

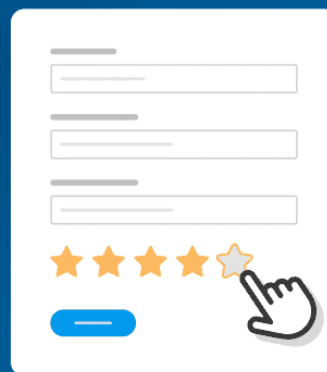
WPForms Blog

WordPress Tutorials, Tips, and Resources to Help Grow Your Business



Collect Customer Testimonials From WordPress Form Submissions

PRO TIP



Collect Customer Testimonials From WordPress Form Submissions

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Reader Disclosure



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How often do you read reviews and testimonials before purchasing a product or service? Probably pretty often. Same! Social proof can have a big impact, but did you know it's pretty easy to add it to your own site? With just a few tools, you can collect customer testimonials and display them on your website.

In this post, I'll show you how you can create custom testimonial forms and display your reviews

on your site in 3 easy steps.

Create Your WordPress Testimonial Form Now

Collect Customer Testimonials From WordPress Form Submissions

I know your time is valuable and you want to get right down to business, so here's a quick overview of my process for displaying authentic customer testimonials and reviews.

In This Article

What You'll Need For This Tutorial

Step 1: Create a Testimonial Form in WPForms

Step 2: Connect WPForms to Reviews Feed & Collect Customer Testimonials

Step 3: Display Review and Testimonial Collections on Your Website

See how there are only 3 steps to getting this set up? I'm going into a lot of detail about each of them so it's easier for you to follow along, but once you get the hang of it, you'll see that it really only takes a few minutes.

Let's get into it!

What You'll Need For This Tutorial

My process is super easy, but you will need to install the following 2 plugins:

WPForms: Sure, I might be partial, but WPForms is the easiest form-building plugin I've ever used. I can create a user feedback collection form in less than 2 minutes, and that's exactly what we need to do here.

Reviews Feed by Smash Balloon: Not only can you use this plugin to display reviews you get from social media, but it also integrates with WPForms to allow you to easily collect reviews right on your website.

Once you have both plugins downloaded and installed on your website, come on back and we'll get started.



Need Some Help Installing WordPress Plugins?

If you're feeling a bit befuddled by downloading and installing WordPress plugins, check out this [beginner's guide](#) to walk you through it.

Step 1: Create a Testimonial Form in WPForms

The first thing we need to do is create a testimonial form in WPForms. Fortunately, this won't take very long because there are several templates available to speed up the process.

First, with your WordPress dashboard open, navigate to **WPForms » Add New**.

The form builder will open and ask you to name your form and either start with a blank form or select a [form template](#). You can search for testimonial forms and several options will come back.

I'm using the template called **Testimonial Form** for all of the examples in this guide, but you choose whatever makes the most sense for your site!

The screenshot shows the WPForms 'Add New' interface. At the top, there's a 'Name Your Form' section with a text input field containing 'Testimonial Page Form'. Below this is the 'Select a Template' section. On the left, there's a sidebar with a search bar containing 'testimonial' and a list of template categories: 'All Templates' (1955), 'New Templates' (92), 'My Templates' (1), 'Addon Templates' (8), 'Business Operations' (1005), and 'Calculator' (138). The main area displays three template cards. The first card is 'Testimonial Form' with a description: 'Easily create a testimonial form and let customers talk about their experiences with your brand.' The second card is 'User Review Form' with a description: 'Lets you collect reviews and testimonials from people on your website.' A large red arrow points to this card. The third card is 'Testimonial Consent Form' with a description: 'Designed with simplicity in mind to ensure you harness the power of genuine feedback.'

All WPForms templates are 100% customizable, so you can use them as-is or make them your

own. Thinking about the testimonial content I want to display, I'm going to make some changes to my form as follows:

Remove the dropdown list for “What product/service do you use?”

Remove the radio buttons for “May we post your testimonial on our website?”

Change the title of the paragraph text field from “Tell us what you think about the product/service” to “Testimonial”.

