MODULE 6: A WEBSITE THAT BOOKS

Build trust into your site

Lesson: Trust on the page: reviews, credentials, insurance and policies · about 15 minutes

Use these exercises to put the right trust signals where clients make decisions.

Your business (name, service, main city):

1. List your clients' five biggest worries before booking, and the trust signal that answers each.

2. Choose one specific review for each service page and write the review card: quote, name, event, date and source.

3. List your credentials and insurance, and write the line you will add to your site about each.

4. Outline your 'How we work' page using the seven headings in the worked example.

5. **Compare your policies summary with your full agreement and note any wording that does not match.**

Check: can you now

- Match trust signals to the specific worries your clients have
- Place and present reviews, credentials and insurance where visitors make decisions
- Write a plain-language policies page that is consistent with your agreement

One change you will make this week