

Why Your Business Should Want More Reviews on Review Sites

The importance of responding to customers online could not be more prevalent as reviews continue to grow more than ever before. Aside from the fact that reviews from customers help others decide whether they should visit a business or not, reviews are now more prevalent on search results pages—meaning a lot of eyes can see what is being said about your company online.

The influence that reviews have on shoppers is staggering: more than 88% of online shoppers incorporate reviews into their purchase decisions (Webrepublic, 2015). Businesses are told to get more reviews on review websites to keep attracting new customers. With so many review websites out there, where does a business even begin? Your business may be afraid to manage customer reviews on review sites as you may not want to end up in one of these situations:

- receive zero reviews
- receive zero recent online reviews
- receive negative online reviews
- or, your business simply has unmanaged online reviews across multiple review websites

Unfortunately, your business is missing out. This lack of free online word of mouth is actually hurting your business through inaction, because reputation drives conversion.

1) Business reviews and social posts help shape your company's online reputation

In fact, one of the worst things your business can do is ignore your online reviews and social posts. As easy as it is to make a mistake when handling your business's online reputation, it can also be easy to recover if done properly (and with apology). While damage will inevitably happen, your business can take steps to mitigate the degree of damage that can occur. The biggest mistake of all your company can make is not participating in helping to shape the conversation about your company online.

2) Business reviews provide valuable feedback for your business

While it can be easy for your business to take negative comments to heart, it is important to recognize that reviews are constructive feedback. All in all, reviews are valuable feedback! They help your company gauge their performance and see how you can improve. There is always room for improvement and a lot can be learned even from positive business reviews. Through reviews, your business can see which products or services you should be boasting, which needs work, and even discover which employees rock at customer service.

3) Your business reviews can now appear in search results

Search engines have caught on to the popularity of reviews and are now displaying them more prominently. So, if someone searches for your business, there is a chance that reviews from

review websites could be displayed on the search engine results pages. In Google's markup—the annotated content that appears in search—of a company or product, business reviews and ratings can now be included in search results. In other words, when a user performs a search on Google, Google will find and possibly display review summaries from online business reviews and consumer ratings. Below is an example of how business reviews now showing up in search results.

[Popeyes Chicken and Biscuits - 30 Photos & 65 Reviews - Fast Food ...](#)

<https://www.yelp.ca> › Restaurants › Fast Food ▼

★★★★★ Rating: 3.5 - 65 reviews - Price range: Under \$10

65 reviews of Popeyes Chicken and Biscuits *50000 KIDS IN TOWN & I STILL HAD SWIFT SERVICE that might not be a big deal in Omaha but in New Orleans ...

[Popeyes Louisiana Kitchen, New Orleans - 621 Canal St ... - TripAdvisor](#)

<https://www.tripadvisor.ca> › ... › New Orleans › New Orleans Restaurants ▼

★★★★★ Rating: 3.5 - 198 reviews

Popeyes Louisiana Kitchen, New Orleans: See 198 unbiased reviews of ... All reviews late night chicken biscuits coleslaw red beans rice canal street love ...

[Popeyes - 17 Reviews - Fast Food - 1101 Canal St, Central Business ...](#)

www.yelp.com › Restaurants › Fast Food ▼

★★★★★ Rating: 3.5 - 17 reviews - Price range: Under \$10

17 reviews of Popeyes *Ordered the spicy chicken strips and mashed potatoes/gravy. The young lady that ... Photo of Popeyes - New Orleans, LA, United States.

How can businesses get more reviews?

There are a variety of methods your business can employ to ask for more business reviews, including emailing consumers manually, using surveys, asking consumers to leave reviews with codes and review sites on their receipts, or utilizing review generation software to automate the business review process.

Three important review website management tips:

1) Remember to add or claim listings on the top review sites

It's a good idea to add or claim a listing or business profile on the most popular review sites (unless your business doesn't fit with the niche), correct your business's listing information and start getting more business reviews!

2) Your business should keep asking customers for reviews

Asking the average customer for a review can be hard work. Granted, it is often easiest to get reviews from consumers that are either really happy or really unhappy with the level of service

they were provided. Your business should always remember to ask as customers are busy creatures and will not remember unless they are asked or reminded to leave feedback.

3) Customers are more open to leaving reviews on review sites

Why not just ask for business reviews or testimonials on your business's website? Well, asking consumers to leave a review on your business's website seems a lot more screened and inauthentic than simply asking consumers to leave reviews on a trusted review site. Since the review site is a third party, it feels more open for customers to leave an honest, unbiased review.

