

Why Online Reviews Are So Critical To Your Business

The Problem

Why Is The Angry Customer Your Spokesman?

**Happy Customers are
Passive and Silent**



**Angry Customers are
Complaining**



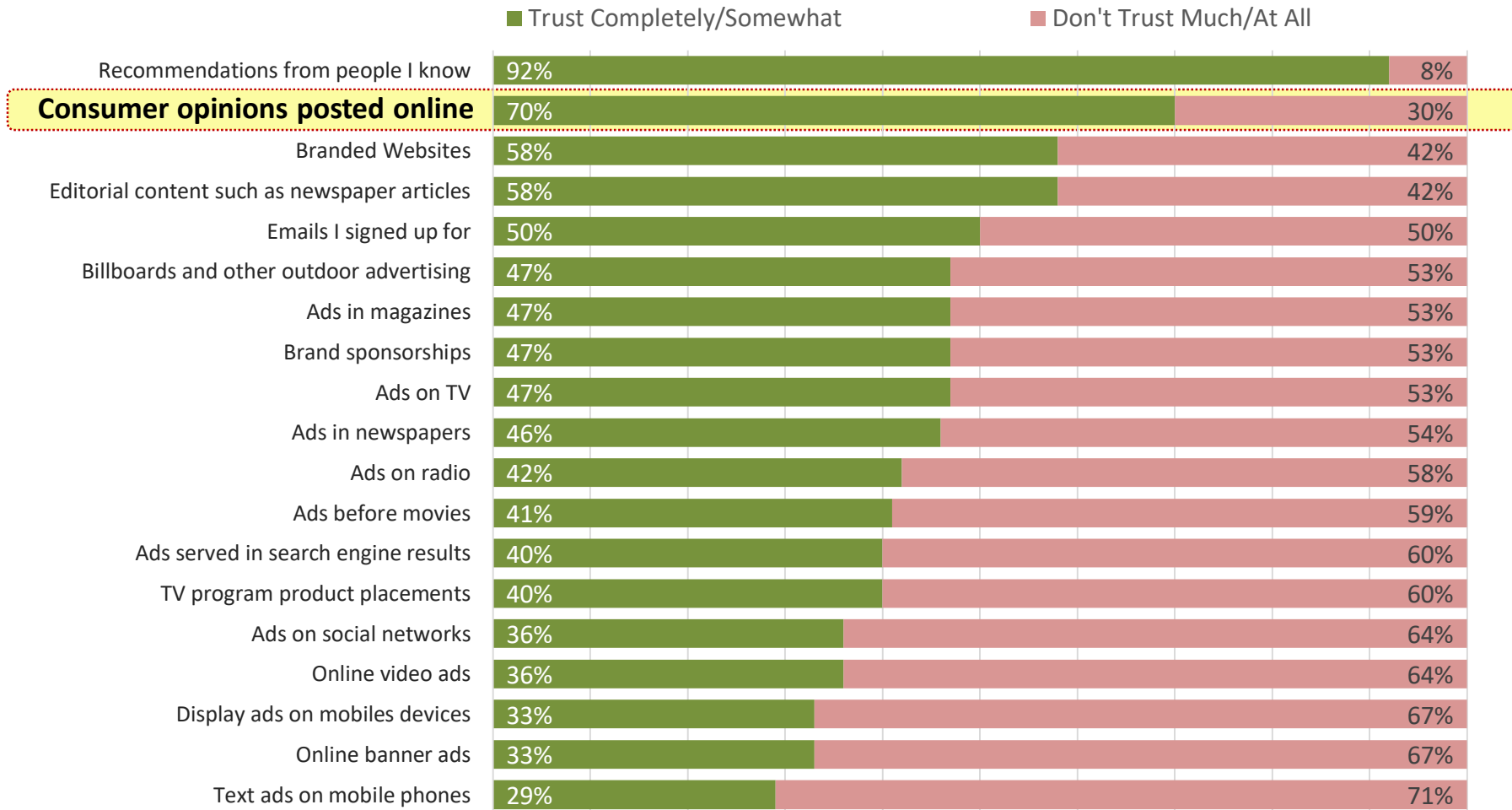
Customers Know Your Business Better Than You



