

The Anatomy of a Customer Testimonial Page

1 Featured Customer Story

Create a hero section dedicated to your best customer story.

2 Featured Customer Story Headline

Add an eye-catching headline to your featured customer story. Briefly describe the page with smaller text below.

3 Call to Action

Include a button your visitor can use to read your customer's story or watch their video.

4 Second Call to Action

Include a second button that leads to your Pricing, product or contact page. Whatever suits your business.

13 Collection Headline

Introduce your Starfish Reviews Collection with a short, catchy headline.

14 Starfish Reviews Collection

Reviews displayed by a Starfish Reviews Collection. It features reviews from Facebook and Tripadvisor.

15 Call to Action Section

A final CTA encouraging visitors to buy. Its layout is similar to the hero section at the top of the page.

16 Call to Action Section Headline

Add an attention-grabbing headline and accompanying text to your final CTA. Sum up your product or service.

17 Call to Action Button

Include a CTA button to your Features or Services page, depending on your business type.

18 Second Call to Action Button

Same button as the hero section. Include a CTA button that leads to your pricing or contact page.

1

2 How Joe Casabona of the "How I Built It" Podcast Uses Starfish Reviews for One-Click Polling

Read how Joe and other customers use Starfish Reviews to get more reviews on Apple Podcasts, Google, Facebook, Yelp and more.

3

Read Story

Get Starfish Reviews

4



5

5 Image of Your Customer

Include an image of your customer. Place a video here instead if you'd rather go that route.

6 Headline for Next Section

Introduce the next section with a headline. This section is for additional customer stories.

7 Smaller Image for Customer Story

Create a two-three column row in your page builder. Add three new images for additional customer stories.

8 Smaller Headline for Customer Story

Add attention-grabbing headlines to each customer story in the row.

9 Call to Action

Add a call to action to each story. It can be as simple as "Read story," like in the example.

10 Larger Image for Customer Story

Create a second row for the rest of your customer stories. Add more of your best stories here.

11 Larger Headline for Customer Story

Add attention-grabbing headlines to your stories. Make it clear these are more of your best customer stories.

12 Call to Action

Add calls to action to each story. Use the same type of call to action as you used in the previous section.

6 More Customer Stories



8 How Spray 'n Coat Painting Uses Starfish for Review Generation

Read story



8 How Spray 'n Coat Painting Uses Starfish for Review Generation

Read story



8 How Spray 'n Coat Painting Uses Starfish for Review Generation

Read story



11 How Spray 'n Coat Painting Uses Starfish for Review Generation and Rewarding Employees

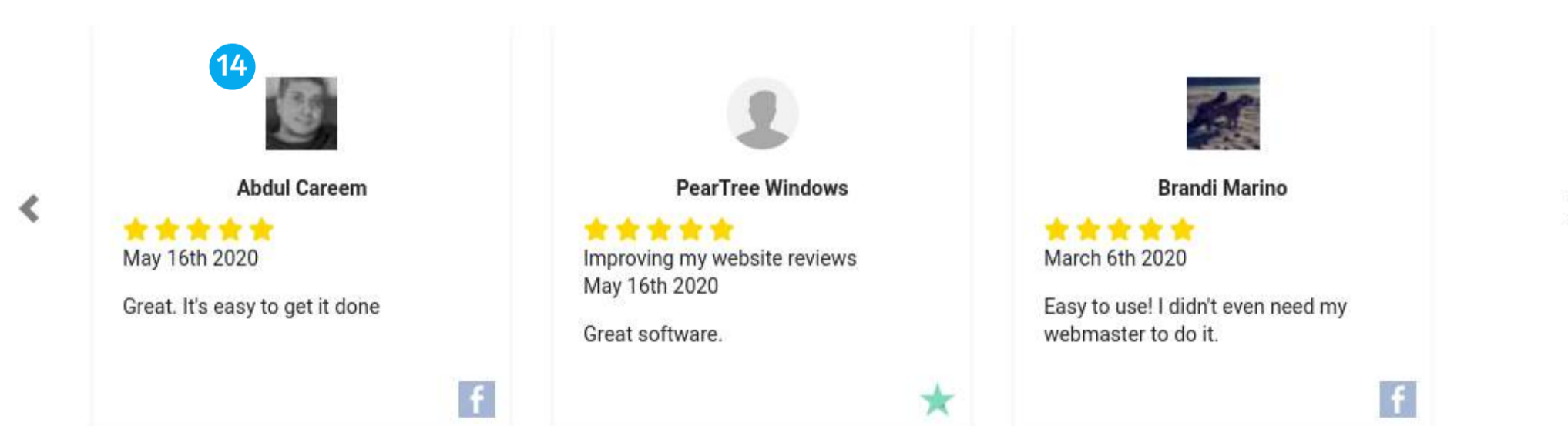
Read story



11 How Spray 'n Coat Painting Uses Starfish for Review Generation and Rewarding Employees

Read story

13 Reviews from Around the Web



15

16 Starting getting more reviews today with Starfish Reviews

We have plans for business of all sizes. Signing up is easy, and setting up your first review funnel is simple.

17

Features

Pricing

18

Get more reviews

19

Monitor reviews

Display reviews

19 Features

Add the top 2-5 features, services or products your business offers.