

How to Embed Twitter Testimonials on Your Website

What matters to most potential customers is not what *you* say about your business, but what *your existing customers* have to say.

Here's a simple strategy to help you **convince prospects to become customers**. And it's done by embedding Twitter testimonials on your website.

Why Testimonials Matter

When potential customers check out your business online, they want to see proof that you deliver what you promise. It's important that you **provide evidence that you have happy customers**.

Testimonials are powerful because they come straight from your customers in their own words. It's important you [add testimonials to your site](#). You can easily **tap into tweets from people who say great things about your business**.



Why Tweets Make Good Testimonials

Tweets make great testimonials for several reasons:

- They're **short**, so they get to the point quickly.
- People write them in a moment of enthusiasm, so they're **filled with praise and excitement**.
- They're **written for public review**, so you don't need to ask permission to use a tweet as a testimonial.

What kinds of tweets make great customer testimonials? Those whose entire content is about your business, your product or your service.

An example of a customer testimonial written as a tweet.



Just had my first call with **@kinchie**
@socialmediadiy Charlene. Wow am I
going to learn a lot about **#socialmedia**
and building my brand.

Use Twitter Favorites to Display Testimonials

Twitter makes it easy for your business to **capture and display tweets when you mark them as Favorites**. To make this strategy work, you must **use Favorites exclusively for testimonials**.

To Favorite a tweet, hover your mouse over the tweet. Twitter displays a list of commands that are not visible until you hover on the tweet. **Locate the Favorite (star) option and click it**. Twitter adds this tweet to your list of Favorite tweets.

An example of a tweet showing the Favorite option while hovering the mouse over it.



Twitter allows you to **display your most recent Favorite tweets on your website or blog using a widget**. Every

time you mark a new Favorite tweet, Twitter adds it to your customer testimonials automatically.

An example of a Twitter widget displaying customer testimonials.

How to Create Your Testimonials Twitter Widget

Before you start creating your Twitter Favorites widget, you need this information:

- The size of the spot for your Twitter widget on your site in pixels (height and width).
- Optional: The hex code (for example: #d34e01) for colors used on your site to customize the widget.

You may also need technical assistance to insert the HTML code into your blog or website.

To **create and customize your widget**:

#1: The Twitter Widgets page

Choose widgets for your website on the [Twitter Widgets page](#).

Click My Website.

Click "My Website" to display the widgets available for your website.

Click Faves Widget.

The Faves Widget contains a list of tweets you mark as favorites.

Make sure you have Favorited some tweets.

#2: Customize your widget heading

To **customize your widget**:

- Change the Title to What People Are Saying About (or something similar).
- Change the Caption to your business name (if necessary).

The Customize Your Faves Widget Settings page.

Click Test Settings to see your changes take effect (if necessary). On the right, Twitter displays your widget with your favorites and your settings.

#3: Customize your widget preferences



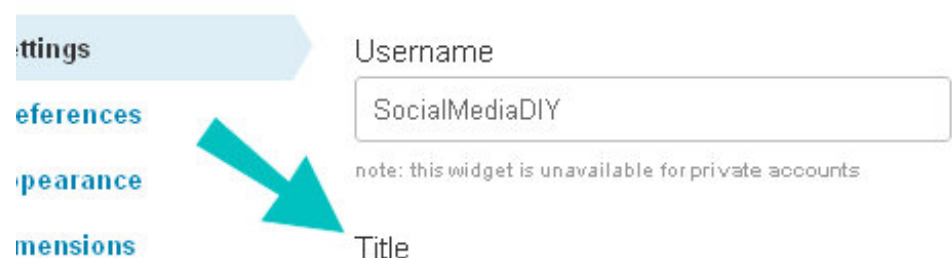
Select Your Widget



Faves Widget

Show off your favorite tweets! Also in real time, this widget will pull in the tweets you've marked as favorites. It's great for moderation.

Customize Your Faves Widget



Click Preferences. Twitter displays the Customize Your Faves Widget Preferences page. This page allows you to customize how your widget works. Choose the options that you want for your widget.

- Poll for New Results keeps checking for new tweets marked as a Favorite.
- Include Scrollbar lets you add more tweets than fit into the widget display area.
- To make your list scroll through your tweets, choose Timed Interval and Loop Results.
- To remove the date, uncheck Show Timestamps. (Leave this checked if you want to display the customer testimonial dates.)

The Customize Your Faves Widget Preferences page showing common preference options.

To see the effect of your options, **click Test Settings**. Experiment until the widget works the way you want it to work on your site.

#4: Customize your widget to your site and brand colors

Click Appearance. Twitter displays the Customize Your Faves Widget Appearance page.

