

## **Top 20 Ways to Build Trust**

**by Leva Duell © 2003**

Trust is essential for Internet success. Follow these tips to keep prospects coming back, win their trust, and increase your online sales:

1. Obtain your own domain name.
2. Pay for hosting.
3. Send a clear message about who you are and how you do business.
4. Mention how long you've been in business.
5. Include your name and business name.
6. Make it easy to contact you. Provide a phone number, 800 number, email address, and street address.
7. Answer your email.
8. Focus on your customers. Provide benefits.
9. Provide valuable information.
10. Update your web site frequently.
11. Use correct spelling.
12. Make your web pages easy to read and navigate, fast loading, and professional looking.
13. Check your web site for broken links and missing images.
14. Boost credibility with testimonials.
15. Overcome buyer resistance with a money-back guarantee.
16. Make purchasing easy.
17. Make your order form easy to find.
18. Provide several ordering options, including ordering online, by phone, fax, email, and regular mail.
19. Make buyers feel secure by using a secure server for credit card purchases.
20. Accept credit card payments.

This article is excerpted from *Inside Secrets to Developing a Profitable Web Site*. Visit <http://www.profitablewebstrategies.com/ebook.htm> for more info.