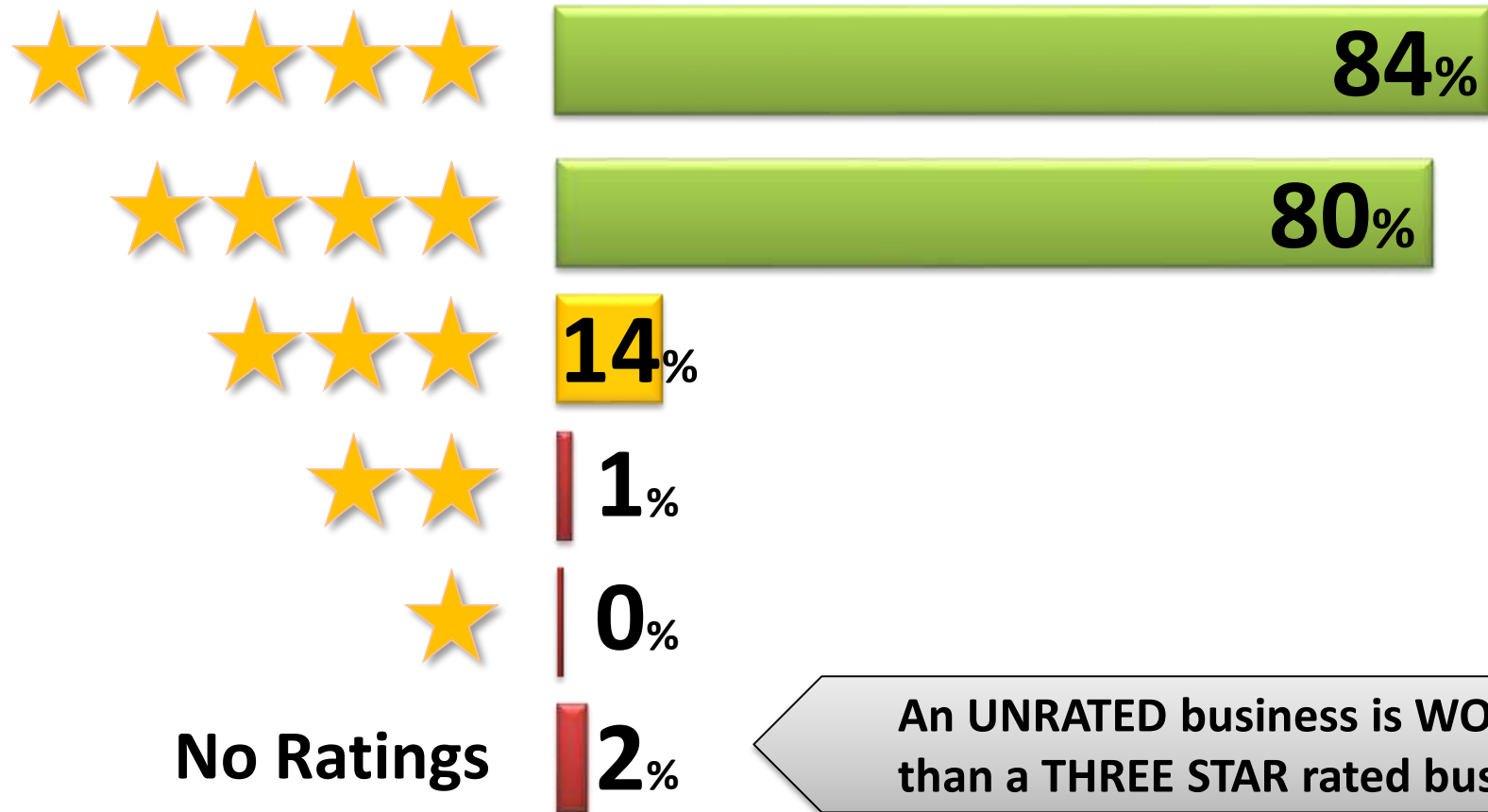
**Don't you want to know about a problem
before the rest of the world does?**

And What Matters Most When They Find You?

To what extent do you trust the following forms of advertising?



The likelihood that a customer would initiate business with a business that is rated:

