

boast

5 WAYS TO INCREASE WEBSITE LEADS USING TESTIMONIALS

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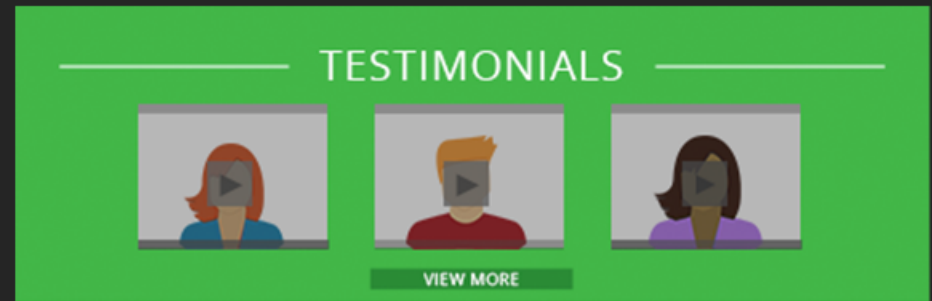
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#1 Front Page Exposure

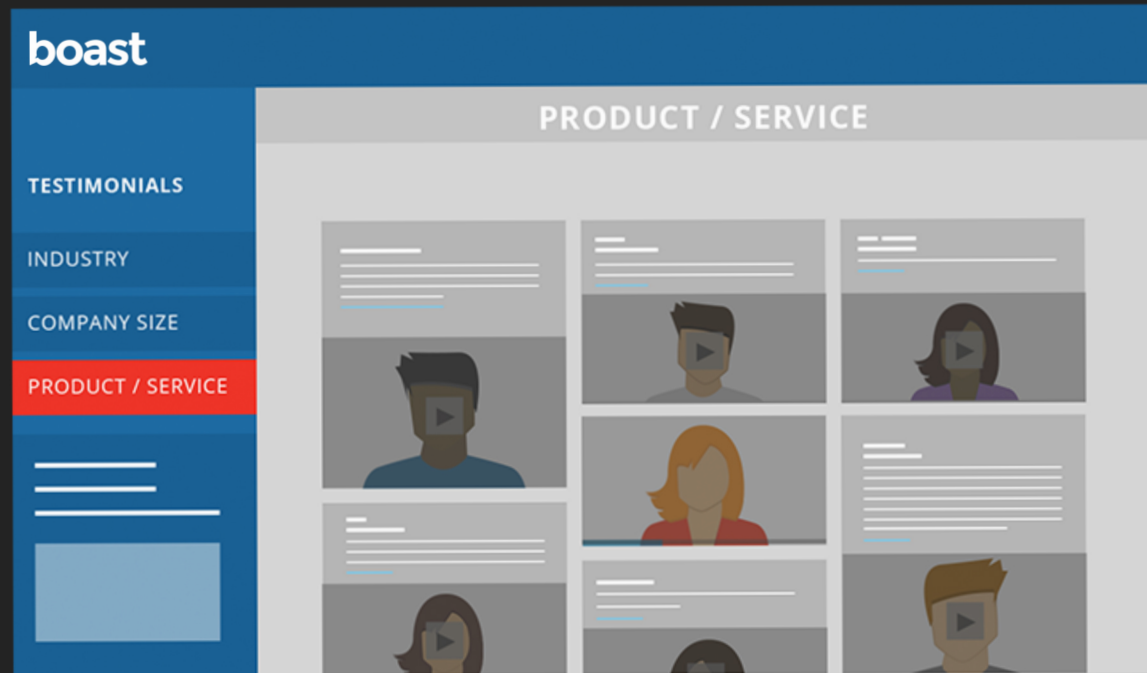
MOCK WEBSITE



The best way to lead consumers to your testimonial content is by making them present on the front page. Whether through a link, sneak preview, or an entire testimonial section, putting your company's social proof on the front page of your website will increase the initial impact of your message.

#2 Organization System

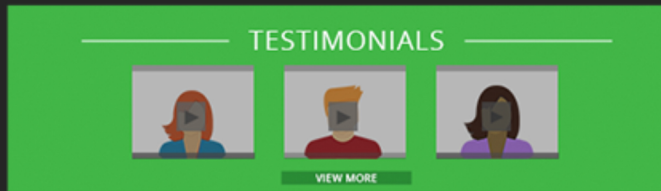
Reach The Right Audience



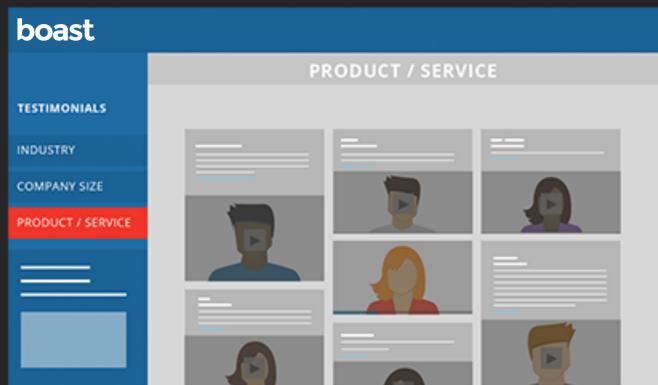
Chances are your company has a few core target audiences that are all impacted in different ways. By creating a system to organize your testimonials, your chances of influencing each audience the correct way is much more achievable. Set up a way for customers to filter your content to make it more relatable.

