

## Testimonials

We all feel more reassured about hiring someone who has been recommended to us. We also like to know that someone else has had the same problem as us, which has been solved by the company we're considering doing business with. This is why good testimonials could be the best way to convert visitors to customers.

If you don't currently have testimonials on your website, or have ones that are no longer current, then it's time to ask some of your current customers if they could write a testimonial for you. If you do this, be specific and ask them to write it about a particular product, service or core value.

### My testimonials

Do you have current testimonials on your website?    Yes     No

In what format are your testimonials?    Written     Written with photo     Video

What products, services and core values do you testimonials refer to? .....

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What other products, service or core values could you request a testimonial for? .....

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Which of your current customers could you ask for these testimonials? .....

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.....

When are you going to ask them? .....

Do you have a 'testimonials' page on your website?    Yes     No

Do you have at least one testimonial on every page of your website?    Yes     No

Do your testimonials rotate, so visitors know that more people have had a positive experience?    Yes     No

What message in a testimonial would reassure you to buy from your company?

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