

the importance of **REVIEWS & RATINGS** to your business



HOW DO CUSTOMERS RESPOND TO ONLINE REVIEWS?



of consumers trust online reviews as much as personal recommendations

Having "rich snippets" like star ratings under products can mean a

10% to 20%

increase in click through rate

74%

increase in product conversion when reviews are displayed

18%

increase in sales when reviews are displayed

HOW RATINGS IMPROVE YOUR BUSINESS

68% of consumers trust opinions posted online

REVIEWS

RATINGS

PROVIDE

Behind search, ratings & reviews are the second most important feature to a website.

higher

purchase

satisfaction

21%

POSITIVE AND NEGATIVE REVIEWS IMPACT

increase in

customer

loyalty



Customers are more likely to share a bad review than a good one, but you can turn a negative review into a positive one!

Sharing a bad customer experience online is an easy way to release frustration. It just feels good to tell other people you've been wronged and save a stranger from having your same awful experience.

18%





When a reviewer says something negative about your business, respond with an offer! Often times after a business reaches out, the negative reviewer will update their review upon the next service, if they do decide to come back.





of consumers say positive reviews make them trust businesses more.

GOOGLE CHANGED THEIR STAR RATING THRESHOLD

It used to take 5 people to rate your business before the averaged out rating would appear on Google.

Now it only takes one person to review before the star rating WHERE DO YOU THINK YOUR BUSINESS STANDS IN GOOGLE RATINGS?



CONTACT SMILE MEDIA TO RAISE YOUR GOOGLE RATING

info@smilemultimedia.com

1-603-758-4118

