

TRUST AUDIT

Davenport Marketing | Evaluate how easy it is for customers to trust you

Trust is one of the biggest factors in whether someone chooses you or your competitor. This quick audit helps you identify gaps in how you build credibility and proof. The stronger your trust signals, the easier it becomes for ideal customers to say yes.

1. Reviews & Social Proof

- You have a consistent system for requesting reviews from happy customers (not random asks)
- Reviews appear regularly and contain specific details about the experience
- You respond to reviews (positive and negative) in a professional, timely way
- Review volume and quality are visibly improving over time
- Reviews are easy to find on your Google profile and website

2. Website Trust Signals

- Clear "About" or team information that shows real people behind the business
- Professional photos of your team, work, and results (not just generic stock images)
- Testimonials or case studies with names, photos, or specific results
- Contact information is easy to find on every important page
- The site looks professional, loads quickly, and feels trustworthy

3. Proof & Expertise

- You have at least 2–3 clear examples of problems you've solved for customers
- Short videos (even simple phone videos) showing your process or results exist
- Your content (blog, Google posts, social) demonstrates expertise rather than just promotion
- You can quickly show proof of insurance, licenses, or certifications when needed
- Potential customers can easily understand the results you deliver

4. Consistency & Professionalism

- Business name, address, phone, and website are consistent everywhere they appear
- Messaging and offers feel consistent across Google, website, and any ads/emails
- You follow up with leads quickly and professionally
- Your team presents a consistent, professional image (appearance, communication, follow-through)
- You have clear processes for how you deliver work and communicate with customers

Quick Trust Score

Count how many boxes you checked out of 20:

16–20 → Strong trust foundation. Focus on consistency and increasing proof volume.

11–15 → Good start with clear gaps. Prioritize reviews and website proof signals first.

0–10 → Significant opportunity. Weak trust signals are likely costing you qualified leads.

Want help strengthening your trust signals?

Book your free 15-minute marketing audit → davenportmarketing.com | 321-405-2585

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