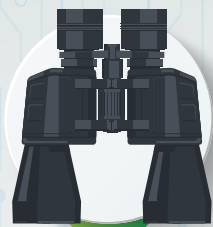


# The Importance of Online Reviews



## Make You More Visible

82% of consumers read reviews for local businesses



## Recent reviews impact customer decisions

48% of consumers only pay attention to reviews written within the past 2 weeks.



## Build trust and credibility

Consumers read an average of 10 online reviews before feeling able to trust a local business.



## Boost local SEO ranking

Businesses ranking in Google's local positions 1-3 have an average of 47 reviews, while businesses in positions 7-10 have 38 reviews.



## Online reviews enhance brand value

Having a 5-star rating earns a business 39% more clicks than having a 1-star rating.