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Why A Web Host Should Be Sure They Have Feedback On Their Website

Webhosting businesses create high-quality web pages, designed to convince people to buy a product, or a service. Utilizing customer review sections and testimonial sections are well-known tactics for increasing customer buy-in, when directed at customer anxieties. When creating sites for their own businesses, website hosts must not overlook the inclusion of reviews and testimonials.

Customers view reviews and testimonials as transparent techniques. Customers surveyed about parts of a website rank customer reviews as the most truthful, closely followed by video testimonials. Hosts may also make use of written testimonials, as long as the customer provides validating information, like a photo, name, company name, or title. For customer comments to have genuine impact, they must be authoritative, powerful, and specific.

Customers have specific anxieties which a testimonial must address. The most common customer anxieties, concerning online purchases, include price, credit card security, reliability, and quality. Any testimonial, therefore, must be tailored toward these specific anxieties. For example, in a testimonial about price, customers must validate the competitiveness of the price, and the belief that the benefit gained from the service justified the purchase price. A specific testimonial is best placed near the source of anxiety. For example, if a website utilizes a "call to action" button, which invites the user to make a purchase, then placing a price testimonial close to that button will help to alleviate customer anxiety. Or, if customers are anxious about credit card security, then a testimonial related to the security of transactions is best placed where the customer puts in credit card information.

Any testimonial must be intense enough to override customer anxiety. The intensity of the testimonial should overcome both substantive fears, and fears that are more perceptual. For example, a customer who fears that a newly designed web page will crash within a week, has anxiety rooted in substance. On the other hand, a customer who fears that, when a site crashes, the host won't care, has an anxiety rooted in perception.

A testimonial must carry authority. When web hosting, a designer should place the testimonial with the most authority at the head of the section. For example, if someone with an authoritative title, or someone who has won an award, offers a testimonial, then that testimonial must lead the section. Also, the providers of testimonials should be people who will have the respect of the intended audience. Other credibility indicators may be of assistance. A web host, for example, who has a Better Business Bureau logo, will have an added tool to persuade customers to sign up. Hosts should test and retest their indicators on occasion, and should ensure that indicators fit into the ordering process, the context, and the offer of their site.

Webhosting is a business like any other, and hosts must not neglect the marketing portion of their strategy. A host may design a beautiful site, but if that host has no strategy to bring in new customers, then he or she won't be designing sites for very long. To tout to the quality of a website hosting business, hosts should add both review and testimonial sections to their own site.

Why should your [website hosting](#) provider have plenty of testimonials? UK2 can offer plenty of feedback to ensure you are happy with your [webhosting](#)

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