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## Build Credibility and Trust With Content

 [compukol.com/build-credibility-and-trust-with-content/](http://compukol.com/build-credibility-and-trust-with-content/)

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April 22, 2010



You could have the most sophisticated and beautiful website design and the most interesting content and still, all of your visitors will have a different reaction to both. So, how do you maximize conversions?

You are communicating with visitors in some manner, simply by virtue of the fact that you have a Web presence (a website and valuable content). Your visitors will naturally want to take advantage of your call to action. You need to treat them as close friends who are going through some sort of crisis.

Your visitors need you to listen, validate and understand their needs on a deeper level than anyone else has ever shown to them. After you have proven yourself to them, you must guide them and make them feel confident that they can depend on you to fulfill their needs.

### **Article submission**

Another excellent way to build trust and credibility is by submitting a large number of articles. Your valuable content will be appreciated by your visitors and before you realize it, they will be considering you a subject matter expert (SME) in your niche. Being an SME will continue to strengthen your credibility.

Your visitors will turn to you for the answers that they are seeking. Your content submissions can be in the form of blog postings or longer articles, which you submit to article directories.

The majority of article directories allow other people to publish your content on their websites without paying a penny for it. All they need to do is to leave the article and the resource box as is (including your link). The higher-quality your articles and the more frequently you submit them, the higher the probability that they will be picked up by other publishers. Also, you will find that your articles and your links will be all over the Web suddenly. All of this exposure was created by simply writing and publishing an article.

### **Increasing the number of links back to your website**

To put it simply, the greater the number of websites that link back to your website, the more relevant your site will be considered in the eyes of the search engines and thus, the higher your website will appear in the search engine rankings.

Natural (or organic) links are just as, if not more, effective than links that you have to pay for. At the end of every article that you publish, you can put a resource box, which will include a link back to your website. You are also allowed to decide which anchor text you want the link to have. Each article that you publish brings visitors and provides you with a back link.

### **The power of suggestion**

The very first thing that you need to do in your relationships with your visitors is to find a way to get inside their heads. You need to truly understand what they are looking for. Each of your visitors may have a different idea of what will make them happy. It is your responsibility to figure out what each one needs and give it to them.

An effective way to find out what your visitors want and need is to ask them directly. Once you have figured out what they need, your offerings should be of products and services that make them feel really good about themselves and their problems.

### **Identifying with your visitors builds trust**

All of your meaningful relationships (personal and professional) share a common foundation. Both sides need to understand and empathize with each other. Trust will never exist in any relationship if the two people involved don't truly understand each other.

When it comes to business relationships, if you can convince your website visitors that you really understand them and their needs, they will want to do business with you and they will trust you.

The following are ways that your website content can increase the credibility of your website:

- Although you will most likely customize the content that relates to the relationships with each visitor, be very careful not to contradict yourself. Each part of your website content should be complementary to the rest of the content on your website.
- Don't be terrified of expressing some concepts that may be considered negative, such

as some shortcoming of your business. That content will make you seem human to your visitors and admitting mistakes will make you seem more trustworthy because you are being honest.

- Connecting with your visitors is an excellent idea. However, you must understand that at some point in the future, you will either receive some negative comments or you will be asked a question that you are not able to answer, or both. If and when that occurs, you should never hide from it. You should admit that you don't know the answer and offer to find out and get back to the visitor who asked the question. In the case with the negative comments, you should deal with them as fairly and humbly as possible.

## Conclusion

Building trust and credibility through your website content is not necessarily a difficult thing. You just need to understand that it takes a long time. All relationships that are worthwhile take time. ***It does not matter how slowly you go so long as you do not stop. – Confucius***

*We are pleased to provide you with the insightful comments contained herein. Please contact us at [CompuKol Communications](#) for further discussion on how we might be able to assist you and your team.*

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## Michael Cohn

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Founder and CTO at [CompuKol Communications LLC](#)

Michael Cohn is the founder and Chief Technology Officer (CTO) of [CompuKol Communications LLC](#). He has over 25 years of experience in IT and web technologies. Mr. Cohn founded CompuKol Communications to help small businesses and entrepreneurs increase their exposure and reputation on the Internet. CompuKol consults, creates, and implements communication strategies for small businesses to monopolize their markets with a unique business voice, vision, and visibility.

Prior to that, Mr. Cohn spent a significant amount of time at a major telecommunications company, where his main focus was on initiating and leading synergy efforts across all business units by dramatically improving efficiency, online collaboration, and the company's Intranet capabilities, which accelerated gains in business productivity. His expertise includes social media marketing strategies; internet marketing; web presence design; business analysis; project management; management of global cross-matrix teams; systems engineering and analysis, architecture, prototyping and integration; technology evaluation and assessment; systems development; performance evaluation; and management of off-shore development.

Mr. Cohn earned a Master's degree in project management from George Washington University in Washington, DC; and a Master's degree in computer science and a Bachelor of Science degree in electrical engineering from Fairleigh Dickinson University in Teaneck, NJ.



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