

Is Your Business Seen as Trustworthy?

a 10 Point Check List

Each of the following is worth 10 points for a total of 100 points.

- ___ Social Media Icons is your face.
- ___ Social media posting is focused on helping your customer not sales.
- ___ Bonus points if you 'show personality' in the photo
- ___ Value Statement easy to find on your webpage or brochure
- ___ Bonus points if you 'show personality' on this page
- ___ Your product/service descriptions are easy to understand (no jargon).
- ___ Your 'About' page highlights people over company.
- ___ Your 'About' page is focused on the customer
- ___ Your slogan or byline is people center
- ___ Your webpage represents your culture.
- ___ Your webpage is customer focused.
- ___ Your webpage has one call to action with an incentive.

_____ Total up 10 points each

1-30 - You have a lot of work to do, but luckily it is simple. Prioritize which of the above is needed for your business. Do the top 3 items this month. Then, do one a week until they are all complete.

40-80 - You are somewhat trustworthy. Find one item where you did not score and fix it this week. Do one a week until they are complete.

90-120 - You are awesome. People trust your business. Now, have 2 employee and 2 customers fill this out to see if they agree.