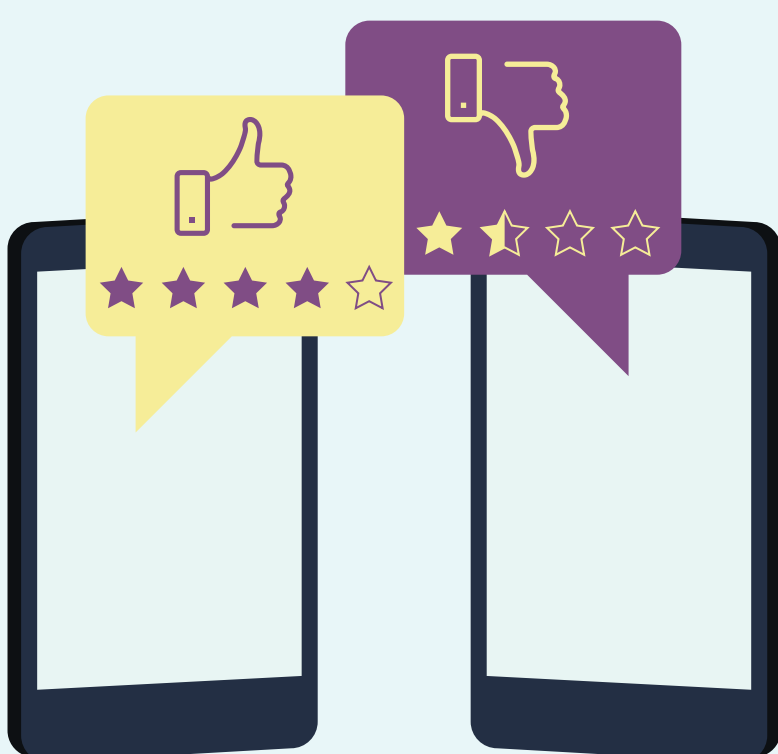
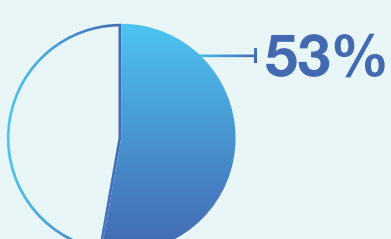


WORD ON THE WEB

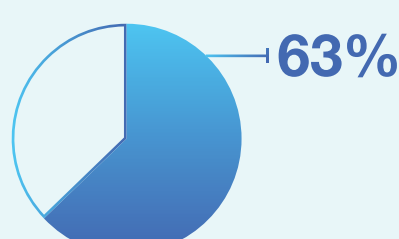
Why positive online reviews matter for small business.



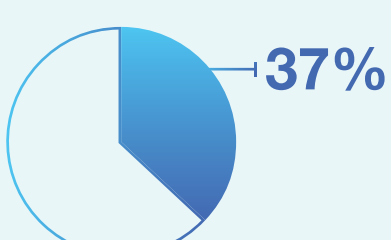
CUSTOMERS SEEK REVIEWS



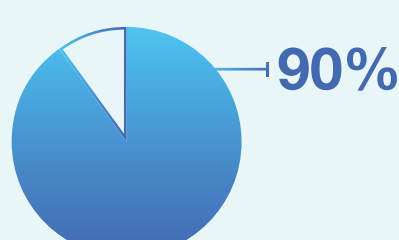
search for local businesses at least once a month



use a search engine to find reviews

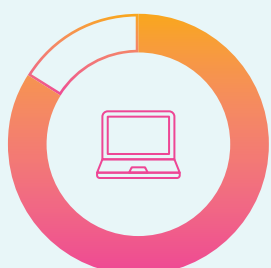


go directly to the review website



read 10 reviews or fewer before forming an opinion about the business

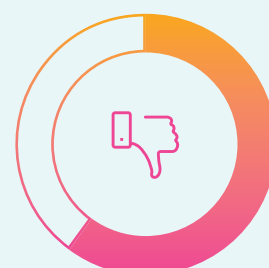
THE WEIGHT OF REVIEWS



trust online reviews as much as personal recommendations



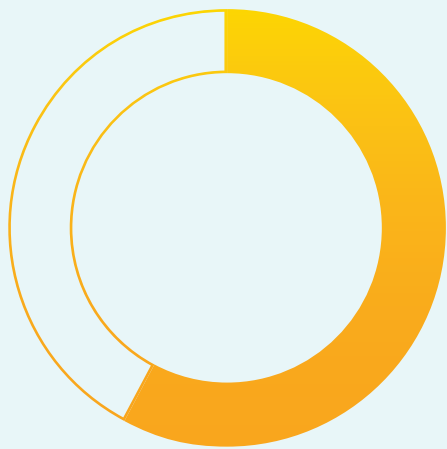
gain greater trust in a business from positive reviews



