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Why are Proof Points so Important for Your Company's Success?

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by Pam Haskell on August 16, 2022

Picture this!

You've done all the work. You have a fantastic-looking website, an email marketing campaign is set up ready to go, and you've even created social media profiles for your business – but something is amiss.

Everything seems to be in place and looks great, but nobody is biting. People aren't choosing to give you a call, and nobody is filling out your online form. But why?

Having your website and social media set up isn't enough on its own. You have to prove to your potential clients that you are a reliable, trustworthy, and genuine business. Otherwise, they won't want to come anywhere near your company.

What you need for your company are proof points: reviews and feedback! They're essential for encouraging your audience to convert. [92% of customers](#) read online reviews before buying anything online, and [72% of consumers](#) will only take action after reading a positive review.

But what are proof points exactly, and how do they benefit your business?

Take a look at our in-depth guide to proof points, how they help, and how you can get more proof points for your landscaping or outdoor contracting business.

What are proof points?

Proof points are essentially proof that we are who we say we are, and that you deliver what you promise.

Proof points are evidence that we can show our customers that we will provide them with the expert services we claim to offer.

Proof points include:

- Facts
- Data
- Awards
- Achievements

- Events
- Images
- Videos
- Portfolios
- Reviews
- Feedback
- Social media

Why are proof points important?

Proof points are critical and beneficial to your business. Not only do they look great when displayed on a website, but they also put your customers at ease when they start to have doubts about your company.

Not everybody is trustworthy online, and many customers are aware of this. Consumers tend to be quite wary of companies offering their services online. This is especially true if there isn't any evidence of reliability.

Nobody wants to hire a cowboy to do their garden after all – it'll just end up a mess!

With proof points, your customers will take a closer look at the services you're offering, and they'll be more likely to consider working with you.

What are the benefits of proof points?

There are a lot of great benefits to proof points for outdoor contractors, and today we're going to look at three of them.

Here's why you should start gathering proof points for your landscaping company today.

Improve trust and credibility

If there's one thing that matters above all else, it's trust. Nobody will work with an untrustworthy company regardless of how fantastic your landscaping work looks.

9 out of 10 people say they trust what other people say about your business more than what you say about yourself. So if you have a lot of reviews and feedback on your website, more people will consider working with you.

This isn't the only type of proof point that will enhance your credibility, though. Displaying any awards you've won for your work or highlighting your certifications on your website will show your audience that you are a reputable and professional business.

Nobody wants to work with a contractor that doesn't know what they're doing, and if you display your achievements proudly, they'll have a lot more trust in your abilities.

So if you can get more proof points for your business, you'll improve your trust and credibility. You'll also enhance the chance that people will want to work with you on their next home renovation project.

Encourage your audience to convert

When your potential client is on your website and looking around to see what fantastic services you offer, they'll go straight to your portfolio section to see examples of past work.

Clear examples that are easy to find on a website are a great proof point but what makes them stronger is a review of your services. Seeing a great-looking finished landscaping project accompanied by an outstanding review will secure conversions for your company.

Customers who see a company with reviews are 58% more likely to convert and call you. So ensure you display your latest feedback on your website and your Google Business Profile for all to see.

Position yourself as an industry expert

Showing your audience that you're the best of the best is key to getting them to want to work with you. Nobody wants to work with the first outdoor contractor they see – they want to work with the top contractor in the industry!

People take a lot of pride in their front and back yards, we're sure you're aware of that, so they want only the best for their next project.

Proof points allow you to showcase how much of an expert you are. Proof points are the evidence your audience needs to reassure them that you are the industry expert they've been looking for.

The best proof points to display your expertise are examples of past projects, images, videos, accreditations, certifications, and awards!

How to get proof points for your company?

There are so many different types of proof points out there so there are many ways to collect them. The easiest proof points to obtain are reviews and testimonials.

All you have to do to get reviews is ask happy customers if they'd leave you a positive review on your Google Business Profile or even your Facebook page. Once you have the reviews, you can automatically import them into your website from Google and Facebook for all your visitors and potential leads to see.

If you've recently had a satisfied customer send them an email and encourage them to leave some feedback if they were satisfied with your services. Most clients will do it without even thinking about it – especially if they're happy with your work.

When it comes to getting proof points like awards and certifications you should apply for any awards in your industry that demonstrate your skills as an outdoor contractor.

Another great type of testimonial to get for your website is video testimonials. These can include a video tour of a finished project along with a voice-over of how happy your client was with the end result. Not only do these testimonials show off your amazing work but they also highlight how happy your client is.

Proof points are vital for the success of your landscaping business online, but they can be pretty tricky to sort out and rearrange.

If you want help putting together the ultimate portfolio page or need a hand gathering testimonials, then we're here to help.

We're specialists in helping landscaping companies and outdoor contractors excel online by building them unique websites and helping them highlight what makes them unique.

At Chili Pepper Design, we will help you reach new heights online and get the sales and projects your company deserves.

[Get in touch with our team today](#) if you want to put together a selection of proof points for your website that is assured of getting you results.

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