

CYBERBULLETIN

The bulletin that powers up your online presence



More Than Just a Pretty Site!

Webmaster for Hire, LLC

March 2, 2006

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Testimonials Are Your Invisible Sales People

Wouldn't it be great to have people at your web site constantly telling your visitors how great your products/services are? My question to you is this — What are you waiting for? Why don't you have these people there already?

One of the best marketing tools, whether online or in print media, are testimonials, which means to give testimony, to testify. A testimonial is the next best thing to the person physically being there and shouting your praises. It's a personal referral to your visitors that lends credibility to what you are selling or promoting at your web site. What your satisfied customers think about you and your product or service are unbiased, results based recommendations.

Testimonials work because they:

- Establish trust between the visitor and your company.
- Are a personal account, rather than a sales pitch.
- Overcome a potential buyer's skepticism, knowing that you deliver on the promise made by your web site text.

Webmaster for Hire can assist you in choosing the right testimonial format for your business and web site.

Some options are:

- A dedicated testimonials page.
- Adding links sporadically throughout your site, asking people to give you a testimonial of your business offerings.
- Using an autoresponder to solicit recent customers for their testimonials — *Now that you've had time to try product XYZ, we invite you to tell us what you think.*
- Setting up html-formatted emails to solicit testimonials.
- Adding links to your online newsletters for testimonial requests.
- An audio testimonial that plays once a web page has fully loaded.
- A video testimonial that the visitor may click and strategically located next to appropriate sales copy.

Testimonials may be placed on the home page (definitely) and sprinkled gently (but visibly) throughout your web site in:

- Sidebars and boxes.
- Above or below page headlines.
- The middle of your sales copy, emphasizing the text by backing it up with a testimonial.
- Snippets of testimonials with a link to the dedicated testimonials page.

Testimonials are people invisibly standing at your web site and loudly voicing high impact referral statements to your visitors. Call or email Webmaster for Hire today to discuss your needs and the best use of testimonials for your online business.