

Trust-to-Conversion Audit Kit

Scorecard + Checklist + Fix Library

Turn trust from "vibe" into a measurable conversion lever.

If users hesitate, abandon, or "think too much," trust is leaking. This kit helps you find the leak points fast and fix the ones that move revenue.



What's inside

- 10-minute Trust Scorecard (rate your funnel screens)
- Trust Signals Checklist (what must exist, where)
- Fix Library (high-impact changes mapped to symptoms)
- Executive summary template (share with leadership)

How to use

1. **Pick one money path:** Pricing → Demo or Cart → Payment or Signup → Activation
2. **Score the key screens** using the Trust Scorecard
3. **Apply fixes** from the Fix Library (start with the highest drop-off step)



Trust Scorecard (Rate Each Screen 1–5)

Pick 3–5 funnel screens (Pricing, Demo form, Checkout, Payment, Confirmation). Score each question 1 (weak) → 5 (strong). **Anything ≤ 3 is a trust leak.**

Screen: _____ (e.g., Pricing) **Goal:** _____ (e.g., Book demo)

#	Trust Question (rate 1–5)	Score
1	Clarity: Do I instantly understand what happens next?	
2	Proof: Do I see evidence that people like me succeeded?	
3	Safety: Do I feel safe sharing data / paying here?	
4	Risk reversal: Is the risk clearly reduced (refund, cancel, no spam)?	
5	Friction: Is it easy to complete without "effort tax"?	
6	Transparency: Are pricing + terms + limits clear (no surprises)?	
7	Control: Can I undo, edit, or exit without penalty?	
8	Credibility: Does the company feel real + competent here?	
9	Consistency: Does messaging match across ads → page → form?	
10	Anxiety check: Is anything making me pause or doubt?	

Total Score (out of 50): ____

40–50

Trust strong. Optimize persuasion + speed.

30–39

Trust mixed. Fix top 2 doubts on key screens.

<30

Trust debt high. Your funnel is fighting you.

Bonus: "Doubt Moments Log"

- Where did users hesitate?
- What question would a skeptical user ask here?
- What proof is missing?

Trust Signals Checklist (What must exist, where)

Tick what exists today. If something is missing near a money decision, it's a leak.

Section A: Identity & Legitimacy

(Homepage + Footer + About)

- Real company name + legal identity (clear, not hidden)
- Business email + support route (not just a form)
- Founder/team presence (human identity)
- Clear location/timezone/service coverage
- Updated content dates where relevant (stale content kills credibility)

Section B: Proof & Outcomes

(Near CTA on key pages)

- Case study snippets with specific outcomes
- Testimonials that sound human (not generic praise)
- Customer logos (only if allowed)
- Before/after metrics (even ranges)
- "Who it's for / not for" clarity (reduces wrong-fit fear)

Section C: Risk Reduction

(Pricing + Checkout + Forms)

- Refund/return/cancellation policy in plain English
- What happens after purchase/booking (timeline)
- No hidden fees / no surprise add-ons
- Data privacy note (short + clear)
- Trial terms clearly explained (limits, renewals, cancellation)

Section D: Safety & Security

(Payment + data capture moments)

- Payment flow looks clean and modern (no sketchy UI)
- Minimal form fields (only what's necessary)
- Phone number optional unless truly needed
- Error states guide users (not punish them)
- Trust cues placed at the exact anxiety point (not scattered)

Section E: Clarity & Control

(All funnel steps)

- Clear next step buttons ("Get Audit Kit", "Book Demo")
- User can review/confirm before final submit
- Easy way to edit information
- Confirmation page answers: what next, when, how
- Support link visible when stakes are high

Checked: ___ / 30

If <22, trust gaps are likely costing conversion.

Fix Library (Fast wins mapped to real symptoms)

Match what you see in analytics or session recordings. Apply the fix where the doubt happens.