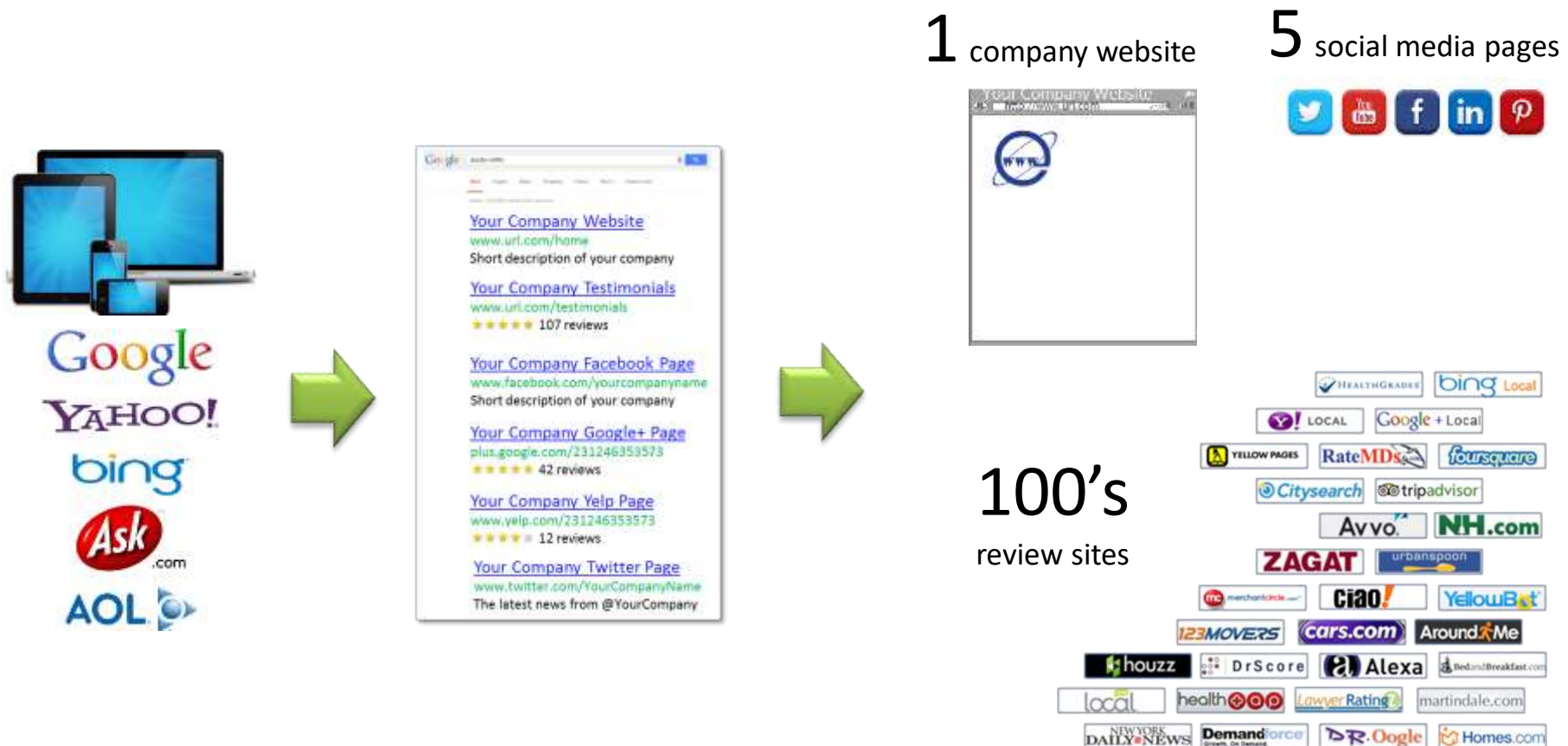


An UNRATED business is WORSE than a THREE STAR rated business!

Search Engine Optimization

HOW REVIEWS IMPACT ONLINE SEARCH

So, how Do Customers Find You?



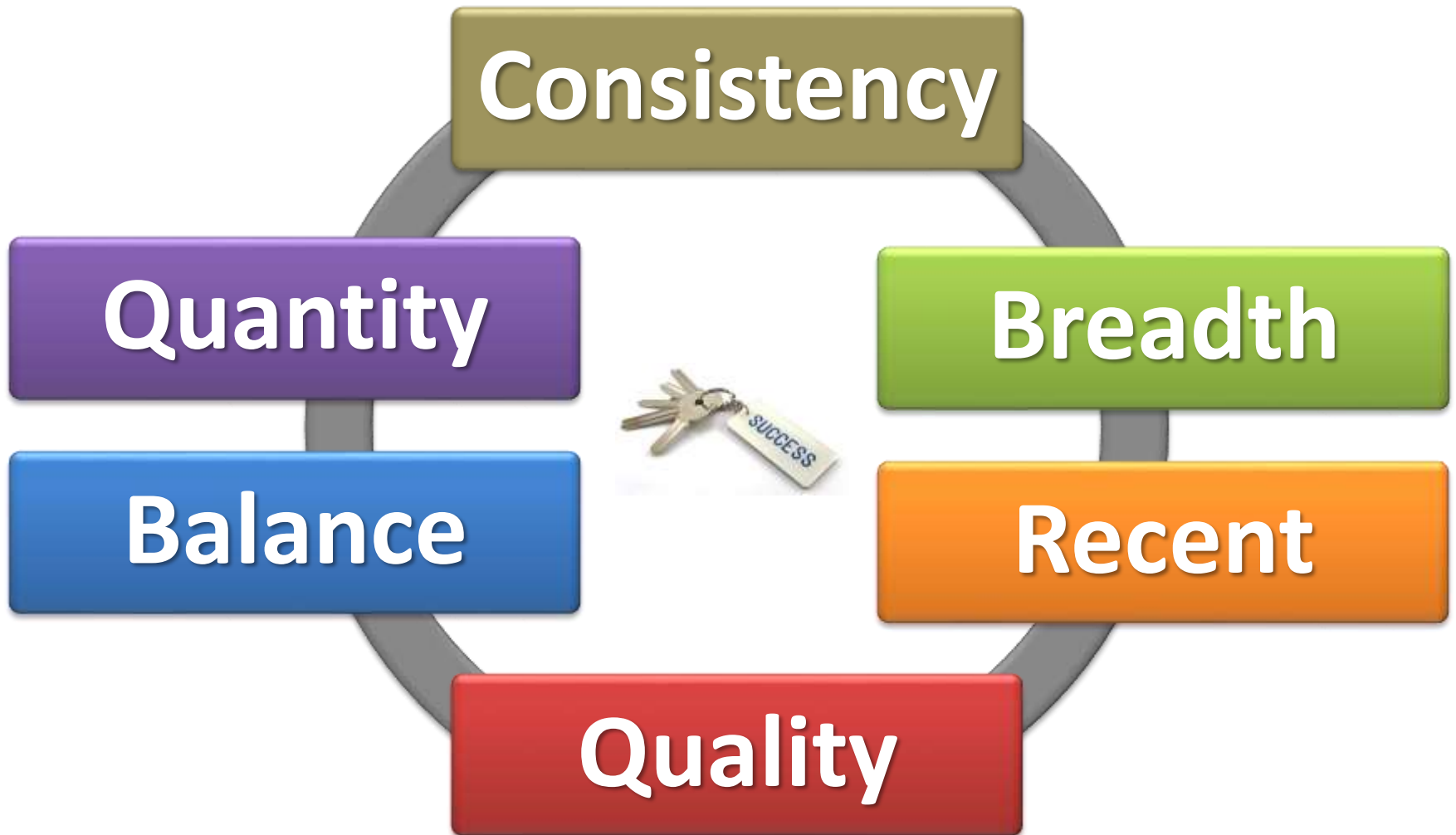
How Do Customers CHOOSE You Over Your Competitors?



