Make your website easier for prospective clients to trust.

A prospective client needs enough information to judge whether your firm fits the work. Use the existing guide, then review one important journey with this checklist. Record the actual observation, assign the change and verify what was delivered without turning uncertainty into a score.

Your working output.

A recorded credibility review and a prioritized list of clarity, evidence and contact-path fixes.

Use the companion tool.

Inspect one actual buyer journey on desktop and phone

Use not assessed when evidence is unavailable

Keep proof context, permissions and professional review separate

This is a working review, not a validated trust score or compliance certificate

Version 1.0. Sources checked 2026-10-28. Open-access planning guidance. Verify your own inputs and professional requirements.

Make the decision with your team.

Review one journey that matters to the firm.

Choose a priority service and the buyer who needs to evaluate it. Begin at a plausible discovery page, follow the route to evidence and try to identify the appropriate next step. Use a phone as well as a larger screen. The question is whether the journey helps that person understand fit, not whether every page looks equally polished.

Check the service explanation and responsible people.

Can a buyer tell what the service does, who it is for and what circumstances might make it unsuitable? Look for a direct explanation rather than a list of broad capabilities. Note the point where the reader would need an answer before contacting the firm.

Keep proof attached to its context.

A case study should make the work, period, source and limitations understandable, and a testimonial needs accurate attribution and permission for its use. A client logo establishes an identity in context, but it does not prove that every client bought the service on the page.

Make the decision with your team.

Verify practical facts and useful answers.

Check current service and location information where it matters to the buyer. Distinguish a real office, a service area and a market the firm can serve. If public profiles contradict the website, identify the discrepancy and the authoritative business record before changing anything.

Exercise navigation and the inquiry path safely.

Move through the journey using a keyboard and visible focus, and check whether links describe their destination, controls have labels and the sequence remains understandable on a small screen. WCAG 2.2 provides applicable accessibility criteria, but a short checklist or automated pass cannot establish conformance by itself.

Source: Web Content Accessibility Guidelines 2.2

Work through an example.

Illustrative example: an architecture buyer checks project fit.

A fictional studio reviews the journey for an occupied-building refurbishment. The service page explains the offering, while the project story has attractive images but leaves the studio's role and the project stage unclear. The reviewer marks those items Needs clarification and records the page reference.

The first action asks the project lead to verify the role, collaborators and status. A separate permission check covers image use. The team does not mark the project fully approved because the photographs are available, and it also checks whether the inquiry page makes the next conversation understandable, without claiming the review produced a lead.

Adapt the review for consulting and legal services.

A consultancy may find that its expertise is evident in individual biographies but absent from the service journey. Its action could connect the responsible principal to the offering and add an approved explanation of client participation. Review the actual delivery arrangement before writing that promise.

A legal practice may need an authorized attorney to review intake wording, jurisdiction and past-results context. Keep private matters out of the public worksheet. The tracker assigns a review owner and verifies the final rendered change, rather than stamping the whole website compliant.

Define the decision.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Page or journey

Criterion

Observation

Supporting URL or evidence

Assessment status

Record the next action.

Blank working page. Record only information approved for this planning file. Add a source or an unknown status where evidence is missing.

Page or journey

Criterion

Observation

Supporting URL or evidence

Assessment status

Use, review and keep the context.

Use the research as a set of questions.

Growth Friday's benchmark covers a query-selected sample of 150 law, consulting and dental firms in two Southern California counties. Its controlled AI observations were limited to the original 30-firm pilot, and the published methodology, evidence dates and limitations belong with its findings.

Use the study to choose questions about expertise, proof and contact clarity, with its limits attached so a checklist change cannot be presented as causing a particular increase in inquiries. This toolkit does not generate a national percentile or a scientifically validated credibility score.

Source: Growth Friday Southern California discoverability benchmark

Use the workbook to assign and verify fixes.

Use Journey review for observations and Action tracker for the work you agree to do, and give each action a buyer impact, priority, owner, dependency and target review date. Leave unknown evidence unassessed. The blank sheets are separate from the fictional example.

After a change, open the relevant route and repeat the affected check. Record the verification result and any remaining limit. A delivered fix may improve clarity, while its effect on appropriate inquiries requires subsequent evidence. Use that distinction to decide what to investigate next.

Sources.

Growth Friday Southern California discoverability benchmark

https://www.growthfriday.com/research/southern-california-professional-services-discoverability-benchmark

Web Content Accessibility Guidelines 2.2

https://www.w3.org/TR/WCAG22/

Current HTML guide and related reading.

https://www.growthfriday.com/blog/what-makes-a-professional-service-website-credible-enough-to-generate-enquiries

Recommendations are planning guidance. Platform documents describe their own surfaces. Fictional examples are not results, tests or benchmarks. Review source changes and professional requirements before use.