

Trust Signal Review Checklist

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Check Whether Your Blog Feels Current, Credible, and Human

Use this checklist to review whether an important blog post, page, or resource gives readers enough reason to keep trusting the page.

Trust rarely comes from one big claim.

It usually comes from small details that show the blog is active, useful, and handled with care.

Review one page at a time.

Start with pages where trust affects the reader's next decision, such as an About page, product review, affiliate post, resource page, opt-in page, or popular article.

Page or Post Being Reviewed

Page or Post Title:

URL:

Date Reviewed:

Main Purpose of This Page:

What should this page help the reader understand, decide, or do?

Trust Moment on This Page:

Where does the reader need to feel confident before continuing?

Examples:

- Taking advice from the post
- Clicking a recommended link
- Joining the email list

- Downloading a resource
- Reading a product review
- Visiting a sales page
- Contacting the site owner

1. Author or Brand Identity

Can readers tell who is behind the content?

Check:

- The page includes an author name or clear brand identity
- The author or brand feels relevant to the topic
- The reader can find more information if needed
- The page does not feel anonymous where trust matters
- The tone sounds like a real person or clear brand, not a generic content page

Notes:

Improvement needed?

Yes / No

Possible fix:

2. About Page and Context

Does the blog give readers useful context about who it helps and why it exists?

Check:

- The About page explains who the blog helps
- The main topics are clear
- The page gives readers a simple starting point

- The page sounds specific, not like a generic profile
- The About page connects naturally to the rest of the blog

Notes:

Improvement needed?

Yes / No

Possible fix:

3. Current and Updated Content

Does the page feel current enough to trust?

Check:

- Dates, screenshots, examples, and tool names still make sense
- Old year references are updated where needed
- Product details or recommendations are still accurate
- Any “last updated” note feels accurate
- The page does not feel abandoned
- Important updates are noted clearly when useful

Notes:

Improvement needed?

Yes / No

Possible fix:

4. Working Links and Resources

Do the links on this page still work and lead somewhere useful?

Check:

- Internal links still open correctly
- Affiliate or product links still work
- Download or signup links work properly
- Resource links still lead to relevant pages
- Old links are removed, replaced, or updated
- Linked pages still support the reader's next step

Notes:

Improvement needed?

Yes / No

Possible fix:

5. Recommendation Clarity

Are product mentions, affiliate links, or resources explained clearly?

Check:

- The reader understands why the recommendation is mentioned
- The recommendation fits the page topic
- The page explains who the resource is useful for
- Any limits or best-fit situations are clear where needed
- The recommendation feels helpful, not dropped into the page

Notes:

Improvement needed?

Yes / No

Possible fix:

6. Disclosure and Transparency

Are disclosures clear where they are needed?

Check:

- Affiliate links are disclosed where appropriate
- Sponsored mentions are identified where needed
- Readers can understand when a recommendation may involve compensation
- The disclosure is easy to notice
- The disclosure appears before or near the relevant recommendation
- The disclosure does not replace a useful explanation of the recommendation

Notes:

Improvement needed?

Yes / No

Possible fix:

7. Contact or Support Details

Can readers find a way to contact the site owner or get support?

Check:

- A contact page or support email is easy to find
- Important product or download pages include support details where needed
- Social links are current if they are shown
- Legal or policy pages are available where appropriate
- The blog does not feel unreachable

Notes:

Improvement needed?

Yes / No

Possible fix:

8. Tone and Claims

Does the writing sound believable and helpful?

Check:

- Claims are specific and reasonable
- The page does not overpromise
- The tone feels calm, useful, and respectful
- Recommendations are explained instead of hyped
- The writing does not pressure readers into action
- The page gives enough context for important advice

Notes:

Improvement needed?

Yes / No

Possible fix:

Trust Review Summary

After reviewing the page, complete this summary.

Strongest trust signal:

Weakest trust signal:

Main trust issue:

Where the reader may hesitate:

Reader Impact

How might the trust issue affect the reader?

- The reader may question who is behind the content
- The reader may wonder if the page is still current
- The reader may hesitate before clicking a recommendation
- The reader may ignore the signup offer
- The reader may not feel confident enough to continue
- The reader may see the page as too promotional
- Other: _____

First Trust Fix

Choose one trust fix to make first.

Focus on the detail that would make the page feel more credible, current, or helpful.

First fix to make:

Why this fix matters:

Fix type:

- Quick Win
- Deep Fix
- Leave for Later

Follow-up needed:

Simple Trust Fix Ideas

Use these ideas if you are not sure where to start:

- Add or update an author note
- Improve the About page link
- Refresh an outdated example

- Replace a broken resource link
- Add a short explanation before a recommendation
- Add or improve an affiliate disclosure
- Make the contact page easier to find
- Update old screenshots or tool references
- Soften exaggerated claims
- Add a clearer reason why a recommendation fits

Choose the fix that helps the reader feel more confident continuing.

Review Complete

Trust does not require a perfect website.

It needs enough clear signals to show readers the page is useful, current, and handled with care.

Use this checklist whenever a page asks readers to believe your advice, join your list, click a recommendation, or take the next step.