Add a single line text field with the title “Headline.”

Add a rating field.

Add a checkbox to the bottom that users must select to acknowledge that testimonials may be published.

This is what the bottom half of my form looks like now, after making those updates.

Headline *


Add a headline to display with your review

Rating

☆☆☆☆☆

Testimonial *

Upload an image of yourself if you'd like it attached to your testimonial.



Click or drag a file to this area to upload.

In submitting your testimonial, you agree that it may be displayed in part or in whole on our website. *

☐ I agree

Easy, right? Starting with a template definitely speeds the process up. The whole process took just about 2 minutes for me to do. If it took you a little longer, don't worry. Once you're more familiar with the form builder, you'll be zipping around like nobody's business! 😊

If you want to go a bit further, you can also click on **Settings** from the left menu and configure any settings you like.

General: Update the form name, description, tags, button text, and CSS

Spam Protection & Security: Enable [spam protection](#) using built-in tools from WPForms, reCAPTCHA, hCaptcha, Custom Captcha, or Akismet.

Notifications: Set up the [notification emails](#) that are sent when someone submits your form.

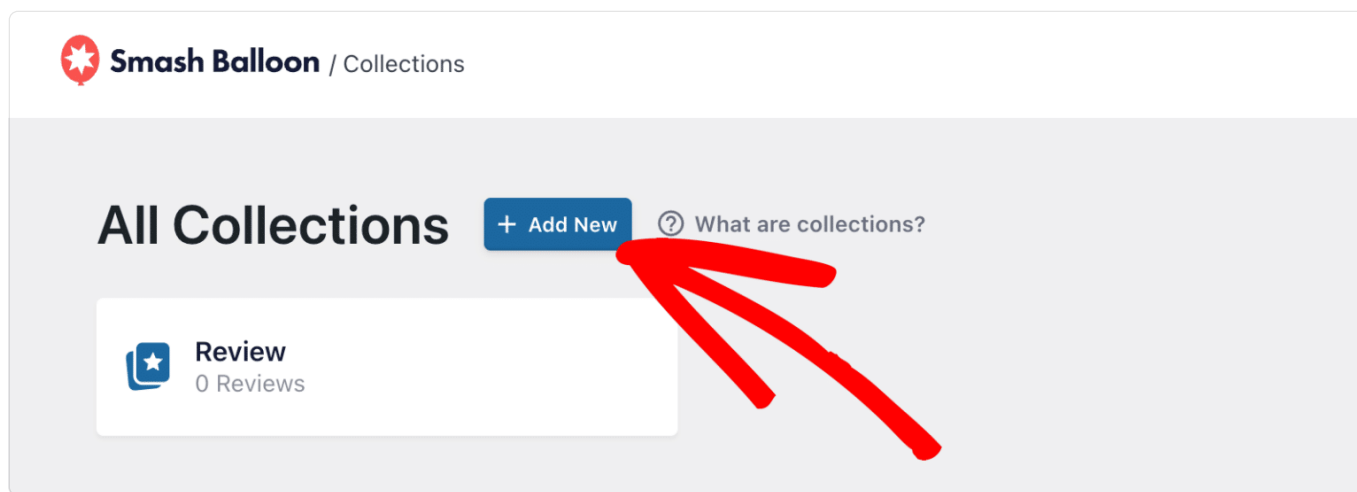
Confirmations: Make adjustments to how and where users see [submission confirmations](#).

When you're happy with it, go ahead and [embed your form on your website](#) so it can start collecting those valuable testimonials!

