



..... Marketing Cheatsheet

5 TIPS
TO BEST DISPLAY
CLIENT
TESTIMONIALS
ON YOUR WEBSITE



Your Digital Partner

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With social media a part of everyday life, the gap between a business and its customers has never been closer.

Gone are the days of calling a customer feedback line; now customers can go directly to a company's Facebook page and leave a review for all to see. While this can be beneficial for transparency's sake, you will want to highlight any positive feedback received to counteract any negative comments. It is more common to leave a complaint than a compliment, so encourage your customers to leave positive testimonials, which you can then use to highlight your competency as a business.



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1 Display Testimonials on the homepage

Your website homepage is the digital version of a 'First Impression'. By placing client testimonials at the first port of call, you are displaying your capabilities and success immediately. The homepage needs to summarise the main points of your business to the viewer, but it is equally important to emphasise the positive experiences of your current and past clients.

Website trends include using quotations in a slider, where multiple testimonials can be rotated as the viewer scrolls, so try to collect as many client testimonials as you can!

2 Encourage clicks with a Landing Page

Landing pages are designed with a single focused objective, known as a Call To Action (CTA). What better way to influence a positive CTA response than with an accompanying testimonial? A client clicks on a Google Ad campaign or similar, then are taken to your website's landing page where they are immediately confronted with a positive review of your business. By displaying client testimonials here, the viewer is encouraged to take the next step and follow through with your CTA.

3 Make it easy with Widgets

Widget testimonials are simple, yet highly customisable plugins that allow you to easily update customer reviews and sort them into tags and categories. You have control over how the quote is displayed, the author's name and picture, or even the company name.

Linking these widgets to your social media adds credibility, as your website visitors can see real people are commenting.

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4 Use a 'Success Stories' or dedicated Testimonials page

If you have client videos or progress photos to accompany a testimonial, think about using a dedicated page to really hit the point home. Display them all together and ensure you embed videos with text to boost your website's SEO ranking.

You can even make it easy for clients to leave their own testimonials, by including a feedback form on this page.

5 Catch users before they leave with an Exit-intent Popup

A new user that lands on a page and then leaves has less than 10% chance of ever returning. Therefore, it is vitally important to try and catch these potential clients before they leave. An exit-intent popup is the last chance to impress, so including a testimonial along with a last minute offer can entice them to stay.

Do you need a hand with configuring your websites layout to display your client testimonials prominently throughout your site. Feel free to drop us a line to discuss how simple website tweaks can make a huge improvement in leads and conversions.

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