



# **BUSINESS REVIEWS HELP SHAPE A COMPANY'S ONLINE REPUTATION**

You can't opt  
out of reputation  
management.



# 2


## **YOUR LOCAL BUSINESS ONLINE REPUTATION IS AN IMPORTANT PART OF HOW CONSUMERS SEE YOUR BUSINESS ONLINE.**

Monitoring your online reputation means you're looking at :

how local consumers find you

what they're looking for

what their experience with you is



Your reputation isn't only about what your previous customers thought of you.

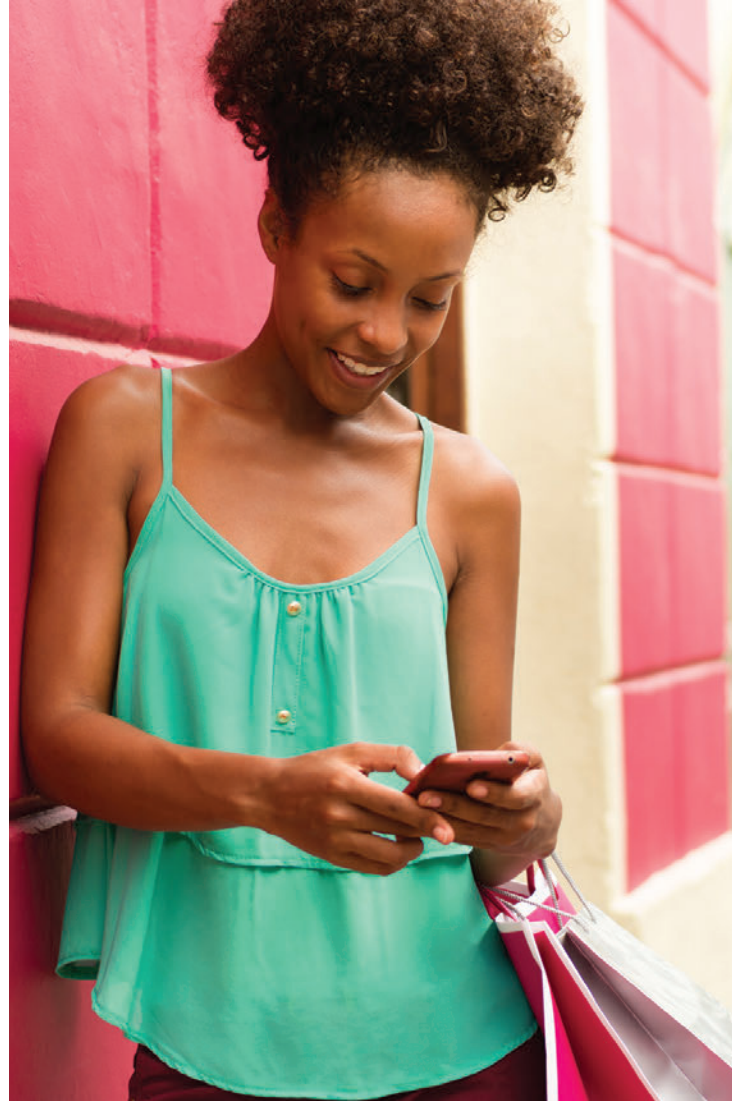
It's also about how potential new customers will experience your business.

# 3

## LOCAL BUSINESS REVIEW HABITS

Checking consumer reviews has become a key part of choosing a business or a brand, with more consumers than ever turning to the internet for help with everyday decisions.

Whether it's choosing a new restaurant to visit as a tourist in a new country or finding a reliable plumber to fix a leak at short notice, reviews have become the way of life for nearly everyone.



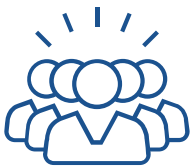
63%

of local searches are performed by people undecided about a supplier or a point of sale.



51%

of shoppers take the time to write online reviews.



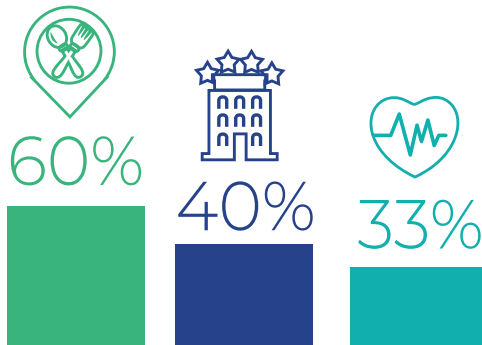
88%

of consumers are trusting online reviews before buying a product.

# 4

## WHICH BUSINESS TYPES HAVE CONSUMERS READ ONLINE REVIEWS FOR?

The biggest increase this year in review-reading has been seen for **grocery stores, gyms and senior living facilities** in North America.



