



ASCENDEA

AI / BUSINESS GROWTH / GUIDE & WORKBOOK

Landing Page Credibility Stack

A practical UK small-business guide and workbook for organising genuine landing-page proof, supporting claims with evidence, clarifying next steps and maintaining trustworthy customer-facing pages.



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A practical guide and workbook for UK small businesses to present real evidence, answer buyer questions and make the next step clear

Author: Rob Arnold · Ascendea · <https://ascendea.ai/>

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Before you begin

A landing page cannot manufacture trust. It can only make genuine reasons to trust you easier to find, understand and check. That means the starting point is not a new badge, a clever guarantee or a pile of logos. It is a useful offer, delivered honestly, with evidence that matches what you say.

This guide helps a small business arrange that evidence in a **credibility stack**: a sequence of visual signals, customer stories, evidence and low-friction next steps. It is designed for a local trade business, professional service, retailer or B2B supplier that needs a straightforward page rather than a complex marketing programme.

The aim is to help a prospective customer answer four practical questions:

1. **Who has chosen you or recognised your work?**
2. **Can I see a relevant situation like mine?**
3. **What evidence supports the important claim?**
4. **What happens if I enquire, buy or change my mind?**

There is no guaranteed uplift in enquiries, sales or conversion rate from following this guide. A better page cannot compensate for a poor fit, unavailable capacity, unclear pricing or a service that does not deliver. Treat the workbook as a way to make claims and decisions visible, then test the page with real users and real evidence.

Who this is for

Use it if you run or manage a UK small business and you are responsible for a service page, campaign page, quotation-request page or product landing page. You do not need to be a designer or analyst. You do need permission to use the material you publish and a person who can confirm that every claim is accurate.

The fictional examples in this guide are teaching examples. They are not Ascendea client work, results or testimonials. Any sample wording must be adapted so that it is true for your business.

A responsible way to use this guide

1. Choose **one** page and **one** visitor action, such as requesting a survey, booking an initial call or buying a named product.
2. Write down the visitor's most likely questions before adding proof.
3. Collect only evidence you can identify, explain and, where needed, document.
4. Place the most relevant proof near the claim or decision it supports.
5. Check the completed page on a phone as well as a desktop screen.
6. Keep a record of what you published, why, and who approved it.

A useful rule: if you cannot explain the source, date, scope and limitation of a claim, do not make it yet.

Publication and use notice

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1. The four-layer credibility stack

Trust is usually built through several small, relevant answers rather than one dramatic claim. The layers below are a practical order for a page, not a rule that every visitor follows exactly. A buyer may jump straight to your price, reviews, policies or contact form. Your job is to make an honest answer available at each point.

Layer	The visitor's practical question	Useful evidence	Where it often belongs
1. Visual signals	"Who recognises or works with this business?"	Client logos with permission, accurately described memberships, genuine media coverage	Near the headline, with a short label

Layer	The visitor's practical question	Useful evidence	Where it often belongs
2. Human stories	"Has this helped someone dealing with a similar issue?"	Permissioned customer quote, short case story, relevant photo or video	Near the problem, service or feature it relates to
3. Evidence and authority	"What supports the result or comparison?"	Dated internal figures, method notes, independently verifiable source, accurately described expert comment	Beside the relevant promise or in a proof section
4. Clear next steps and risk	"What will happen if I act?"	Clear scope, price or quote process, cancellation/refund terms if offered, accurate security and privacy information	Beside the form, price or call to action

Do not treat this as a request to crowd a page with proof. One relevant, clearly explained item is usually more useful than ten unrelated badges. The important test is not "does this look impressive?" but "does this answer the question a cautious visitor is asking here?"

Start with the page promise

Before collecting assets, write the one claim the page is making. Keep it narrow enough to support.

Weak starting point	Stronger, checkable starting point
"The best heating company in Manchester"	"Boiler servicing and repairs for homeowners in Greater Manchester"
"Transform your operations"	"A fixed-scope workflow review for small professional-service teams"
"Results that speak for themselves"	"See how our bookkeeping onboarding process works and what is included"

The second column is not automatically persuasive. It simply gives you a claim that can be supported with concrete information. Avoid "best", "leading", "guaranteed", percentage improvements and time claims unless you hold evidence appropriate to the precise meaning a visitor is likely to take from them. Objective marketing claims need documentary support before publication; a customer quote alone may not be enough for an objective claim.[1]

2. Layer 1 — visual signals that are real and relevant

Visual signals help a visitor recognise that other organisations, customers or bodies have a genuine connection with your business. They should be quick to scan, truthful and secondary to the main offer.

