

How stories, case studies and real examples build trust and attract better enquiries



People trust real stories more than any marketing claim. Case studies, simple project write-ups and real-world examples show how you solve problems, how you work and what results you deliver. This kind of content builds confidence in a way no sales message ever could.

Case studies also strengthen your website and help Google understand your experience and expertise. They reinforce E-E-A-T and support your main service pages, making your whole website feel more complete and trustworthy.

Why stories matter in your content engine

Your website visitors want reassurance. They want to see proof that you've done the work before and that you understand situations similar to their own. A good story does exactly that.

Stories and case studies:

- show real results in real situations
- help visitors imagine themselves working with you
- explain your approach without being technical
- reduce doubt and speed up enquiries
- provide Google with strong signals about your expertise

This is why case studies are a core part of your content engine - they do the trust-building for you.

Keep your stories simple and human

You don't need long, formal case studies with pages of technical detail. Simple stories work far better because they're easier to read and easier to write.

A good story can be as short as four paragraphs:

1. **The situation:** What the customer needed or was struggling with.
2. **The approach:** How you helped and what actions you took.
3. **The result:** What changed and why it mattered.
4. **The proof:** A quote, photo, outcome or simple metric.

That's it. Clear, direct, and relatable.

Choose examples that match the visitors you want to attract

Not every project needs to be turned into a case study. Choose the ones that will help future visitors see themselves in your story.

For example:

- a finishing job for a manufacturer similar to your current leads
- a pool installation for a property type you want more enquiries from
- a website redesign for a business within your preferred sectors
- a Google Ads transformation where the numbers are easy to understand

Pick examples that speak to the kind of work you want more of.

Write like you would talk to a customer

Keep your tone friendly and straightforward. No technical jargon. No complicated explanations. Case studies work best when they sound natural and honest.

A simple approach:

- explain what the customer needed in plain English
- focus on the practical steps you took
- highlight the benefits the customer experienced
- include a quote if you have one - even just one sentence helps

People respond to authenticity far more than perfect writing.

Support your website structure with smart placement

Case studies shouldn't float around your website in isolation. They should live in the right places, supporting the right pages.

Placement ideas:

- add relevant case studies to the bottom of each service page
- build a case study overview page linked from your main menu
- include links to case studies inside FAQs and blog posts
- use short “before and after” stories on landing pages for ads

This builds a clear journey for visitors and gives Google a strong sense of how your experience relates to your services.

Use real photos and real details where possible

Authenticity matters. Visitors are quick to spot stock photos and generic examples. Real photos, even if they're not perfect, add trust and personality.

- use real project images where you can
- show before and after if it helps the story
- include a real name, role or geographical area if appropriate

Small details reinforce honesty and make your stories far more believable.

How case studies support Google and your marketing

Case studies are powerful because they show Google that your expertise is real, not theoretical. They help strengthen:

- **experience** – showing work you've actually done
- **expertise** – explaining how you solved a problem
- **authority** – demonstrating results and customer feedback
- **trust** – proving you deliver genuine outcomes

Both organic search and Google Ads respond well to this kind of content because it makes your website feel complete, relevant and trustworthy.

A simple plan to create your first three case studies

You don't need dozens of examples. Start small and build from there.

Here's an easy first plan:

- choose three projects you're proud of
- write a short version of the four-part story
- add a real photo for each project
- place them on the service pages they support

Once these are live, you'll have powerful content that builds trust, reassures visitors and strengthens your whole website.

With your content engine now set up, FAQs, blog posts and case studies, you're ready for the next chapter: simple SEO strategies that help the right people find your content.