

Testimonial Toolkit

Capture the Power
of the Customer Testimonial



Platform
Guidelines



Tips for
Great Feedback



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Platform Guidelines for Reviews



Google My Business

The character limit for Google My Business reviews is 409 characters



Bing Places for Business

The character limit for Bing Places for Business is 1000 characters.



Yelp

Yelp recommends keeping reviews concise. There is no strict character limit, but avoid long reviews.



Facebook

Facebook doesn't specify a character limit for reviews, but users are encouraged to be concise.



TripAdvisor

TripAdvisor allows up to 1,000 characters for reviews. It is a good platform for the travel and hospitality industry.



Amazon

Amazon's review character limit is around 5,000 characters. This includes both written reviews and any uploaded images or videos.

Tips for Effective Reviews

1 Be Genuine

Write from your own experience and express honest opinions. authenticity is important.

2 Be Specific

Provide details about your experience with the business. Mention specific products, services or employees that stood out.

3 Highlight Positive Outcomes

If applicable, share the positive outcomes or results you've achieved by using the business.

4 Be Balanced

While it's great to highlight the positives, consider mentioning any challenges you faced, if relevant, and how they were addressed.

5 Use Keywords

Include relevant keywords related to the business to help others find your testimonial easily.

6 Stay Concise

Keep your testimonial concise and focused. A brief yet informative review is more likely to be read.

7 Include Your Name and Photo

Adding your real name and a profile photo adds credibility to your testimonial.

8 Be Polite and Constructive

If you encountered any issues, express them politely and suggest improvements. Constructive feedback can be valuable for the business and potential customers.

Prompts for Great Reviews

The best testimonials have:

- Emotion
- a Story to tell
- Evidence of Before and After
- Specific Results

It's not always easy to come up with just the right thing to say. Maybe words are not really "your thing." But, if you have had an experience with a business that really impressed you, then giving them a review or testimonial would mean a lot to them. Testimonials can be a game-changer for small business!

They provide social proof, showing potential customers that others have had a positive experience with their products or services. It builds trust and credibility. Positive feedback is more convincing than any marketing pitch.

So, if you would like to share your feedback but not sure what to say, here are a few "prompts" to get you thinking about the experience you had. Then put it into your own words as best you can.

- Think about how you were feeling or what you were struggling with when you started working with us, bought the product or first came into our business. What had you tried that hadn't worked to solve your problem.
- Was there a specific result you got from our product or service (increases or decreases with \$,%, #'s for example increased sales 30%, lost 30 pounds)?
- What would you tell others if they were considering investing in our products or services?
- Was there anything that surprised or delighted you? (You lost weight without being hungry, increased sales without increasing advertising budget, Return on Investment was better than expected....)
- Did you come in, or contact us, with a specific goal in mind that we were able to help you achieve?
- Why did you ultimately choose us over anyone else?

Write from your own experience and express honest opinions. Authenticity is important.