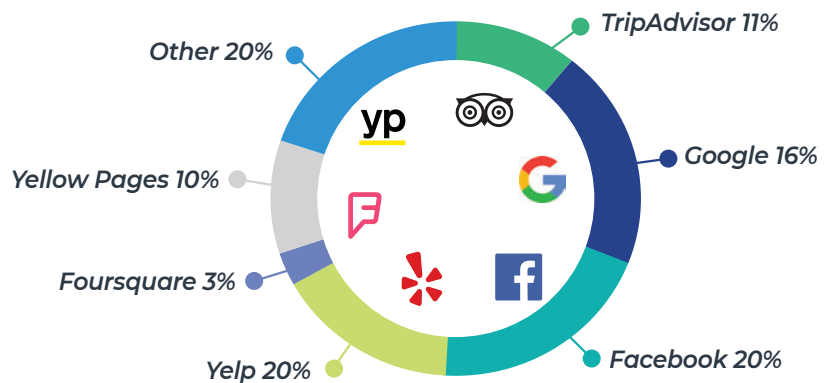
A massive 60% of people read a review for a restaurant, bar or coffee shop, 40% for hotels and B&Bs, and 33% for healthcare professionals.

Here we see a clear correlation between regularity of service use and review-reading. How often we need to find a good nearby restaurant, grocery store or bar far outweighs the frequency that we need locksmiths, accountants and chiropractors, for example.

It's up to businesses to understand the behaviors that lead to reading reviews, and to make sure they have sufficient reviews to help consumers feel comfortable in trusting their service.

If your customers require your service on a less frequent basis, it is crucial that you deliver a great experience and encourage reviews. It will be harder to push negative reviews down the page otherwise.

### REVIEW WEBSITES THAT ARE THE MOST TRUSTED FOR LOCAL SEARCHES

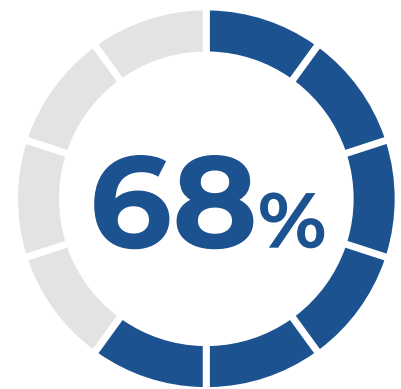


# 5

## WHY DO YOU NEED CUSTOMER REVIEWS?

The most trusted form of advertising comes straight from the people we know and trust. When someone is thinking about a purchase, they want advice from a real person.

When word-of-mouth recommendations are passed along by a friend, family member, or neighbor, it's invaluable for the business. In fact, a 2015 Nielsen study found that **83% of people believe this is the most credible kind of advertising.**



68% of consumers **read four or more reviews** before deciding to trust a business

**When someone is thinking about a purchase, they want advice from a real person.**

That's where customer reviews come in first position, they're like the digital version of advice from a friend or family member.

# 6

## IMPROVE YOUR SEO RANKINGS

**Publishing customer reviews** can improve your SEO rankings, which help online shoppers find you and then decide to buy your products or services. Search engines reward content that is unique and regularly updated. Posting reviews is one of the easiest ways to meet those standards.

Important fact, consumers will search the name of the product along with the word, "reviews."

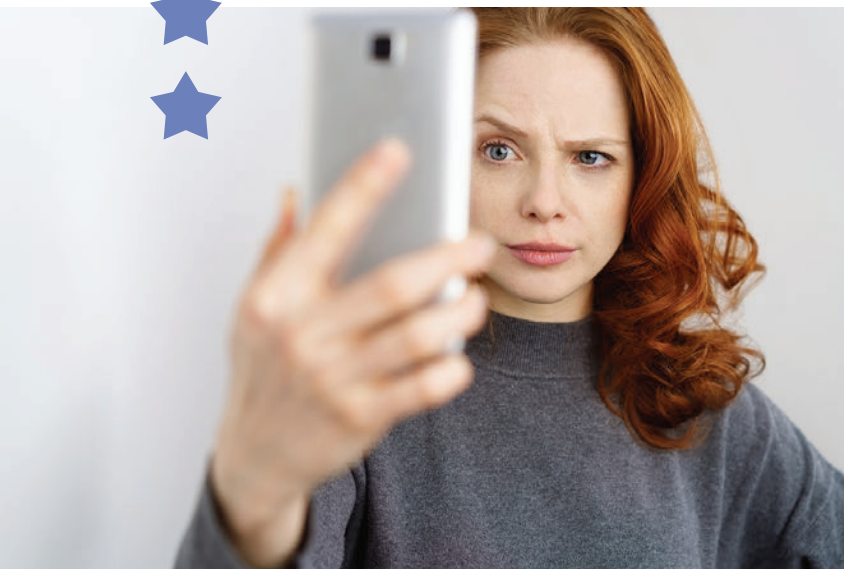
Answering reviews increases your rankings.

