



# 5 TRUST FACTORS EVERY WEBSITE NEEDS TO GET THROUGH HARD TIMES

**the website**  
ARCHITECT

Tips from The Website Architect

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07985 771 797

# #1: SOCIAL PROOF

**Show us that you've worked  
with real people!**

If you have Google reviews or from social media, a screen shot of those on your site, or even a ratings plugin, it goes a long way to prove you have happy customers. Videos are golden

# #2: ADAPT YOUR MESSAGE

**Tell people you understand  
what they're going through**

People want guidance and understanding. Be the authority, and guide your web visitors on how you can help them.

## #3: LIVE CHAT?

**If people have general questions that they want answering NOW!**

It can be really helpful to have live chat, or bots (they can be a life saver!) if you have questions that often crop up, consider using bots on your live chat. Or you can use WhatsApp so they come through your phone

## #4: CONTACT INFO

**Address, landline etc**

People like to know that you have a place of business. It instantly brings you up in the trust factor rank. Having a real business address increases trust massively. Always have your details easy to find on your website.

If like me, you don't have a physical business address, making sure your phone number, email address and any other form of communication is there and easy to find.

# #5: GIVE THEM OPTIONS

**Have 3 authoritative lead magnets for people to choose from**

If you have 3 tiers of CTA's, use them at the top of your website just below the fold. 3 tiers of help. A bronze, silver and gold.

Or cold, warm and hot for your sales prospects and where they are in your funnel.

**Thanks for reading this document!**

**If you have any questions, give me a shout on the email address below**