Choose the right assets

A useful visual signal is not necessarily a famous logo. For a local electrician, it may be a current trade-body membership that is relevant and authorised for display. For a B2B consultant, it may be a logo from a client that has agreed to public use. For an independent retailer, it may be a genuine local press feature, accurately named and linked where practical.

Use only assets you have permission to display. Do not imply that a supplier, customer, publication, regulator or certification body endorses you when it does not. The ASA says marketers must not use a trust mark, quality mark or equivalent without necessary authorisation, or imply approval that has not been given.[2]

A beginner-friendly implementation sequence

1. **List possible signals.** Write down client logos, memberships, awards, press mentions, accreditations and partner relationships. Include a contact or evidence source for each.
2. **Check the relationship.** Ask: is it current, public, relevant to this offer and approved for this page? A supplier logo does not automatically mean a supplier endorsement.
3. **Secure written permission where needed.** Save the email, agreement or current programme terms. Record any wording, placement or expiry requirements.
4. **Use supplied artwork.** Download the approved logo or badge from the owner rather than copying an image from a search result. Follow the owner's brand rules; do not recolour, stretch or crop it unless those rules allow it.
5. **Select a small, relevant set.** Three to seven items can be a sensible design starting point on a wide screen, but it is not a performance rule. On mobile, show the most relevant few first and make the rest available without creating a cluttered carousel.
6. **Add an accurate label.** Examples include “Selected clients, shown with permission”, “Member of”, “Accreditations” or “Featured in”. Do not use “Trusted by” if the relationship does not support that wording.
7. **Check the page.** Confirm every logo is readable, the images have sensible descriptive alternative text, the row does not distract from the headline, and the page still loads acceptably on a typical phone connection.

Visual-signal audit

Answer yes, no or not yet. A “not yet” item becomes an action, not an excuse to add a substitute badge.

Check	Yes / No / Not yet	Evidence or action
I can explain the relationship behind every logo or badge.		
I have permission or current terms for every asset I will publish.		
The signals are relevant to this visitor and this offer.		
The label describes the relationship accurately.		
The assets remain legible on a phone and do not obscure the main message.		
I know who will remove an expired award, membership or client logo.		

Common mistakes to avoid

- **Logo overload:** a dense wall of unrelated marks makes it difficult to see what matters.
- **Borrowed authority:** displaying a customer's, regulator's or publication's logo without permission or with an inflated label.
- **Outdated proof:** continuing to display an expired membership, historic award or former customer relationship without context.
- **Visual distortion:** stretching logos or altering a certification mark so it is no longer an approved representation.
- **Hiding the meaning:** leaving visitors to guess why a logo appears.

3. Layer 2 — human stories that retain their meaning

A customer story is useful when it helps someone recognise a problem, understand what was done and see the context of the outcome. Generic praise such as “great service” is not worthless, but it tells a cautious visitor little about fit.

The anatomy of a useful testimonial

Ask for the customer's own words first. Then, with permission, organise the material around five points:

Part	Prompt for the customer	Example structure
Starting point	What was happening before?	"We were receiving repair requests through several inboxes."
Problem	What made that difficult?	"Urgent messages were sometimes hard to spot during busy periods."
Service or action	What did we provide or change?	"The team agreed categories and a clearer triage process."
Observed outcome	What changed, and how was it observed?	"The office manager could see which messages needed immediate review."
Context and permission	What can we identify, and what should we not imply?	"Operations manager, fictional example; use real name/company only with approval."

Do not turn a customer's modest observation into a precise commercial result. If a customer says "it felt quicker", do not rewrite that as "reduced administration by 40%". If a figure is important to your selling claim, keep the underlying measure, period, definition and relevant limitations as well as the quote.[1]

A respectful testimonial request

Send a request after the customer has had a fair opportunity to use the service, not when an unresolved issue is still open. Make declining easy. Do not offer wording that puts a claim into the customer's mouth.

Sample request — adapt truthfully

Hello [Name], thank you for working with us on [specific service]. If you are comfortable sharing your experience, could you describe the situation before we started, what we did, and what you noticed afterwards? We will send you the exact wording for approval before using anything publicly. Please say if you would prefer not to take part, or if your name, role, company or image must not be used.

