Website Trust Audit Checklist

BLASER CONSULTING

Contact Information Trust Signals

- ❑ Business name clearly displayed on homepage
- ❑ Phone number visible in header or footer on every page
- ❑ Phone number is clickable on mobile devices
- ❑ Professional email address using branded domain (not @gmail, etc.)
- ❑ Physical address displayed with map integration
- ❑ Hours of operation listed (if applicable)
- ❑ Contact form easily accessible and works properly
- ❑ Response time expectations set for inquiries
- ❑ Social media profiles linked and consistent with website info
- ❑ Staff directory or team page with real photos and bios



Security & Technical Trust Elements



- ❑ SSL certificate installed (https:// and padlock in browser)
- ❑ Privacy policy accessible from footer
- ❑ Terms of service clearly stated
- ❑ Cookie consent notice properly implemented
- ❑ Data protection/GDPR compliance statement
- ❑ Recognized security trust badges displayed (Norton, McAfee, etc.)
- ❑ Payment processor badges visible near checkout (PayPal, Visa, etc.)
- ❑ Money-back guarantee or return policy clearly stated
- ❑ Forms use proper data validation to prevent errors
- ❑ Website loads in under 3 seconds
- ❑ Mobile responsive design that works across all devices
- ❑ No broken links or 404 errors Error pages are customized and helpful



