



Welcome to

# THE 3 QUICK STEPS TO A TRUSTWORTHY WEBSITE

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# LET'S START BUILDING TRUST FROM THE FIRST CLICK

Hello! I'm Corinne, founder of Maree May Design Co, and your friendly neighbourhood course creator, website designer and new business cheerleader. As a serial entrepreneur and website designer, I know firsthand how important a well designed website is to helping establish trust in your business with both potential and existing clients. It's particularly important in this day and age where there's a deficit of trust, especially in online businesses, due to years of bold claims that turned out to go nowhere and the emergence of AI. Now, a trustworthy website doesn't have to be expensive or super techy. It can be a simple one page website if you're just starting out but all trustworthy websites have the same three things in common that I'm sharing with you in this cheatsheet. Pulled together from thousands of hours over my 15 year career designing websites for business owners just like you, here's the 3 Quick Steps To A Trustworthy Website, which you can easily implement in an hour or two.

Let's do this!

# 1.



## KEEP IT HUMAN

### CONNECTION FROM THE FIRST CLICK

Connection is key to building a trustworthy and credible website. People buy from businesses that make them feel something, so if the first thing they feel is that there is nothing human about it, they'll click away. Statistics vary, but the average time you have to establish trust at first click is generally agreed to be somewhere between 3 - 7 seconds. Easy ways to humanise your website are to have a relatable question as your headline, have a photo of you if you're comfortable, stock photos that aren't cheesy and edit your text to remove any robot vibes.

## VISUALS ARE KEY

# 2.



### BE WARY OF AI DESIGN

Whether you agree or disagree with generative AI, it is marketed as a tool, particularly for new business owners, to quickly build a website. The issue I see over and over again is that they end up a sea of sameness at best and not functional at worst. A fellow designer recently found what they first thought was one business popping up 15 times in a search, but it turned out to be 15 different businesses that had the exact same AI website design. According to Blue Corona, 48% of people say a website's design is the number one factor in deciding the credibility of a business, so whatever website builder you use, take advantage of their plug and play templates. They've been designed with trust in mind.

# 3.



## EASY TO FIND INFO

### THE SHORTEST NUMBER OF CLICKS

You need to have contact information on your website (in some places, this is a legal requirement) and it needs to be found within 2 clicks from a link in your header or footer. You don't have to share anything you don't want, an email address can be enough, but with 64% of users saying they only find a business credible if they see contact info, you can appreciate how important it is. Keep the shortest number of clicks rule in mind for the rest of your site too. If you want people to buy your products/services make it as easy for them to find as possible.

# HOW TO USE THIS SUPER SIMPLE FRAMEWORK

Now you know the 3 Quick Ways To A Trustworthy Website, here's how to put them into practice. These steps work whether you've already got your website up and running or you're still working on putting it together. Grab a pen and paper or open a Google doc and answer the questions in each of the steps below.

1

**Keep It Human:**

What is the headline question of your website going to be? (hint, it should be related to the problem you're solving for your ideal clients). Is the photo of you prominent? Can your website visitors read about you and your expertise? Can you use photos you've taken instead of stock/Ai generated photos? Does the copy sound like a human, especially like you?

2

**Visuals Are Key:**

If you've used AI to build your website or your designer has, what happens if you take a screenshot and do a Google reverse image search? Is there plenty of space between sections? Is your headline question above the fold. e.g. visitors don't have to scroll down to read it? Are the fonts easy to read on desktop and mobile? What templates are available for your chosen website builder?

3

**Easy To Find Info:**

Is the menu easy to read? Is it short, e.g. only 4 - 5 items? Is there a contact link in the main header menu or footer that can be found in 2 clicks? Is the contact info up to date? How many clicks does it take to find info about what you're selling (if you're still building your website aim for it to be 3 clicks or less) Can you include social or testimonial proof? If you have a blog is it easy to navigate?

Once you've answered all of the above, you'll have an actionable list that you can use to easily make any necessary changes your on your website (or have your designer do them for you) or if you're in the process of building your website, you've got a framework to make it trustworthy from the very start.

# FAQs

Here's the answers to some frequently asked website questions for you.

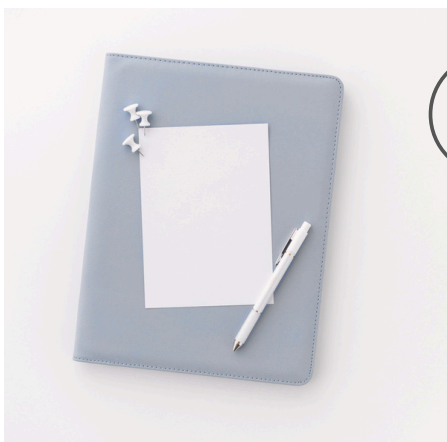


## 01 HOW MANY PAGES?

It really depends on the stage of your business and the goals of your website. If you want people to find you through search engines, you'll typically need 4 - 5 main pages. If you're just starting out and simply want a web presence so you can establish credibility and have somewhere to send potential customers to, you can start out with a super simple one page site that includes your services/products and details about you.

## 02 DO I EVEN NEED A WEBSITE?

I'm asked this question a lot and my answer is always a resounding yes. I want you to think about your buying behaviour. When you want to purchase something, be it a service or product, is one of the first things you do Google that business? I bet your answer is yes, so keep in mind your potential customers are doing the same thing. It doesn't have to be expensive or fancy.



## 03 HOW DO I FIND A GOOD DESIGNER?

People always laugh at me when I say this, but vibes are a huge part of finding a good designer. Us website designers come in all different shapes and sizes and while a designer might create some of the most stunning sites you've ever seen, if they don't mesh with the vibe of you and your business, they're never going to be able to create what you want or need. So I recommend always starting there.


# WHAT'S NEXT?



Before you rush off to get a start on making sure your website is showcasing your credibility, I want to say thank you for being here I hope my super simple framework makes building your trustworthy website easier for you! If you're looking for more support on your website journey, especially if you're just starting out and want to overcome the overwhelm, self doubt and other people's opinions, please reach out below. I love being a new business cheerleader!

If you want to show off your newly minted website or you just wanna say hey, please reach out at:

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Here's to your business!

Corinne