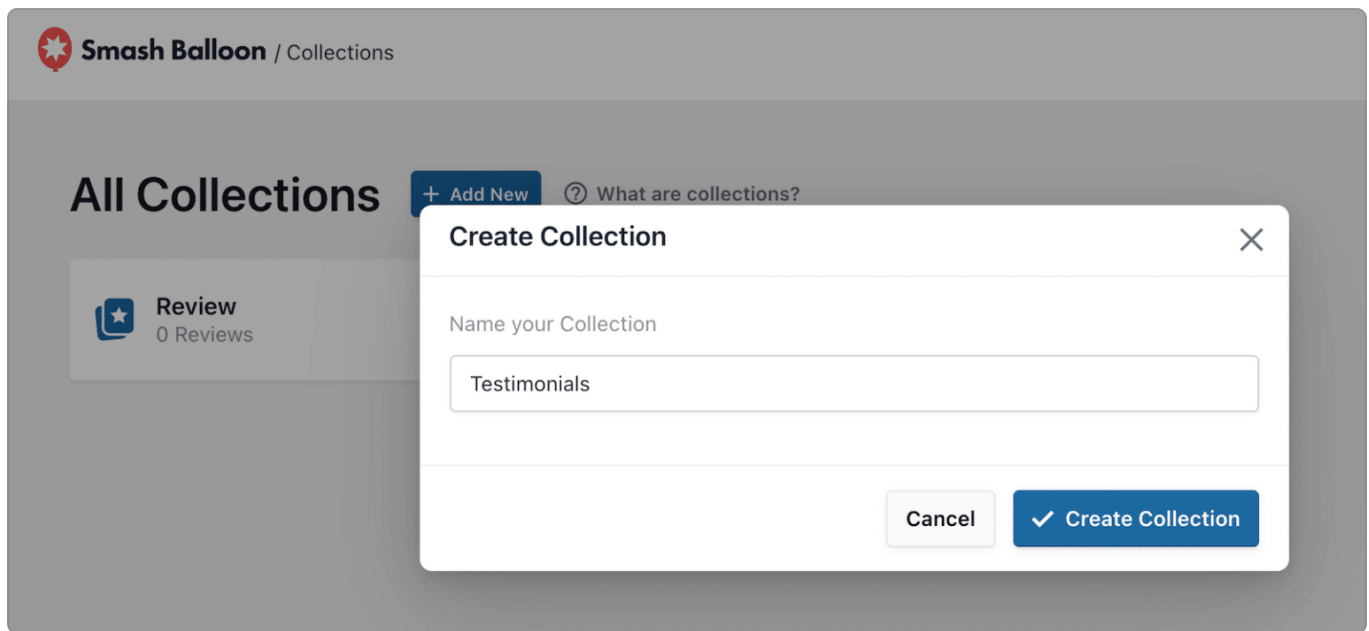
Step 2: Connect WPForms to Reviews Feed & Collect Customer Testimonials

The Reviews Feed plugin by Smash Balloon is going to make it really easy for you to publish the testimonials or reviews that you collect through your form. There's just a little bit of configuring to do first. Don't worry. I'll show you!

First, from your WordPress dashboard, navigate to **Reviews Feed » Collections**. Click on **Add New**.

