



2019 Platform Review Statistics



Overview

Reviews are essential for addressing customer needs and leading buying decisions! Here's how each review platform performs and what they can offer your business through their review features.

93% of consumers claim that online reviews influence their buying decisions



Consumers find content **more credible** when it's written by another customer



9 out of 10

customers trust online reviews as much as word-of-mouth reviews



Facebook Reviews

It all happens in the Reviews section and these reviews can be made public, shared only with friends or be visible to exclusively the reviewer.



Responding to reviews **increases loyalty** to a brand



80% of consumers are likely to choose a business with positive Facebook reviews



About half of consumers check Facebook reviews for small businesses



Google Reviews

Did you know that Google Maps also pulls up Google My Business information and reviews? Make sure those reviews are current and helpful because they are easily accessible!

97% of customers search on Google to find a local business



Google considers total number of reviews, average star rating and number of new reviews **when ranking a business**



Responding to Google reviews is proven to **increase exposure and credibility** of a business

Yelp Reviews

This is a platform made exclusively for reviews, but users now have the option to react to reviews, letting people know if they are helpful, funny or cool!



98% of Yelp users have made a purchase from a business found through Yelp reviews



With rating increase by one star, businesses see increase in revenue

45%

of consumers are likely to check Yelp reviews before visiting a business