# 7

## WHAT ARE THE BEST WAYS TO GET REVIEWS?

### LET CUSTOMERS KNOW YOU CARE

Asking for reviews does show your customers that you're confident about your products and services. It builds a strong relationship with your customers who just bought something. By asking for their feedback, you're showing them that you care what they think and that you want them to have the best experience possible.

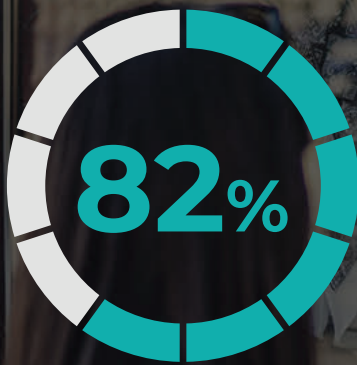


### PERFECT IS TOO GOOD TO BE TRUE

A 5 star rating isn't the best. A perfect 5 star rating is not the most desirable. Consumers perceive ratings closer to a perfect 5.0 as "too good to be true."

## NEGATIVE REVIEWS ESTABLISH TRUST

Negative reviews have a positive impact because they help establish trust and authenticity. Consumers understand that a product can't be all things to all people, and they appreciate negative reviews as an important element in their decision-making process.



of shoppers specifically seek out negative reviews.



is the ideal average star rating for a purchase probability

### The Ideal Number of Reviews to display

The Ideal Number of Reviews varies, but how many reviews does it take to impact a purchase?

The short answer? It depends. The ideal number of reviews depends on the length of the reviews themselves.

**When reviews are shorter, more reviews matter. When reviews are longer, however, the number of reviews has a less significant impact.**



## WHAT YOUR BRAND NEEDS IN CUSTOMER REVIEWS

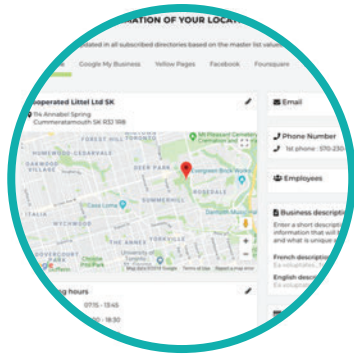
- ✔ Capture honest and authentic reviews and buyers will get on board. That's why you should collect reviews from actual customers.
- ✔ Collect and share a variety of reviews. Consumers read an average of 7 reviews before deciding to trust a brand. Reading more reviews makes it easier to see if reviews are real.
- ✔ Balance quantity with quality. It's important to focus on both the quality and quantity of reviews.
- ✔ Embrace negative reviews. Not all reviews have to be highly positive to help your business. Customers are most likely to buy something that has a 4.2-4.5 star rating than a 5 star rating because perfect scores make customers doubtful. The majority of consumers are actively seeking out negative reviews.
- ✔ Consider in your brand marketing plan to have sampling activation to actively seek out reviews from consumers. Product sampling allows brands to generate reviews for new products.
- ✔ Plan to generate more reviews by asking consumers to review their purchases. Make the process as simple as possible to generate as many as possible.
- ✔ Avoid any fake reviews campaign, it could affect negatively your brand for years.
- ✔ Avoid to post templated answers. Consumers trust brands that take the time to answer with empathy and respect.
- ✔ Track your reviews with detailed reports.

Sources :  
<http://spiegel.medill.northwestern.edu/>  
Think with Google  
Search engine watch  
Mailchimp

# PUBLITECH IS A LEADER IN DEVELOPING WEB MARKETING PLATFORMS THAT ANSWER BUSINESS'S NEEDS.



LOCALTRAC allows you to concentrate your efforts on local searches by managing your subscriptions, duplicates and reviews.



## ✓ Online data accuracy

Make sure your business listing is accurate and consistent across the search ecosystem.

- Automatically distribute
- Immediately push on major platform
- Frequent validation of ecosystem data with company records



## 👍 Interact with users

Manage your online reputation on the major platforms.

Monitor and quickly respond to comments posted by your customers, for all your branches, on the subscribed directories.



## 📊 Measure awareness success

Follow the performance of your business to find out when it's time to take action. Track success and share results via reports:

- Business performance
- Reputation management report
- Local keyword position report

