USER REVIEWS are THE KING

How Online Reviews Can Either Make Or Break Your Business

Online reviews help us decide where/what to eat, to watch, to buy, to sell. They become an integral part of who we are as a consumers and business owners. This infographic shows how consumers read and use online review sites in numbers.

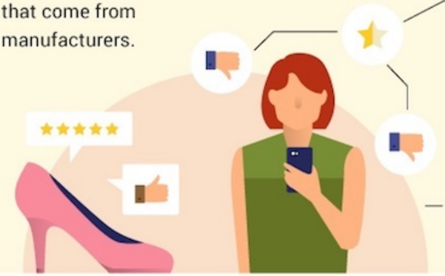
FACTS

68% of millennials trust online reviews, as opposed to the **34%** who trust television advertising.

Reviews produce an average **18%** uplift in sales.

Customers who view user-generated content show a **133%** higher conversion rate.

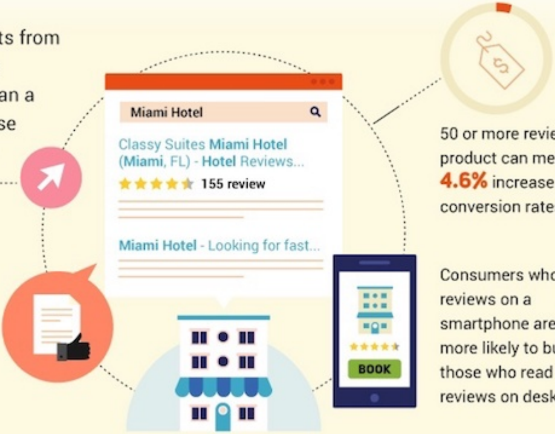
Consumer reviews are significantly more trusted (nearly **12 TIMES** more) than descriptions that come from manufacturers.



Negative reviews can create a buzz around your brand that can actually increase eCommerce sales as it increases product awareness.

Reviews contribute to **10%** of the Google SERP ranking.

According to stats from Distilled, the rich snippets can mean a **10-20%** increase in Click-Through Rates.


Miami Hotel
Classy Suites Miami Hotel (Miami, FL) - Hotel Reviews...
155 review
Miami Hotel - Looking for fast...
BOOK

50 or more reviews per product can mean a **4.6%** increase in conversion rates.

90% of consumers read less than **10 REVIEWS** before forming an opinion about a business.

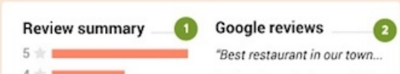
Consumers who read reviews on a smartphone are **127%** more likely to buy than those who read reviews on desktops.

For Hotels, a one-point increase in its reputation on a five-point scale may result in a up to an **11.2%** room rate

IMPACT OF REVIEWS

🟩 **POSITIVE** 🟥 **NEGATIVE**

For every star a business gets, there will be approx. **5-9%** increase in business



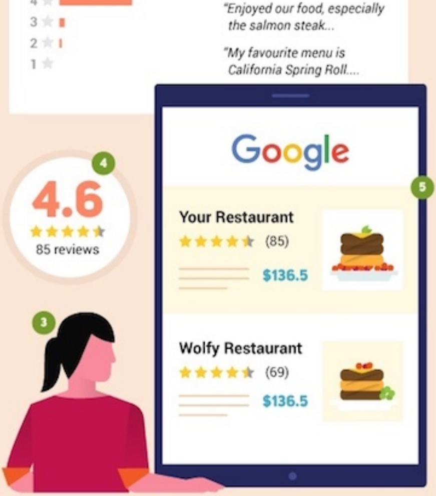
revenue.

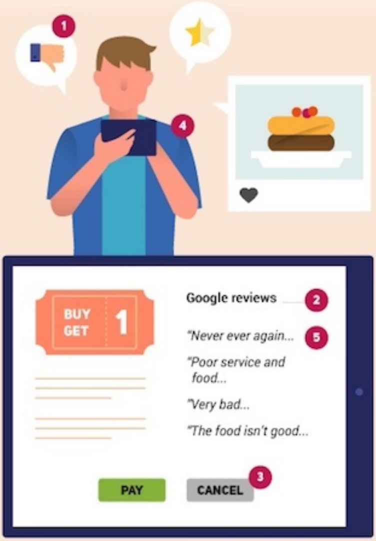
2. Consumers are likely to spend **31%** more on a business with excellent reviews.

3. **72%** of consumers say that positive reviews make them trust a local business more.

