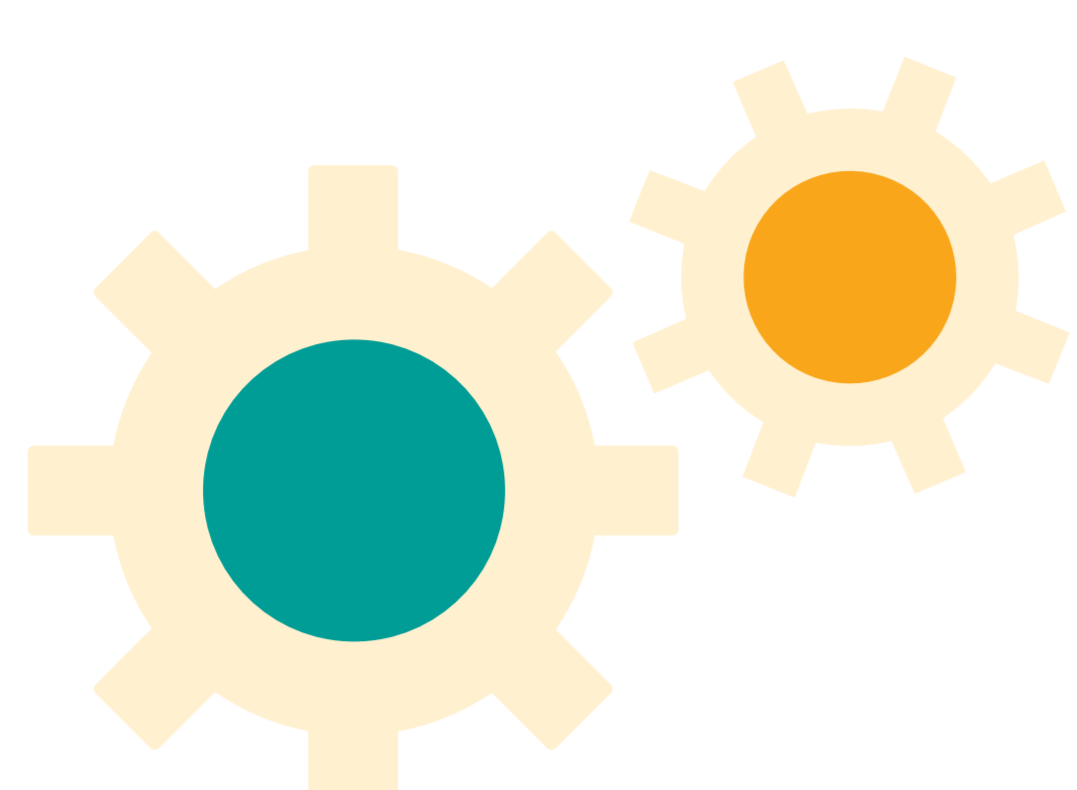




# 4 Ways Businesses Should Use Reviews

We live in a digital age where the public has a significant opportunity to voice their opinions and thoughts about products and brands through online reviews. Understanding what drives engagement and how customers use reviews in the buying journey is essential to a mature marketing department. If you're not leveraging reviews, you're falling behind the competition and ignoring the most important voice for your company - your customer.



## Reviews Improve Your SEO And Online Success

Search engines aren't just listening to what you have to say about yourself. They're also listening to what other people have to say about you. Customer reviews can help boost online visibility and show potential customers how you measure up to your customers' expectations.

Rich snippets, powered by your customer reviews, can produce a **10-20%** increase in click-through rates.

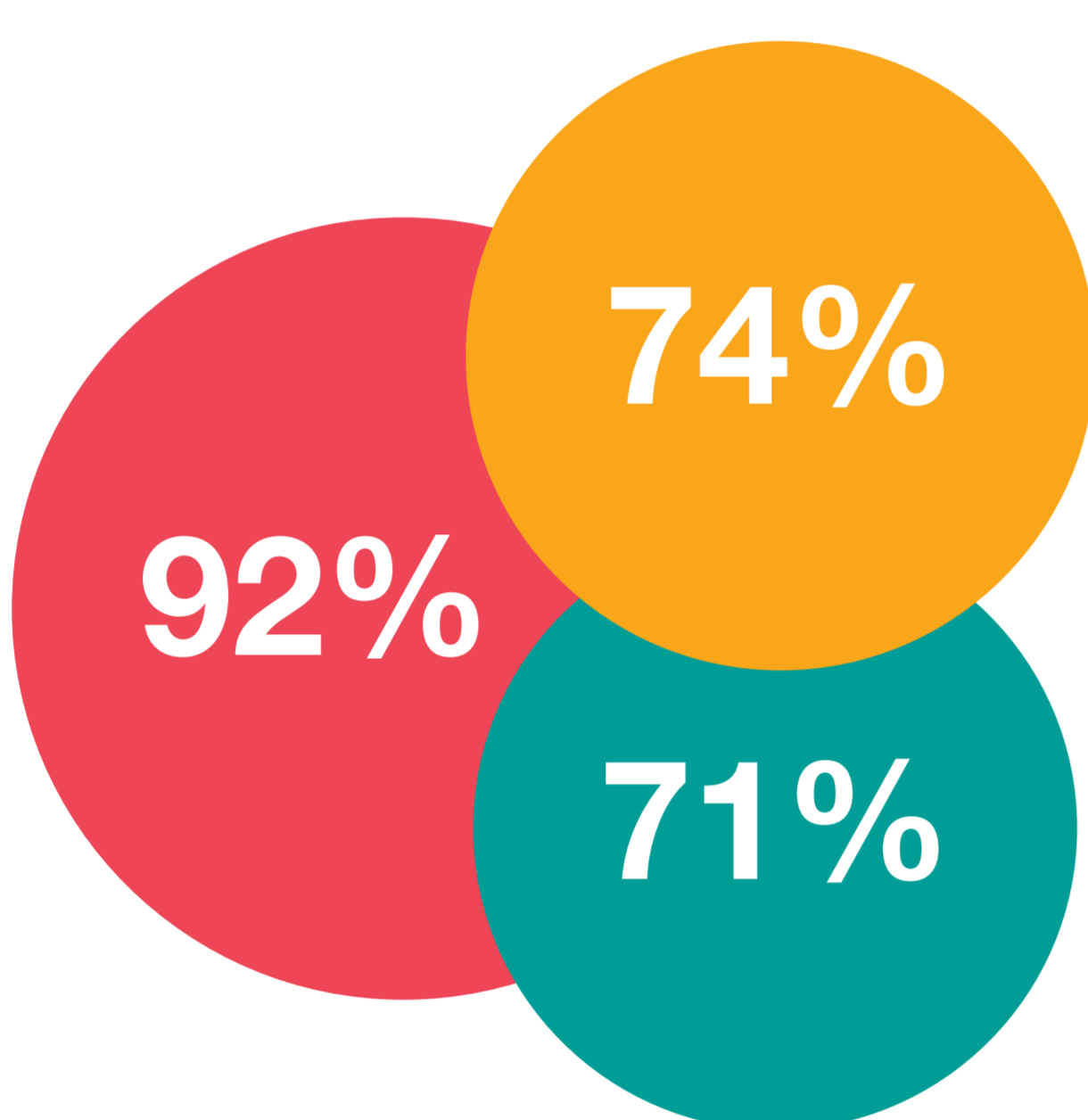
Google Seller Ratings can help you reduce your Cost-Per-Click by **14.5%** for your Google Ads, improving your organic and paid search visibility

