

Made for You  
**Media**

WEB • VIDEO • AUTOMATION

# BUILDING A TRUSTWORTHY WEBSITE

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Made for You Media

# GET THE SLIDES & WEBSITE EVALUATION WORKSHEET

*A Performance  
Appraisal for  
Your Only  
24/7 Employee*

[madeforyoumedia.com/trust](http://madeforyoumedia.com/trust)

**EMPLOYEE EVALUATION**

NAME: *JOHNNY WEBSITE* POSITION: *CUSTOMER SERVICE*

	Pass	Fail	Needs Improvement
<b>PROFESSIONAL APPEARANCE</b>			
Is the design, font and color appropriate for the audience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are images high quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is everything spelled correctly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you using a "real" e-mail address?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>COMMUNICATES EFFECTIVELY</b>			
Can visitors quickly tell what your website offers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is your Unique Selling Proposition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is navigation clear and well labeled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can they find your contact information easily?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PERSUASIVENESS</b>			
Is there a call to action on every page?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you display trust signals like client logos and endorsements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there "social proof" like testimonials or subscribers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RESPONSIBILITY</b>			
Is an SSL Certificate in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a published privacy policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there "social proof" like testimonials or Facebook Fans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# SO, WHAT IS TRUST?

**I Know It  
When I Feel It**

# WHAT IS TRUST?

*Oxford Living Dictionary Says...*

Firm belief in the reliability, truth, or ability of someone or something.

# WHAT IS TRUST?

*The Good, Old Merriam-Webster Dictionary Says...*

Assured reliance on the character, ability, strength, or truth of someone or something.

# WHAT IS TRUST?

*Ray Says...*

It's that thing you feel in your gut when you're deciding something or someone is OK, or sketchy.