This page allows you to change the colors used in your widget. Use the hex codes for your site colors to exactly match your Twitter widget to your site.

To **change a widget color**:

Click the color box next to the color you want to change. Twitter displays a color picker window.

The Customize Your Faves Widget Appearance page showing the five color options you can customize to match your website or blog branding.

Type the hex code for the desired color.

The Customize Your Faves Widget Appearance page

What People Are Saying About:

Caption

Social Media DIY Workshop

Settings

Preferences

Appearance

Dimensions

Poll for new results? ☒ Yes

Include scrollbar? ☒ Yes

Behavior

☒ Timed Interval ☐ Load all tweets

Loop results? ☒ Yes

Tweet Interval? 6

Number of Tweets 10

☒ Show Avatars?

☐ Show Timestamps?

☒ Show hashtags?

Test settings Finish & Grab Code

Customize Your Faves Widget

Settings

Preferences

Appearance

Dimensions

Widget Colors

#43c43f shell background ☒

#ffffff shell text ☐

#ffffff ☐

#444444 ☐

showing a color picker window for one color option.

Click Done. Twitter updates the color box and the widget example.

An example of the Customize Your Faves Widget Appearance page showing a color picker after typing the hex code for a new color choice.

Click Test Settings to see your colors (if necessary).

#5: Customize your widget to fit the space on your site

Click Dimensions. Twitter displays the Customize Your Faves Widget Dimensions page.

Type the height and width of your finished widget in pixels.

The Customize Your Faves Widget Dimensions page showing the Widget Dimensions boxes.

#6: Finish your Twitter Faves Widget

When you have finished customizing your Twitter Faves Widget, click Finish & Grab Code.

The Customize Your Faves Widget Dimensions page showing the Finish & Grab Code button.

Twitter displays the code in a text box in the middle of the page. Copy and paste this code into a text file for storage, or directly into your website.

The Customize Your Faves Widget page showing the HTML code box.

Tip: When you leave this page, your customization settings are lost. **Save this code permanently** by storing it in a text file,

tweet background

tweet text

#43c43f

links

Customize Your Faves Widget

Settings

Preferences

Appearance

Dimensions

Widget Colors

#43c43f

#ffffff

43c43f

Done

Customize Your Faves Widget

Settings

Preferences

Appearance

Dimensions

Widget Colors

#43c43f

#ffffff

d34e01

Done

Customize Your Faves Widget

Settings

Preferences

Appearance

Dimensions

Widget Dimensions

250

300

Width (in px)

Height (in px)

OR

☐ auto width

Microsoft Word document or other location.

Your website uses this code to display your Twitter widget. You insert the code into your website at the location where you want the Twitter widget to appear. Common places for Twitter widgets include:

- The front page of your website. Put your customer testimonials where new visitors can easily find them.
- In your blog sidebar. If your website gets traffic landing directly on blog posts, consider adding your Twitter widget in the blog sidebar.
- In your website footer. You can adjust the height of the Twitter widget to fit your footer height.

When you install the code, the Twitter widget appears immediately and displays your current favorite tweets. As you mark new tweets as favorites, they appear in the widget, also.

An example Twitter widget using favorites as testimonials.

It's Your Turn

What do you think? Have you used tweets as testimonials on your site? Have you tried the Twitter Favorites Widget? What testimonial strategy works well for your business? Leave your comments in the box below.

[inShare557](#)

Note: Widget size won't update in preview.

Customize Your Faves Widget

Settings

Preferences

Appearance

Dimensions

Widget Dimensions

Width (in px)

Height (in px)

OR

☐ auto width

Note: Widget size won't update in preview.

Test settings

Finish & Grab Code

Customize Your Faves Widget

Settings

Preferences

Appearance

Dimensions

```
<script
src="http://widgets.twimg.com/j/2/wid
get.js"></script>
<script>
new TWTR.Widget({
  version: 2,
  type: 'faves',
  rpp: 10,
  interval: 6000,
  title: 'What People Are Saying
About',
  subject: 'Social Media DIY
Workshop',
  width: 250,
  height: 300,
  theme: {
    shell: {
      background: '#d34e01',
```

Copy and paste this code into an HTML webpage

OR



What People Are Saying About
SOCIAL MEDIA DIY WORKSHOP



MtnBlessings @SocialMediaDIY you make it sound soooo easy! thxs



aprilholle @SocialMediaDIY you are totally on my success team <3



BarbraSundquist @SocialMediaDIY provides a great little free ebook called 5 Truths About Working From Home <http://ow.ly/1tsVzt>



jefhendrickson Just had my first call with @kinchie @socialmediadiy Charlene. Wow am I going to learn a lot about #socialmedia and

twitter Join the conversation