignVrse**

<https://signvrse.com/>

Technology startup focused on inclusive communication through AI-powered sign language translation solutions for accessibility and digital inclusion.

### **6. Mirasi International**

<https://mirasi.co.ke/>

Technology and software solutions company software development, cloud solutions, and enterprise systems for East African businesses.

### **7. Miwaki Brands**

<https://miwakibrands.co.ke/>

Branding and printing services website: corporate branding, promotional merchandise, large-format printing, and design services.

**Contributions across all projects:** Website content creation and refinement, homepage and service page messaging, structuring information for clarity and usability, aligning digital presence with brand identity, SEO

integration and on-page optimisation.

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### 3. Branding & Brand Communication

Branding work extends beyond visuals into how a business communicates with its clients — ensuring every touchpoint reflects the brand's professionalism and values.

#### Scope of Work

- Professional client quotations
- Business and proposal emails
- Service descriptions and pricing communication
- Brand tone and messaging alignment

#### Impact

- Improved clarity and professionalism in client communication
- Higher trust and approval rates from prospective clients
- Consistent brand voice across all platforms

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### 4. Print Design & Production Support

Supporting print branding projects by ensuring designs are consistent, professional, and production ready across all brand touchpoints.

#### Print Work Includes

- Business cards
- Flyers and brochures
- Branded corporate materials
- Print-ready layout preparation

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### Tools & Platforms

SEO & Analytics	Design & Web	Communication
Google Analytics 4 (GA4)	WordPress / Elementor	Google Workspace
Google Search Console	HTML / CSS	MS Office Suite
SEMrush / Ahrefs (audit)	Canva / Figma	Professional email drafting
Screaming Frog (tech SEO)	Responsive design	Client reporting

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### Work Philosophy

**Clarity:** Simple, understandable communication in content, code, and SEO.

**Consistency:** Unified branding across web, print, and digital communication.

**Professionalism:** Every output reflects credibility and attention to detail.

**Results:** Design, content, and SEO that support measurable business goals.

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## Availability

Available for freelance, contract, and project-based work in:

- Web development & website content
  - SEO strategy, implementation & monthly reporting
  - Branding & brand communication
  - Print design & branding support
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### Email

[info@mirasi.co.ke](mailto:info@mirasi.co.ke)

### Phone / WhatsApp

+254 707 368 839

### Location

Remote & on-site projects  
available