Business reviews are here to stay

In conclusion, there's no getting away from business reviews. The good news is that there are methods to get more business reviews as well as effectively managing reviews from customers. Also, businesses needn't fear negative online reviews, as there are ways to negate the effect of negative reviews.

How to Respond to Negative Reviews

Believe it or not, the same premise applies to negative review response as it does to positive reviews. How you respond to a negative review impacts not only the reviewer, but all the sets of eyes that come afterward. Seeing a business handle a particularly challenging review online suggests that management is proud of their business, and willing to go the extra mile to maintain their reputation!

Make potential clients see the light with these four steps: apologize, promote, get offline, keep it simple.

How to respond to negative reviews

1. Apologize and sympathize

The first step towards fixing a problem is acknowledging that one occurred. Regardless of what happened, a simple apology and sympathy for your customer's experience goes a long way.

2. Promote

So the famous crab cakes weren't up to par the day this particular customer visited. If they're what you are known for, why not reiterate that? *"Our crab cakes are usually a hit, we're sorry to hear that they weren't up to par when you visited!"*

3. Move the conversation offline

Don't open a can of worms. Keep the lid on tight by offering the reviewer the chance to reach out via phone, email or both.

4. Keep it simple

Avoid specifics and don't ask questions. Those conversations are much better served in a space away from the prying public.

One last pro tip: leave your business name, location and category out of this. You don't want your negative reviews showing up in search!



eanie409

2 weeks ago

★☆☆☆☆ Mediocre Xmas Buffett. Terrible dessert selection. All buffet items Nothing special and not worth the money charged. Only star of the show were the mashed potatoes.

👍 Helpful?

Response from the owner 2 weeks ago

Hi there, we appreciate you taking the time to leave your feedback about your recent experience. It's unsettling to hear you had such a negative experience with our food. Our chefs work tirelessly to ensure all dishes are prepared to an exquisite level of quality and taste. We would like to further discuss your feedback with you, so we invite you to reach out to Guy at (306) 956-1100. We hope to hear from you soon.

Now that wasn't so bad, was it? You can use software to pull in your reviews from all over the web so you can respond quickly. And if you don't have time, seek out our Digital Agency services to do it for you. Not only do we guarantee expertise, we guarantee it in a hurry: we respond to reviews as soon as our software pulls them in!

Review Management Best Practices

Why your business needs to stop removing reviews

1) People can tell your business is filtering the reviews.

68% of consumers trust reviews more when they see both good and bad scores (Econsultancy, 2012). Customers are more review savvy and can spot when things look too good to be true. 95% of consumers suspect censorship or faked reviews when they don't see bad scores (Reevoo, 2015).

2) It looks fishy, like your business has something to hide.

30% of consumers assume online reviews are fake if there are no negative reviews (Webrepublic). Only 8% of consumers expect a business to have a 5-star rating before they will consider using them (Brightlocal, 2016). If there are only five star reviews on a review site, customers know that your business is grooming your reviews and assume it's because you have something to hide.

3) Reviews that are removed will only anger customers trying to share their experience.

If your business doesn't allow or encourage reviews, your customers that have something to say, good or bad, will find it odd that they can't leave a review for your business. Customers can still leave reviews for unverified listings and profiles so just because your business can't see the bad reviews, it doesn't mean they don't exist.

4) It looks like your business doesn't value customers enough to win them back.

If your business doesn't allow for feedback, it appears to customers that you don't really care about them or value customer service. If customers can't expect good service, don't expect them to want to visit your business. Customers like to see businesses that are open to feedback and especially the businesses that are listening enough to try to win customers back.

5) It doesn't give yours business an opportunity to win back their trust.

If a review isn't published, it can be very infuriating to customers. If your business did fail the customer, it gives you a chance to win them back. Since your business is responding to the reviewer publicly, your business can possibly win them back as well as show other customers that you care about how you treat your customers. Customers like that.

6) Businesses are missing out on valuable feedback to improve.

While customers at times can be unrealistic with their expectations from a business, some can provide feedback on possible oversights. Oversights happen to the best of us and there is always room for improvement.

Situations when it is okay to gate reviews

Here are the situations when it is acceptable for your business to filter out which reviews are published:

1) When the review contains graphic material or inappropriate language.

If the review is inappropriate, contains explicit language or graphic material. Fortunately, many review sites are all over this, but if they happen to miss it, you can flag it as inappropriate.

