

# Why Your Business Needs You Review



## 01 People are Talking about Your Business

Star rating is the #1 way the majority of consumers judge a business!



## 02 Reviews Influence Purchasing Decisions

Only 10% of consumers would consider using a business with a 2-star rating



## 03 Reviews Boost SEO Rankings

MOZ rated reviews as the 5th most important ranking factor for local SEO results.



## 04 Reviews Establish Relationships with Customers

78% of people trust online reviews as much as personal recommendations from friends



## 05 Reviews Provide Better Products and Services

In 2016, 13.5% of online reviews mention the words "friendly" or "rude," and 26.8% talk about the service!



## 06 Referrals are the Most Effective Form of Advertising

Customers who see reviews and questions answered by a business spend 11% more



## 07 Reviews are Social Media Gold

Shared reviews can convert between 5% - 8% of the time



## 08 Reviews are Free Advertising

74% of consumers say that positive reviews make them trust a local business more



## 09 Consumers Want Relevant Reviews

44% say a review must be written within 1 month to be relevant



## 10 Ask and You Shall Receive Reviews

7/10 Consumers WILL leave a review if they're ASKED