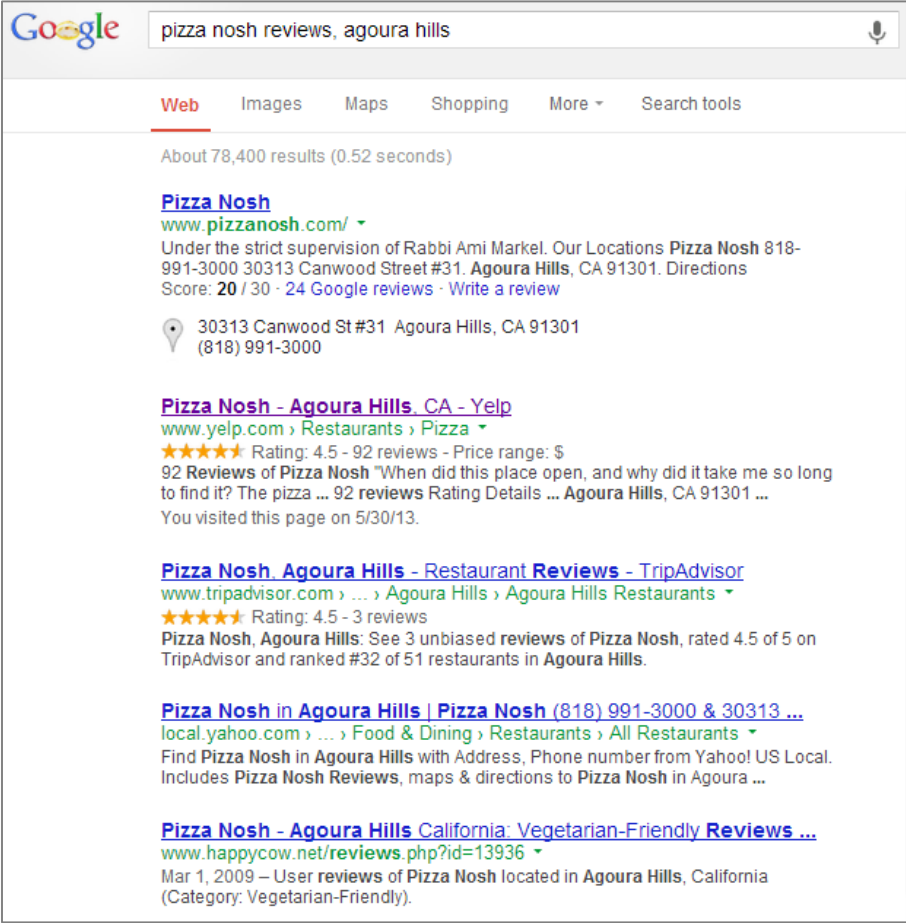
Your Reviews... of course
but
There is much more to it

Consumer Perceptions and Impact on Local SEO

6 Key Factors



Breadth



In this example, this pizza restaurant is all over the first page of the Google search. It has reviews on FOUR listings, but it would even better if they had more (Google will produce results based on your location, so a search for Pizza Nosh the emanates from Agoura Hills would yield the same result)

[Pizza Nosh — Agoura Hills Patch — Patch.com](#)
[agourahills.patch.com/listings/pizza-nosh](#) ▾
 Directory. New Reviews & Posts. Categories ... 30317 Canwood St, Agoura Hills, CA 91301. (818) 991-3000 ... **Pizza Nosh** November 2, 2012 at 12:20 am ...

[Pizza Nosh - Agoura Hills, CA - Directions, Rating, User Reviews ...](#)
www.fastnosh.com/CA/Agoura+Hills/2207/Pizza+Nosh ▾
 Information on Pizza Nosh, Agoura Hills, CA with user reviews, rating, and more...
 Been here already? share your experience.

[Pizza Nosh - Reviews & Menu - Agoura Hills 91301 - Menuism](#)
[www.menuism.com](#) › [Agoura Hills Restaurants](#) › [Pizza](#) ▼
 ★★★★★ Rating: 5 - 4 reviews - Price range: between \$10 and \$25
 Read reviews from **Pizza Nosh** in **Agoura Hills** from trusted **Agoura Hills** restaurant reviewers. Includes the menu, 4 reviews, 1 photo, and 3 dishes from Pizza ...