2) When reviews are irrelevant to your business.

If a review doesn't provide any mention or context to your business, products or services. Sometimes customers leave reviews but they really want to ask a question. If it really doesn't add context as a review from a customer, it is okay to suppress that review.



nachelle request

a week ago

★ ★ ★ ★ ★ I gave a star to comment does this school give a degree instead of a certificate like career point

👍 Helpful?  Share

Response from the owner in the last week

Hello Nachelle, while we thank you for reaching out to us, we do like to direct all questions and inquiries to our website at

<http://www.communitycarecollege.edu/request-info/> or give us a call at 918-610-0027. From there you can request information that you are seeking as we are eager to assist you. Thank you.

3) When reviews are spammy or someone is plugging another business.

If a review isn't related to your business but is obviously spam, or if a person starts talking about their business instead of your business. In the example below, the review was for a direct competitor and was a case of mistaken identity.

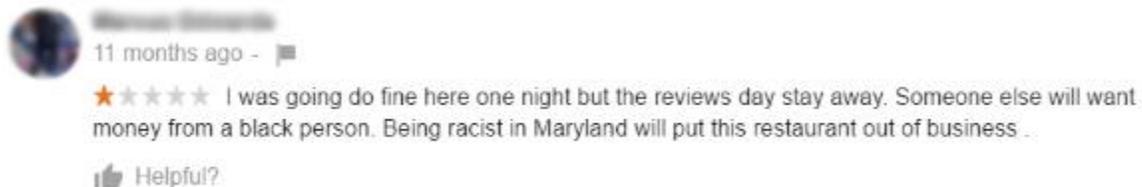
Maureen left a 5 star review on My Listing

We bought our Visscher Lake Louise Gazebo a little over five years ago to house our big hot tub. It has been a wonderful addition to our backyard! It is well built, sturdy, looks great and houses our big hot tub beautifully! Shortly after installation, a big crack in the dome happened. We let Dynasty Spas know and we were sent an upgraded dome free of charge! We appreciated the service and love love, love our Gazebo! Thank you Dynasty Spas!

[View Review](#)

4) When the review is a fake or planted by a competitor (and your business knows it is).

In the case of review fraud, it is completely acceptable to suppress the review and remove it. In the example below, the person hasn't ever been to the establishment, they just left a review that they read other reviews.



Unfortunately, reviews have been used as blackmail and this sort of unscrupulous behavior does occur. The fact that this behavior is on the rise speaks to the importance of practicing review management and using reputation management software. If you want help determining if a review is a fake or not, try the free Review Skeptic tool backed by research from Cornell University.

The review below is an example of a business owner promoting his own business. There's a lot of specific detail that even the most committed reviewer wouldn't delve into. On top of that, the review is so long many people will probably just skim over.



Naples, Florida, United States

Level 2 Contributor

3 reviews

3 restaurant reviews

1 helpful vote

"The best time I ever had!!"

Reviewed 3 weeks ago via mobile

This restaurant has everything anyone can ask for. Where do I begin, from one of the best views of the Venetian Bay to the kind and friendly waitstaff.

The food is amazing. You just need to enjoy everything they offer for the best experience possible. First I would set at the bar for there happy hour from 3 to 5 and get my \$6 dollar call drinks from Absolute, Smirnoff, Russian standard, Bombay, Tangaray, Southern comfort, Crown royal and a lot more..!

Then order some of the bar food and hour food from \$6 dollars up to \$18. What a selection of grilled octopus, fried shrimp in and spicy mayo sauce, lobster flatbreads, steamed clams, charbroiled oysters, tuna or salmon sushi rolls and so much more.

After I had my fill there I would sit down on the rail over looking the Venetian Bay as the boats past and the dolphins swim on through. It's nice to sit and relax as the waiter takes my order for dinner. I always get the Black Grouper with asparagus and garlic mash potatoes. It's lightly grilled over alder wood then butter poached for a moist finish. My wife loves the Rainbow trout with bacon string bean and almonds. The trout is grilled of the alder wood and butterfly cut with a light brown butter sauce. I'm sure I could have it another way if I wanted to but why change anything?

Quality and service is what I like love. I'm loyal to places that can meet my every need. The Fish restaurant is a place I will always come back to again and again!!

Keep up the great work and I'll see you soon!!

P.s The sushi is a great deal as well. Delicious and fresh. They also have a TV screen at the sushi bar so you can watch as the sushi chef makes every roll. That's really amazing to see him at work!