Symptom (what you see)	Likely trust break	Fix (what to change)	Where to place it
High drop on pricing page	"Feels expensive / unclear value"	Add "What you get" block + proof + compare options	Above CTA + near price
Form abandonment	"Sales trap fear"	Reduce fields, make phone optional, add "what happens next"	Inside form + below CTA
Checkout abandonment	"Payment anxiety / surprise costs"	Show total cost early, simplify checkout, reduce distractions	Cart + payment step
Users scroll but don't click CTA	"Not convinced"	Add micro case studies + specific outcomes + relevance	Mid page + near CTA
Repeated back/forth navigation	"Uncertainty"	Add FAQ answering top doubts + clear step timeline	Near decision section
Too many support questions	"Clarity gaps"	Add plain-English policy + constraints + examples	Pricing + checkout
Low demo show-up rate	"Commitment doubt"	Add agenda + meeting value + confirmation reminders	Booking page + email
Low activation after signup	"Not safe / too hard"	Add guided onboarding + reassurance + quick wins	First-run experience
Users hesitate at phone/email	"Privacy concern"	Add short privacy microcopy + reason for data	Next to fields
Objections in sales calls	"Mismatch expectations"	Tighten promise to be specific + set expectations	Hero + pricing + demo

High-impact "Trust Microcopy" blocks (paste-ready)

"No spam. We'll use your email only to send the kit."

"Cancel anytime. No hidden charges."

"What happens next: You'll get the link instantly. If you need help, reply to the email."

"Built for [persona]. Not ideal if you want [opposite persona]."

"Your data stays private. We don't sell it."

Priority rule: Fix in this order: **Money moment** → **Data moment** → **Commitment moment** (Checkout / Demo / Signup fields)

Executive Summary (1 page to share with leadership)

Use this after scoring. This is the "decision memo" version.

Section 1: Funnel audited

Path: _____

Screens checked: _____

Section 2: Biggest trust leaks (top 3)

Leak	Impact
Leak: _____	High / Med / Low
Leak: _____	High / Med / Low
Leak: _____	High / Med / Low

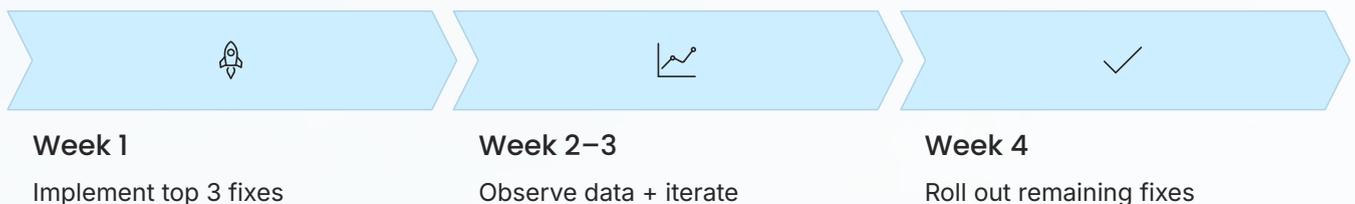
Section 3: Recommended fixes (top 5)

Fix	Effort	Expected impact
Fix 1: _____	S / M / L	___
Fix 2: _____	S / M / L	___
Fix 3: _____	S / M / L	___
Fix 4: _____	S / M / L	___
Fix 5: _____	S / M / L	___

Section 4: Success metrics (what we will measure)

- Conversion rate at step: ___ → ___
- Form completion: ___ → ___
- Checkout abandonment: ___ → ___
- Demo show-up rate: ___ → ___

Section 5: Timeline



Stop Guessing. Start Converting.

Next Step: The Professional UX Audit

Self-audits are a great starting point, but **you can't read the label from inside the jar.**

If your traffic is high but your conversions are flat, the problem isn't your product—it's the friction between your product and your user.

At **UXGen Studio**, we specialize in finding the invisible friction points that are quietly killing your sales. We don't just deliver design opinions; we deliver a **financially grounded roadmap** to reduce your CAC and boost revenue.

Let's fix your funnel.

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