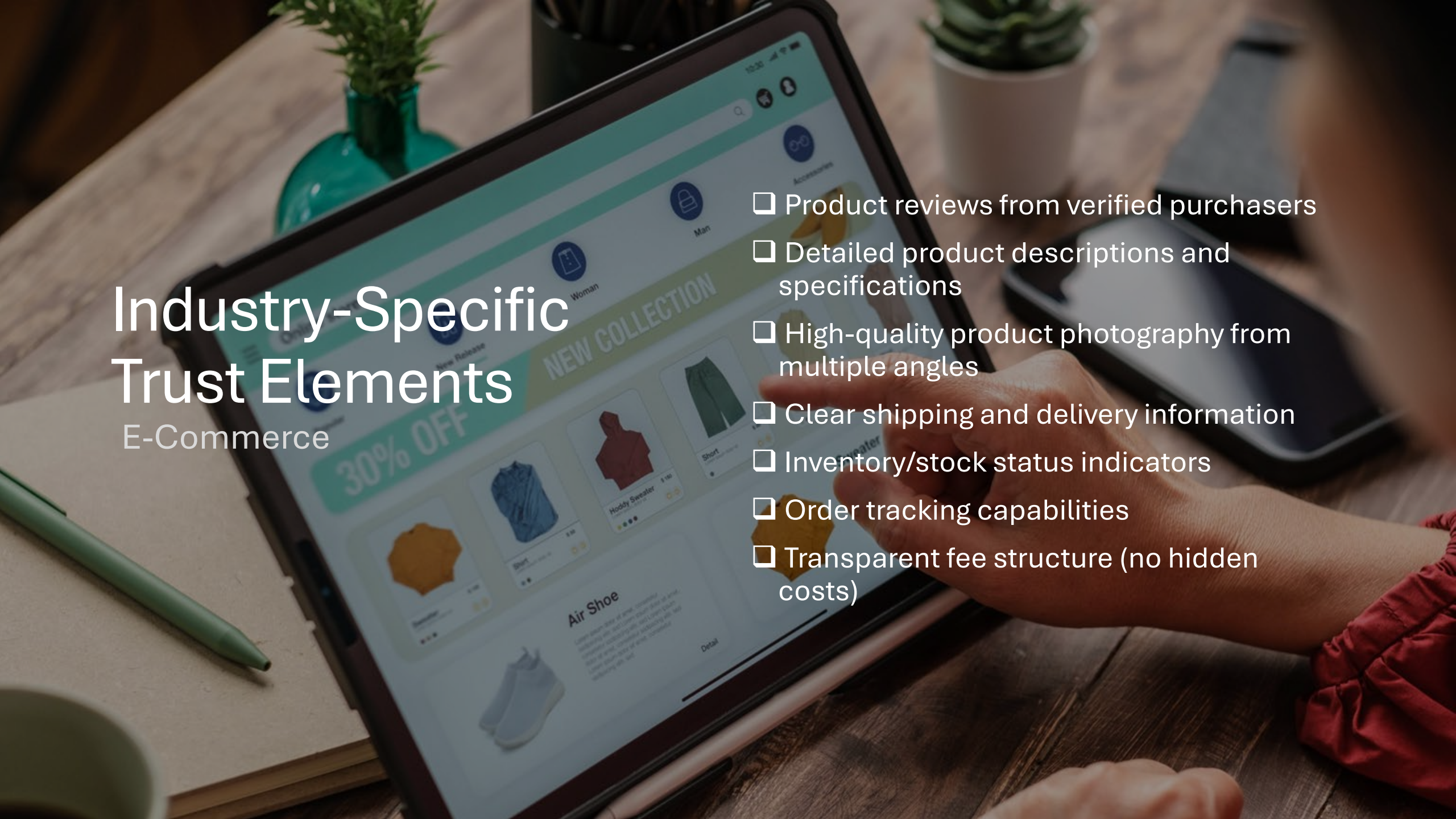
Social Proof & Credibility Elements

- ❑ Customer testimonials with full names and locations
- ❑ Testimonials include photos of real customers (when possible)
- ❑ Case studies or detailed success stories
- ❑ Reviews/ratings from third-party platforms (Google, Yelp, etc.)
- ❑ Industry certifications or credentials displayed
- ❑ Years in business or founding date mentioned
- ❑ Professional association memberships visible
- ❑ Award badges or recognition icons
- ❑ Media mentions or "As Seen In" section
- ❑ Social media follower counts (if substantial)
- ❑ Client/customer logos displayed (for B2B)
- ❑ BBB accreditation or other verification
- ❑ Links to active social profiles with recent engagement



Content & Design Trust Factors

- ❑ Professional, consistent visual design
- ❑ High-quality, original photography (not all stock images)
- ❑ Clear, readable typography with proper contrast
- ❑ No spelling or grammatical errors
- ❑ Content last updated date visible on blog posts
- ❑ Author information on articles (builds expertise)
- ❑ Comprehensive "About Us" page with company story
- ❑ Clear value proposition visible above the fold
- ❑ Transparent pricing information (if applicable)
- ❑ FAQ section addressing common concerns
- ❑ High-quality educational content demonstrating expertise
- ❑ No excessive pop-ups or intrusive advertising
- ❑ Clean, organized navigation structure
- ❑ Intuitive user experience with clear next steps



Industry-Specific Trust Elements

E-Commerce

- ❑ Product reviews from verified purchasers
- ❑ Detailed product descriptions and specifications
- ❑ High-quality product photography from multiple angles
- ❑ Clear shipping and delivery information
- ❑ Inventory/stock status indicators
- ❑ Order tracking capabilities
- ❑ Transparent fee structure (no hidden costs)

Industry-Specific Trust Elements

Service-Based Businesses

- ❑ Professional credentials and licenses displayed
- ❑ Service guarantees clearly stated
- ❑ Detailed service descriptions
- ❑ Client portfolios or project galleries
- ❑ Process explanation (how you work)
- ❑ Insurance coverage information (if relevant)





Industry-Specific Trust Elements

Local Businesses

- ❑ Google Business Profile verified and complete
- ❑ Local business citations consistent across web
- ❑ Community involvement highlighted
- ❑ Local testimonials from recognizable sources
- ❑ Location-specific content

Performance Assessment

Rate your website on these key trust measures (1-5 scale, 5 being highest):

