

The real purpose of your website is to build **trust**

Summary

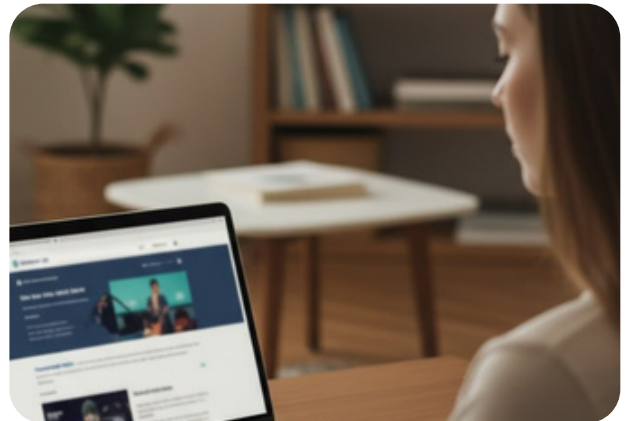
- Until prospects trust you, they're not interested in the details of your business.
- Your website needs to build trust to create interest.
- Trust doesn't come from expertise alone. Emotional trust is also necessary.

Where websites fall short

Most service business websites are designed to promote the business. **It seems like the obvious thing to do.**

But that approach rarely builds enough **trust**.

People are not interested in what you're offering until they trust **you**.



You're a stranger to them

People don't pay much attention to strangers.

You're just one option in a long list of similar businesses.

That puts you in the **commodity** category, where decisions are driven by price, respect is lower, and loyalty is weak.



Why expertise alone doesn't build enough trust

Our brains process information in two ways:

- **Rationally** through logic and reason
- **Emotionally** through instinct and feeling

When you visit a doctor, the framed certificates on the wall build **rational trust**. They give your logical brain evidence that the doctor is qualified.

Is that enough to make you fully trust them?
Probably **not**.

But when the doctor shows empathy and care, you start to feel you can really trust them. This is **emotional trust**, based on how you feel, often subconsciously.

Research in psychology shows that emotions play a major role in decision-making, often guiding choices before logic catches up.

The role of emotional trust

Prospects hesitate when emotional trust is low. **Doubts and worries take over.**

Concerns can range from serious concerns about whether you're the right choice, to smaller worries about the process.

When emotional trust is low, it might come across as endless **questions, delays**, or haggling over **price**.



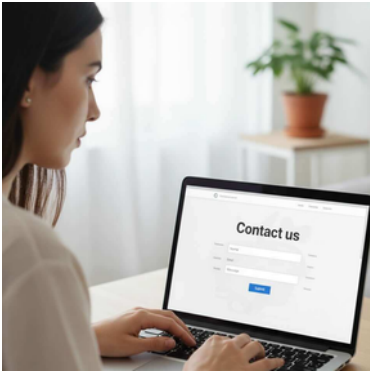
The critical role of your website

Nearly every prospect checks your site. Even if they've been referred to you, they'll visit to see for themselves.

Your website's job is to:

- Capture attention in **under 10 seconds**
- Build **emotional trust** before rational trust
- Turn curiosity into **action**

Benefits of a trust-building website



More people enquire

- Doubts and worries fade.
- They're more likely to click that "contact us" button.



They show more respect

- They're more likely to reply to emails, attend meetings, and listen with genuine interest.
- Meetings are more like consultations than sales conversations
- Prospects are more open to your recommendations.



You stand out and become more valuable

As a trusted service provider, you give clients a sense of safety and peace of mind.

That feeling makes your business different and more valuable in their mind.



You do great work. Let's make it easier for people to trust and choose you.

To your success,
Martin
StandOUT Edge