








# Trust & Credibility SEO Framework Worksheet

Score your site. Close trust gaps. Build lasting credibility.

#	FRAMEWORK AREA	KEY CHECKS (EXAMPLES)	SCORE (POINTS)
1	 <b>Audit Trust Gaps</b> Identify missing credibility, proof, and risk-reduction signals.	<input type="checkbox"/> Clear service value proposition <input type="checkbox"/> Named experts visible <input type="checkbox"/> Proof near CTAs <input type="checkbox"/> No broken trust signals <input type="checkbox"/> Risk disclosures present	<input type="text"/> / 15
2	 <b>Proof Assets</b> Add reviews, case studies, testimonials, awards, and examples.	<input type="checkbox"/> Client testimonials with names <input type="checkbox"/> Case studies with outcomes <input type="checkbox"/> Linked reviews (3rd-party) <input type="checkbox"/> Awards / certifications shown <input type="checkbox"/> Proof placed near objections	<input type="text"/> / 25
3	 <b>Business &amp; Entity Signals</b> Make the business easy to verify and understand.	<input type="checkbox"/> Organization schema implemented <input type="checkbox"/> NAP consistent across platforms <input type="checkbox"/> Google Business Profile optimized <input type="checkbox"/> SameAs links to profiles <input type="checkbox"/> Clear About / Company information	<input type="text"/> / 20
4	 <b>Expert &amp; Policy Alignment</b> Connect claims to people, methods, policies, and accountability.	<input type="checkbox"/> Author bios on content <input type="checkbox"/> Reviewed by expert (where relevant) <input type="checkbox"/> Methodology page exists <input type="checkbox"/> Editorial standards defined <input type="checkbox"/> Privacy / Terms easily accessible	<input type="text"/> / 25
5	 <b>Internal Link Reinforcement</b> Link trust assets back to service and key pages.	<input type="checkbox"/> Links from service pages to proof <input type="checkbox"/> Links to About, Author, Policy pages <input type="checkbox"/> Contextual links between spokes <input type="checkbox"/> No orphaned trust pages <input type="checkbox"/> Breadcrumbs / navigation clear	<input type="text"/> / 15
<b>TOTAL POSSIBLE SCORE</b>			<b>/ 100</b>


**T&C SCORE**


## \_\_\_ / 100


Overall Progress


0% 100%


**SCORE BAND**


**0 - 40**  
**High trust risk**  
 Critical gaps across trust signals.


**41 - 70**  
**Needs improvement**  
 Important signals are missing or weak.


**71 - 85**  
**Competitive**  
 Solid foundation with minor gaps.


**86 - 100**  
**Strong trust asset**  
 Robust, credible, and well-aligned signals.


**How to use this worksheet**  

Review each area, check what you have in place, and score honestly. Focus on closing gaps that impact trust, credibility, and conversions.



## Download the worksheet

Start scoring and strengthen your trust signals today.

 **PDF Download PDF**

-  Quick self-audit
-  Prioritize what matters
-  Improve rankings and conversions