

# ONLINE REPUTATION



DEALING WITH  
**THE GOOD**  
**THE BAD**  
**AND THE UGLY**

# ONLINE REVIEW STATISTICS

## HERE'S WHAT TO KNOW:

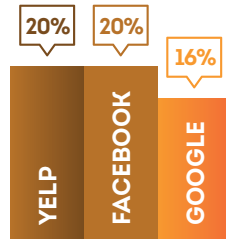


ONLY  
**2.5%** OF  
CONSUMERS  
TRUST BUSINESSES WITH  
OVERALL RATINGS OF  
2.0 STARS OR LESS



**YELP (20%)**  
**FACEBOOK (20%)**  
**AND GOOGLE (16%)**

ARE THE MOST TRUSTED REVIEW  
SITES FOR CONSUMERS



OVER **57%** OF CONSUMERS  
WILL EVENTUALLY BUY FROM A BUSINESS THEY  
RESEARCHED ONLINE



A ONE-STAR INCREASE  
IN YELP RATING  
LEADS TO A  
**5 TO 9%**  
INCREASE IN REVENUE

**48%**  
OF AMERICANS  
HAVE INTERACTED WITH COMPANIES  
OR INSTITUTIONS ON AT LEAST ONE  
SOCIAL MEDIA NETWORK



## HERE'S WHAT WE CAN DO:



**89%** OF CONSUMERS  
READ BUSINESSES' RESPONSES TO REVIEWS



**68%** OF CONSUMERS  
LEFT A LOCAL BUSINESS A REVIEW WHEN ASKED

# DOS & DON'TS OF ONLINE REVIEWS

## WHAT TO DO:



**DO:**  
RESPOND TO REVIEWS QUICKLY



**DO:**  
BE COURTEOUS AND RESPECTFUL IN YOUR RESPONSE, NO MATTER HOW OUT OF LINE THE REVIEWER WAS



**DO:**  
OFFER TO HAVE THEM CALL YOU TO DISCUSS FURTHER



**DO:**  
ASK CUSTOMERS FOR REVIEWS



**DO:**  
FLAG/REPORT REVIEWS THAT ARE BELLIGERENT, HATEFUL, OR FAKE



**DO:**  
BE TO THE POINT AND FACTUAL IN YOUR RESPONSE



**DO:**  
KINDLY POINT OUT WHEN A REVIEW COMES FROM SOMEONE WHO HASN'T BEEN A CUSTOMER



**DO:**  
PROOF YOUR RESPONSE AND/OR RUN IT BY SOMEONE ELSE BEFORE YOU POST IT

## WHAT NOT TO DO:



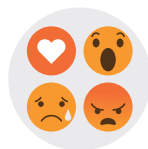
**DO NOT:**  
ENTICE CUSTOMERS FOR REVIEWS BY OFFERING THEM A REWARD



**DO NOT:**  
POST OR PAY FOR FAKE REVIEWS



**DO NOT:**  
ARGUE WITH THE REVIEWER



**DO NOT:**  
BASE YOUR RESPONSE ON FEELINGS OR EMOTIONS



**DO NOT:**  
GIVE OUT CUSTOMER INFORMATION IN A REVIEW



**DO NOT:**  
OFFER DISCOUNTS OR FREEBIES IN YOUR RESPONSE



**DO NOT:**  
RESPOND WHEN ANGRY



**DO NOT:**  
BE DISHONEST IN YOUR RESPONSE

CONNECT  
WITH US  
ONLINE

f t p @ y in



CONTACT US FOR YOUR **FREE CONSULTATION** AND TO CLAIM YOUR FIRST

**\$100 IN ONLINE ADS\***

**FOR FREE!**

\*Facebook Ads or Google Adwords

