

Write a testimonial for a business supplier

Testimonials from customers are an excellent marketing tool. Offering to write a testimonial for your suppliers website is a great way to acquire new links back to your website.

New links from other relevant businesses can help to boost your authority in the eyes of Google - helping you to rank higher in the results and driving more traffic.

How to complete

Step 1: Make a list of your suppliers and check they have a website

Established a list of all the suppliers your business interacts with your business regularly. We recommend that you ask around your organisation to get a full list.

Get in touch with suppliers and offer to create a testimonial for their website.

Step 2: Create your testimonial

This could either be written or video testimonial - choose whichever medium is most convenient for you.

Below is a proposed structure you could follow:

- Introduce who you are and what your relationship is with the supplier?
- How long have you been working with them?
- How have they helped your business?
- Would you recommend them and why?

Step 3: Send the testimonial over and don't forget to ask for a link

Once you're happy with the testimonial send it over to the supplier and ask them to include your name, position and a link to your business to accompany the testimonial.

What is a testimonial?

A testimonial for your supplier is a written recommendation from your business affirming the performance, quality, and/or value of a product or service.

Why it matters

Providing your suppliers with a testimonial is a great way to earn a new link back to your website. Providing a genuine testimonial is also a genuine way to help strengthen your business relationships.

Further reading

[Example of a supplier testimonial page](#)

[Example of Supplier Success Stories page](#)

[How to write a great testimonial](#)