the importance of

REVIEWS & RATINGS

to your business

HOW DO CUSTOMERS RESPOND TO ONLINE REVIEWS?



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



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

REVIEWS **RATINGS** PROVIDE



customer loyalty

increase in



purchase satisfaction

higher

POSITIVE AND NEGATIVE REVIEWS IMPACT

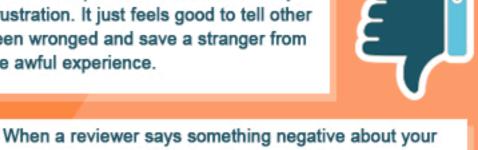


good one, but you can turn a negative review into a positive one!

Customers are more likely to share a bad review than a

people you've been wronged and save a stranger from having your same awful experience.

way to release frustration. It just feels good to tell other





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.

It used to take 5 people to rate your



person to

review before the star rating

appears.

1-603-758-4118

WHERE DO YOU THINK

business before the averaged out rating would appear on Google.

YOUR BUSINESS

CONTACT SMILE MEDIA TO RAISE YOUR GOOGLE RATING

STANDS IN GOOGLE RATINGS?

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