



The 15-Point Website Trust Audit

Most service business websites lose the client before the first call. Score yours in five minutes and find out exactly where it's leaking trust.

Why this matters

Most service websites don't lose clients because the work is bad. They lose them because the site quietly signals "not quite legit" in the two minutes someone spends deciding whether to trust you. This audit finds those signals.

How to use it

Open your site on your phone and a laptop. Work through all 15 checks. One point for every honest "yes." Add up your score at the end.

- 01 ☐ **It loads in under 3 seconds.**
Count it. A blank screen means a visitor has already half-left. Slow reads as neglected.
- 02 ☐ **It works properly on a phone.**
Most visitors are on mobile. Pinching or sideways scrolling to read is an instant credibility hit.
- 03 ☐ **Your contact is visible without scrolling.**
If people have to hunt to reach you, some won't. Trust means being easy to contact.
- 04 ☐ **There's a clear next step above the fold.**
One obvious action: book, quote, WhatsApp. No clear action makes the visitor do the deciding.
- 05 ☐ **It says what you do in the first sentence.**
Not a slogan. A visitor should know exactly what you offer within five seconds.
- 06 ☐ **Real photos, not only stock images.**
Stock strangers signal "generic." Real photos of your work or team signal "real business."

Keep scoring

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- 07 ☐ **There's proof someone else trusted you.**
Reviews, testimonials, a Google rating. People trust what others have already trusted.
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- 08 ☐ **The contact form actually works.**
Test it. Send yourself a message now. A dead form is silent lost business.
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- 09 ☐ **No broken links or missing pages.**
Click every menu item. A dead button tells a visitor the site is abandoned.
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- 10 ☐ **The copy is about the client, not only you.**
A site that only talks about itself feels like a brochure, not a trustworthy partner.
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- 11 ☐ **It has an SSL certificate (the padlock).**
No padlock means browsers may warn visitors it's "not secure." That ends trust fast.
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- 12 ☐ **The design looks current, not 2015.**
Tiny text and dated layouts make people assume the business is behind the times.
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- 13 ☐ **Your prices or "how it works" are explained.**
Total silence on how to work with you creates hesitation. Some clarity lowers the barrier.
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- 14 ☐ **The About page has a real human on it.**
A name, a face, a sentence of story. Service businesses are bought on trust in a person.
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- 15 ☐ **Everything is consistent throughout.**
Same colours, fonts, tone. Consistency is the cheapest signal of professionalism there is.
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Your score

Add up your ticks. Here's what your number means.

13 – 15 Strong

Your site is doing its job. One or two refinements left, but trust isn't your bottleneck.

8 – 12 Leaking

Your site is costing you a noticeable share of enquiries. The fixes are mostly small, but they're adding up against you right now.

0 – 7 Working against you

Your website is quietly talking clients out of contacting you. The gap between here and a site that earns trust is smaller than you think.

Turn your score into a plan

Send us your URL and we'll send back a 10-minute video walkthrough of your actual site, plus a one-page list of exactly what to fix, in priority order. Your site, your fixes, ranked. It's R199.

Get your Teardown → samepagestudio.co.za/teardown