New Affiliate Site Trust Kit

The trust pages and credibility basics every new affiliate site needs — the same checks this page applied to ProfitPilot, turned into your launch list.

The Trust Pages (all four, before you promote anything)

- ABOUT PAGE: who runs the site, in first person, with a real name or a consistent pen name — and why you review these products.
- CONTACT PAGE: a working email or form. Sites that hide contact details read as scams to readers AND to ad-network reviewers.
- AFFILIATE DISCLOSURE: plain-language, linked in the footer, summarised at the top of every review. It is a legal requirement in the US (FTC) and UK (ASA), not a courtesy.
- PRIVACY POLICY: what data you collect (analytics, cookies, email signups) and what you do with it. Ad networks require it.

The Credibility Habits

- CONSISTENT VERDICTS: the same product must get the same rating everywhere on your site. Contradictory reviews are the fastest trust-killer there is.
- NO FAKE PROOF: no invented income screenshots, no testimonials from people who do not exist. One exposure ends the site.

Why It Pays

Trust is the business model. Readers buy through the reviewer who told them an uncomfortable truth once. Ad networks approve sites that look like real publications. This kit takes an afternoon — and it is the afternoon that separates a real asset from a disposable site.

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