

Title:

7 Secrets To Building Your Online Credibility

Word Count:

1047

Summary:

In a way, the Internet may be compared to the Wild Wild West. (Where do you think the acronym

Here are seven ways to build your online credibility.

1. You may find it beneficial to place your picture (even a smugs...

Keywords:

internet business, online sales, website traffic, website conversion

Article Body:

In a way, the Internet may be compared to the Wild Wild West. (Where do you think the acronym

Here are seven ways to build your online credibility.

1. You may find it beneficial to place your picture (even a smugshot) on your website.

Brick and mortar stores have the advantage since the clerk has a direct face-to-face conversat

I recently read an interesting thread on a marketing forum message board with several people g

Your photo helps your visitor to reach across the great chasm of the Internet and touch your o

2. Provide an audio message in your own voice.

This is closely tied to the former tip. It all has to do with feeling connected and human. We

I can still fondly remember those days before my family could afford a television. As children

What can you use your voice to do? At least it can say, ^There is a REAL person behind this we

3. Place your PHYSICAL address and contact information on every page.

Here again you are being transparent and in the open about your identity and how you may be co

Your address also adds a sense of structure to the very fluid environment of the Internet. It

Can you be reached by fax, landline phone, email, and mobile phone? This information adds to y

4. Do not use a free email or hosting service as your main site.

Tied closely to credibility are the perceptions that you create of your business. Some say tha

If you use a free email service such as hotmail.com what does this say about you? You are so s

5. Have an 'About' page.

When a surfer appears at your site for the first time it is like going on a blind date. The vi

Information you should place on this page includes:

- a personal and professional biography,
- maybe a photograph of yourself,

- name, address and telephone number,
- your company objectives,
- a comprehensive description of you and your company.

Just knowing this 'outline' of who you are places the visitor at ease and most of the nervous

6. Include a 'Privacy Statement'.

Internet users are becoming more and more sensitive to how their personal information is being

General concerns that would have to be addressed are:

- \*How you use the information that is collected.
- \*Is the information shared with a third party?
- \*Let them know how they can opt out of any mailing list they sign up for.
- \*Why you track their IP address.

For a more detailed discussion on website privacy you may check: <http://www.truste.org/>

7. Use your customers' unsolicited testimonials and product reviews.

What you say about your product or service is not really taken seriously. I mean what are you

This means that you can get instant credibility if you present the unsolicited testimonials of

So pour on the testimonials ~ too much is not enough.

There you had it. Use all these strategies to help build your credibility online and see more

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