Reviews signal account for **13.13%** of the total local search ranking factors.



## Social Proof Can Increase Your Conversion Rate

There's no denying the power of social proof. Consumers want to learn from other people's experiences and make sure they can trust your online business. Leveraging social proof keeps you honest and authentic - qualities that make you stand out among the competition.



On-site consumer reviews can increase conversions by **74%**.

**92%** of consumers worldwide say they trust word-of-mouth more than advertising.

**71%** of consumers feel more comfortable buying a product after researching user-generated reviews.



## Being Authentic and Transparent With User-Generated Content

Putting users in the content driver's seat allow brands to significantly grow and develop their consumer relationships by being authentic and transparent. Having your audience engage with other consumers can be a huge marketing win, and can be what turns an undecided visitor into a paying customer.

50%

If used in ads, online stores see **4 times higher** click-through rates and **50%** drop in cost-per-click.

93%

**93%** of consumers find user-generated content to be helpful when making a purchasing decision.

28%

Brand engagement rises by **28%** when consumers are exposed to both professional and user-generated content.



## Keeping Up With Consumer Behavior

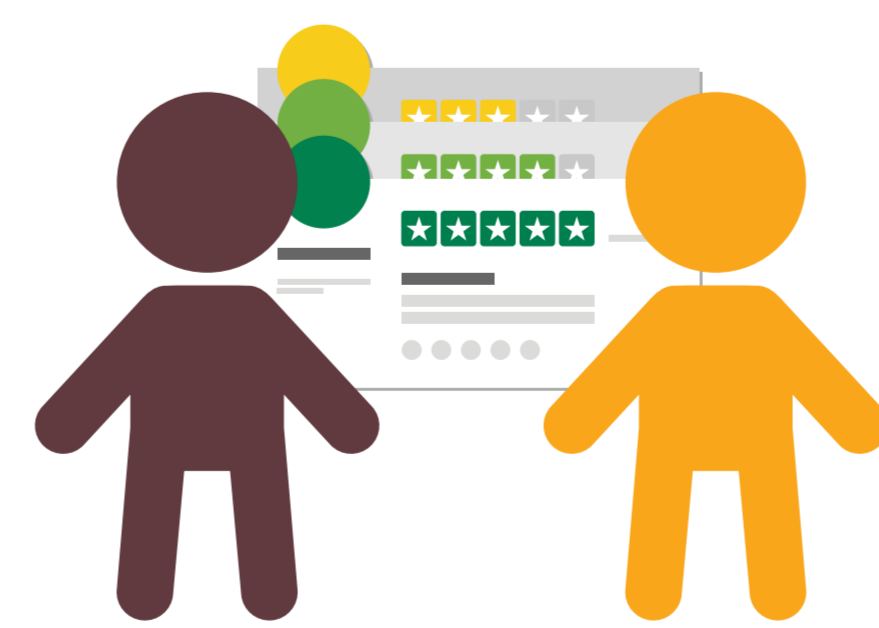
Not only has the internet changed how consumers shop and respond to ads, it has also significantly influenced how businesses advertise and sell their products and services online. In the same way, customer reviews have completely changed the way consumers buy online. Companies need to keep up.



**84%** of people trust online reviews as much as a personal recommendation.



A Star Rating is the number one factor used by consumers to judge a business.



**77%** of people take the time to read product reviews before they make any purchases online.

Online reviews aren't only useful for restaurants and hotels. Consumers now use online reviews to inform their shopping decisions, making consumer feedback relevant to any company.

Take the time to learn how a strong online review strategy can help your business build a strong online presence and turn traffic into revenue.

**Find Out How Online Reviews Can Amplify Your Marketing Today**