



# Web Site Mini-Guide: Testimonials

Strong testimonials increase your credibility. This guide describes how to get testimonials and how to use them on your Web site.

Overview.....	2
The Best Testimonials .....	2
Getting Testimonials .....	3
Formats .....	4
Adding testimonials to your Web site.....	6
Adding random testimonials.....	9
Adding photos.....	11
Displaying random testimonials .....	11
More Help .....	13



## Overview

Visiting a Web site is a lonely experience. Your site visitor is probably sitting alone at a computer, wondering whether to continue on your Web site or not, and has to make that decision alone. It's up to you to provide the social proof that guides them.

Movie distributors use this principle when they show video interviews of happy patrons outside a cinema after just seeing a new release movie. Laundry detergent advertisers use it when they show "an ordinary housewife" extolling the virtues of the latest detergent. Car salespeople use it when they take out full-page newspaper advertisements filled with testimonials from happy clients.

So put verifiable testimonials from past clients on your site. This gives your site visitor "proof" that the product worked for other people.

## The Best Testimonials

Here are some guidelines for getting the best testimonials:

- Get testimonials that focus on results ("We made a 2000% return on investment from your work") rather than "feel good" statements ("Everybody was talking about your presentation for weeks afterwards").
- However, some "feel good" statements can be strong testimonials if they demonstrate a competitive advantage (e.g. "You're the only technology person I can understand").
- Use specific numbers to add further credibility. Don't necessarily use round numbers; the more specific numbers demonstrate actual measurements (e.g. "Sales across the board increased 18%, compared to just 2% in the rest of the company").



- Get testimonials from authority figures – e.g. the president of an industry association, a celebrity, a business leader.
- Also get testimonials from “ordinary people” who are similar to your ideal client.
- Get permission to use their names and as much contact information as they are comfortable divulging – job title, organisation, e-mail address, phone number, etc. The more you provide, the more credible it appears. But you **must** get permission.
- Long testimonials are OK, but you might choose to edit them for shorter “sound bites”.

## Getting Testimonials

Actively seek testimonials. There are a number of ways of doing this:

- A few clients will proactively send you a testimonial, with permission to use it.
- You might get a note of praise by e-mail or mail. If it will make a good testimonial, ask for permission to use it.
- If somebody praises you verbally, ask for permission to quote them. Write down their words, e-mail it to them, and ask them to confirm it.
- Ask for feedback in live presentations, and include a box they can tick to give you permission to use their comments in testimonials.



## Formats

### **Text**

The simplest format is just plain text – the person's words, their name and contact details. Don't underestimate this just because it's plain text. Example: [www.anneriches.com.au](http://www.anneriches.com.au):

*"Riches is widely recognised as one of Australia's most skilled and perceptive facilitators and change agents."*  
--- Business Sydney

### **Text and Picture**

Add credibility by including the person's photo as well ([gihanperera.com/first-step-club.html](http://gihanperera.com/first-step-club.html)):

#### **Who should attend?**

This is particularly for you if you're an information expert - a professional speaker, trainer, consultant, coach, author.

If you're a Thought Leader (i.e. all of the above!), or a First Step client, this is perfect for you.

However, the workshops are open to anybody else as well!

*"Thanks for yesterday's workshop – outstanding info and so well tailored to the people who attended. Your ability to help us as information experts and professional speakers, to identify and utilise technology to leverage further value for our potential and existing clients is second to none. Thanks again."*  
--- David Penglase, SalesCoachCentral.com



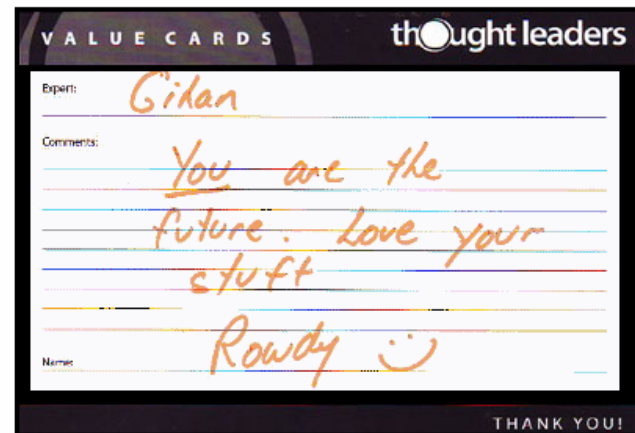
This "proves" it's a real person.