When you obtain a testimonial, record the source, date, product or service, approval, permitted attribution and any expiry/review date. The ASA says marketing communications must not feature a testimonial without permission, and marketers should hold documentary evidence that it is genuine and contact details for the person or organisation that gave it.[2]

If you use a customer video

A video can help a visitor hear a customer describe a specific experience, but it needs the same evidence and permission as a written testimonial. Keep it focused on one real situation rather than scripting an exaggerated sales message. Ask the customer to approve the final edit, identification and where it will appear. Check that speech is clear, add accurate captions or a transcript, and place a short text summary beside the video for people who do not watch it. Do not edit footage in a way that changes the customer's meaning or makes a comment about one service appear to endorse another.

Edit without changing the truth

You may correct obvious grammar, remove repetition or shorten a long answer **only if the customer's meaning stays intact**. Send the final public version back for approval. Keep the original, the edited version and the approval together.

Do not:

- add a benefit the customer did not state;
- remove a caveat that changes the implication;
- attribute a quote to a named person without permission;
- use a stock face or unrelated image as though it depicts the customer;
- present a review about one service as evidence for a different service;
- hide an employee, investor, paid partnership or other material relationship where it would affect how a visitor understands the endorsement.[2]

A short case story beats an inflated success story

A compact case story can sit beneath a service section or beside a call to action. Keep it factual.

Fictional example — not a customer result

A small architectural practice wanted a clearer first step for prospective clients. It replaced a broad “Contact us” request with a page that explained the type of projects it considered, the information needed for an initial discussion and the person who would reply. The practice then gathered feedback from real enquiries before changing its wording again. No outcome figure is claimed because the example is illustrative.

Questions for a testimonial interview

1. What was the situation before you engaged us?
2. What made it difficult or costly in time, effort, uncertainty or delay?
3. Why did you choose this service rather than the alternatives you considered?

4. What did we actually do together?
5. What changed afterwards, and how did you notice or measure it?
6. What limitations, conditions or next steps would give a fair picture?
7. What wording, name, role, company logo, photo or video use do you approve?

4. Layer 3 — evidence, comparisons and informed authority

This layer is where a page earns the right to make a measurable or comparative claim. It is not a licence to fill the page with statistics. One clear figure with its source and scope can be more credible than a chart full of unexplained percentages.

Build an evidence record before you design a graphic

For each meaningful claim, answer the questions below. If you cannot answer them, use a narrower statement or wait until you have better evidence.

Evidence question	What to record
What exactly is the claim?	The final words the visitor will see, including “average”, “from”, “up to”, price or timeframe.
What is being measured?	The task, product, service or group included; define the metric in plain English.
What is the source?	Export, invoice record, survey, independently published data or other document. Save its location.
What period and sample apply?	Start/end date, number of cases and inclusion/exclusion rule.
What does the figure not show?	Important exceptions, related costs, human effort, later changes or a limit on generalisation.
Who checked it?	Named owner and date of approval.

If you say “clients save time”, distinguish between an observed reduction in a defined task and a cash saving. Freed capacity may be valuable, but it does not automatically reduce payroll or create revenue. Avoid using estimated time savings as a guaranteed financial return.

Comparisons need a fair basis

A comparison can be helpful when someone is choosing between options. It needs a stated basis, comparable products or services and current supporting evidence. A page saying “faster”, “more affordable”, “better” or “leading” can be understood as an objective comparison, even if you intended it as sales language. The ASA advises that objective comparative claims require evidence about the relevant competitors and must compare products meeting the same need on material, relevant, verifiable and representative features.[1]

A clearer alternative is often to show your own scope plainly:

Avoid	Consider instead
“The UK’s best bookkeeping service”	“Monthly bookkeeping for limited companies, with an agreed handover list and named review process”
“Cheaper than an agency”	“Fixed monthly fee shown before you book; software subscriptions are listed separately where applicable”
“The fastest local repair service”	“For urgent faults, call [number]. We will explain the next available appointment rather than promise a response time we cannot maintain.”

Expert comments and memberships

An expert quote can add useful context where the expert has a genuine, relevant role and has approved the wording. State who they are and why their comment is relevant. Do not imply that an industry body, regulator or professional association endorses your whole business simply because an individual member gave a comment.