4. According to Google, “business listings that had at least 3+ star reviews” took **41** out of 47 clicks.

5. Given equal pricing, guests are **3.9 TIMES** more likely to choose hotels with higher ratings than lower ratings.


3
2
1
"Enjoyed our food, especially the salmon steak...
"My favourite menu is California Spring Roll....
4
4.6
85 reviews
5
Google
Your Restaurant
(85)
$136.5
Wolfy Restaurant
(69)
$136.5
3



1. **22%** of consumers will not buy after reading just one negative review. After three negative reviews, that number jumps to **59%**.

2. Four or more negative reviews about your company or product might take away **70%** of its potential customers.

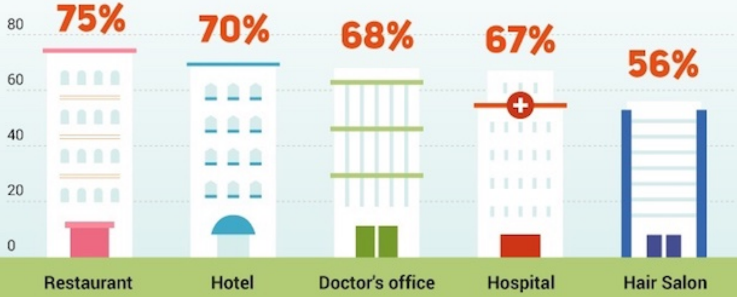
3. **86%** of people will hesitate to purchase from a business that has negative online reviews.

4. On average, a single negative review will cost you **30** customers.

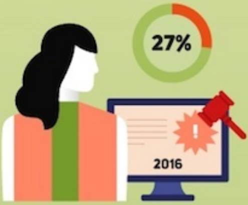
5. Negative reviews in Google search results can cause you to lose **70%** of your potential customers.

IMPACT OF REVIEWS BY INDUSTRIES

Top five Industries affected by negative online reviews include:

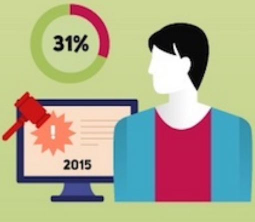


FAKE REVIEWS



27% of people will trust reviews only if they believe they are authentic

(vs **31%** in 2015)



SUPER

Up to **30%** of online reviews for certain products may be fake and **20%** of those on Yelp are fake.

Chinese e-commerce giant Alibaba sued Shatui.com, for ¥2.16M (**$310,000**), alleging it is involved with generating fake reviews for products posted on the

FUN FACT

PCs are the **most popular** way to read online reviews **78%**

online marketplace.

New York regulators settled with **19** companies for **$350,000** in total fines in a crackdown on fake reviews.

TRAVEL

33% of travelers posted a travel-related review

59%

Consumers say that review sites have the most influence on their booking decisions.

16% shared their holiday experiences online.

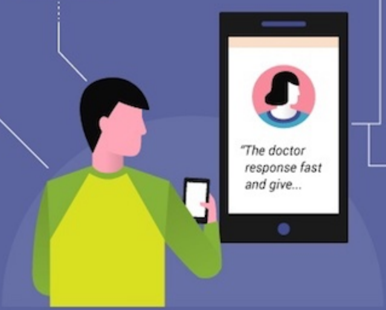
Leisure travelers spend an average of 30 minutes reading reviews before booking; **10%** of travelers spend more than one hour reading reviews.

42% of traveler use review websites while planning their holiday.

HEALTH

84% of patients use online reviews to evaluate physicians.

84% of consumers trust online reviews as much as personal recommendations.


"The doctor response fast and give...

35% of them choose a doctor because of a good rating

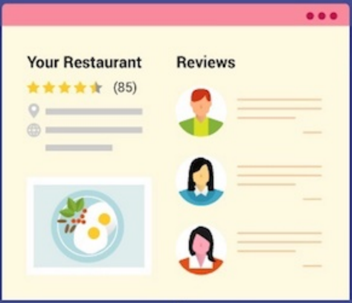
37% didn't choose because of the bad rating.

77% of patients use online reviews as their first step in finding a new doctor.

RESTAURANTS

Sorry, fully booked

A restaurant with a rating improved by just half a star – on a scale of 1 to 5 – was much more likely to be full at peak dining times.

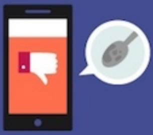


61% of consumers have read online reviews about restaurants. This is more than any of the other business

"Their sandwich is good...

34% of diners choose a restaurant based on the information on a peer review site

53% of 18-to-34- year-olds report that online reviews factor into their dining decisions, as do **47%** of frequent full service customers.