### Scanned Images

You can demonstrate authenticity even further by scanning a written testimonial and displaying the scanned image. This is particularly powerful for testimonials on letterhead from “important” organisations. But it can be effective even in simpler ways ([gihanperera.com](http://gihanperera.com)):

Finally, [sign up to our free newsletter](#) or [collect your free e-book](#), and we'll keep you informed of the latest news, products and events - as well as delivering high-value content to your in-box regularly.



### Audio Testimonials

An audio recording is even more authentic, because your site visitors hear the person speaking. Include a photo as well to make a more personal connection.

Be aware that not everybody will bother listening to the audio clip. So it's also useful to include a written extract from that testimonial as well.

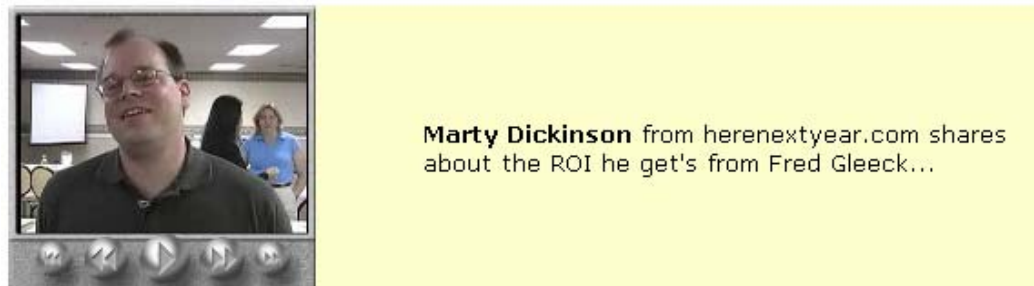


See the *Media Clips User Guide* for help in preparing and displaying audio clips.

### **Video Testimonials**

A video clip is probably the most authentic form of testimonial. However, as with audio clips, it's a good idea to include a written extract as well.

Fred Gleeck at [www.fredgleeck.com](http://www.fredgleeck.com) uses video testimonials:



See the *Media Clips User Guide* for help in preparing and displaying video clips.

## **Adding testimonials to your Web site**

Some Web sites put all their testimonials on a "Testimonials" page – and nowhere else. That's a mistake, because most site visitors won't bother clicking over to that page. They **might**, but why leave it to them? Testimonials are so powerful that you should sprinkle them liberally around your Web site.

There are three places to put testimonials.



### ***Products and services pages***

For pages that promote your products or services, look for specific testimonials relating to them, and insert them directly onto those pages. For example, Gihan Perera uses relevant testimonials directly on his page about the interviewing service ([gihanperera.com/interviewing.html](http://gihanperera.com/interviewing.html)):

I get really excited about helping these experts get their ideas out of their heads, clearly and succinctly.

I can interview **you**, to create instant products to use in your marketing, promotion and to sell for profit.

*"Your natural style and insightful questioning technique made it really easy for me to share my ideas. What I found particularly impressive was the way your questions got me to think and articulate about my own model and area of expertise ... conversations. Great self-learning. Looking forward to receiving the audio interview copy for my own promotion."*



--- Hugh Gyton, CEO, Just a Conversation

### ***Testimonials page***

If you would still like a separate testimonials page, group them by industry category to make it easy for site visitors to find testimonials that most closely match themselves.

Example [www.mattchurch.com.au](http://www.mattchurch.com.au):



### Agricultural Organisations

#### World Dairy Leaders

I believe your message was extremely powerful and that you reinforced a consistent message tying in this year's & last year's presentations. Your effort in achieving this was very well received and had many farmers thinking long and hard about their lives; personally & professionally. I know for myself, the prioritization of core values has prompted me to change a number of things in my life, so thank you once again for your efforts; especially considering that not all people take heed of a message that hits home.  
World Dairy Leaders

#### Banking

##### Colonial First State

"Entertaining, informing and very practical". Colonial First State

##### Macquarie Bank

Your presentation was excellent. You hit the spot and right through the weekend people were referring to "what Matt said". I appreciated having someone who I respect and trust to open our conference. Macquarie Bank

### ***Random testimonials***

Our Web site package allows you to display a random client/customer testimonial anywhere on your Web site. This is usually built in to the site template, so it appears on every page (e.g. [essencecomms.com.au](http://essencecomms.com.au)):



*"Penny has superb skills as a facilitator, which was evident in the workshop she conducted for senior management ..... and led us in a disciplined and structured process which resulted .... in a robust brand essence."*

Sue Norman, Executive  
Director, UCA Funds

Whether you need general [marketing consulting](#) advice, customer or community based [research](#), [facilitation](#) of workshops or a range of specialist [training](#) modules, the Essence tools and processes ensure you get to the essence of your marketing issues quickly and succinctly, by designing purpose built solutions that allow you to move forward with confidence.