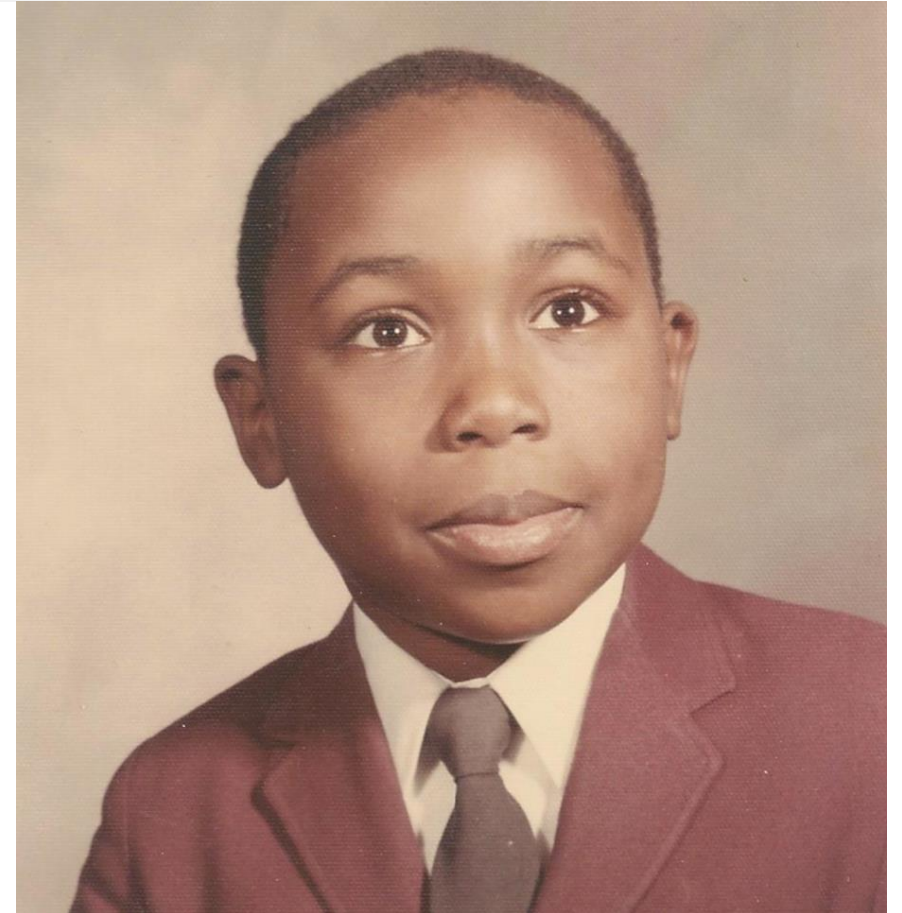
**DO YOU TRUST  
ME?**

**Well? Do You?**

# WHY TRUST ME TO TALK ABOUT TRUST?

## Follow the Signals.

- Look at that smile
- I was invited to speak by people that you trust
- I'm kinda known-ish in the community
- There's information available that you can use to evaluate me





*I'll watch your  
drink babe.*



## **VISITING A WEBSITE IS LIKE STARTING A NEW RELATIONSHIP**

Some of the things that go through our head when we start dating, are the same things that go through our heads when we do business with someone new, or visit their website.

We look for signs and signals that we can put our trust in an individual or a company.

- First Impressions
- What Do My Friends Think?
- Do I Feel Safe Being With You?
- Are You Worth The Trouble?

## **VISITING A WEBSITE IS LIKE STARTING A NEW RELATIONSHIP**

Just as we make decisions on who we are going to date and even marry some day, we make decisions about who we are willing to do business with, based on how they make us feel.

- Design
- Reputation
- Security/Privacy
- Benefits vs. Friction

A woman with long brown hair and large hoop earrings has a shocked expression, looking towards a man in the background. The man is wearing a black beanie and a white shirt, and he is covering his face with his hands, appearing embarrassed or ashamed. The scene is set in what looks like a store or a public place with shelves in the background.

# FIRST IMPRESSIONS

**Your Mother Was  
Right**

# 1. DESIGN

*Like in dating, first impressions count*

- Meet site visitor expectations. Use the “Design Language” for your industry.
- Professionals look professional.
- Use authentic images.
- Free is expensive. Don’t use a subdomain
- Use a real e-mail address.

A man with dark hair and a green t-shirt is whispering into the ear of a woman with brown hair and a red top. The woman has a worried or skeptical expression. The background is a plain, light-colored wall.

