



"Where are your client partnerships headed?"

*"Making sure your customers stay with you and never want to leave."*

## Why are credible, believable & fully attributed testimonials critical for any website?

### Answers

1. They provide the **social proof** that people look for in their searches – especially when they back up your claims
2. They give you an **advantage over your competitors**
3. They super-charge **positive word of mouth**
4. They are **profit builders**
5. They can help **optimise your website**
6. They demonstrate you have **loyal customers**
7. They are **motivation boosters for you and your employees**

### The SEO experts tell us that the home page rules!

That makes your home page a great place to put a testimonial – or even a relevant and winning excerpt!

#### Some Testimonial Dos

1. Seek permission, preferably in writing, to use a testimonial
2. Always include the person's full attribution – name, position, name of business & location
3. Remember that writing a testimonial isn't easy. Consider offering the testimonial giver some headings to write under
4. Resist the temptation to make up testimonials – they lack credibility and have a negative effect on staff motivation
5. Use the testimonial giver's words
6. Be proud of your testimonials! You've earned them
7. Use them!

Remember, updating testimonials is a super fast way of refreshing your website and the more you do that, the better it is! Using testimonial excerpts, in context, is a terrific way to freshen up your site!

Don't stop at websites. One company we know recently used testimonials in a proposal and told us it helped them win a \$.75M project!

*"Loyalty is earned. It is never given."*

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"We included testimonials developed collaboratively between Leading Matters and our clients in a recent proposal for new business.

It's fair to say that these BTs® were instrumental in us winning the \$.75M project. BTs® enable our clients to provide us with proof that we are able to deliver what we say we can."

*Peter Linton,  
General Manager,  
Systalk LogicalTech  
Group, Melbourne, VIC*



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