Visited February 2017

How can your business practice white-hat review management?

Here's how your business can practice white-hat review management:

1. Provide exceptional customer experiences
2. Ask your customer to leave a review (in store signs, surveys, etc)
3. Read and analyze the review. Does it meet the criterion to suppress or remove?
 1. If yes, remove and you are done managing the review
 2. If no, the review stays published
4. Respond to the review
 1. If the review is positive, thank them for their feedback
 2. If the review is negative, try to move the conversation offline. Try to remedy the situation to win the customer back. If you have remedied the situation, try asking them to adjust their review. If not, then at least the customer may come back.

White hat review management visual guide



Why it's best to take the review management high-road

At the end of the day, people can tell that if your business is grooming your reviews if all of your reviews are too positive. From a consumer's perspective, it is better to see a business with a mix of reviews, mostly positive but with some negatives as well. So long as a business is trying to remedy the situation by responding to the customer and following the proper review management protocols, it actually says more about the business than a business with all perfect five star reviews.

How to Respond to Positive Reviews

A good or bad reputation can mean the difference between a business thriving and expanding, or closing their doors for good. In the digital age, a business's reputation is controlled by consumers using online review platforms like Yelp, Google and Facebook to announce the quality of their business publicly. The good news is that this lets businesses easily monitor and manage their online reputation, a power they can put to good use by responding in a timely manner to the reviews they receive.

While negative reviews often get this most attention, positive reviews are as or more important! It's important to respond to positive reviews to thank customers for taking the time to review your business and to encourage others to do the same.

With [92% of consumers](#) reading reviews online, businesses can't afford to sit on the sidelines. An effective response will help ensure that a happy first time customer becomes a regular, and 70% of complaining customers will come back if you resolve the complaint in their favor. The first step is engaging with them.

How to respond to positive reviews

It's simple. Thank the customer, name drop, promote and tell the customer what to do!

1. Say thank you and be specific

No one would let a compliment pass them by in real life. Apply that same principle to a review response! And make sure to reiterate your customer's compliment. This lets the customer know that a real person took time out of their day to acknowledge them, and that feels good.

2. Use the business name and keywords

Don't miss out on the opportunity to drive your business up in search results—positive reviews work wonders in search. Referring to your business name, location and category (restaurant, coffee shop, hotel, etc.) helps index that review online.

3. Market, market, market

Is your business famous for a certain secret sauce? Are you having a promotion next month? A review response is a great place to get the good word out.

4. Give your customer a task

Not as scary as it sounds. Invite them to try something different the next time they visit, or bring a friend!

As you can see, there's a ton of potential hidden in a positive review response. Instead of one advertisement to rule them all, each review is an opportunity to sell your business!

Top 10 Review Websites to Get More Customer Reviews On

In the table below, U.S. Ranking, % U.S. Traffic and Average Monthly U.S. Traffic (unique visitors) data are sourced from Alexa. Businesses should strive to get business reviews on business review websites that are going concerns, review sites that people know about (and go to) and that are relatively friction-less (sites consumers have log ins or can go in easy to leave a review).

Review Website	U.S Alexa Ranking	Reviews Best For	Avg. Monthly U.S Traffic	% U.S Traffic (Total)
Google My Business	1	any business	158.03 million	34.30%
Facebook	3	any business	85.57 million	29.10%
Amazon	4	e-commerce related	85.44 million	55.40%
Yelp	52	any business	40.47 million	89.10%
Trip Advisor	88	related to food, restaurant, travel	28.27 million	53.40%
Yellowpages	402	any business	10.5 million	85.30%

BBB (Better Business Bureau)	824	any business	6.15 million	88.90%
Manta	1,002	any business	6.48 million	70.50%
Angies List	1,150	service related business	5.44 million	88.90%
Foursquare	1,561	any business, mostly restaurants	3.67 million	23.10%



The Top 10 Review Websites

*analyzed data was extracted from Alexa

Google. MY BUSINESS

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
1	any business	158.03 million	34.3%

Audience Demographic Snapshot

What is the most common average user persona?



*Google's audience is everyone



facebook.

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
3	any business	85.57 million	29.10%



Audience Demographic Snapshot

What is the most common average user persona?



amazon.

US Alexa Ranking:	Customer Reviews best for:	Avg monthly unique US Traffic:	% of total traffic that is US:
4	e-commerce	85.44 million	55.40%



Audience Demographic Snapshot

What is the most common average user persona?



