

# Get Ahead of Your Online Reputation

# 25

## EYE-OPENING FACTS EVERY BUSINESS SHOULD KNOW

### Big Picture

1. 97% of consumers looked online for local businesses in 2017, with 12% looking for a local business online every day. *BrightLocal*
2. 99% of customers read online reviews. *Invesp*  
Yelp & Facebook are local consumers' most trusted review sites, followed by
3. Google & BBB.org. *BrightLocal*
4. Yelp reviewers post at a rate of 26,000 per minute. *BrightLocal*
5. People are becoming less likely to visit businesses' websites after reading positive reviews and more likely to visit or contact them directly. *BrightLocal*

### Business Priorities

6. 97% of business owners said online reputation management is important to their business. The same was true of online reviews (98%) and social presence (92%). *Forbes*
7. Reputation damage is now the number one concern for business executives around the world, with 88% saying they are explicitly focusing on reputation risk as a key business challenge. *CMSWire*
8. Online reviews influence up to 8.4% of Google's page rankings. *Moz*

# 88%

OF CONSUMERS  
TRUST ONLINE  
REVIEWS AS MUCH  
AS THEY TRUST  
PERSONAL  
RECOMMENDATIONS

— SEARCH ENGINE LAND —

### Reviews Affect the Bottom Line

9. On average, a one-star increase on Yelp leads to a 5-9% increase in revenue. *Invesp*
10. A business with 1-5 reviews and 10 photos sees 200% more user reviews than a business with the same number of reviews and zero photos. *ReachLocal*
11. One negative review can cost you 30 customers. *Yelp*

### THE RESULTS ARE PROVEN:

We average a  
**300% INCREASE**  
in the number of  
reviews captured  
every month, and  
a rating boost of  
one full point.

### How to Create Trust

12. Positive reviews generate more trust in 73% of local consumers. *BrightLocal*
13. 68% of consumers trust online opinions written by other consumers, placing online opinions as the third most trusted source of product information. *Nielsen*
14. 88% of consumers trust online reviews as much as they trust personal recommendations. *Search Engine Land*
15. At least four-star rating is needed for 49% of consumers before they choose to use a business. *BrightLocal*
16. 90% of customers read 10 reviews or fewer before deciding whether to trust a business. *Search Engine Land*

### Consumer Behaviors

17. Star rating is the number one factor used by consumers to judge a business. *Vendasta*
18. 32% of consumers read local reviews on mobile apps this year (a growth of 14% from 2016) *BrightLocal*  
It never hurts to ask 68% of consumers left a local business review when asked, with
19. 74% having been asked for their feedback. *BrightLocal*
20. 82% of users visit review sites because they intend to make a purchase. *ReachLocal*
21. 89% make a purchase within a week. *ReachLocal*
22. The number of consumers that "never" search for a local business online has decreased to 9% (down from 22%). *Vendasta*

### The Effect of Negative Reviews

23. 90% of participants claimed that positive online reviews influenced their buying decision, and 86% said their decision was influenced by negative reviews. *Invesp*
24. You will only hear from around 4% of dissatisfied customers. The rest will not bother to tell about it and 91% will take their business elsewhere.  
*"Understanding Customers" by Ruby Newell-Legner*
25. Only 13% of consumers will consider buying from a business with a one or two-star rating. *BrightLocal*

# 90%

OF CONSUMERS  
SAY THAT POSITIVE  
ONLINE REVIEWS  
INFLUENCE THEIR  
BUYING DECISIONS

— DIMENSIONAL RESEARCH —