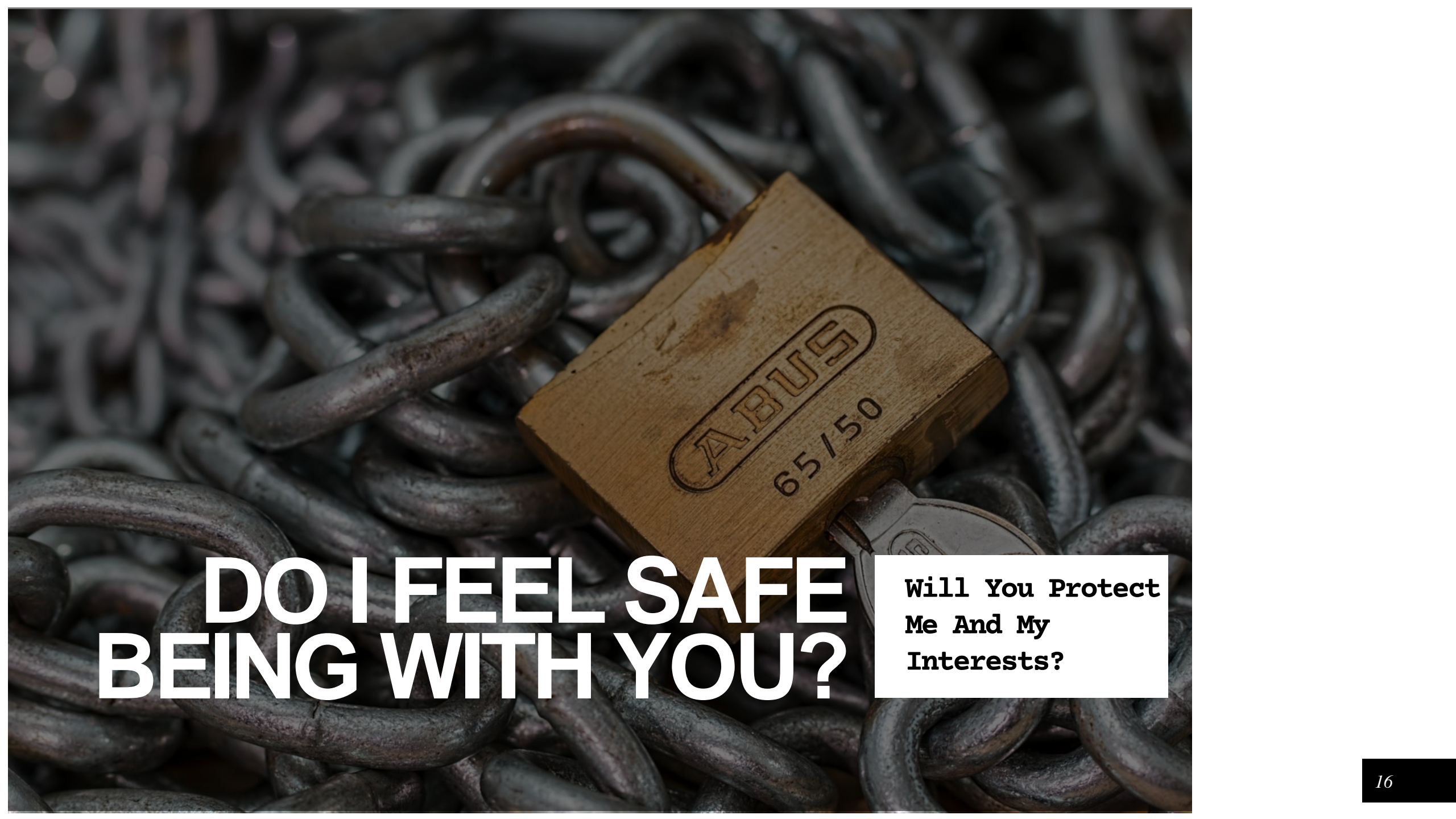
# WHAT DO OTHERS THINK?

**Your Reputation  
Precedes You**

## 2. REPUTATION

*It's not what you say about yourself, it's what others say about you*

- Provide social proof via testimonials
- Leverage Google Reviews
- Display affiliations, associations and endorsements
- Point to your social media following, your subscribers or customers served
- Leverage the “Halo Effect”; showcase your client and partner logos



**DO I FEEL SAFE  
BEING WITH YOU?**

**Will You Protect  
Me And My  
Interests?**



### 3. SECURITY/PRIVACY

*Failing to consider Security and Privacy will be like failing to consider breathing*

- Do you have an SSL certificate?
- Consider using badges to give visitors confidence
- Do you have a privacy policy? Is it published?
- Are you adhering to common privacy standards and relevant legislation?
- Is it clear how you will use information that you collect?



# ARE YOU WORTH THE TROUBLE?

**I Can Do Bad All  
By Myself**

## 4. BENEFITS VS. FRICTION

*Deliver a visitor-friendly balance between effort and value*

- Unnecessary Hurdles
  - Why do I have to submit my email first?
  - Is it easy for customers to self-service?
- Transparency
  - Content meets expectations
  - Speak to your audience – use the appropriate level of industry language or jargon

## 4. BENEFITS VS. FRICTION

*Deliver a visitor-friendly balance between effort and value*

- Accessibility
  - Is there a real person behind the company? Use personal stories, individual photos, team photos, video to make a connection
  - Make info easy to find (address, phones and hours)
- Share Expertise
  - Is your best content behind a paywall or restricted to certain customers? Knowledge sharing can demonstrate your capability to execute

*...and they  
lived happily,  
ever after*



# QUESTIONS?

# THANK YOU

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