Getting to know the top 10 review sites

No 1 review site: [Google](#)

Average monthly US traffic (Alexa): 158.03 million

US ranking (Alexa): 1

Business reviews for: any business

Google My Business is a free tool for businesses to manage their online presence across Google, including Search and Maps. Google My Business puts business data on Search, Maps and Google+. Google customer reviews show up in search and are known to bolster SEO, so they are essential to the credibility of all businesses. Your business should aim to be on Google's snack pack in order to be readily found when consumers perform a local search.

No 2 review site: [Facebook](#)

Average monthly US traffic (Alexa): 85.57 million

US ranking (Alexa): 3

Business reviews for: any business

Facebook is a social networking platform where users can create profiles, upload photos and videos, send messages and keep in touch with friends, family and follow their favorite businesses and brands. Since customers are connecting more with brands online, It is pertinent that your business is actively monitoring your social media mentions on social media platforms at all times. Facebook is gaining momentum towards being one of the most popular business review sites. Most users on the site already have a Facebook account, so the process to leave a business review is relatively friction-less.

No. 3 review site: [Amazon](#)

Average monthly US traffic (Alexa): 85.44 million

US ranking (Alexa): 4

Business reviews for: e-commerce related transactions

Amazon is a popular go-to business review site for e-commerce products. For companies who do any amount of e-commerce, Amazon is a key source of information. While Amazon as a review website is more targeted and fitting for Amazon marketplace partners, it is a worthy site to note, especially for retailers about what customers like about certain products and how the service aspect of transactions were handled.

No. 4 review site: [Yelp](#)

Average monthly US traffic (Alexa): 40.47 million

US ranking (Alexa): 52

Business reviews for: any business

Yelp is a review website where users can publish reviews about local businesses. Yelp has become a name synonymous with business reviews, as the site has over [102 million reviews](#) and counting. As the world's largest outlet for online customer reviews grows, it might be time for all small businesses to start caring about what consumers are saying online; and more specifically, about their Yelp reviews.

No. 5 review site: [TripAdvisor](#)

Average monthly US traffic (Alexa): 28.27 million

US ranking (Alexa): 88

Business reviews for: any business

TripAdvisor is an travel website company where users can leave business reviews of places they've visited. Users can also book rooms, find flights, discover to do and reserve tables at participating restaurants. TripAdvisor operates websites internationally in over 25 countries.

No. 6 review site: [Yellowpages](#)

Average monthly US traffic (Alexa): 10.5 million

US ranking (Alexa): 402

Business reviews for: any business

YellowPages is an online internet yellow pages directory owned by YP. YP is a local marketing solutions provider that focuses on helping local businesses (and the communities within) grow. Companies can manage their reviews on the review site after claiming a free business listing on their page.

No. 7 review site: [Better Business Bureau](#)

Average monthly US traffic (Alexa): 6.15 million

US ranking (Alexa): 824

Business reviews for: any business

The Better Business Bureau aims to help people find and recommend businesses, brands and charities they can trust (bbb.org).

Based on a business rating review system, BBB educates consumers and assists people in finding trusted businesses. The Better Business Bureau tries to protect consumers from fraudulent business or scammers. Company profiles on BBB contain a short company bio and a history of complaints made about the business, as well as an A – F rating.

No. 8 review site: [Manta](#)

Average monthly US traffic (Alexa): 6.48 million

US ranking (Alexa): 1,002

Business reviews for: any business

Manta is an online small business service directory, search engine and review site that provides small businesses with the information to network. The site helps small businesses connect and grow through their community where users can buy from, partner with, and connect to companies.

No. 9 review site: [Angie's List](#)

Average monthly US traffic (Alexa): 5.44 million

US ranking (Alexa): 1,150

Business reviews for: service related businesses

Angie's List is a service listing and review website that offers user-based rankings and reviews of service professionals in local areas. Because Angie's List is a paid review site, it is known to be less filled with rambling reviews from customers and spam. Members grade companies using a report card scale from A-F on price, quality, responsiveness, punctuality, and professionalism. Angie's List is divided by categories such as house, auto, health, pets and services.

No. 10 review site: [Foursquare](#)

Average monthly US traffic (Alexa): 3.67 million

US ranking (Alexa): 1,561

Business reviews for: any business, mostly restaurants

Foursquare is a local search and discovery service mobile app. The app helps users discover new places/businesses through other Foursquare business reviews. Users can let friends know where they are and find out where their friends are. In any case, with 55 million monthly active users, Foursquare is a powerful force to monitor customer loyalty and feedback.

