Category
CRO
Pain point
Are testimonials important? How do you write them? Is it hard?
Solution
Comprehensive guide to testimonials. For everybody to understand.
H1 and Page Title
Ultimate testimonial guide - How to write & get (+ questions & examples)
Meta description
How to write and use testimonials on a website, where to put them and how many. Improve your website conversions with this complete guide!
URL
/testimonials-guide/
Subheadings
● Purpose & goals of testimonials ● The pros and cons of using testimonials ● Testimonials and web design ● Writing testimonials ● How to get testimonials from clients ● Conclusion
Notes
● Inspiration: ○ https://neilpatel.com/blog/displaying-social-proof/ (BAD) ○ https://www.wordstream.com/blog/ws/2017/01/10/social-proof-guide ○ https://www.wordstream.com/blog/ws/2015/05/05/customer-testimonials ○ https://cxl.com/blog/how-why-you-should-invest-in-getting-good-testimonials-w-examples/ ○ https://cxl.com/blog/is-social-proof-really-that-important/ ● Link to:

- ○ Emotional persuasion guide:
  https://cxl.com/blog/emotional-persuasion-guide/
- ○ Storytelling: ...
- ○ 71% more likely to purchase based on social media referrals
  https://blog.hubspot.com/blog/tabid/6307/bid/30239/71-More-Likely-to-Purchase-Based-on-Social-Media-Referrals-Infographic.aspx
- ○ if you're going to leverage the power of social proof on your landing pages, curate it first. (tip 2):
  https://www.wordstream.com/blog/ws/2017/01/04/ppc-landing-page-tips