[Pizza Nosh, Agoura Hills, California, 91301, 8189913000 ...](http://www.restaurantlistings.com/business/California/Pizza-Nosh-91301)
www.restaurantlistings.com/business/California/Pizza-Nosh-91301 ▾
 Pizza Nosh, Agoura Hills, California, 91301, 8189913000 | Restaurant Listings | Hot
 Reviews Rate your Favorite Waiters Level of Service | Local Restaurant ...

www.merchantcircle.com , CA , Agoura Hills , 91301 ▾
Pizza Nosh, 30313 Canwood St Ste 31, Agoura Hills, CA. Tel: 818-991-3000. Get Maps, Driving Directions, Phone #, Reviews, for Pizza Nosh in Agoura Hills.

Pizza Nosh Agoura Hills, CA, 91301 - YP.com
www.yellowpages.com/agoura-hills-ca/mip/pizza-nosh-6394366 ▾
 ★★★★★ 1 review
 Nov 22, 2009 – Get directions, reviews, payment information on **Pizza Nosh** located at **Agoura Hills, CA**. Search for other **Pizza** in **Agoura Hills**.



Breadth

Business A



50 Reviews on 
with one overall rating



**Which One Has the
Better Reputation &
SEO?**

Business B



10 Reviews on 



8 Reviews on 



15 Reviews on 



5 Reviews on 



11 Reviews on 



7 Reviews on 



18 Reviews on 



9 Reviews on 



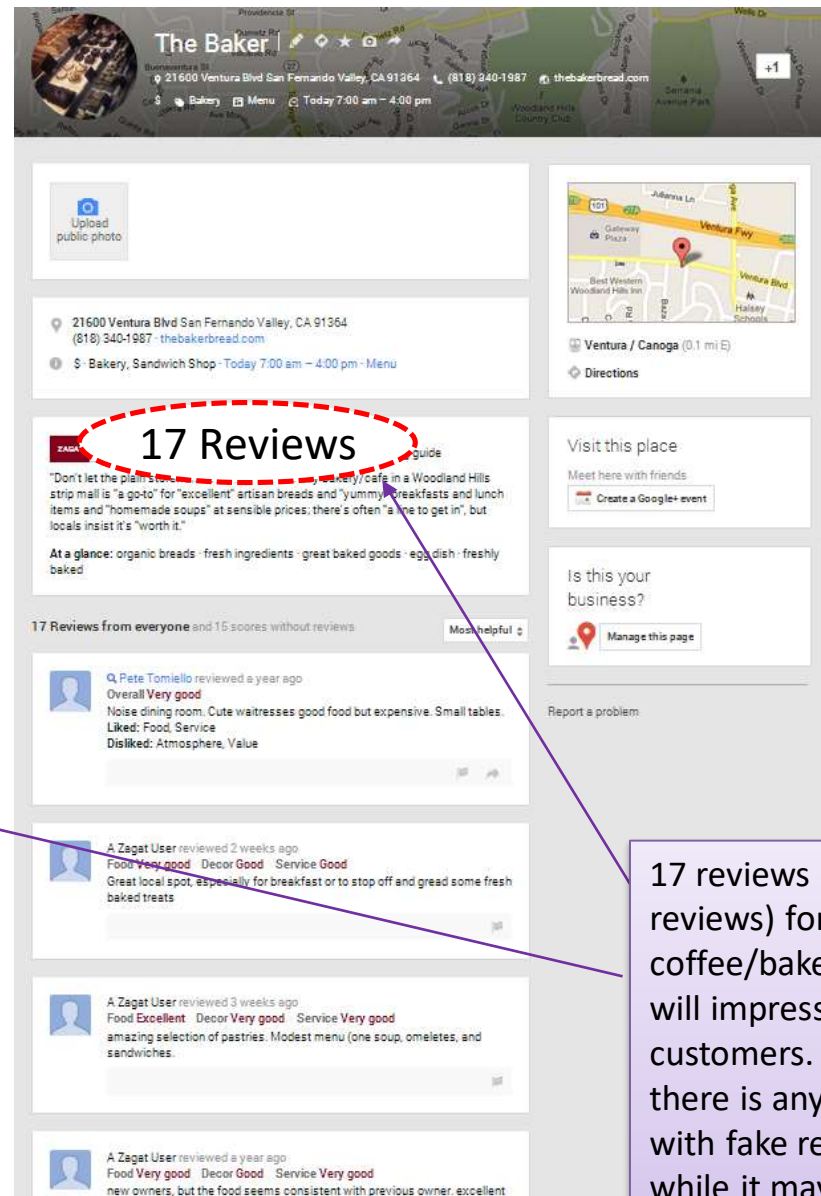
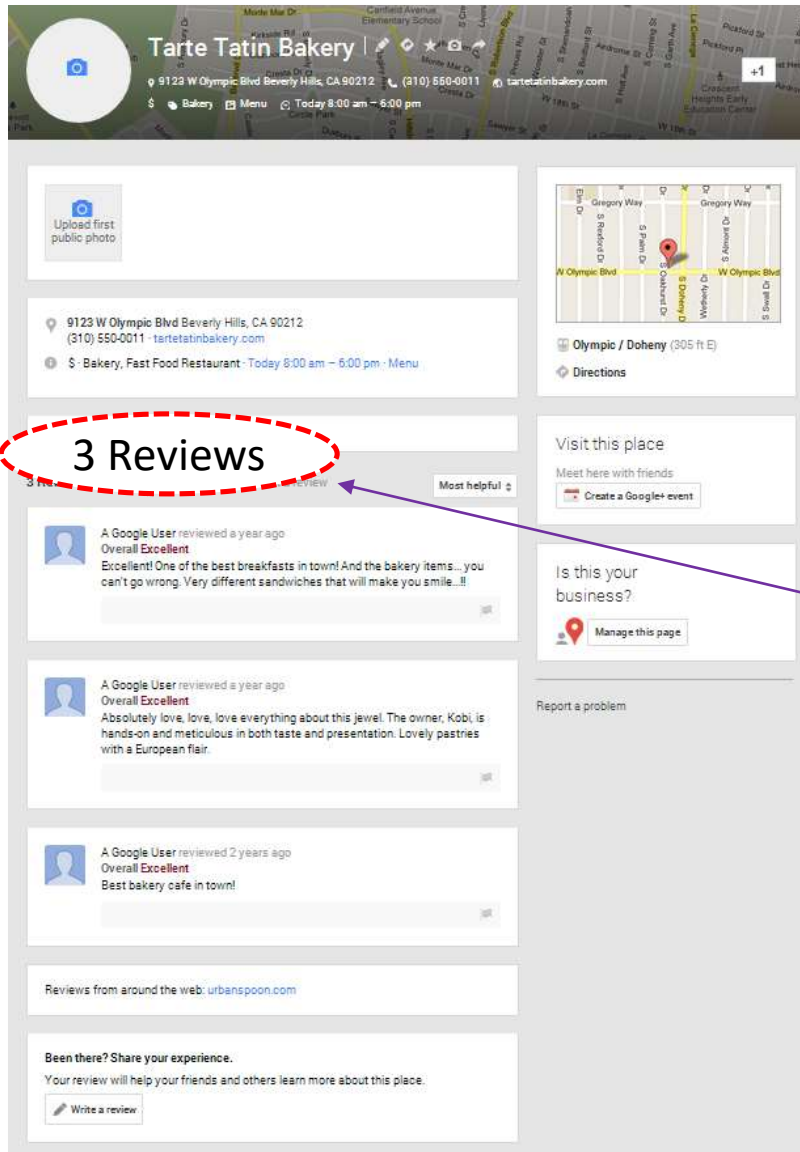
12 Reviews on 



