



A Guide on how to create a Testimonial Page

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How to create a testimonial page?

KEY BENEFIT

Reviews and Testimonials are an important trust factor and drive conversions. It gives a strong social proof that your product or service is trustworthy & reliable.

STEPS TO COMPLETE ACTION

1. Collect reviews from the web (Social media, review sites etc)
2. Create a Testimonials Page - Set up a whole page dedicated to your best testimonials
3. Add at least 10 best testimonials on the page. Each testimonial should at least have the following details (customer name, date & the review). Adding images & videos will make the testimonials more convincing.
4. Include snippets of the testimonials throughout your site. Be sure to put a link to your testimonial page next to each of those snippets. You want new customers to find a positive customer review of your product or service

Qualities of a Good Testimonial

- Has a Credible source
- Has facts and figures
- Has benefits highlighted
- Looks authentic

Check with your web designer to determine the best way to add testimonials to your site. You might try a web application that allows you to set up a testimonial page or a plugin that will allow you to post different testimonials on each page of your site.

Tip: Put Testimonials on pages important in the conversion process. Don't just put testimonials on a Testimonials page where many of your site visitors may not see them. Put one or two prominently on the important pages people typically view as they are learning about what you have to offer.

Read more on: <http://marketingland.com/getting-good-reviews-testimonials-53252>

if you don't have testimonials right now, get them.

How to gather testimonials from different sources?

Ways to get quality testimonials from your customers

- **ASK**- Simple ask your customers to write a testimonial/review if they liked your service
- **VOLUNTEER** - Volunteer your services or give away some of your products, then ask customers for feedback.
- **CREATE** - include a link on your site with a form that allows your customers to give you their vote of confidence: "Tell us how this product changed your life!" or "Click here to let us know what you think!"
- **Use Autoresponder Emails** - Autoresponder that contacts your buyers after they've purchased your product to ask how they're enjoying the product, as well as giving them a chance to offer feedback on their experience with your business.
- Anytime you receive a great letter or e-mail from a customer, ask them if you can use their comments on your website to recommend your product to others.

What questions to ask customers?

6 questions you need to ask to get a powerful testimonial are:

1. What was the obstacle that would have prevented you from buying this product?
2. What did you find as a result of buying this product?
3. What specific feature did you like most about this product?
4. What would be three other benefits about this product?
5. Would you recommend this product? If so, why?
6. Is there anything you'd like to add?

Read More on: <http://www.copyblogger.com/testimonials-part-2/>

Examples of good testimonial pages:

OUR CLIENTS LIKE US TOO



Sandi Wassmer Copious

“Working with Carbon Crayon was an absolute joy. They have delivered above and beyond expectations and have done so without a hitch.”

“Carbon Crayon have been a dream to work with. They are always available to answer any of our queries and always seem to have the answer to everything, I am always amazed at the knowledge they have.”



Rochelle Rincon Pilates Foundation



Tom O'Brien Head of Development, Room 414 Productions

“Carbon Crayon were dynamic, responsive and creative - in the ever evolving digital landscape, they were willing to push boundaries and surf the crest of what's new and exciting”

Client Testimonials



“Design studios created a beautiful website and were a pleasure to work with during the whole process...”

Sarah Johnson
[Web Design Media](#)



“I only have good things to say about Design Studios - I highly recommend them for promotional work...”

Kate Saunders
[Software Solutions](#)



“Design Studios have increased traffic to my site by over 200% in just a few months - great work guys!”

Dave Cole
[Global Web Services](#)

WHAT IS A TESTIMONIAL?

“A testimonial is an experience shared by a customer”

When are Testimonials Effective

- When they are Real – By real customers
- When there are facts and figures in the testimonial
- When the testimonial highlights benefits of the product or service they received
- When they are specific

7 tips on how to use testimonials effectively

- Ask for genuine feedback and not testimonials – Research says that customers are more comfortable providing feedback rather than when someone asks for a testimonial.
- Encourage specifics – What was their experience like, What did they love about the service
- Be careful about what and how you ask – Customers might not be comfortable sharing their personal details like location, address, phone no etc.
- Include photos
- Use video testimonials – Video testimonials have high engagement and conversions
- Never add fake testimonials
- Share latest testimonials on social media – A good testimonial is always worth sharing on your social channels

Why is this important?

- Acts as a trust factor & Strong social proof that your product & Services are trustworthy & reliable
- Important for Local Businesses
- The trust factor of your site plays an important role in the ranking of your site.
Read more: <http://www.searchenginepeople.com/blog/what-is-trust-factor-and-how-it-affects-your-seo.html#ixzz3eQ9uCVpz>
- Ratings & reviews can influence CTR and rankings

THINGS TO CONSIDER

- Testimonials/Reviews must be real, credible, factual & authentic
- Add a Photo to Increase Trust
- Request your loyal customers for a video testimonial

THINGS TO AVOID

Do not write FAKE testimonials/reviews. Google's algorithms are smart enough to detect a fake review or duplicate review copied from somewhere on the web

RESOURCES

- <http://blog.crazyegg.com/2014/10/23/ecommerce-trust-signals/>
- How to get testimonials - <http://marketingland.com/getting-good-reviews-testimonials-53252>
- <https://blog.kissmetrics.com/customer-testimonials/>
- <http://www.copyblogger.com/testimonials-part-2/>
- <https://blog.bidsketch.com/sales/client-testimonials/>
- <http://www.bruceclay.com/blog/local-businesses-need-reviews-12-seo-approved-ways-get/>