

# 5 Simple Steps to Optimize Your Online Reviews

**If you're not managing your customer reviews, it's safe to assume they're managing you. Reviews are crucial to the success of your business in today's tech-savvy, consumer market.**

It's no longer just a matter of selling your product or service. You won't even get the chance if your reviews aren't glowing.

## **NOT SURE WHERE TO START?**

Here are 5 simple steps to optimizing your online reviews.

## **1. Find Out Where People Are Talking About Your Business**

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If you're not sold on the importance of online reviews, the vast number of websites and businesses dedicated to compiling them for consumers alone should tip you off to just how much people value feedback. Depending on your industry, there may be a number of niche websites you should consider in addition to the big names like Yelp, Facebook, Google, etc.

*97% OF CONSUMERS LOOKED ONLINE FOR LOCAL BUSINESSES IN 2017.*

## **2. Read Your Reviews**

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It doesn't get any simpler. What are your customers saying about you? What's your overall rating? 49% of consumers need at least a four-star rating before they decide to use a business.\* Do you meet that benchmark? When you consider that 88% of consumers trust online reviews as much as personal recommendations\*, it's crucial to analyze your reviews for common threads (both positive and negative) and make changes to your business accordingly.

*73% OF CONSUMERS ARE MORE LIKELY TO TRUST A BUSINESS WITH POSITIVE REVIEWS.*

Managing your online reputation isn't easy, but our proven system will help your business get immediate results.

Our clients average a 300% BOOST in the number of reviews they get every month and a rating increase of one full point.

### 3. Respond, Respond, Respond

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Always respond to an online review in a timely manner. People want connection, they want to be heard. Besides, you're not just responding to an individual—you're responding to every future prospect reading the reviews and your reactions to them. If there are things you need to apologize for, apologize. If people are raving about you, thank them! Just remember—every response you write represents your business, so stay professional and never post when angry. Try these Best Practices for Responding to Reviews if you're not sure where to start.

**A ONE-STAR INCREASE ON YELP LEADS TO A 5-9% INCREASE IN A BUSINESS'S REVENUE, ON AVERAGE.**

### 4. Ask for More Reviews

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Did you know consumers read an average of seven reviews before trusting a business? And that number is growing! Stay ahead of the curve and take the initiative to ask your customers to post their opinions. 68% of consumers left a local business review when asked\*. Take advantage of their willingness to give feedback! Don't be scared of negative reviews, either. Think of them as constructive criticism and use them to make positive changes to your business.

**ONE NEGATIVE REVIEW CAN COST YOUR BUSINESS 30 CUSTOMERS.\***

### 5. Consider an Online Review Platform

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Now that you know where you stand, you need to keep an eye on incoming reviews. Set a recurring time, depending on how often you get new ones (Every day? Every week? Every month?), to go through these steps again. Don't have the bandwidth to dedicate yourself to this important aspect of your business? Use an online review platform like "Insert Company Name". Not only will we monitor your feedback on the most influential review sites, we'll also reply swiftly to your online reviews to resolve issues, help develop a brand advocate network, and aid you in generating more reviews to improve consumer confidence.

*\*Source: BrightLocal Consumer Review Survey*

**97%**

OF CONSUMERS  
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IN 2017

Your logo here...

**Email Us:**  
info@emailus.com

**Call Us:**  
873.342.5467