

Online Reviews

10 Compelling Reasons to Manage Your Reputation

More than **92%** of consumers regularly check reviews online before making a purchase or decision.



On average, more than **25%** of a company's market value is directly attributable to its reputation.



83% of buyers say they no longer trust advertising, but most trust recommendations from users online.



52% of consumers reported that positive customer reviews make them more likely to use a local business compared to just 28% who make their selection based on factors like location and price.



A **one-star** increase in Yelp rating leads to a **5 to 9 percent** increase in revenue.



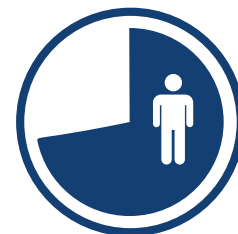
86% of people would pay more for services from a company with higher ratings and reviews.



of consumers trust online reviews as much as personal recommendations.

71% of consumers say that customer reviews (user-generated product reviews) have the greatest impact on their buying behavior.

31% of customers are likely to spend more on a business with "excellent" reviews.



Google review count and score are factored into local search ranking: more reviews and positive ratings will probably improve a business's local ranking.

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