____ Visual professionalism

____ Contact information accessibility

____ Security indicators

____ Social proof elements

____ Content quality and accuracy

____ Technical performance

____ Mobile experience

____ Overall credibility impression

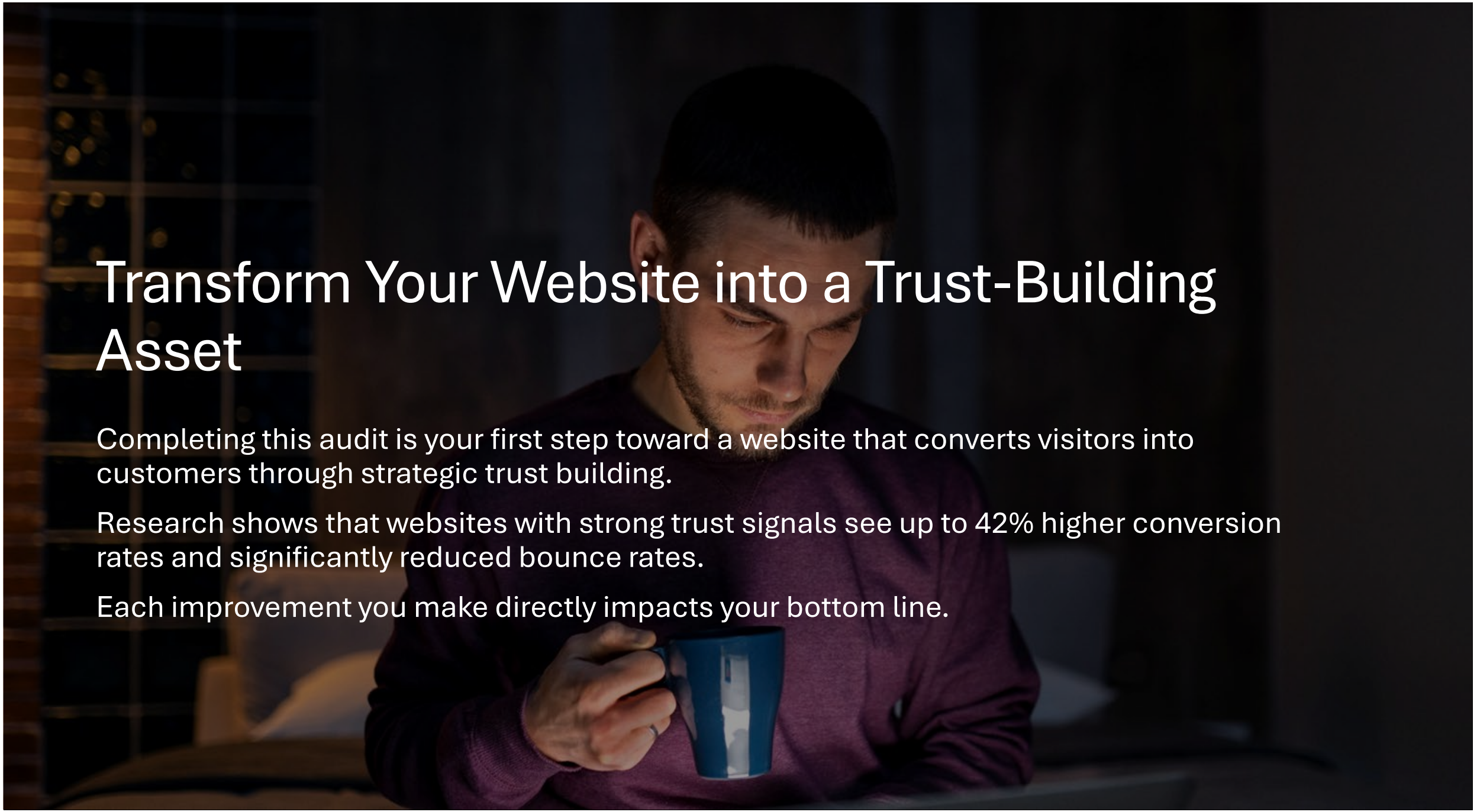


Action Plan

List the top 5 priority items from this audit to address immediately:

1. _____
2. _____
3. _____
4. _____
5. _____





Transform Your Website into a Trust-Building Asset

Completing this audit is your first step toward a website that converts visitors into customers through strategic trust building.

Research shows that websites with strong trust signals see up to 42% higher conversion rates and significantly reduced bounce rates.

Each improvement you make directly impacts your bottom line.

Don't Navigate Website Trust Alone

While this checklist provides a solid foundation, implementing these changes typically requires expertise in design, security, and digital marketing best practices. That's where we come in.

Our Trust-Building Services Include:



Professional Trust Audits - Detailed analysis beyond this checklist



Trust Signal Implementation - Technical setup of security elements and trust badges



Contact Strategy Optimization - Professional design and placement of contact information



Social Proof Collection & Display - Systems to gather and showcase authentic testimonials



Trust-Focused Design Improvements - Visual enhancements that build instant credibility

Call (206) 249-9134 today or schedule a call online for your free 30-minute consultation.