You Need to Know About on na Ray aws



92% of consumers now read online reviews



33% believe all local businesses should have websites designed for mobile



29% have read

reviews on a tablet

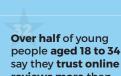
51% of consumers will select a local business if it has positive reviews

94% of consumers

would use a

business with a

four star rating



friends and family

reviews more than the opinions of

On average, a

sources before

88% of online

shoppers incorporate

reviews into their

purchase decision

consumer will look at

over 10 information

making a purchase



105%

U

63% of customers are more likely to



Reviews of 50 or

more, per product

can mean a 4.6%

conversion rates

105% customers are more likely to purchase while

visiting, when site visitors

reviews and customer

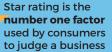
questions and answers,

and spend 11% more than visitors who don't interact

interact with both

increase in







40% of consumers form an opinion by reading one to

61% are more

likely to contact

a local business if

optimized site

they have a mobile



80% trust reviews

recommendations

as much as personal

48% will visit a company's website after reading positive reviews

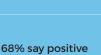




Reviews produce an average of 18% uplift in sales



44% say a review must be written within one month to be relevant



73% of consumers reviews make form an opinion by them **trust a local** reading up to **business** more six reviews



three reviews

23% will visit the **business** premises directly after reading positive reviews



Reviews are especially important for local searches as they influence up to 10% of the ranking



64%

consumers trust

reviews more

when they see

both good and

bad scores

64% of consumers would read online reviews when purchasing technology items

43% of consumers search a business by reviews at least one time per





Only 12% are prepared to read more than 10 reviews

26%

Only 14% of

consumers would

business with a one

or two star rating

consider using a



will phone a business after reading positive reviews



Only reviews from

trusted more than

from experts and

friends and family are

online review. Reviews

30% of consumers assume online



enough to deter from purchasing a





60% of consumers

have **searched a**

business at least

six times per year

26% of consumers

that a local business

14%

responds to its reviews

88% of consumers

form an opinion by

reading up to

ten reviews



Reliability (27%), expertise (21%) and professionalism (18%) remain the most

important attributes

to consumers

CENSORED



reviews are fake if there are no negative reviews



Between one and three bad online reviews would be 67% of shoppers

product or service





say it's important



More consumers are

concerned about the

interested in "good value"

than before, while less are

"expertise" of a business

95% of consumers

or faked reviews

when they don't

see bad scores

suspect censorship



are: Yelp, Tripadvisor,

and Foursquare

58%



on tripadvisor

86% of people will hesitate to purchase from a business that has

negative online

elp

yelp#

26,380

reviews



every minute by

Yelp users is

26,380



10 38% have read

vs 24% on a

mobile app

online reviews on

mobile internet

73%

38%

73% have read

online **reviews**

on a **desktop**





still the most popular method of recommendation for consumers despite a 2% drop year over year

Word of mouth is



experience

when it comes to a

poor customer service

past five years) began leaving more and more **online** reviews based upon customer service who make over \$150,000 annually claim to leave reviews

58% of consumers

recently (within the

said they have



If a business resolves its issue quickly and efficiently, 95% of unhappy customers return to your business









