

ASSERTING YOUR CREDIBILITY

10 TAKEAWAYS

- 1 Add **QUANTITATIVE STATISTICS** to your About page, such as “years of experience.”
- 2 Add **AWARDS, CERTIFICATIONS, AFFILIATIONS** and **EDUCATION** to your About page.
- 3 Include links to **COURSES** and **HOW-TO ARTICLES** on your website.
- 4 Create and share **CASE STUDIES, VIDEOS, and TUTORIALS**.
- 5 Gather and share **CLIENT TESTIMONIALS** on your About page.
- 6 Ensure the **PRIMARY FOCUS** of your website is 100% clear to a first-time visitor.
- 7 Know your **AUDIENCE** and create and display content with them in mind.
- 8 Maximize the number of **IN-BOUND LINKS** to your website.
- 9 Maximize the number of niche-relevant **OUT-BOUND LINKS** from your website.
- 10 On a monthly basis, check for **BROKEN LINKS** and fix them ASAP.

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