Keep the expert's original message, approval and any disclosure of a paid or commercial relationship. A logo, quote or title should not be used to create an official endorsement that does not exist.[2]

The micro-case-study format

Use this four-part structure when you have suitable permission and evidence:

1. **Context:** who was involved, at a level that is approved and not needlessly identifying.
2. **Challenge:** the practical issue they wanted to improve.
3. **Approach:** the agreed service, product or process used.
4. **Observed result:** what was measured or reported, over what period, with a limitation where needed.

Keep it short. Link to fuller evidence only if the customer has agreed and you can publish it responsibly.

5. Layer 4 — clear next steps, honest risk information and security

The final hesitation is often practical: “What exactly will I get?”, “What happens after I submit this form?”, “Can I cancel?” or “What information are you asking for?” Do not use a guarantee or security icon to distract from an unclear process. Explain the process first.

Write a plain-English next-step panel

Place a short panel near the form, price or call to action. Cover the actual commitment, not a vague reassurance.

Visitor needs to know	Example of the information to provide
What they are asking for	“Request an initial site-survey callback” or “Book a 30-minute discovery call”.
What happens next	“We will review the details and contact you to arrange a suitable time.”
What they should prepare	“Please include the postcode, type of appliance and a short description of the issue.”
What is included or excluded	“The call is an initial discussion; a written quote follows only after the required information is available.”
Cost or price process	A clear price, price range with conditions, or an honest explanation of how a quote is produced.
Changes, refunds or cancellation	Your actual policy, time limits, eligibility and contact route—only where it applies.
Privacy	A link to current privacy information and a short accurate explanation of how the form details will be used.

Guarantees: promise only what you can administer

A guarantee can reduce uncertainty when it is fair, specific and operationally realistic. It can also cause complaints if its conditions are hidden or impossible to meet. Before publishing one, decide:

- the exact commitment you are making;
- who is eligible and any genuine limit on the commitment;
- the start and end point for a request;

- the simple route a customer uses to claim it;
- the person who has authority to honour it; and
- how you will record and review disputes or exceptions.

Avoid guaranteeing a commercial result you cannot control, such as a particular conversion rate, ranking, revenue amount or lead volume. A better promise may concern your own controllable process: for example, providing a named deliverable, explaining a quote, correcting an agreed error or supplying a clear cancellation route. Have a suitable adviser review consumer, contract or sector-specific terms before relying on them. This guide does not provide legal wording.

Use security information accurately

Only show a payment-security, certification or compliance badge when it applies to the exact payment flow or service and you are authorised to use it. Do not imply that a badge makes every part of a business secure or compliant.

For the page itself, practical basics include protecting the accounts that manage it, limiting who can access form data, removing access when people leave, keeping devices and software supported, retaining backups appropriate to the system, and showing staff how to spot suspicious requests. The NCSC's small-organisation guide covers protecting accounts and devices, backups and spotting scams. [5] These steps reduce risk; they are not a compliance certificate or a guarantee that an incident cannot happen.

6. Put the stack into the landing page

Credibility works best when it is close to the question it answers. Do not hide every proof item in a single “testimonials” section at the bottom of the page.

A practical page map

Page area	Visitor question	Suitable credibility item	Check before publishing
Headline and opening	“Is this for someone like me?”	Clear audience, service scope and a small approved visual-signal row	The headline does not make an unsubstantiated promise.
Problem or need	“Do you understand what this is like?”	Short approved customer story or a factual example	The story relates to this actual service.

Page area	Visitor question	Suitable credibility item	Check before publishing
How it works	"What will you do?"	Dated process description, scope and a relevant micro-case study	Features are not presented as benefits without support.
Price, quote or booking area	"What will this cost and what happens if I proceed?"	Scope, next steps, actual policy and accurate payment/privacy information	Conditions are visible and understandable.
Frequently asked questions	"What about my remaining concern?"	Source-backed answer, qualified comparison or approved expert context	The FAQ does not introduce a new unsupported claim.
Final call to action	"Is it safe and worthwhile to act now?"	Concise action summary, human contact route and relevant reassurance	The visitor can act without having to decode fine print.

Thread smaller signals through the page

A "thread" is a small piece of relevant proof placed beside the claim it supports. For example, a garden-landscaping business might place a permissioned review about communication beside its project-planning explanation, and a link to its public insurance information beside an explanation of site visits—if that information is accurate and suitable to publish. It would not place every award, review and photo beneath the headline.

