

18 ways to prove credibility of your business online.

by Ivana Katz

Most first time entrepreneurs make a huge mistake by concentrating all their efforts on driving visitors to their website, but fail to prove credibility of their business. Think about your own online experience and what you look for in a business whose services/products you wish to order.

Unfortunately many people are still afraid to shop on the internet because they've heard horror stories from their

friends and colleagues who have lost money in various online scams. And we know how fast news of bad service travels!

In order to convert visitors into paying customers, you need to prove your credibility... you need to show your potential customers that you are trustworthy, reliable and that you will deliver what you promise.

These are some of the EXTREMELY important issues your website needs to cover:

1. PROFESSIONAL DESIGN.

Ensure your website is clean, easy to read and navigate. You need to make sure your visitors can find what they are looking for. Most websites either display their navigation bar on the left or at the top. And since most people are used to this type of navigation, it's best to stick with it. It also helps to include your navigation bar at the bottom of each page to save your visitors from having to scroll back to the top.

Stay away from:

- Flash intros, revolving globes, bevelled line separators, animated mail boxes.
- Loads of pop up or pop under boxes.
- Autoplay music. Allow your customer to play music only if they choose.
- Hit counters of the free variety, which say "you are 27th visitor".
- Date and time stamps, unless your website is updated daily or weekly.
- Busy backgrounds.

2. TESTIMONIALS.

Include testimonials from your current

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