#3 Natural Click Through Layout

① FRONT PAGE LINK



② CLICK THROUGH (VIEW MORE)



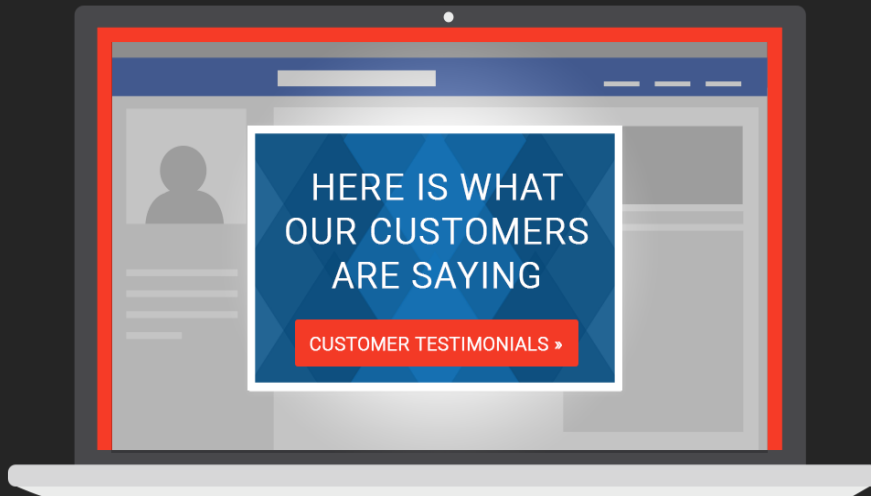
③ SUBMIT A TESTIMONIAL

A form titled "TESTIMONIALS" with a blue header bar. Below the header is a light gray box containing the form. The form has a title "SUBMIT YOUR PRASIE" (likely a typo for "SUBMIT YOUR PRASIE"). It includes input fields for "NAME", "PHONE", "EMAIL", "HEADLINE", and "DESCRIPTION". To the right of the "NAME", "PHONE", and "EMAIL" fields are two blue buttons: "SHARE ON FACEBOOK" and "SHARE ON TWITTER". To the right of the "HEADLINE" and "DESCRIPTION" fields are two buttons: a black button with a video camera icon and the text "RECORD VIDEO", and a green button with an upload icon and the text "UPLOAD VIDEO".

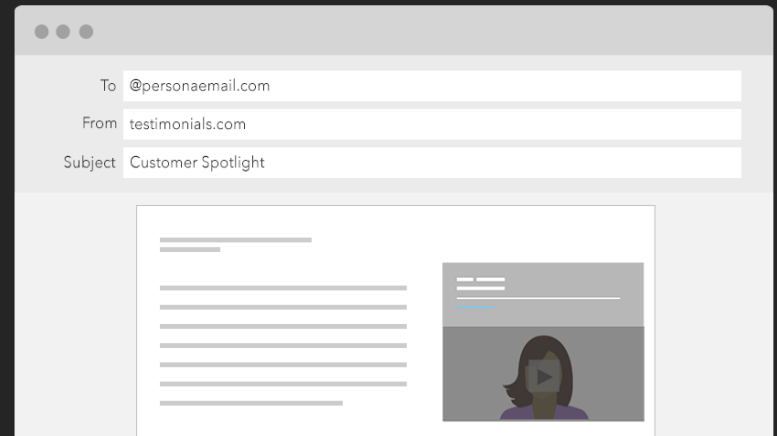
Think of how you surf through a website and update your testimonial page to reflect that. Give the user steps to follow by creating clickable links that lead to something new. Having a natural next step will allow you to optimize your testimonial page with the most valuable traffic. This will help you increase call to action clicks and decrease your bounce rate.

