



FREE GUIDE

Website Trust Audit

15 essential checks that can make the difference between a visitor staying - or leaving.

THE GOAL

In 10 minutes, identify the trust gaps that may be costing your business inquiries, calls, and customers.

Strategy. The Moves. Results That Last.

Powell Strategic Solutions

Score your website.

Give yourself 1 point for every statement you can confidently answer **yes**. If the answer is "sort of," count it as a no for now - that is where the opportunity is.

YES ☐ NO ☐

1. The 5-Second Test

Can a first-time visitor tell what you do, who you serve, and where you work within five seconds?

Your headline should answer the basics without making people hunt.

YES ☐ NO ☐

2. One Clear Next Step

Is there an obvious primary action: call, request a quote, schedule, book, donate, volunteer, or contact?

Too many competing buttons create hesitation.

YES ☐ NO ☐

3. Contact Information Is Easy to Find

Can someone find your phone number or contact option without scrolling through multiple pages?

High-intent visitors should never have to search for a way to reach you.

YES ☐ NO ☐

4. Mobile Experience Works

Does the site look clean and function correctly on a phone?

Check buttons, forms, menus, text size, images, and tap-to-call links.

YES ☐ NO ☐

5. Your Site Feels Current

Are dates, team information, offers, photos, and service details up to date?

Outdated content quietly signals that the business may be inactive.

Trust is built in the details.

YES ☐ NO ☐

6. Real Proof Is Visible

Do you show reviews, testimonials, results, client examples, endorsements, or recognizable trust signals?

Claims are stronger when visitors can see evidence.

YES ☐ NO ☐

7. Visitors Can See Who Is Behind the Business

Is there a real person, team, story, or credible About section?

People are more comfortable contacting a business they can identify and understand.

YES ☐ NO ☐

8. Services Are Specific

Can visitors quickly determine exactly what you offer?

Avoid broad labels that force people to guess whether you solve their problem.

YES ☐ NO ☐

9. Your Service Area Is Obvious

Do you clearly state the cities, communities, districts, or areas you serve?

This builds local relevance and prevents confusion.

YES ☐ NO ☐

10. The Site Looks Intentional

Are fonts, colors, spacing, photos, and buttons consistent?

A polished visual system signals care, stability, and professionalism.

Finish strong.

YES ☐ NO ☐

11. The Site Is Secure

Does the browser show HTTPS without security warnings?

Security warnings can stop trust before a visitor reads a word.

YES ☐ NO ☐

12. Pages Load Quickly

Does the site feel fast on both Wi-Fi and cellular data?

Large images, video, and unnecessary effects can cost you impatient visitors.

YES ☐ NO ☐

13. Search Engines Understand the Basics

Do key pages have clear titles, headings, service language, and location information?

Good local SEO starts with making your business easy to understand.

YES ☐ NO ☐

14. Your Google Presence Matches

Are your business name, phone, website, hours, and service information consistent with your Google Business Profile?

Conflicting information creates friction for both customers and search engines.

YES ☐ NO ☐

15. The Conversion Path Actually Works

Have you personally tested every form, phone link, scheduling button, and confirmation message?

A beautiful website cannot convert if the final step is broken.

What does your score mean?

TOTAL SCORE: _____ / 15

13-15 Strong foundation	Your site is doing many of the right things. Focus on the few gaps you found and keep testing what turns visitors into inquiries.
9-12 Good, but leaking trust	You have a solid base, but several small friction points may be costing you opportunities. Prioritize the items closest to contact, credibility, and conversion.
5-8 Time for a tune-up	Visitors are likely working too hard to understand, trust, or contact you. Fix the fundamentals before adding more features or marketing traffic.
0-4 Rebuild the foundation	Do not spend heavily driving traffic yet. Clarify the message, establish trust, and make the path to action simple first.

Pick your first three moves.

Start with the three issues most likely to affect trust or make it harder for someone to contact you.

1. _____
2. _____
3. _____



Want a second set of eyes?

Powell Strategic Solutions helps businesses clarify their message, strengthen their online presence, and turn strategy into action.

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