

Testimonial Template

TITLE:

(No more than 60 characters, including spaces. Make it interesting and descriptive of testimonial.)

META DESCRIPTION:

(This appears in Google and is a brief, interesting description of the article. *No more than 160 characters, including spaces.*)

HEADLINE:

(Can be longer than the title and more descriptive.)

SUMMARY:

(Displayed on the main website in sidebar and other scrolling features. Needs to be a great quote from your client in first person point of view. Example: *“I can’t thank the staff at Harris Law firm enough for everything they’ve done for me. They helped my family during a time when I was unable to care for myself.”* Please be sure to use quotation marks.)

CONTENT:

Review these examples:

<http://www.fosterwebmarketing.com/testimonials/fort-lauderdale-disablility-lawyers-increase-site-traffic-by-300.cfm>

<http://www.fosterwebmarketing.com/testimonials/these-lawyers-are-getting-cases-on-the-web.cfm>

<http://www.fosterwebmarketing.com/testimonials/massachusetts-lawyers-getting-cases-on-the-internet.cfm>

- Write a brief testimonial summary. (Can be from client’s point of view.)
- End with a call-to-action.

TESTIMONIAL PROVIDER:

(Insert client’s name.)

PRACTICE AREA:

(Indicate the corresponding practice area page. If the testimonial is general and does not belong to any specific PA page, type “general.”)