20 Reviews on 



Quantity



17 reviews (vs 3 reviews) for a coffee/bakery shop will impress customers. Also if there is any concern with fake reviews, while it may be easy to fake 3 reviews, it's much harder to fake 17 or more reviews.

Quantity

1. In this example, coffee shops with more reviews appear higher. Google appears to combine the rating and the number of reviews to determine the order displayed.
2. Here “Spring For Coffee” has less reviews than “Intelligentsia Coffee” but it has a higher rating.
3. “Urth Caffé” has slightly lower rating than “Downbeat Café” but it has far more reviews.

Google search results for "coffee reviews, los angeles". The search shows about 147,000,000 results in 0.46 seconds. The results list several coffee shops in Los Angeles, with their review counts circled in red. Arrows point from the explanatory text on the left to specific entries.

Coffee Shop	Reviews
Los Angeles » Food » Coffee & Tea - Yelp	232 Reviews
Spring For Coffee - Downtown Los Angeles, CA - Yelp	232 Reviews
Intelligentsia Coffee - Silver Lake - Los Angeles, CA - Yelp	1075 Reviews
Urth Caffé	171 Reviews
Downbeat Cafe	10 Reviews

Additional search results include:

- Lamill Coffee Boutique (241 Google reviews)
- Dolcini Caffè Espresso (2 Google reviews)
- Coffee Co (41 Google reviews)
- Groundwork Coffee (13 Google reviews)
- Coffee Review - Southern California Coffees

Quantity

1. Google's new carousel highlights the importance of reviews. Typically (but not always), local businesses with high review quantities appear at the front of the carousel

2. Here "Spring For Coffee" has MORE reviews than "Alana's Coffee" and has a lower rating.

The screenshot shows a Google search for "coffee reviews, los angeles". The top navigation bar includes links for +You, Search, Images, Maps, Play, YouTube, News, Gmail, Drive, Calendar, and More. The search bar contains the text "coffee reviews, los angeles" and a blue search button. Below the search bar, there are tabs for Web, Images, Maps, Shopping, and More, along with a Search tools link and a settings gear icon.