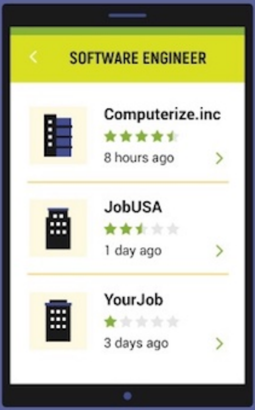


81% females would not visit a restaurant with reported cleanliness issues.

JOB

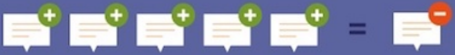
76% of professionals research a company online before considering a job opportunity.

83% of job seekers are likely to base their decision on where to apply on company reviews.



60% of job seekers would not apply to a company with a one-star rating (on a five-point scale).

33% would not apply to a company with less than a three-star rating.



In online job reviews, five positive reviews make up for one negative one.

BEST ONLINE REVIEW SITES BY INDUSTRY

JOB

1 glassdoor™

2

3

TECH

1 CNET Radio

2

3

indeed
one search. all jobs.

vault

4 MONSTER

5 LinkUp
job search engine

Mashable

TechCrunch

4 WIRED

5 TECH2

HOTEL/MOTEL

1 tripadvisor

2 Booking.com

3 TripExpert

4 Expedia

5 travelocity

MOVIES

1 IMDb

2 metacritic

3 Flixster

4 RogerEbert.com
RogerEbert

5 Rotten Tomatoes

RESTAURANTS

1 yelp

2 zomato

3 dine.TO

4

5

HEALTH

1 Zocdoc

2 RateMDs

3 healthgrades

4

5

FOURSQUARE

OpenTable

practo

HEALTHCARE REVIEWS

FUN FACT

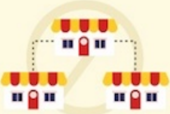
63% of consumers use a search engine to find online reviews

37% of consumers go directly to a review site to find reviews.

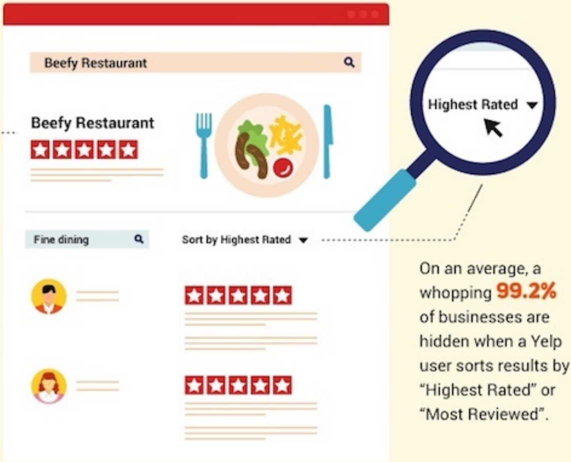
CASE STUDY ANALYSIS

yelp

Restaurants that boost their Yelp rating by one star can increase revenues by **5%** to **9%**.



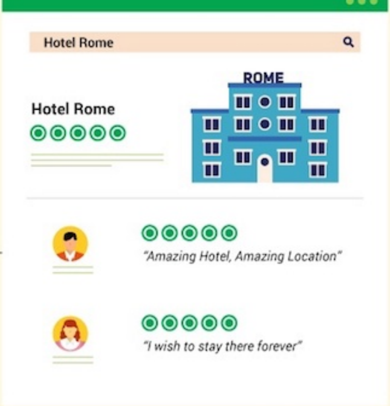
This effect is driven by independent restaurants whereas the ratings do not affect restaurants with chain affiliation.



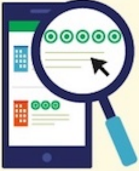
On an average, a whopping **99.2%** of businesses are hidden when a Yelp user sorts results by “Highest Rated” or “Most Reviewed”.

tripadvisor

98% of consumers found that TripAdvisor hotel reviews accurately reflect the actual experience.


Hotel Rome
ROME
Hotel Rome
"Amazing Hotel, Amazing Location"
"I wish to stay there forever"

95% would recommend TripAdvisor hotel reviews to others.



76% of travelers said they were willing to pay more for a hotel with higher review scores

64.7% did so during their trip to narrow down their choices.

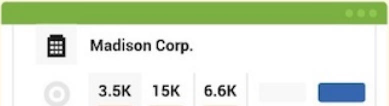
63.7% of consumers read other travelers' reviews to plan their trip.

40.8% of consumers also used online reviews later in their planning, to confirm their decisions.

