



TRUSTMARK
Government Endorsed Quality

Registered Business: Updating Your Business Profile & TrustMark Moderating

Version 0.128 September 2020

#TRUSTMARKUK



Introduction

One of the functions of the TrustMark Business Portal is the ability to update certain information that will present on our website when your company appears in the consumer search results.

Before any updates are published onto the TrustMark website it will be moderated to ensure that all the information meets our guidelines.

To help you when updating your business profile, we have created some simple guidance.

Updating Your Information

- Are all your Business Details correct? If anything needs updating or is missing, you will need to contact your Scheme Provider to request they update the data they supply to TrustMark, as these are **not** editable in your profile.
- You can add an alternative telephone number
- Your 'Description' allows you to add narrative about what makes your business different and let potential customers know what is important to you when delivering your service.

* Remember that people are often using their mobiles, so think about keeping it 'responsive'

Business Name:	TrustMark TM_002 (Not For Public Use)
Address:	TrustMark (2005) Limited, Basing View, Basingstoke, Hampshire, UK, RG21 4EB
Work telephone:	333 555 1234
Mobile:	
Email:	
Website:	www.trustmark.org.uk
TrustMark License Number:	1624008
Scheme Provider(s):	TrustMark (2005) Ltd - Not For Public Use

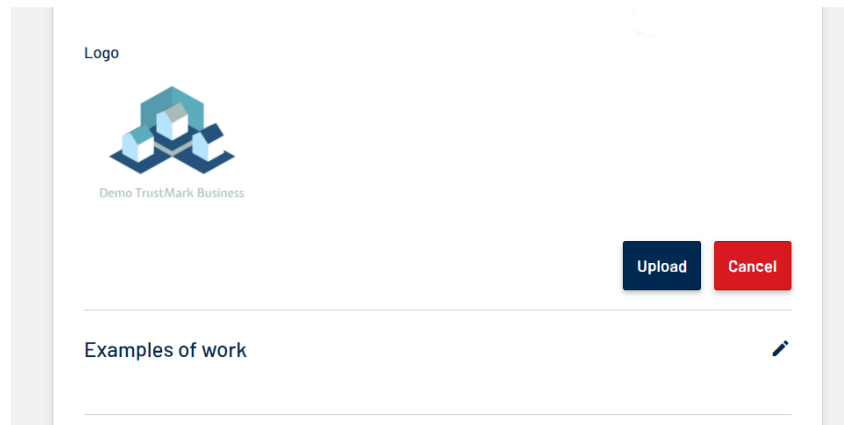
Alternative telephone

Description

You can use this field to update information about your business and let consumers know what makes your business different and the things that important to you.

Save Cancel

- Add your company logo and photos of finished works/projects

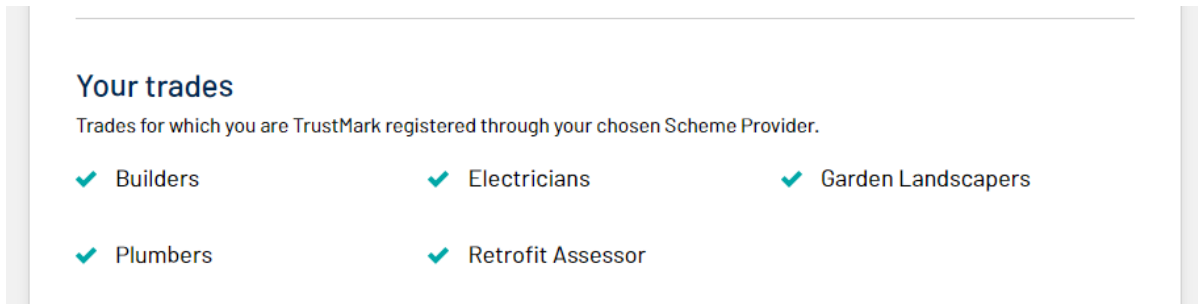


The screenshot shows a form for updating a TrustMark profile. It features a 'Logo' section with a placeholder image of a house icon and the text 'Demo TrustMark Business'. Below the logo is an 'Upload' button and a 'Cancel' button. There is also an 'Examples of work' section with a pencil icon for editing.

- Are all the listed licence trades correct? If you have trades missing or would like to add additional trades to your TrustMark registration, you will need to speak to your Scheme Provider.

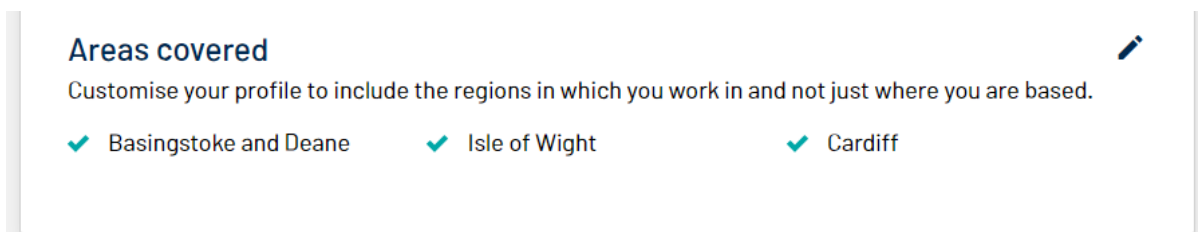
If your current Scheme Provider is not able to offer the trades, you can search for an alternative Scheme Provider on the following link:

<https://www.trustmark.org.uk/tradespeople/join-through-trustmark>



The screenshot shows the 'Your trades' section of the TrustMark profile update interface. It includes a heading 'Your trades' and a sub-heading 'Trades for which you are TrustMark registered through your chosen Scheme Provider.' Below this, there are five trade categories, each with a green checkmark icon: Builders, Electricians, Garden Landscapers, Plumbers, and Retrofit Assessor.

- Did you know that you can also remove any 'sub-trades' that are not relevant to your business? Just untick those that you would like to remove.
- If you cover more of the country than where your business is registered, you can update your geographical works areas by local authority from our list or simply select 'national coverage' if this better describes your business.



The screenshot shows the 'Areas covered' section of the TrustMark profile update interface. It includes a heading 'Areas covered' and a sub-heading 'Customise your profile to include the regions in which you work in and not just where you are based.' Below this, there are three geographical areas, each with a green checkmark icon: Basingstoke and Deane, Isle of Wight, and Cardiff.

What TrustMark Considers When Moderating

- We ask that all photographs are a true representation of works or projects that you have completed – we will reject any profile updates that appear to use ‘stock’ images.
- We ask that you do not mention other accreditations or memberships to other organisations that you may hold outside of TrustMark or the Scheme Provider who is providing your registration information.
- When adding or updating your Business Description, we ask that you only write about:
 - The trades for which you are TrustMark licenced
 - Only the domestic side of your business
 - The Scheme Provider of the profile you are updating
- We ask that you do not list being able to offer your customers a route to accessing grants or initiatives, such as the Green Homes Grant Voucher Scheme (GHGVS) or Renewable Heat Incentive (RHI).

If your profile does not meet the guidelines described here, then it may not pass the moderating process. The system will clear all information and photographs that you have uploaded, and you will need to start again.