



How Much Business Are You Losing Because of Online Customer Reviews?

How to Improve Reviews and Ratings for Your Business

Have a Few Sour Customer Reviews
Ruined Your Business Reputation?

Why Let Your Competitors Beat Your
Business in the Online Ratings War



If you think online reviews and star ratings don't matter all that much, then you might as well close your doors now because the reality is they make ALL the difference to consumers and your customers. Here are few sobering facts to consider if you are a business owner...

- ✓ Online reviews are the single most trustworthy source of advertising for your business.
- ✓ 92% of consumers read online reviews before visiting a business or making a purchase.
- ✓ Positive customer reviews make 73% of customers trust a business more.
- ✓ Customers read approximately 10 reviews before they feel they can trust a local business.
- ✓ Customers want to see at least 40 reviews before they'll believe a business's star rating.

- ✓ 50% of consumers value the quantity of online reviews a business has earned.
- ✓ 44% of consumers consider reviews older than a month irrelevant.
- ✓ 85% of consumers think reviews older than three months are worthless and don't matter.
- ✓ 61% of consumers use Google to find local businesses (while only 11% use Yelp... ouch!).

Google is the review site of choice. 64% of consumers say they are likely to check online reviews on Google before visiting a business. That's more than any other review site including Facebook.

Google is the 800 pound gorilla in the room when it comes to online searches, customer reviews and business star ratings. While all reviews sites are important, Google reviews have the most impact because people turn to Google more than any other search engine or review site.

For the overwhelming majority of consumers Google is the first (and often only) place they look when searching for almost anything. In fact, more than 90% of online searches made from a computer are made on Google.

Another reason is convenience. Google brings together a robust search engine, maps, business listings, and reviews all in one online "setting" making it easy for consumers to search, learn about, compare and locate the products and services they want or need. And unlike some other sites that offer reviews, Google reviews are trusted.



Your Business Google Review Count *Counts!*

- ✓ The average local business has 39 Google reviews.
- ✓ Google reviews help your search ranking (where your business appears in a search).
- ✓ Top ranking local businesses need an average of 47 Google reviews.
- ✓ In competitive markets you need 100 or more Google reviews to be in the top SEO pack.

- ✓ A single positive review can increase business traffic, sales and its star rating.
- ✓ Up to 69% of consumers will take the time to write a review or give feedback if asked.

Google My Business and Your Business Star Rating

- ✓ 6 out of 10 consumers now look to Google My Business for reviews on a local business.
- ✓ The average star rating for a local business is 4.42 stars on Google My Business.
- ✓ Only 5% of local businesses on Google My Business have a star rating lower than 3 stars.
- ✓ 83.5% of consumers would not consider a business with a 3-star rating or below.
- ✓ 57% of consumers will only consider a business if it has 4 or more stars.
- ✓ The likelihood of a consumer purchase peaks at a star rating of 4.7.
- ✓ Over 32% of consumers prefer to leave their reviews on Google.

No surprise - business reviews influence consumer behavior and consumer experiences with a business influences their reviews.

Consumer Trends and Expectations



Consumers **expect** businesses to respond to reviews—and they are **very disappointed** when they don't!

53% of customers expect businesses to respond to negative reviews within a week. But 63% say that when they have posted about an issue, the business never responded.

It's also no surprise that negative reviews drive away customers. In fact 94% of consumers say an online review has convinced them to **avoid a business**.

The problem is that consumers don't really trust businesses with lower than a 4-star ratings, and even two or three bad reviews can pull down your star rating causing you to lose business. The reverse is also true. Just a handful of new, top reviews can bump your star rating up. And 80% of consumers say the star ratings they trust the most are 4.0, 4.5, and 5 stars.

Finally, reviews aren't just for restaurant, car repair, finding a dentist, etc. Surprisingly they are also increasingly at play in financial services and insurance. In 2018 19% of consumers said they were likely to leave a review after a positive experience at a bank. And 18% said they were likely to leave a review after a positive experience with an insurance agent. Who would have though...?

A Few More Facts About Consumer Behavior and Reviews

- ✓ 85% of consumers trust online reviews as are much as personal recommendations.
- ✓ 70% of consumers are more likely to consider a business with positive online reviews.
- ✓ 57% of consumers will visit a business's website after reading positive online reviews.
- ✓ 40% of consumers will only look at online reviews written within the past 2 weeks.
- ✓ 40% of consumers will not consider a business with negative online reviews.
- ✓ 89% of consumers read the business owner's response to online reviews
- ✓ Over 50% of all consumers expect businesses to respond to negative reviews within 7 days
- ✓ 63% of consumers say that a business they negatively reviewed has never responded.
- ✓ 30% of consumers say owner responses on reviews were key to their purchase decision.
- ✓ 27% of consumers searching are actually looking for reviews about a particular business.
- ✓ 35% of consumers said better reviews have driven them to choose a higher priced option.
- ✓ It takes 40 positive customer experiences to undo the damage of a single bad review.
- ✓ 94% of consumers say an online review has convinced them to avoid a business.

**Older consumers may be gray... but their money is still green!
They are actively online checking reviews and posting reviews.**

All Consumer Ages Count... Even "Older Folks"

18-34 year old consumers:

- ✓ More than 50% will always read online reviews before considering a local business.
- ✓ 95% READ online reviews

- ✓ 75% read reviews on mobile browsers.
- ✓ 80% write online reviews of local business
- ✓ 91% trust online reviews as much as they trust recommendations from friends or family.
- ✓ 75% read reviews on mobile browsers.

Older consumers:

- ✓ 61% of consumers over 55 only want businesses that have 4 or more stars.
- ✓ 78% of consumers over 55 read online reviews on their computer.
- ✓ 75% of consumers age 50-64 research online reviews before making a buying decision.
- ✓ 59% of consumers over 65 either “sometimes”, or “always” check reviews before buying.

What every business hopes will happen: “...she googled us, liked our reviews, messaged us, came in, bought, and then left us a review!”

The Bottom Line About Reviews and Your Business

Quality counts. Better reviews boost your star rating which consumers see as an instant qualifier of whether or not you are any good. Your star rating is the most important factor for consumers, even for them deciding if they are going to read your reviews. It is the online “judge and jury”. And like it or not, fair or unfair, 5-Star reviews are preferred.

Quantity also counts big time. The more reviews the better. You need at a very minimum 50 online Google reviews. But don't stop there. Having 100 reviews is better and getting over 150 reviews is ideal. The quantity of reviews not only drives trust, but also increases your conversion rates for sales.

Recency is the other critical factor. Over 73% of consumers disregard reviews older than 90 days. The fact is that most people



don't place any value on old reviews. So don't stop getting new reviews just because your business already has a substantial number of existing reviews or high quality reviews because recent reviews always count more. Bottom line: You need to be proactive in getting your customers to post new reviews.

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Make it Fast and Simple for Your Customers to Leave a Review

While all feedback is helpful, when it comes to reviews, online Google reviews are the most important to the reputation of your business. The challenge is that going online to post a review takes a tiny bit of effort so the easier you can make it for your customers, the more likely they will be to post a review. That's why having an easy system that allows your customers to leave a review with a just a couple of clicks from the mobile phone is so important to getting reviews. And timing is important too. Reaching out right after a purchase will result in more customer reviews. The business experience is fresh so they are more likely to post. And when your customers are prompted to leave a review via text, they are *30x more likely to leave that review*.

FREE Trial – Review Management for Your Business

Get More Reviews and Better Reviews Quickly and Easily

Boost Your Star Rating, Capture More Customers and Beat Your Competition

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