Add a testimonial to every page
Increasing effectiveness by letting your fans speak for you

> *"Customer testimonials have the highest effectiveness rating for all types of content marketing, with a rating of 89%."*
>
> Mike Whitney
> mainstreethost.com

Here is one more element that needs to go on every page of your website: A testimonial.

What is a testimonial?

Testimonials are statements from people connected to your school about their positive experiences and/or outcomes. They are effective for at least two reasons:

- The experience of existing customers is always more credible than advertising from an organization directly.
- Having real people speak about your school gives it a more personal face and connection to your community.

Whose testimonials should you publish?

Glowing words from **parents** will be the most effective, since they are speaking to other parents as decision-makers. But since you likely have several pages to put testimonials on, sprinkle in some from **current students** (how fun and interesting school is), **alumni** (how well the school prepared them for the next academic level), **grandparents, teachers** (be sparing—maybe one), other **well-known community members** (e.g. one school had a college professor who taught education at a local college give a testimonial about the strength of the school's education).

Where should testimonials go on the website?

On every single page—and ideally the theme of the testimonial will match the subject for the page.

In the same relative location on every page—for example, Foothills puts the call to action buttons and the testimonials together in a column on the right side.
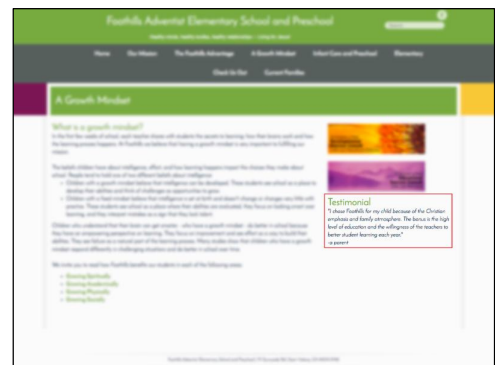
As with the call to action, this location may need to be different for the home page if that page has a separate overall design.

Should names be included?

Yes. A testimonial is stronger if it is attributed--especially if the writer is known in your community. If this is uncomfortable for people, or unrealistic in your community, ask if you can at least use their first name. And then note their connection the school after their name.

Should photos be included?

Yes, if possible. Adding a smiling face is A+ work. Not only will the photo give visual relief on your webpage, it will help site visitors make a more personal connection.

Here is how Redding is doing this. (Note: this site is not yet live but should be in the next few days.)
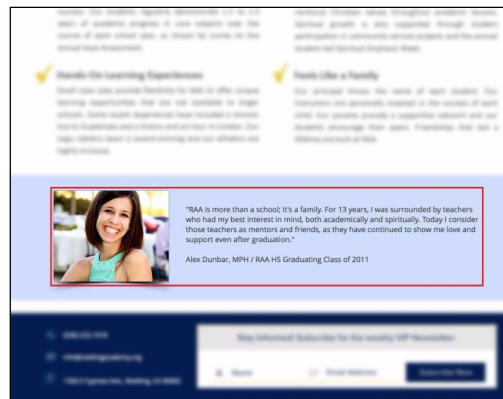
Delegating:
    All of this can be delegated.
Credits:
    Thank you Katie Richmond and the web design team at Foothills.
    Thank you Wayne Gungl and the web design team at Redding.
Binder tab: June
School size: All
Marketing process step:
    1) Who are we?
    2) What do families want?
    3) What needs to change?
    4) How do we tell our community?
    5) How do we track results?