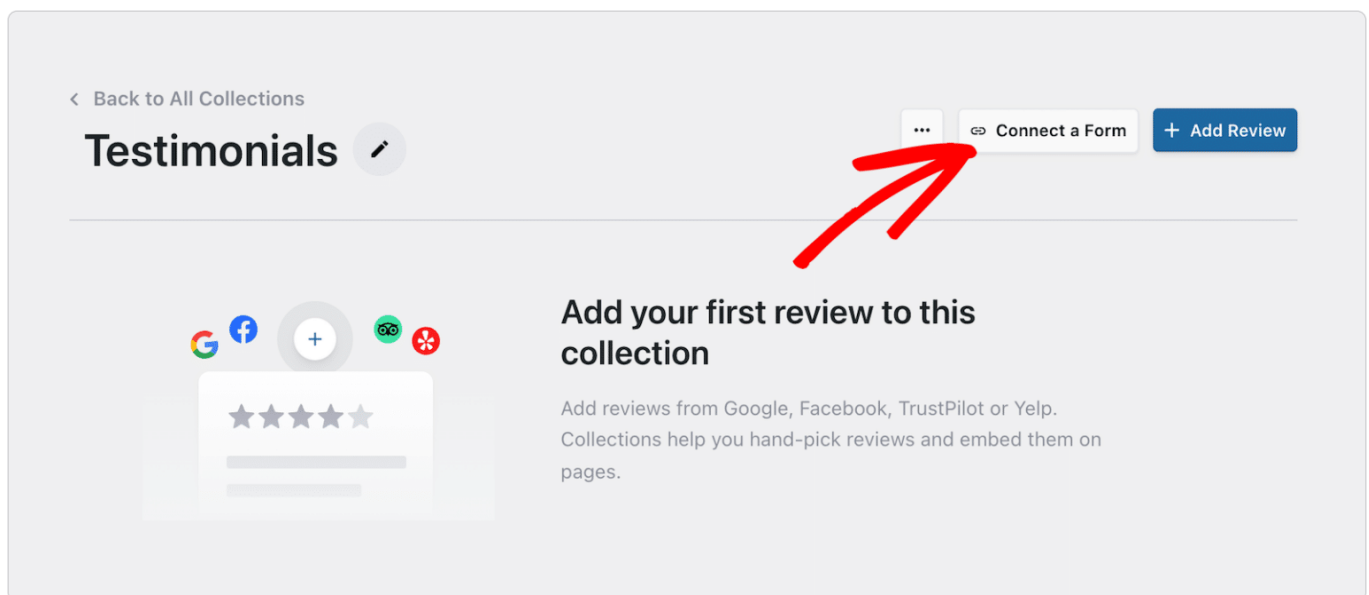


Once you click the **Add New** button, you'll receive a prompt to give your new collection a name. This is for internal use only, so you can name it anything you'd like. Ideally, it will be something that indicates what's in your collection. I named mine Testimonials.



After naming your collection, click on the **Create Collection** button.

The next screen you see is going to look like you should be seeing reviews there. You will, but we have to connect them first! To do that, click on the **Connect a Form** button at the top.



The next screen includes a dropdown of all of your forms on WPForms so that you can select the one you want to use.

There's also an option to create a new form from a template if you don't already have one.

Since I created my form in the first step, I'm going to select that one from the dropdown and click **Connect**.

[← Back to Testimonials](#)

Form Submissions

Connect a form

Form

Testimonial Form

?

Cannot find a form?

To select a form, you need to first create a compatible form from templates

Create from Template >

Cancel

✓ Connect

[↗ Connect a Form](#)

[Learn More](#)

After connecting the form, I can decide whether or not to add rules for auto-approving or auto-deleting.

This is a useful feature to have if you only want to display certain rules, like maybe only 5-stars or 3-stars and above. It's totally up to you! If you don't want to use any auto rules, you don't have to. For my form, I want to manually add testimonials to my collection, so I'm not going to do anything with the rules.

Now your form is ready to start collecting testimonials that you can add to your collection!

I want to share something I learned here so that you're prepared for it. This is going to apply if, like me, you decide to manually select content for your collection rather than using the rules to do it automatically.

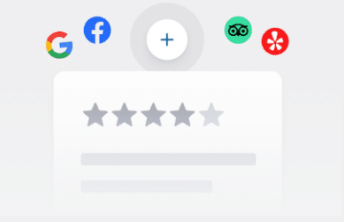
If you go to your Collections page and you don't see any reviews or testimonials there, don't panic! (Can you tell that I definitely panicked?)

< Back to All Collections

Testimonials

1 Form Connected

... Form Submission + Add Review



Add your first review to this collection

Add reviews from Google, Facebook, TrustPilot or Yelp. Collections help you hand-pick reviews and embed them on pages.

Here you can see that there's a form connected but nothing is there in terms of reviews. Remember, unless you set a rule to auto-approve, you have to manually add reviews to your collection. Fortunately, that process is so easy that you'll forget you ever panicked in the first place. Again, speaking from experience.


First, from that screen, click on the **Form Submission** button.

< Back to Testimonials



Form Submissions

Form Submissions Archived Submissions Settings



Bulk Actions ▾ 2 Reviews

☐ Reviews 

☐ ★★★★★ **Fresh Flowers Send My Heart A'Flutter!**
Sullie's Flowers are always fresh and beautifully arranged. I can't say enough good things about this flower shop!

