

# Repipe Specialists Digital Marketing

Online Reviews

# Why Online Reviews Matter

The Pros of Positive Reviews

The Cons of Negative Reviews



# How Consumers Search

**200-500%**

The number of searches for “near me” has increased between 200-500% in recent years. (Sources: Google, Moz, Search Engine Watch)

# 46%

46% of all searches on Google are for local businesses, and 93% of Google searches for nearby businesses include the Local 3-Pack. (Source: Google)

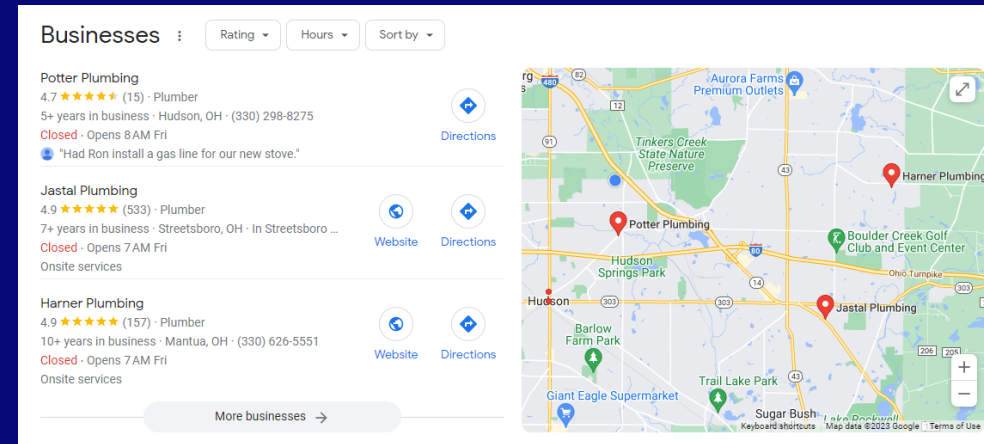
# 97%

97% of people who use online search, look for local businesses. (Source: Google)

# 82%

82% of consumers turn to local search when looking for local products and services, and 29% do so at least once a week. (Source: Uberall)

## The Local 3-Pack




The 3-Pack results get 44% of actual clicks on a results page.

68% of online searchers prefer to click on the local 3-pack, 27% prefer organic results, and 10% trust paid search results.

17.8% of all local pack clicks go to the #1 result, while 15.4% go to #2 and 15.1% go to #3

**Being in position 1-3 with Google's local business listings is crucial to getting clicks and calls.**



# Getting to Position 1-3

## Google Business Profiles

- 1) Maintain complete and accurate business profiles
- 2) Post updates, offers, and news
- 3) Generate positive reviews**

A recent study by SEMrush of the Local Pack for 5,624 businesses found the average star rating to be 4.1 and, more importantly, the business in the number one position on average had more positive reviews than those in positions 2 and 3.

In other words, more positive reviews received on a consistent basis will have a positive effect on a business's ability to rank, be seen, and gain targeted local traffic.

# Impact of Positive Reviews



**60%** More than 60% of customers check Google reviews online before they visit a business. (Source: Forbes)

**85%** 85% of consumers trust online reviews as much as personal recommendations. (Source: Birdeye)

**37%** 37% of customers end up visiting a business's website after reading online reviews, 10% of customers choose to contact the business directly. (Source: Birdeye)



# Impact of Negative Reviews



# 92%

92% won't do business with companies with less than four out of five stars. (Source: Forbes)

# 22%

...businesses risk losing as many as 22% of customers when just one negative review (Source: Moz)

*If three negative reviews/articles pop up in a search query, the potential for lost customers increases to 59.2%. Have four or more negative reviews/articles about your company or product appearing in Google search results? You're likely to lose 70% of potential customers.*

# 86%

86% of users will think twice about buying from a company with negative reviews (Source: Invesp)