



The Social Proof Optimisation Checklist



Follow us on [LinkedIn](#) to receive more powerful IT checklists for your business.

Cadence _____

Last Review _____

Date _____

By _____

The Social Proof Optimisation Checklist

Social proof acts as a powerful, silent salesperson, tapping into the human tendency to follow others' lead. By strategically showcasing positive customer experiences and using any negative experiences to inform future decisions, you can significantly boost your credibility and convert prospects into loyal customers. This checklist outlines best practices for maximising the impact of social proof across your digital presence, helping you transform casual visitors into brand advocates.

Strategic Placement is Paramount

- Include testimonials near call-to-action buttons
- Include reviews and star ratings (if applicable) on product/services pages
- Display security badges and customer satisfaction rates within the checkout process (but be careful not to introduce leakage points)
- Add trust badges or security seals to footer

Diversify Formats

- Integrate review platforms (e.g., Google reviews, Trustpilot, Reviews.io etc)
- Include expert endorsements and customer success stories (written & video)
- Utilise and actively respond to social media mentions and user-generated content

Value Authenticity

- Use real customer photos
- Verify reviews
- Include full names (when possible)
- Create a logo carousel or scrolling banner (for B2B)

Encourage More

- Send follow-up emails for reviews
- Make leaving reviews easy

Keep It Fresh and Relevant

- Regularly update website testimonials
- Display recent reviews first
- Remove any outdated social proof

Highlight Quality and Quantity

- Show total number of reviews
- Feature high star ratings and key statistics (e.g., "Over 10,000 satisfied customers")
- Display customer base size

Address Negative Feedback

- Respond to negative reviews professionally and use this feedback for improvement

