

Website Trust Signals Checklist

A practical guide you can use to audit and improve trust on your website.

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How to Use This Checklist

This is meant to be simple. Open your website. Go through each section, check what you already have, and circle what's missing. You don't need to do everything at once—start with the gaps that feel most obvious.

Trust is built in layers.

1. First-Impression Trust (Above the Fold)

These are the signals site visitors see in the first few seconds.

-  Clear headline that explains *what you do* and *who it's for*
- Short supporting sentence that removes confusion
- Client logos or recognizable platforms (if applicable)
- A real photo or custom photography (not generic stock)
- Simple, obvious next step (contact, book, learn more)

Goal: Make it instantly clear that you're real, relevant, and professional.

2. Contact & Legitimacy Signals


People look for proof that a real business exists.

- Phone number displayed clearly
- Real email address (not just a form)
- Physical address or service area listed
- Business location stated (e.g., United States)
- VAT number or registration details (if applicable)
- Footer includes current year

Goal: Remove the fear of "Who am I actually dealing with?"

3. Social Proof on Your Website


This is where building trust really accelerates.

- Customer testimonials with real names
- Testimonials placed throughout the site (not just one page)
- Case studies that explain the problem, solution, and result
- Positive reviews quoted or embedded
- Thoughtful responses to any visible negative reviews
-  Customer feedback that sounds natural, not scripted

Goal: Show that other people already chose you—and were happy they did.

4. Visual Trust Signals

People trust what feels current and human.

-  Photos of real people (you, your team, your process)
- Custom photography instead of stock images
- Updated images across key pages
- Consistent visuals between website and directories

Goal: Make the site feel alive, not anonymous.

5. Security & Technical Trust Signals


Especially important for ecommerce sites or forms that collect data.

- SSL certificate active (https://)
- Security lock visible in the browser
- Clear explanation of how data is handled
- Credit card icons shown near checkout (if applicable)
- Reassurance around credit card information security

Goal: Reduce anxiety around forms, payments, and personal data.

6. Ecommerce-Specific Trust Signals (If Applicable)


If you sell online, these are non-negotiable.

- Clear pricing with no surprises
- Easy-to-find return or refund policy
- Multiple payment methods listed
- Product reviews or star ratings
-  Clear checkout flow with minimal steps

Goal: Make buying feel safe and straightforward.

7. Off-Site Trust Signals

Trust doesn't stop at your website.

-  Google Business profile claimed and updated
- Listings on relevant directories
- Better Business Bureau profile (if relevant)
- Media mentions from credible media outlets
- Consistent business info across platforms

Goal: Reinforce trust wherever people research you.

8. Social Media Trust Signals


People click these more than you think.

- Social media links clearly visible
- Active social media accounts (recent posts)
- Real engagement (comments, replies)
- Consistent branding across profiles

Goal: Show that the business is active and paying attention.

9. Content & Authority Signals

Content builds quiet confidence over time.

- Helpful blog posts that answer real questions
- Clear explanations of your process
- Pages written for humans, not just a search engine
-  Internal links that guide visitors naturally

Goal: Establish credibility without overselling.

10. Ongoing Trust Maintenance

Trust signals need upkeep.

- ☐ Testimonials reviewed every few months
- New customer feedback collected regularly
- Photos updated when possible
- Broken links checked and fixed
- ☐ Outdated content removed or refreshed

Goal: Keep trust signals current and believable.

Final Gut Check

Ask yourself:

- Would I trust this site if I landed here cold?
- Is anything missing that would make me hesitate?
- Does this feel like a real business run by real people?

If the answer is yes—you're in good shape.

If not, this checklist just gave you a clear place to start.

Can We Help?

If you need a website that actually works, SEO that builds over time, or help figuring out what to prioritize—reach out. We're also happy just to chat. Find us on mutewind.com.

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