+ Add to Collection  

☐ ★★★★★☆ **Reliable Flower Delivery**
The prices can be a little higher than others, but I always enjoy doing business here for the great service and the reliable deliveries.

+ Add to Collection  

Now you can see the testimonials that you've received through the form on your website. You've probably guessed this by now, but if you want to add the testimonial to your collection, you just click on that **Add to Collection** button.

Now if you go back to your Collections page, you'll see the testimonials you added.

Search Reviews

Reviews << < 1 of 1 > >> ↺

Reviews

★★★★★

Reliable Flower Delivery

The prices can be a little higher than others, but I always enjoy doing business here for the great service and the reliable deliveries.

17 Feb 2025, 17:34

★★★★★

Fresh Flowers Send My Heart A'Flutter!

Sullie's Flowers are always fresh and beautifully arranged. I can't say enough good things about this flower shop!

17 Feb 2025, 17:37

So now you're probably wondering how you actually get these reviews to display on your website. Onward we go!

Step 3: Display Review and Testimonial Collections on Your Website

Collections populate Feeds, and the Feed is what you'll show on your website. From your WordPress dashboard, navigate to **Reviews Feed » All Feeds**.

Click on the **Add New** button.

All Feeds

+ Add New

Bulk Actions ▾

Apply

1 Items

<input type="checkbox"/>	Name	Shortcode	Instances	Actions
<input type="checkbox"/>	Review Collection	[reviews-feed feed=1]	Used in 0 places	<div><div></div><div></div><div></div></div>
<input type="checkbox"/>	Name	Shortcode	Instances	Actions


Now I'm going to select the sources that will populate my feed. In my case, it's my Testimonials collection.


Create a Review feed

Next >

Add Source
Select one or more sources you would like to add

+ Add New

☐  **Review**
Collection Reviews

☐  **Testimonials**
Collection Reviews

Showing 2 of 2 Sources

If you connect your Reviews Feed plugin to other sources such as social media platforms, Google, Yelp, and so on, you can include those, as well. You can add multiple collections to your feed.

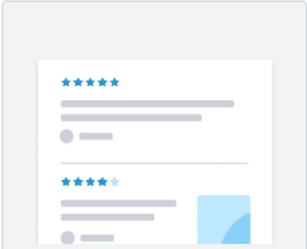
After you select the collections you want to include, click **Next**.

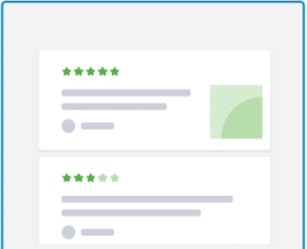
Now you can choose the template you want to use for how the reviews will display. There are several options. Choose what works best for your site. I'm going to use the Simple Cards.