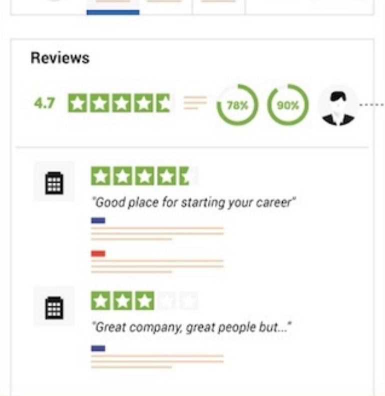
77.9% consumers think other travelers' online reviews are extremely or very important for deciding where to stay

glassdoor™

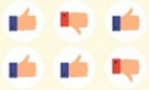
54% of job seekers read company reviews from employees online.



61% of Glassdoor users report that they seek company reviews and ratings before making a decision to apply for a job.


Reviews
4.7
78%
90%
"Good place for starting your career"
"Great company, great people but..."

62% of Glassdoor users agree that their opinion on a company improves after seeing an employer respond to a review.



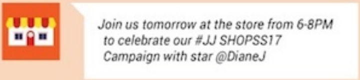
The majority of job seekers read at least six reviews before forming an opinion on a company.

INFLUENCE OF SOCIAL MEDIA ON ONLINE REVIEWS

57.1% of the 53.9% of consumers that use social media in-store are reading online reviews.

55% of consumers use facebook as a place to learn about brands.

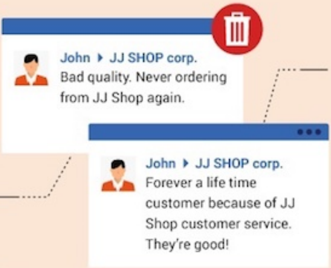
facebook
JJ SHOP Corp.
J
J
J
John
Matt



Join us tomorrow at the store from 6-8PM to celebrate our #JJ SHOPSS17 Campaign with star @DianeJ

The businesses that maintain active Twitter and Facebook pages are also more likely to have positive review ratings of three or four stars.

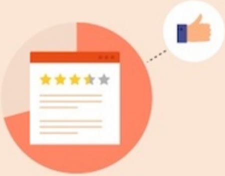
When retailers replied to negative reviews on social media and online ratings sites, **A THIRD** of customers either deleted their original negative review or replaced it with a positive review.



John ▸ JJ SHOP corp.
Bad quality. Never ordering from JJ Shop again.

John ▸ JJ SHOP corp.
Forever a life time customer because of JJ Shop customer service. They're good!

Nearly **A FIFTH** went on to become loyal customers and made another purchase.



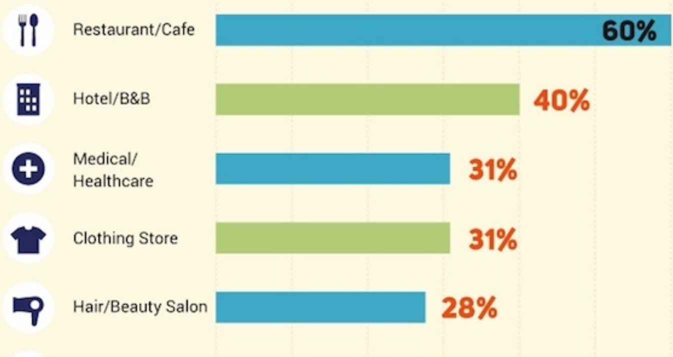
Facebook users report that reviews are more reliable than posts or comments and **71%** of them trust those reviews.

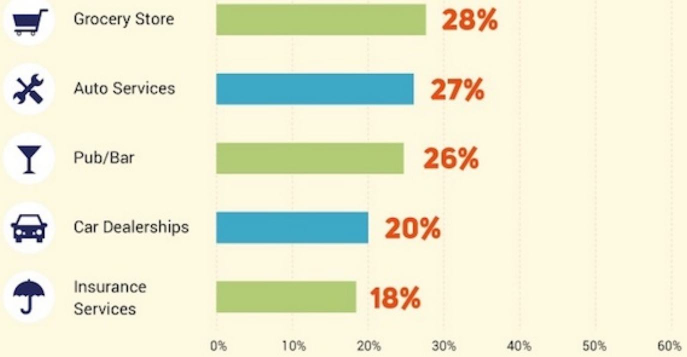
FUN FACT

Want to spot a fake review? Use this website:

http://fakespot.com/

WHICH OF THESE BUSINESS TYPES HAVE YOU READ ONLINE REVIEWS FOR?





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