

'Social Proof' - Reflection Questions

		You	Competitor
1.	Proposition - How clearly do you outline the problem your company solves?		
2.	Testimonials - do you have evidence of happy customers		
3.	Case Studies - are they targeted to specific services / market sectors?		
4.	FAQs - are you using these to provide content for your website?		
5.	Website - how is performance measured and does it work for you?		
6.	News - is this 'adding value' to your content?		
7.	Social Presence - how well are you engaging with your target audience?		
8.	Guarantee - are minimising the perceived risk of doing business with you?		
9.	Accreditation - are you demonstrating credibility and authority?		
10.	Is it clear you are 'open for business' and you respond promptly to enquiries		
	OVERALL RATING		

NEED GUIDANCE

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