Trust Audit SOP

Fix your website's trust signals before you buy more traffic

THE PLAY (ONE LINE)

Before you buy more traffic, take a short, focused pass at your website's trust signals: who you are, proof, visuals, contact details, clean copy, and facts instead of fluff. Then spend most of your time on traffic, and come back to recheck the site as your competitors change.

Why this matters

Irwin Hau has run Chromatix, a digital agency in Melbourne, Australia, for 17 years and says he has personally analyzed more than 60,000 websites. His warning:

"We are actually pushing our customers away without even knowing. And we could be spending money doing it."

Traffic from SEO, ads or AI search lands on your website, and small trust leaks (a typo, a broken image, a claim with no proof) send it away. Fix trust first, in a short pass, then spend most of your time on traffic. This page turns his approach into an audit any small business can run.

60,000+	17 years	15	5-10%
websites Irwin says he has analyzed personally	running his agency, Chromatix	trust signals in his framework	of your time on the site fix, first

Numbers are Irwin's, from the episode. Treat them as his experience, not benchmarks.

The 7 steps

1

KNOW

Remember that being found is only half the job

Irwin: "once they find you, you still have to close the door and get them to call you." Buyers still open two or three sites and compare. Getting people to your site is step one; getting them to call is step two.

2

AUDIT

Run the trust-killer check on your own site

Check your site on a phone for Irwin's trust killers: not clear who you are or what you do; no proof (yours or customers'); poor visuals ("implied trust"); can't get in touch; missing or distorted images; spelling and grammar mistakes, extra gaps; AI telltales like "the long dash."

3

PROVE

Swap fluff for facts: names and numbers

Irwin: "We make a lot of claims, but we want substance." For every claim on your homepage and service pages, add the name or number that proves it (clients, years, jobs, results), or cut it.

4

MATCH

Pick the kinds of trust your buyers need

Irwin's trust types: borrowed (who you've worked for), factual (names and numbers), implied (how the site looks) and demonstrated ("case studies or testimonies"). A poop scooper leans on borrowed trust; a law firm on case studies. Pick the type that answers your buyer's worry.

5 BALANCE

Find your chicken legs

Irwin scores trust signals (his framework has 15) and works on the weakest, like training chicken legs. Our suggestion: score each check from steps 2-3 from 1 to 5 and fix the lowest first.

6 ORDER

Anesthetist first, then the surgeon

Irwin: "The anesthetist has to go first" - short but potent. Spend a quick 5-10% of your time fixing the site, then "the majority of your time is spent on SEO, AdWords, socials, AEO, GEO."

7 RECHECK

Go back and check, then improve 1% at a time

Irwin: go back "once in a while just to check it... Your competitors change." "I'm going to control what I can control." "It's always 1% on everything." Our suggestion: rerun step 2 every quarter on your site and two competitors'.

Your trust audit worksheet (fill in)

Score your site 1 to 5 on each row, note the fix, and start with the lowest score.

Check	What good looks like	Score	Your fix
Who you are and what you do	Clear in the first screen, on a phone		
Proof	Your own proof, plus social proof from customers		
Visuals (implied trust)	The site doesn't look poor or dated		
Contact	A visitor can get in touch easily		
Images	Nothing missing, skewed or distorted		
Copy mistakes	No spelling or grammar mistakes, no extra gaps		
AI telltales	No generic AI copy or "the long dash"		
Fluff vs facts	Every claim has a name or number behind it		

Before you add more ad budget

- ☐ I checked my site on a phone like a stranger would
- ☐ I know which trust type my buyers need most
- ☐ Phone, email or booking link is easy to find
- ☐ Trust fixes are done before I add ad budget
- ☐ Every claim has a name or number behind it
- ☐ I scored each check and fixed the lowest first
- ☐ No typos, broken images or AI telltales
- ☐ A quarterly recheck is on my calendar

All 7 steps come from Irwin Hau on the Unscripted Small Business podcast; the 1-to-5 score and the quarterly recheck are our suggestions. Full episode recap: unscriptedsmallbusiness.com/irwin-hau-website-trust-fluff-vs-facts/