#4 Multiple Ways To Find & View The Content

1 POP UPS WITH "CALLS TO ACTION"



2 E-MAIL MARKETING / SOCIAL MEDIA MARKETING

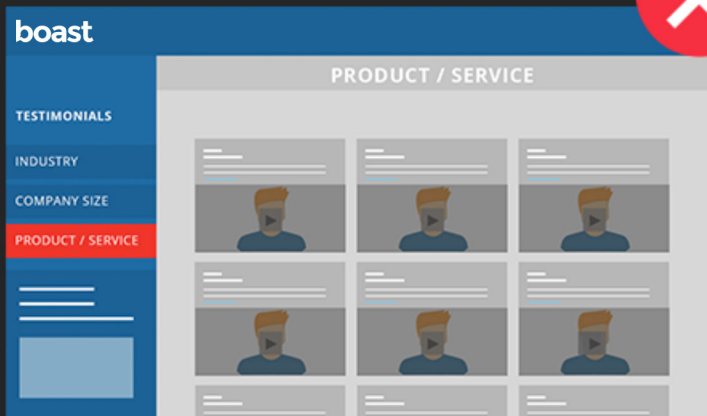


Testimonials are a valuable tool to increase engagement with your potential customers and build credibility. Once you've taken the time to collect customer praise, why limit yourself by showing them off in only one way? Lead users to your testimonial page from multiple places on and off your website to get the greatest amount of engagement from them.

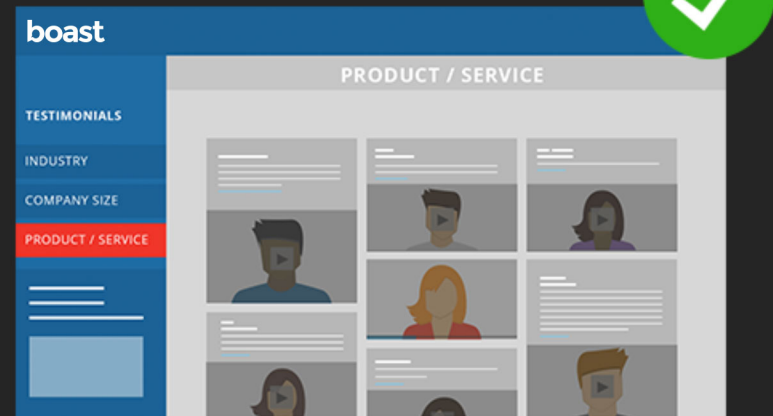
#5 Valuable Content

Variety and High Quantity

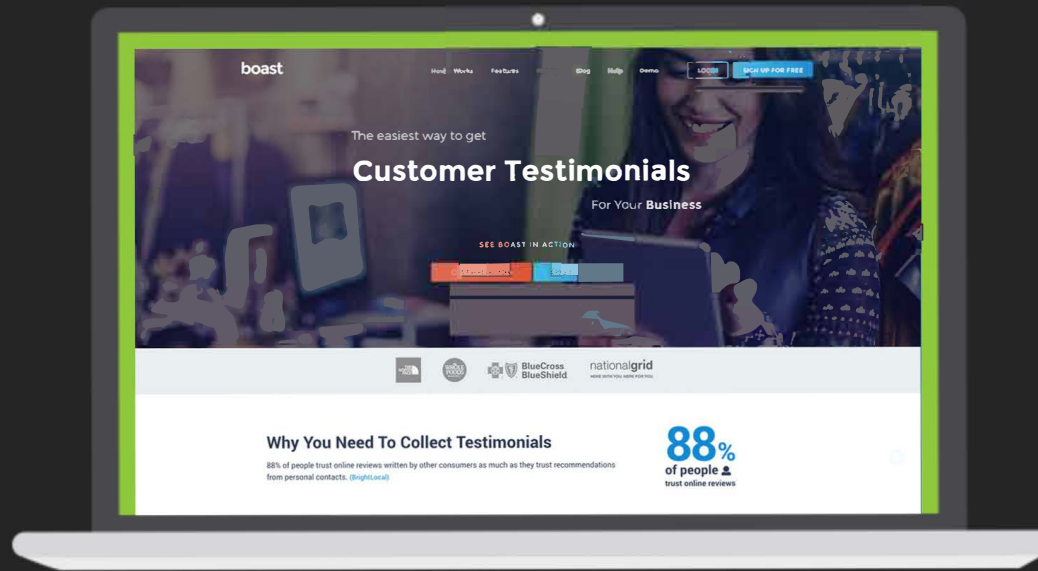
① BAD EXAMPLE



② GOOD EXAMPLE



Create a plan with set goals in mind and work to generate a diverse and robust feed of testimonials. You can achieve this by creating varying prompts that change the way customers submit their feedback. You should be updating your submission form and collection method to facilitate change. Consistently updating your page will increase user engagement and interest, and have a greater chance of influencing them.



Set up a free business consultation today to learn how to get effective testimonials on your website.



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[CLICK HERE TO REQUEST A DEMO](#)