Website Credibility
The Best Website is One People Can Trust

Testimonials
Regardless of your type of website, you will always have customer/user reviews and testimonials coming in. You can, and should, display positive reviews for your website audience to view. Link reviews to their source and refrain from putting up fake testimonials.

Advertisements
Websites put up targeted advertisements to bring in ad revenue. As beneficial as the ad revenue may be ads irritate users and makes your website look less credible. Consider having no ads on your homepage to make a good first impression.

Updated Content
Consistent website updates keep your site credible. Do not let content become outdated. Updating your website's content shows users that your company is relevant, moving ahead with current times, and can even portray growth in your business/site.

Contact Information
Hiding contact information from site visitors raises a red flag. Build your credibility by displaying contact information such as phone numbers, address, and email address. If your website is membership only, contact information should still be made available for non-members.

Great Design
Users may lose trust in your website if it does not focus on the user experience or they become lost while browsing. On the flipside, if your audience can find what they are looking for quickly, your site's trust meter goes up.

Site Speed
If your website takes longer than a few seconds to load, visitors will be swift to abandon it, especially visitors using mobile devices. In addition, search engines have been known to penalize slow loading sites by dropping these sites placement in search results.

Security Certificates
Build your site's credibility and trust with a third-party seal. If you want your business/site to come across as credible, invest in an SSL certificate for your website. Some browsers will even block websites that do not have a credible SSL.

Team Members
Nothing shows credibility more than showing who works for your business/site. Photos, bios, and links to social media profiles of the individuals behind your business/site are all great items to include on your website to improve credibility.

Link Errors
If a visitor clicks on a link and gets pointed to a 404 page or receives an error message, that user is going to become frustrated and cause them to think your site is unreliable. Fix broken links and pages with errors before your site's visitors comes across them.

Course Vector can build the trust and credibility of your website. Ready to get started? Send us an email at support@coursevector.com or visit our website and send us a message there.

www.CourseVector.com