Use this sequence:

1. List each major promise or visitor objection on the page.
2. Match one credible item to each one.
3. Remove proof that does not answer a current question.
4. Repeat the page's main next step in a consistent, non-pressured way.
5. Ask someone unfamiliar with the business to find the answer without being coached.

Make the mobile page work

A mobile visitor has less space and attention. Keep the same evidence, but present it more deliberately.

- Put the offer and the primary next step near the top without concealing key conditions.
- Use a small, legible logo row rather than a busy slider.
- Edit long testimonials into an approved short version and link to the full story where helpful.

- Use simple charts with labelled axes, readable text and a text explanation. Do not rely on colour alone to convey the result.
- Ensure buttons, policy links and contact details are easy to use without zooming.
- Test the form, phone link, privacy link and booking journey on an actual phone.

7. Build and maintain your credibility assets

Most businesses have useful evidence scattered across project notes, customer emails, survey responses, delivery records, reviews and staff knowledge. Collect it methodically. Do not treat a private message or a screenshot as permission to publish it.

Sources worth reviewing

Source	What you may find	Safeguard
Customer feedback and reviews	Language customers use, practical outcomes, recurring strengths	Verify the source; get permission where required; retain original context.
Job, project or service records	Dates, scope, delivery evidence and measures	Remove confidential data and check what may be published.
Support and onboarding notes	Common questions, friction points and clarity improvements	Do not turn private support content into public proof without permission.
Sales and discovery notes	Buyer objections and decision criteria	Use patterns to improve copy; do not publish a prospect's identity or private information.
Published press or association material	Verifiable coverage, awards, membership terms	Use the exact title, date and permitted wording.

A simple credibility register

Keep this in a private, access-controlled place. It is not a public spreadsheet.

Asset ID	Type	Supports which page claim/ objection ?	Evidence location	Permissi on / terms	Last checked	Owner	Status
							Draft / approved / expired
							Draft / approved / expired
							Draft / approved / expired
							Draft / approved / expired

A quick quality filter

Before using an asset, ask whether it has at least three of the following qualities: it is specific; relevant to the audience; current; permissioned; attributable where appropriate; contextualised; and understandable without jargon. Then check for red flags: a number with no source, a quote that has been rewritten beyond recognition, a relationship that could be misunderstood, or an outcome too broad to support.

Specific does not mean spectacular. “The engineer explained the options clearly and left the kitchen tidy” may be highly relevant proof for a homeowner choosing a repair company. Do not pressure a customer to provide a figure simply because figures look persuasive.

Credibility update SOP

This short process stops a page drifting out of date.

SOP element	Practical instruction
Owner	Name the marketing owner and a named business approver. For specialist claims, add the person who can validate the evidence.

SOP element	Practical instruction
Trigger	Review quarterly, when an offer changes, when a testimonial expires or is withdrawn, when a membership changes, or before a campaign goes live.
Input	Current live-page copy, credibility register, original evidence, approvals, policy pages and any tracking/tag inventory.
Steps	1. Compare the live claim with its evidence. 2. Confirm the evidence and permission are current. 3. Check scope, dates and wording. 4. Remove or qualify unsupported material. 5. Test desktop and mobile links/forms. 6. Record the decision and publish date.
Output	An updated, evidence-linked landing page and a register showing what changed.
Exception / human fallback	If evidence, permission or meaning is unclear, do not publish the item. Escalate to the owner, customer, platform/provider or appropriate adviser; use a plain factual alternative while it is resolved.

8. Test changes without fooling yourself

Testing helps you learn how a page performs for a particular audience. It does not turn a small fluctuation into a universal truth.

A simple test plan

1. **Choose one question.** For example: “Will explaining the quote process reduce incomplete enquiry forms?”
2. **Write one change.** For example: add an accurate three-step quote panel. Do not change the headline, price, form fields and testimonial order at the same time if you want to learn from the result.
3. **Define the measure and guardrail.** You might record completed enquiries and form errors, while also checking that irrelevant enquiries or customer confusion do not rise.
4. **Record the starting position.** Note the dates, source of traffic, page version and any campaign or seasonal change that could affect the result.

5. **Run the change for a sensible observation period.** Do not declare a winner after a handful of visits. If traffic is low, use customer feedback and usability checks rather than pretending the numbers are decisive.
6. **Review the whole experience.** Check enquiry quality, sales follow-up feedback, cancellations, complaints and questions—not only a headline percentage.
7. **Document the decision.** Keep the version, evidence, limitation and next action in a test log.

