

WEBSITE SOCIAL PROOF CHECKLIST

✓	Social Proof / Trust Indicator
	<p>Testimonials – This is the obvious one. Can you have video or written testimonials showcased on your website showing happy customers of your product / service? If you haven't got any yet, go get some. <i>Video</i> is ideal, followed by <i>photo of person + text</i> and then <i>text only</i>.</p>
	<p>Use actual photos of yourself – Nothing says generic quite like a stock photo. Use photos of yourself through your website. Let us put a face to the name. Some people have hang-ups about this, but if you aren't going to do this it means people will find it harder to bond with you and your business.</p>
	<p>Video from the owner – This doesn't need to be anything fancy. It just needs to be a 30-60 second video welcoming them to your website and letting them know what they can get out of it. It goes a long way in letting your visitors know you're a nice person just like them.</p>
	<p>Mention your community – Do you have a client list of hundreds (or thousands)? Do you have an email list of hundreds of people or more. Let people know about the size of your community. There's a good chance if X number of people love what they do, then your visitors might too.</p>
	<p>Clear contact details – This is a reallllllly basic one, but can go a long way in showing your a legit business. If you have a physical location, mention that. If you have a contact email address, mention that. This will depend on your preferred communication channels.</p>
	<p>Featured in the media – I recommend doing this even if it is just the local paper. That still matters to local customers. If you haven't been featured in the media and would like to – I'd suggest checking out SourceBottle.net or HARO (Help A Reporter Out). Start with being</p>

	<p>featured in one publication, then piggyback off that to lock in your second, third etc.</p>
	<p>Big Brands – If you’ve worked with big brands before, say so and benefit from leveraging their credibility. If unsure, ask the brands first. Usually this is fine.</p>
	<p>Security Seals – This is more common for e-commerce stores who process credit card transactions through the website.</p>
	<p>Experience / Results – If you have achieved awesome results for a number of people, or have been in business 5, 10 or 15+ years, tell us that. If you are newer to business, you can say X people served in the last 30 days perhaps. If the numbers are really low you may want to add stuff like this in 6 months time when you have got runs on the board.</p>
	<p>Industry Associations – What industry associations are you part of? Many associations charge a lot and don’t deliver much value in return (haha) so you may as well get some social proof from them by adding their logo to your site.</p>
	<p>Qualifications (Certifications, Relevant Degrees etc.) – Have you achieved partner status with a credible brand, or completed certain qualifications. I would suggest only mentioning relevant / recent ones. Most people won’t care that you have a Certificate II in Hospitality from 10 years ago.</p>
	<p>Awards – Have you won any awards or been recognised for your work? Get the maximum value from the award(s) and tell everyone about it.</p>