



Overview

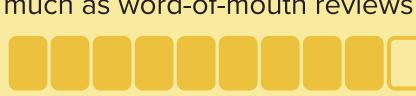
Reviews are essential for addressing customer needs and leading buying decisions! Here's how each review platform performs and what they can offer your business through their review features.

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



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







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!

Google considers total number of reviews, average star rating and number of new reviews

when ranking a business

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



Google

Partner

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