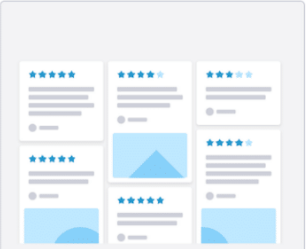
Create a Review feed

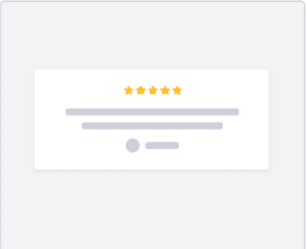
Next >

Select a Template
Select one or more sources you would like to add

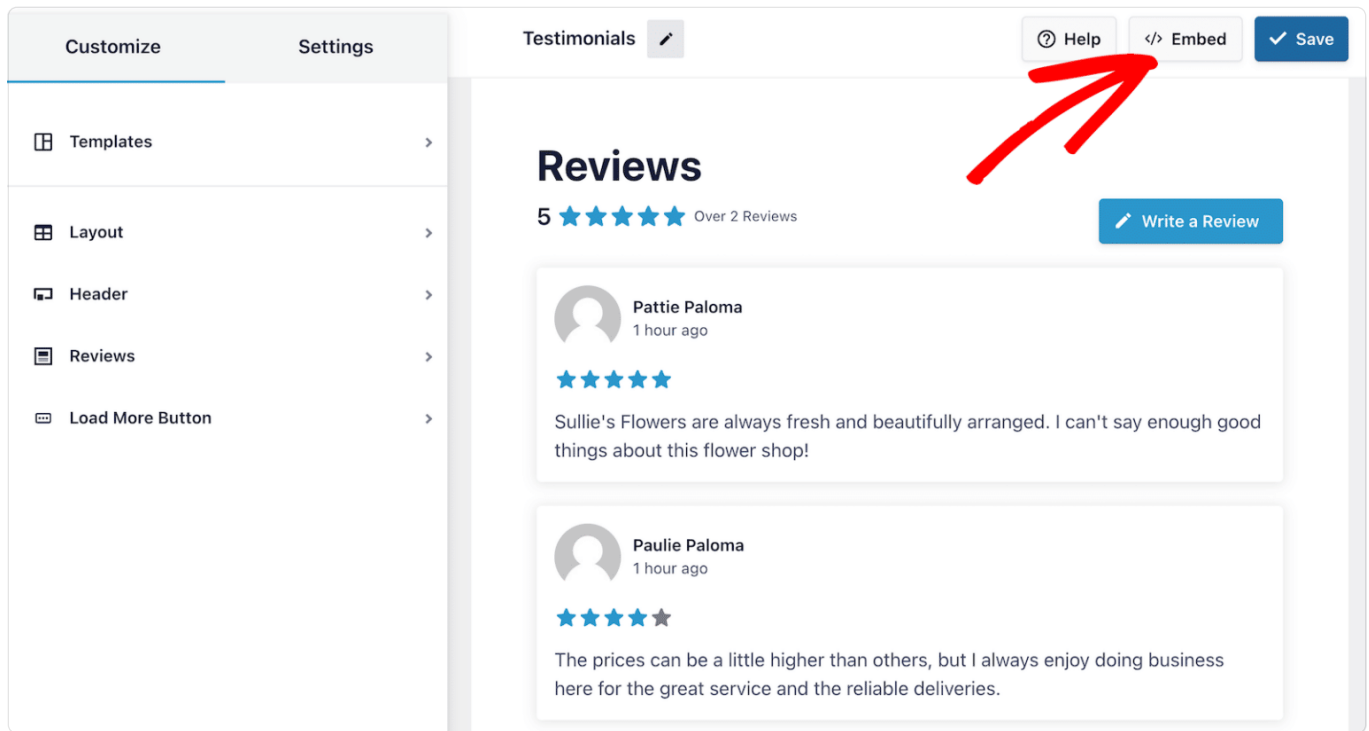

Default


Simple Cards


Masonry

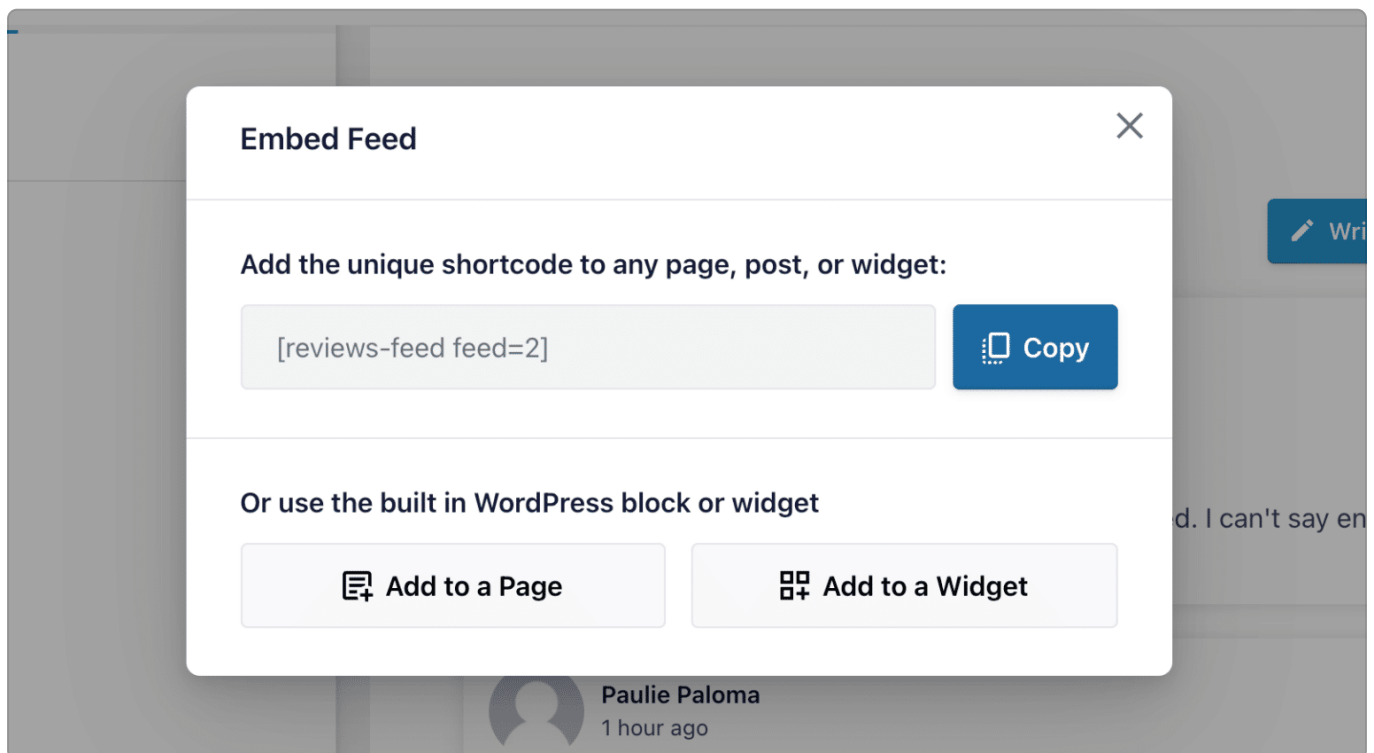

Single Review

Smash Balloon will work its magic for a few seconds and then you'll your feed. Think of it as a draft. You can customize it with all the options on the left. When it's your liking, look for the **Embed** button at the top (it doesn't hurt to save it first, too).



When you click **Embed**, you get options. Who doesn't love options?

You get a shortcode that you can copy and paste wherever you'd like to publish your feed.




I copied the shortcode, opened the page where I wanted to publish my reviews, and added it to a shortcode block in the WordPress Block Editor. Now I have a nice review feed published to my

site.

Reviews

5 ★★★★★ Over 2 Reviews


Write a Review



Pattie Paloma
1 hour ago

★★★★★

Sullie's Flowers are always fresh and beautifully arranged. I can't say enough good things about this flower shop!



Paulie Paloma
1 hour ago

★★★★★

The prices can be a little higher than others, but I always enjoy doing business here for the great service and the reliable deliveries.

And if someone wants to leave a review, they can click the **Write a Review** button and go straight to the connected form that's collecting testimonials.

And that's it! Now you know how to collect customer testimonials with a custom form and display them on your website. Nice work!

Next, Learn How to Manage Your Invoicing in WordPress

After this tutorial, you're on your way to becoming a power user. And if you're running a business where you're collecting testimonials, there's a good chance you're also managing invoicing. Are you looking for ways to do that in WordPress? If so, check out our post to learn [2 ways to bill smarter, not harder](#).

Do you manage events for your business? If so, you'll also want to check out our [guide to using the WPForms Repeater Field and Google Sheets](#) to streamline event management.

Create Your WordPress Form Now

Ready to build your form? Get started today with the easiest WordPress form builder plugin. [WPForms Pro](#) includes lots of free templates and offers a 14-day money-back guarantee.

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Renee DeCoskey

Renee DeCoskey has been blogging since 2001 and using WordPress since 2007. When she's not writing about WordPress plugins, you can find her curled up with a book or having fun in Rotary. [Learn More](#)

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