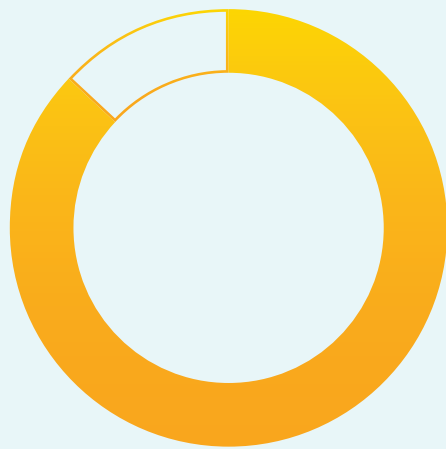
question the quality of a business due to negative reviews



COUNTING STARS



think star ratings are the most important



think a business needs a **3-5 star** rating before they will consider using it

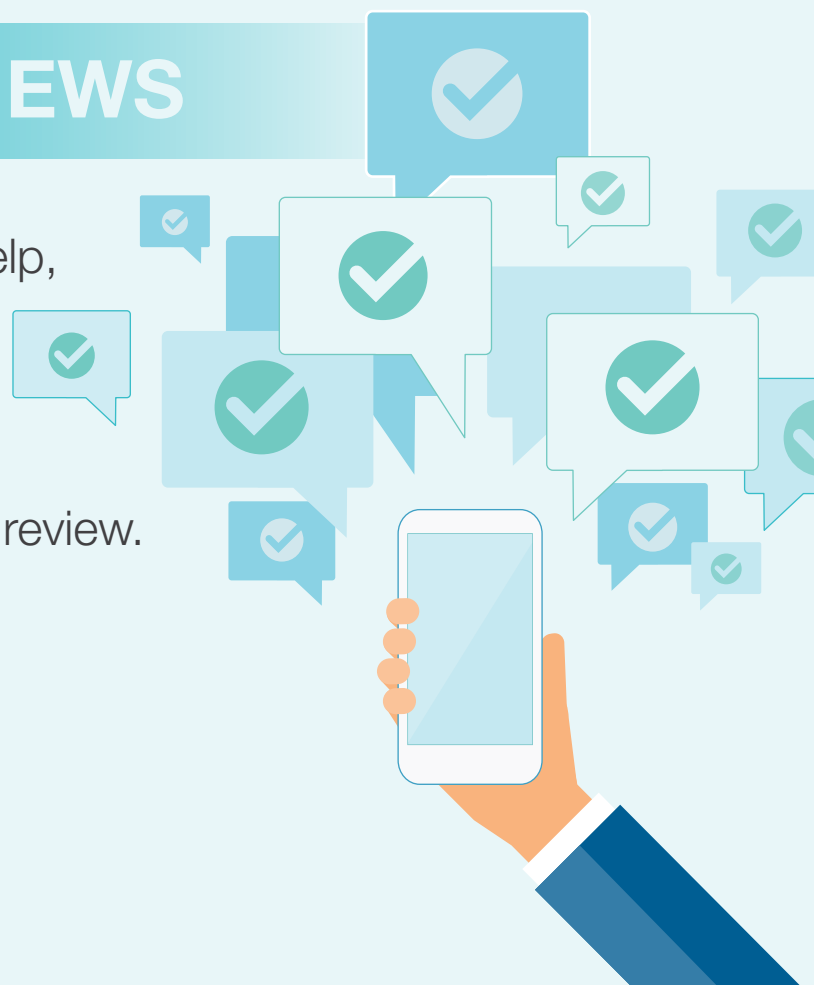
HOW CAN YOU IMPROVE YOUR RATING?



7 out of 10 consumers will leave a review if asked

GROW POSITIVE REVIEWS

1. List business on local review sites like Yelp, TripAdvisor, and Foursquare.
2. Ask regular customers to post a review.
3. Hand out flyers detailing how to make a review.
4. Send emails to your best customers to request a review.



STAY ACTIVELY ENGAGED

Respond in a timely manner to every review.

Always thank the customer.

Respond in a positive way—even if it's a negative review.

Take feedback and use it proactively to improve the business.

Never offer review incentives. It's illegal.