What is Online Reputation Management?

A business's reputation used to be what they said about themselves in their advertising and the reach their customers had via word of mouth. Now, consumers are pushing out a company's reputation and image collectively by providing real-time feedback online through review sites, social media, forums and other channels. Basically, if it is an online source and a consumer can say something about a business on it, then it is a channel where your business's reputation should be managed.

Digital marketing and online reputation management for businesses

Online reputation management is a part of a greater digital marketing strategy that works alongside review management, business listings, paid search/ads, social media management and SEO to help your business stay competitive and relevant online. While your business should be managing each of these segments of digital marketing to maintain your online presence and (consequently) offline reputation, many businesses are not. They really should: four in five consumers surveyed use search engines to find local information from multiple devices to find store address, business hours, product availability and directions.

Online reputation management: your business has options

Your business's reputation can be affected at anytime on just about any source across the web. You can use products (SaaS), services (outsource services) or people (outsource or hire a digital marketer) to cut down on your reputation management time expenditure. Even if your business tracks and constantly checks on social media, there may be sources that your business is unaware of such as a new review site from a listing that your business never knew that existed.

Your business should weigh the pros and cons of conducting online reputation management in-house or outsourcing, but there are definite best practices when responding to reviews that

your business should be aware of. Maintaining your business's online presence is one of the most worthwhile services a digital agency or local media company can provide your business and is one of the most worthwhile services you can invest in.

Why your business's online reputation matters

An online reputation needs to be backed by reviews and ratings by consumers. Without them, there would be no reputation to manage and quite frankly, it would appear as if no one ever visited the business.

Ready or not, consumers are talking about your business

Whether a business chooses to manage their reputation online or not, consumers are talking about their favorite and not-so-favorite businesses. If a business simply ignores their reputation online, the consequences can be detrimental.

Unmanaged negative responses can create an angry mob mentality and bad word of mouth spreads like wildfire. While a business may not realize how exactly one instance can affect their online reputation, it is possible that only one negative post on a highly ranked site can actually be what shows up near the top of a search results page when a consumer searches for that business's name.

Consumers Control the Conversation and Everyone's Feedback Matters

Social media is a two-way conversation — businesses can no longer broadcast the message they want people to see. There is a democratic nature to social, with brands, consumers and everyone having an equal voice in a shared space. Customers can rave about a business or let everyone know they had a terrible experience. Social networks have dramatically changed the way businesses communicate. Today, consumers can converse with brands and vice versa as if they were talking to a friend. As a result, businesses have had to become more personable than simply a business entity and manage their social presence in a manner that reflects as such.

Reputation drives conversion

What people see online matters. Approximately [74% of customers](#) trust online reviews as much as personal recommendations—this is a huge shift in thinking that has become more prominent as time goes on. This trust in reviews translates to dollars, as customers put their money where their trust is. A Harvard Business School study found that a restaurant that sees a one star increase on Yelp will see revenues increase anywhere from five to nine per cent.

As discussed previously, many businesses find that cultivating their digital profile on their own is too time consuming. There are reputation monitoring tools that make keeping up with customers way easier, saving time and money. Whatever your business does, it is essential that

you are not perceived to be ignoring your customers online. The worst thing your business can do is appear unresponsive.

What makes a good online reputation?

Being present (listed online) and having a good reputation (reviews and reputation management) go hand in hand. Not being listed on a reference site customers use is just as bad as having bad reviews on that site. Building a consistent online presence and a positive reputation is important for both consumers and search engines. Some of the most important aspects of the online footprint include:

- number of business listings
- consistency of business listing information (name, address, phone)
- overall sentiment in reviews
- frequency or current velocity of new reviews
- overall volume of reviews
- social activity and engagement (especially with reviewers)

Customers now view social recommendations and reviews as more authentic, expecting reviews to be a mirror of the actual customer experience that they would experience themselves. This means that maintaining your business's online reputation is gaining importance as each review is a perceived snippet of what your potential customer expects to experience.

Online reputation management: the main sell

According to Google, 9 out of 10 of local searches lead to action, with more than 50% leading to sales. If businesses have a good web presence, customers will go to them rather than the competitor. Once they're in the store, [79% of customer use their smartphones](#) inside to look at reviews or compare prices and 74% of them end up making a purchase. Those numbers alone make the opportunity clear: online reputation management is essential for your business to get consumers in the door to make the sale.

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