

2-Minute Digital Trust Checklist

Evaluate Your Digital Presence: Visibility, Consistency & Inclusivity

Complete this quick assessment to understand how trustworthy and accessible your digital presence appears to your audience.

VISIBILITY CHECK

Professional Presence

- Your business appears in the first 3 Google search results for your name/brand
- Your social media profiles are complete with professional photos
- Your website loads quickly (under 3 seconds) on mobile and desktop
- Contact information (also NAP if you are a shop) is easily findable on all platforms

Content Discoverability

- You post regularly across your main platforms (at least weekly)
- Your content uses relevant keywords and hashtags
- You have clear calls-to-action in your posts and website

CONSISTENCY CHECK

Visual Identity

- Your logo, colors, and fonts are consistent across all platforms
- Profile photos are the same (or complementary) everywhere
- Your bio/description uses similar language and messaging

Voice & Messaging

- Your tone of voice is consistent across platforms
- Your value proposition is clear and repeated consistently
- Your expertise areas are consistently highlighted

Information Accuracy

- Business hours, contact info, and location are identical everywhere
- Links to your website work from all social profiles
- Your "About" sections tell the same story with consistent facts

INCLUSIVITY CHECK

Accessibility

- Your website includes alt text for images

- Your content uses clear, jargon-free language
- Your site is navigable using keyboard-only navigation
- You use high-contrast colors for readability

Representation

- Your imagery reflects diverse backgrounds and abilities
- Your language is inclusive and avoids assumptions
- You offer multiple ways to contact/engage with you
- Your content acknowledges different perspectives and needs

User Experience

- Your website works well on mobile devices
- You respond to comments and messages promptly
- Your content provides value to different audience segments
- You offer content in multiple formats (text, video, audio)

SCORING YOUR DIGITAL TRUST

Count your checkmarks:

25-28 checks: Excellent Digital Trust

Your digital presence is highly trustworthy, consistent, and inclusive. You're building strong credibility online.

18-24 checks: Good Digital Trust

You're on the right track! Focus on the areas you missed to strengthen your digital presence.

10-17 checks: Moderate Digital Trust

There's room for improvement. Prioritize consistency and visibility to build stronger trust.

Below 10 checks: Low Digital Trust

Your digital presence needs attention. Start with basic visibility and consistency fixes.

QUICK ACTION STEPS

If you scored low on Visibility:

- Optimize your Google Business and Bing Places profiles
- Complete all social media profiles
- Create consistent, valuable content

If you scored low on Consistency:

- Audit all platforms for mismatched information
- Create a brand style guide
- Update outdated profiles and information

If you scored low on Inclusivity:

- Add alt text to your website images
- Review your language for inclusivity
- Test your website's mobile experience

NEXT STEPS

1. **Identify your lowest-scoring area** and tackle 2-3 items this week
2. **Schedule monthly reviews** using this checklist to maintain your digital trust
3. **Track improvements** by retaking this assessment in 30 days

Building digital trust is an ongoing process. Small, consistent improvements make a big difference in how your audience perceives and engages with your brand.

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