



7 Trust Building Tips

1. TRUST BADGES

Make sure to display trust badges on your website such as, BBB logo, social media icons, SSL seal and the Capture Reviews seal of approval. Most commonly used in the footer of the website.

2. LEGITIMATE REVIEWS & TESTIMONIALS

Make sure to post your best reviews and testimonials. You should also hire a third party like Capture Reviews to help you capture more highly rated reviews. Never post illegitimate reviews or testimonials.

3. PROFESSIONAL DESIGN, LOGO AND GOOD GRAMMAR

If your website and logo looks professional your company will be considered professional and trusted. Good grammar is also key for building trust and credibility.

4. CONTACT INFORMATION

Make sure it's easy to find your contact information. Phone, email, online form and address are all important factors in building trust and capturing more sales.

5. COMPANY INFORMATION PAGES (SUCH AS AN ABOUT US PAGE)

Make sure your website has some pages devoted to explaining your business and what makes you different. Company history, team pages, about us pages, etc., are all great assets to building trust.

6. USE OF AN SSL IF COLLECTING IMPORTANT INFORMATION

Many sites don't need an SSL, but if you're selling online or capturing other important information, make sure to have a correctly installed SSL certificate and display the SSL company's authentic badge.

7. OFFER GUARANTEES & FREE TRIALS

Offering 30 day money back guarantees, lifetime guarantees, free trials, etc., helps you build trust and confidence. Offering such things to your customers will help you increase sales dramatically.