What to test first

Start with the element that answers the most important unresolved visitor question. Common candidates are the relevance and label of an approved visual signal, the order of two permissioned customer stories, a clearer presentation of one supported figure, or the wording and placement of the next-step panel. Change one of these at a time and record why it was chosen. Do not test an unsupported claim merely because it sounds more persuasive.

Segment with care

It can be useful to view the page by device, broad traffic source or stage of enquiry. Avoid collecting or using more personal information than you need merely to make a report look sophisticated. A difference between mobile and desktop may be a design problem, a traffic-source difference or ordinary variation; investigate before making a broad claim.

Tracking, heatmaps and privacy

Do not add a heatmap, replay, advertising pixel or analytics tag simply because it is available. List what each technology stores or accesses, its purpose, provider, retention and whether it receives personal data. The ICO's current guidance covers storage and access technologies, consent and online-advertising measurement.[4] It is a prompt to check your exact setup, not a blanket approval for any tool.

Keep your privacy information, consent choices and tag configuration aligned with the technologies actually in use. If you are unsure whether an exemption applies or how personal data is handled, pause the deployment and obtain appropriate privacy advice.

Test log

Date	Page/ version	Hypothesis	One change	Metric and denominator	Context/ limitations	Decision, owner and review date

9. UK evidence, marketing and outreach guardrails

This guide is not a substitute for legal advice. The following is a short operational check, included because credibility depends on doing the basic things honestly.

Claims, testimonials and comparisons

Before publishing a claim, retain the evidence you would need to explain it. The ASA says objective claims need documentary evidence before publication; the meaning a consumer is likely to take from the words and surrounding context matters.[1] Keep testimonial permissions, original wording, approvals and contact details in your private record. Do not use testimonials to make a factual claim you cannot otherwise support.[1] [2]

If you use outreach to promote the page

The rules depend on the channel, recipient and data used. The ICO says companies and LLPs are generally **corporate subscribers** under PECR, while sole traders and certain partnerships are **individual subscribers** and receive different protection for electronic marketing. The UK GDPR still applies when identifiable business-contact data is processed. Corporate electronic marketing does not remove the need to identify yourself, provide a valid opt-out route and respect objections.[3]

Do not assume an email address tells you whether a business is a limited company or a sole trader. If status or permission is uncertain, investigate or take the more protective route. Maintain a suppression record and do not re-add someone who has opted out. Direct messages, texts and calls have their own considerations; automated marketing calls require consent. The ICO guidance is under review following the Data (Use and Access) Act, so recheck the current official information before a campaign.[3]

Personal data, photos and customer information

A business relationship does not automatically give permission to use a person's name, image, quote, email or project details in marketing. Be clear about the proposed public use and record the response. Minimise what you publish and remove material when permission or a valid basis no longer supports its use. Where your business, sector or data processing is more complex, get advice from a qualified privacy professional.

10. Seven focused working sessions

The source material used a seven-day sequence. Use these as seven focused sessions; they may be on consecutive days or spread across a realistic period. The output of each session is a practical asset, not a promise of improved commercial results.

Session	Main task	Useful output	Human check / fallback
1. Audit	Inventory claims, logos, reviews, policies and data.	Completed credibility register and gap list.	If ownership or permission is unclear, mark it “do not use”.
2. Visual signals	Select and approve a small relevant set of logos, memberships or coverage.	Approved visual-signal row and label.	Ask the asset owner or remove it.
3. Human stories	Request or organise real customer feedback.	One approved testimonial brief.	Keep the original wording; wait for approval.
4. Evidence	Build records behind one or two important claims.	Claim-evidence record and plain visual or text explanation.	Qualify or remove a claim that lacks support.
5. Next steps and risk	Clarify scope, price/quote process, policy and form privacy wording.	Next-step panel and policy-link check.	Ask an appropriate adviser about legal/sector terms.
6. Placement and mobile	Add proof beside the relevant content and test the page.	Page map, live-page checklist and mobile notes.	Roll back an unclear or broken change.
7. Measurement and review	Record the starting point and decide what one change to observe.	Test log, tag inventory and review date.	Do not deploy optional tracking until privacy checks are complete.

11. Workbook — make your page decision

Complete these pages for one landing page. They are planning tools, not a compliance audit or contract.

