

TRUST PROOF INVENTORY

Build Your Proof Bank Before You Rewrite Anything

Your website, Google profile, content, and ads all get easier when your proof is organized. Use this to collect the reviews, photos, project details, and credibility markers that make buyers feel safer choosing you.

Proof is not decoration

It gives people a reason to believe the claims on your site.

Context matters

A photo or review is stronger when it includes the service, location, problem, and result.

Start messy

Gather what you have first, and clean it up after the folder exists.

Create the Folder System

Put everything in one place so your future website pages, posts, and ads all pull from the same source of truth.

FOLDERS TO CREATE

- Reviews and testimonials
- Before and after photos
- Finished work or product photos
- Team, process, and behind-the-scenes photos
- Credentials, awards, licenses, certifications
- Case studies and project notes
- FAQs and customer language
- Guarantees, warranties, policies, and promises

NAMING RULE

Use names that will still make sense later. Include the service, city or area, date, and short detail.

Example: kitchen-remodel-leawood-before-after-2026.jpg

Proof asset tracker

ASSET	SERVICE	LOCATION	PROBLEM OR RESULT	PERMISSION?

Know What Each Proof Type Is For

Different proof answers different buyer doubts. Gather a mix so every claim has something behind it.

PROOF TYPE

TYPE	WHAT IT PROVES
Reviews	Other people trusted you and had a good experience.
Before/after	You can create a visible transformation.
Project notes	You understand problems and have a process.
Credentials	You are qualified, trained, or legitimate.
Team/process photos	There are real humans behind the business.
Numbers/results	The outcome was specific and measurable.

PROOF GAPS TO FIX

- No service-specific reviews
- No real photos of the work or team
- No proof tied to the highest-margin service
- No project notes or case study details
- No credentials, guarantees, or risk reducers
- No permission process for using customer stories

TODAY'S TASK

Create the folder system and add 20 existing proof assets. Do not worry about making it perfect yet. Just make the proof visible.