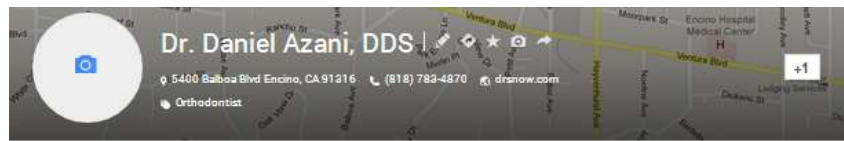
The main content area features a "Coffee near Los Angeles, CA" carousel. The carousel displays a row of coffee shop images with their names and review counts below them:

- Urth Caffé (451 S Hewitt St) - 22 reviews
- Intelligentsia Coffee (3822 W Sunset Blvd) - 23 reviews
- Lamit Coffee Boutique (1836 Silver Lake Blvd) - 22 reviews
- Dolcini Caffè Espresso (619 S Grand Ave) - 2 reviews
- Coffee Co (8751 La Tijera Blvd) - 24 reviews
- Downbeat Cafe (1262 N Alvarado St) - 22 reviews
- Handsome Coffee Roasters (582 Mateo St) - 26 reviews
- Starbucks (138 S Central Ave) - 16 reviews
- Groundwork Coffee (1521 N Cahuenga) - 17 reviews

Below the carousel, there are several search results:

- Los Angeles » Food » Coffee & Tea - Yelp**
www.yelp.com/c/la/coffee
The Best Coffee & Tea in Los Angeles on Yelp. Read about places like: Cafe Dulce, Urth Caffé, Boba 7, Spring For Coffee, Bricks ... Fresh Coffee & Tea Reviews.
- Spring For Coffee - Downtown - Los Angeles, CA - Yelp**
www.yelp.com » Food » Coffee & Tea
★★★★★ Rating: 4.5 - 232 reviews - Price range: \$
232 Reviews of Spring For Coffee "A teeny, tiny coffee shop right across the street from ... Every time I'm either at the Los Angeles Theater Center or Company of ..."
- Alana's Coffee Roasting - Los Angeles, CA - Yelp**
www.yelp.com » Food » Coffee & Tea
★★★★★ Rating: 5 - 33 reviews - Price range: \$
33 Reviews of Alana's Coffee Roasting "Just want to thank Eric for his help sampling my coffee today and giving me ... Alana's Coffee Roasting, Los Angeles, CA ..."
- List of Top-Rated Coffee Roasters at Coffee Review**
www.coffeereview.com/sponsors.ctm
The goal of the Coffee Review is to entertain and educate coffee lovers, food ... an award-winning small-batch roasting company in the Los Angeles area with a ...
- Coffee Review - Classic Light Roast by Superba Coffee**
www.coffeereview.com/review.ctm?ID=2380
Roast: Medium, Review Date: January 2011 ... Superba Coffee is a Los Angeles based small batch coffee roaster focused on artisan roasting, limited production ...

On the right side of the search results, there is a map of Los Angeles with a red pin indicating the location of the coffee shops. The map is titled "Map for coffee reviews, los angeles".



Upload first public photo

5400 Balboa Blvd Encino, CA 91316
(818) 783-4870 · drsnow.com
Orthodontist

6 Reviews from everyone

Reviewed a year ago

Overall Excellent
I'm so happy with the care I receive from Dr. Azani and his office staff. They are friendly, professional, responsive and very prompt with their appointment times. My teeth are looking great and I couldn't be happier!

Reviewed a year ago

Overall Excellent
I am a dentist myself. I needed orthodontic treatment for quite long time, but was temporizing it for some reason. One of the reasons was that I couldn't find an orthodontist to trust (good dentists sometimes have hard time trusting other dentists to treat their teeth). Then I was introduced to Dr. Azani. The person who introduced me spoke very highly of him. From the first appointment it was clear I'm in the right place. Now I am about to complete my long and complicated treatment (multidisciplinary), and can confidently say that I am happy about the choice I made. The doctor and the entire team was very professional. The staff is awesome. I simply love going there. The results of the treatment exceeded my expectations (this is a professional opinion). So I highly recommend Dr. Azani and Snow Orthodontics to anybody who needs real professionals to do superb treatment.

Reviewed a year ago

Very professional, friendly, and beyond my expectations and delivered exceptional results!

Reviewed a year ago

I was referred...

- Two dentists, one with 6 reviews and one with 4 reviews.
- The one with 4 reviews has two reviews in the last month.
- The one with 6 reviews has reviews that are at least a year old!
- The more recent reviews carry more weight when making a choice. If you had to pick one, which would you choose?

Recent

Mountain View Dentistry

25541 Agoura Rd Calabasas, CA 91302 · (818) 880-4023 · forbeauvilladent.com
Dental Clinic · Pediatric Dentist · Today Closed

25541 Agoura Rd (0.1 mi NW)
Directions

Offers
50% off cleaning and exam for new patients
Expires Feb 15, 2014

4 Reviews from everyone

Reviewed two weeks ago

Very comfortable. The most professional and caring assistants. All and all I'm finally not afraid of the dentist!

Reviewed a month ago

Great service!

Reviewed 5 months ago

Dr. Forbeau & Veronica are the most caring assistants. All and all I'm finally not afraid of the dentist!