Worksheet A — page and visitor focus

Prompt	Your notes
Page URL or working name	
Primary visitor and their situation	

Prompt	Your notes
One action the visitor can take	
The page's main promise in plain English	
The three questions or objections most likely to block action	
What this page must not promise or imply	
Page owner and review date	

Worksheet B — four-layer gap analysis

Layer	What I have now	What is missing or unclear	First safe action	Owner and date
1. Visual signals				
2. Human stories				
3. Evidence and authority				
4. Clear next steps and risk				

Worksheet C — testimonial approval record

Field	Record
Customer/organisation and contact record location	
Service/product the testimonial concerns	
Original wording and date received	
Edited public wording	
Name, role, company, photo/video/logo permissions	

Field	Record
Commercial relationship or disclosure needed	
Approval date and evidence location	
Review/expiry date or removal request process	

Worksheet D — claim-evidence record

Field	Record
Exact page claim	
What a reasonable visitor is likely to understand	
Metric or fact being asserted	
Source file/location and date range	
Scope, sample and method	
Important limitation or qualification	
Reviewer, approval date and recheck date	
Decision: publish / qualify / remove	

Worksheet E — page threading map

Page section	Visitor question	Evidence placed here	Why it belongs here	Permission/ evidence checked?
Hero				
Problem / need				
Service / process				
Price / booking				

Page section	Visitor question	Evidence placed here	Why it belongs here	Permission/ evidence checked?
FAQ				
Final action				

Worksheet F — decision and action output

Decision	Your answer
One unsupported or unclear item I will remove or qualify	
One credibility asset I will seek permission to use	
One page section I will rewrite for clarity	
One practical test I will run	
Who approves factual claims before publication	
Next review date	

12. Standalone pre-publication checklist

Use this without reading the rest of the guide when you are about to publish or update a page.

- ☐ The main promise is specific enough to support and does not guarantee a commercial outcome I cannot control.
- ☐ Every logo, badge, award, client name and media reference is current, relevant and authorised for this use.
- ☐ I describe each relationship accurately and do not imply official endorsement.
- ☐ Every testimonial is genuine, relevant, approved for use and retained with its source/context.
- ☐ I have evidence for factual results, prices, comparisons, availability or other objective claims.
- ☐ Figures include a sensible date, scope and limitation where a visitor needs it to understand the claim.
- ☐ The page explains what happens after the visitor submits a form, books or buys.

- ☐ Refund, cancellation, quote and privacy information reflects the actual process and is easy to find.
- ☐ Payment, security and compliance language is accurate, specific and not used as a blanket assurance.
- ☐ The page works on a phone: text, charts, labels, links, form and contact routes are readable and usable.
- ☐ Optional tracking technologies have been inventoried and checked against current privacy/ consent requirements.
- ☐ A named owner has checked the live page and a review date is recorded.

13. Your next practical step

Choose one current landing page. Complete Worksheet A, then find one claim you can support more clearly and one claim you need to remove or qualify. Build the page around evidence that a real visitor can understand, not a collection of impressive-looking symbols.

For more about Ascendea's work with AI, CRM, voice agents and business automation, visit ascendea.ai.

References and verification notes

Primary UK sources below were checked on **10 October 2026**. Official guidance, platform features and legal requirements can change; recheck the linked page before implementation. The citations support the specific UK marketing, privacy and security guidance in this edition. They do not support a guaranteed conversion, sales or income outcome.

[1] [Advertising Standards Authority — Substantiation](#). CAP guidance on holding documentary evidence for objective claims, the limits of testimonials as substantiation, and requirements for comparisons.

[2] [Advertising Standards Authority — Testimonials and endorsements](#). CAP guidance on genuineness, permission, evidence, relevance, commercial interests and use of trust marks/endorsements.

[3] [Information Commissioner's Office — Business-to-business marketing](#). ICO guidance on PECR and UK GDPR, including corporate versus individual subscribers, electronic marketing and objections. The ICO marks this guidance as under review following the Data (Use and Access) Act.

[4] [Information Commissioner's Office — Guidance on the use of storage and access technologies](#). ICO guidance covering design, consent and online-advertising measurement for relevant storage/access technologies.

[5] [National Cyber Security Centre — Small organisations guide to cyber security](#). NCSC guidance on small-organisation cyber security, including protecting accounts and devices, backups and recognising scams.