Website Trust Factors

Let visitors to your website know <u>how</u> your company can be trusted.

1. Real people contacts, profiles, owners, staff, and customers.

2. Policies to protect information, secure financial transactions, and evidence that you play fair.

3. Convert from http to https.

4. Success stories.

5. Customer testimonials.

6. Guarantees.

7. Expected responsiveness to contact requests.

8. Longevity.

9. Expertise, experience, certifications, recognition and honors.

10. Memberships such as Chamber, BBB, Industry connections.

11. Professional well thought out website content.

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ISBDC@LCSC.edu   208-792-2465   IdahoSBDC.org