

Testimonials Checklist

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Testimonials are probably the most important forms of social proof you can offer on your company website. But of course, this only holds if they're well written, authentic, and positioned wisely on your website. Here's our checklist to help ensure you're covering these three things.

- ? My testimonials [tell before-and-after stories](#) by [offering specific data, numbers, or outcomes](#)
- ? At least *some* of my testimonials [raise and dispel prospect objections](#)
- ? *All* of my testimonials [include authenticity markers](#) (photos, social media handles, etc)
- ? I [employ a range of strategies](#) for gathering new testimonials for my business
- ? I keep a [dedicated testimonials page](#) on my website
- ? I also disperse testimonials throughout my website—particularly [at my site's friction points](#)
- ? I've paid attention to both the language and the [design](#) of the testimonials on my webpages
- ? I've made it easy for existing customers to [submit testimonials](#) through my website
- ? I offer video testimonials as well as text-based testimonials on my site
- ? I [ask strong questions](#)—on my customer satisfaction surveys and elsewhere—to elicit stellar testimonials
- ? I have [enough testimonials](#) on my website that all possible objections are raised and all of my customer personas are spoken to
- ? I keep a diligent eye on my [email inbox](#), my [blog comments](#), and on [public review sites](#) and [social media channels](#) to mine "organic" testimonials from customers and followers
- ? Testimonial collection is part of my regular business [routine](#)