

# Importance of Product Reviews (and How to Get Them)

[start.youreview.us/importance-product-reviews-get](http://start.youreview.us/importance-product-reviews-get)



Online shoppers have a virtual plethora of choices for the products they are searching for; so ***how can your business stand out from the competition?*** The power lies with your happy customer's positive reviews and star ratings. The influence of others, through product reviews, is highly valued by your potential customers. In fact, ***buying decisions are influenced by product reviews for 97% of online shoppers.***

Consumers are searching for your products online look to ***customer reviews as a shortcut to determine the trustworthiness, value, and quality of your business*** and products. At a glance, online shoppers subconsciously evaluate their buying options by taking into consideration the number of reviews, star rating and the quality of the top testimonials. ***Product reviews describing your products, and your interaction (customer service, shipping, etc.) with the reviewer is an essential online tool.***

## The Impact of Product Reviews on Sales

The success of your e-com business is diametrically related to the credibility of your online reputation through customer feedback. Ultimately, ***product review volume correlates with sales.*** A staggering 90% of online buyers claim to read reviews before making a purchase and 80% give the same value to online reviews that they would give a personal recommendation. Online merchants need to realize the ***tremendous capacity that customer reviews will deliver by turning a passive digital window shopper into a lifelong, devoted customer.***

# Genuine Reviews Equal Trust

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While consumers are less inclined to believe claims directly from online merchants, ***trust is the backbone of customer reviews***. The 'human touch' within online reviews provides a potential customer with the peace of mind of receiving personal advice from others who have been there and done that. ***Genuine reviews offering both positive and negative feedback is a vital part of a potential buyer's research for online and offline purchasing***. The golden ticket, when it comes to customer reviews, is ***the opportunity to address an unsatisfied customer, resolve their problem and pivot a bad situation into a positive customer experience***.

## The SEO Value of Reviews

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The value of consumer feedback has a far reach. Reviews not only prove the trustworthiness of your business and products but they also greatly improve your search engine optimization. ***Google and other search engines view customer reviews as proof that your business has value and real credibility***. In turn, your site's search engine ranking is elevated. It is safe to say that product reviews, both directly and indirectly, cause ***a digital chain reaction that is advantageous to online users, your online reputation and sales, and search engines*** by providing the user with superlative search results.

## How to Ask Your Customers for Reviews

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Since customer reviews are, by proxy, the most practical way online shoppers can receive instant personal advice and recommendations, vs. word of mouth, ***it is vital to ask every satisfied customer for a review***. Here are some quick tips for asking your customers for online feedback:

1. **Keep it simple** and let your customers know that it will only take a few minutes of their time and be sure to thank them (in advance) for taking time out of their schedule to post their feedback.
2. **Contact your new customer immediately** after they receive their merchandise. Email is the most common post-sale communication, but a text message may be more effective if your target audience is mobile proficient.
3. **Ask specific questions** about their experience to structure the review in the most helpful way. Your request can include prompts like:
  - How has our product solved your problem?
  - What doubts did you have before making your purchase?
  - What has the product done to make your life better?
  - What were the highlights of purchasing our product?
4. **Contact your new customer immediately** after they receive their merchandise. Email is the most common post-sale communication, but a text message may be more effective if your target audience is mobile proficient.
5. **Acknowledge each review** by thanking the reviewer for sharing their experience.

Always address negative issues quickly to resolve the problem and turn your unhappy customer into a lifelong, happy customer.

6. **Re-share positive reviews** to your e-com site and on your social media profiles for added impact as powerful social proof of your product's value.

**YouReview** offers an *easy to use, automated review gathering and publishing process to help you easily generate positive product reviews* from your satisfied customers and filter out negative or fake reviews. Our easy to master and affordable methods give you *a straightforward way to ask your customers for feedback without leaving them feeling pestered.*

## Leverage Product Reviews with YouReview

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Within the highly competitive online markets, e-com merchants understand that *to survive online, you must utilize consumer feedback to polish your reputation and bolster new and repeat sales.* Contact **YouReview** today for your *free, no obligation 14 day trial* of our reputation management dashboard. See the benefits of gathering valuable customer ratings and reviews for yourself. There is *no risk, no obligation, and no credit card required.*