This is described in more detail directly below.

## Adding random testimonials

The Testimonials module allows you to add a collection of testimonials, which then appear randomly on your Web site.

This is an E-Service facility, so log in from the E-Service site [fsplugins.com](http://fsplugins.com) (or your Web site administration page, if the E-Service options appear here).

**Note:** Depending on where your site is installed, you might have to change [fsplugins.com](http://fsplugins.com) to [www.eservice.com.au](http://www.eservice.com.au). If you're not sure, please check with First Step.

Go to the Testimonials section:



### Testimonials

[View testimonials](#) | [Add a testimonial](#)




To add a new testimonial, simply click "Add a testimonial" and fill in the form, which asks you for:

- Visible?: Allows you to hide this testimonial temporarily if you choose No.
- Text of Testimonial: The actual words. Don't put quotation marks around it – this will be added automatically later.
- Name: The person's name.
- Job Title, Organisation, Phone, E-Mail, Web Site: Optional contact information. Use as much as you've been given permission to use.

When you add the testimonial, it appears in the list:

*"I've been using Gihan's newsletter and autoresponder system for over a year now and it's been really easy to use and I've got some great results from it. Being designed by a fellow speaker and educator it has all the features that I need."*

Chris Gray, Red Wealth Solutions  
[goforyourlife.com.au](http://goforyourlife.com.au)



Change Change Picture Delete Copy

*"My Web site has paid for itself many times over, and is consistently rated as one of the best in my industry."*

Chris Rewell  
[chrisrewell.com.au](http://chrisrewell.com.au)



Change Change Picture Delete Copy

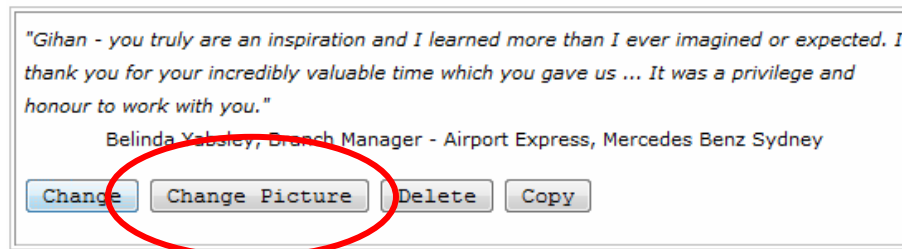


## Adding photos

After adding a testimonial, you can also upload a photo, which appears alongside it (to the right). Prepare the photo by creating it as a GIF or JPG file, approximately 80-120 pixels wide and 150-250 pixels high.

See the *Web Graphics User Guide* for help in preparing photos.

Then find the testimonial in the list and click the Change Picture button.



Upload the picture, which you will then see next to that testimonial. It will then appear automatically whenever that testimonial appears.

To remove a photo, choose the Change Picture button, leave the file blank and continue.

## Displaying random testimonials

To display a testimonial at random, insert this HTML code into your Web page:

```
<script language="JavaScript1.1"
src="http://fsplugins.com/clients/xxx/docs/testimonials.js"></script>
```



where "xxx" is your FSPlugins user name (Ask First Step for help if you're not sure what this is).

This code is usually inserted into your site's template file, so a testimonial appears automatically on every page.

This code is also usually inserted in a box for nicer formatting, like this:

```
<p><table border cellpadding=5 width="95%" align=center><tr><td bgcolor="#ffffff"><div class=xsmalltext>  
<script language="JavaScript1.1"  
src="http://fsplugins.com/clients/leverage/docs/testimonials.js"></script>  
</div>  
</td></tr></table>
```

The exact formatting is up to your Web designer.





## More Help

- Frequently Asked Questions: <http://first-step-support.info/>
- Help Desk <http://firststep.com.au/help-desk.html>
- Other support options: <http://firststep.com.au/support.html>
- Consulting: <http://gihanperera.com/consulting.html>
- Products: <http://gihanperera.com/products.html>
- Other User Guides: <http://www.firststep.com.au/fast-forward-guides>



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## ***About First Step***

Briefly, we build Web sites for speakers.

More fully, at First Step Communications [www.firststep.com.au](http://www.firststep.com.au), we help information experts – speakers, trainers, consultants, coaches, authors, service professionals and others like them – to leverage your expertise on the Internet.

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