Reviewed 11 months ago

In the middle of the thing, he said, "I'm sorry, but I need to get a root canal (about \$3000), and sent me off to the specialist for "emergency surgery", and left me in excruciating pain!"

Balance

Budget A-1 Nationwide Transmission and Auto Repair
Automotive by Mark Machosky

3201 S Santa Fe Dr
Englewood, Colorado 80110
(303) 791-9858

(49 reviews)

Found 49 records

These guys know their stuff!
Christopher J. from NIA
I've been a customer here for over 5 years, first getting work done on a '72 Chevy Nova and now a '78 Checker taxi cab. The work that I've had done on both cars by Budget A1 was absolutely great, which means a lot when dealing with older and more rare cars. These guys know their stuff and, having been burned by quite a few clueless mechanics, it's nice to have an auto repair shop on speed dial that I know will spend the extra time and effort to find the problem and fix it right the first time. The mechanics on hand are extremely knowledgeable, very up front with pricing and they will go the extra mile to make sure you're happy with the work they've done. Thanks for the awesome work, Budget A1!

Thanks again!
Ell A. from NIA
I wanted to say thanks again to Matt and Mark and everyone at the shop for being there for me when my car was in. From the initial garage tour and introductions with crew to the ride-along (no other place was willing to get in my car and drive with me to troubleshoot the problems until I paid), and working with me on the price and getting the car back to me faster than I hoped, you guys aced it all around! You've earned a new customer for life!

Terry C. from NIA
I wanted to take this opportunity to thank you and your staff for the recent transmission work completed on our 2005 Camry. I appreciated Matt's willingness to work with me on the cost of the repairs. Shane was very thorough on his explanation of what was wrong and all the parts that would be replaced. I have been in Denver for 30 years and cannot think of a shop with more integrity and honesty in vehicles to your shop the work is done on vehicles and we will continue to support

Thank You everyone.
Mark from NIA
I just had my vw golf towed to a reputable shop that has years of experience and a 6 year old son I'm ashamed to say yet that offered a 100,000 mile warranty on all my income tax to get it fixed less than \$1000. I've been here for 3 months and it's still

- This transmission service has 49 PERFECT reviews! Really?
- Although reviews for 2KRacing are a little old, there are 22 reviews of which only one is negative.
- The 20 positive reviews counter the two negative reviews to provide a more balanced review of the business
- Which one would you choose?

2KRacing Inc.
7001 Reseda Blvd Reseda, CA 91335
(818) 344-4410
2kracing.com

Auto Electrical Service
Today 8:00 am - 5:00 pm

Review Summary
4.7
5 star
4 star
3 star

22 reviews

Q. Jp Deste
★★★★★ reviewed a year ago
Great Shop. By far the best prices to get work done. Got my camber kit installed perfectly for about \$200 cheaper than any other place. The owner is nice and knows his stuff. And the guy working the front is cool. He spent about 2 hours just talking to me about cars and parts.

Q. Diego Salvatierra
★★★★★ reviewed a year ago
needed some seats for my 240. my particular car has the brackets welded in so i needed seats that would fit on the brackets. went to 2k and was educated by the staff and helped make a educated decision when choosing my bucket seats. i even got a hell of a deal. 240 dollar seats for 200 bucks and they even threw in a pair of rails. very knowledgeable and patient staff. will be back for sure

Q. Cesar Soto
★★★★★ reviewed a year ago
Worst customer service ever. Rude bald guy. The guy told me a price on the phone then a different price at the shop. Then over charged me then he scratched my brand new rims and totally denied of doing it! Worst shop I've been to!!!

Q. Joseph Clarke
★★★★★ reviewed 2 years ago
Today I take my beast to John @ 2KRacing to get my custom exhaust done, and have my wheels powder coated. Can't wait to hear what the exhaust sounds like! John has been very helpful and knowledgeable in helping determine what best suits my needs, and saved me over 500. vs going with a Borla exhaust. I've bought from 2K online in the past, but the person in-shop service is unmatched. This has just become my one stop go to...

Q. ryan russell
★★★★★ reviewed a year ago
nice place , great advice , nice installs , can't beat the prices for all budgets... would recommend for any one doing performance upgrades to there car

Quality

Mentions of Keywords related to your business service

Paper Company

Dunder Mifflin paper is excellent quality and they deliver their paper right to your office

Auto Body Shop

ABC-BodyShop restored my damaged vehicle like it was new. The body paint looked perfect.

Dentist

Mr.Smiley Dentist has a really soft touch. He replaced my veneers in two quick visits and it was painless.

Consistency

Dunder Mifflin
1357 Scott Road
Albany, New York 12205
(212) 555-4532
www.dundermifflin.com

	Name	Address	Phone #	Website
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.dundermifflin.com
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.dundermifflin.com
	Funder Difflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.dundermifflin.com
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.dundermifflin.com
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.dundermifflin.com
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(242) 555-4532	www.dundermifflin.com
	Dunder Mifflin	1357 Michael St., Albany, New York 12205	(212) 555-4532	www.dunder-mifflin.com
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.dundermifflin.com
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.betterpaper.com
	Dunder Mifflin	1357 Scott Road, Albany, New York 12205	(212) 555-4532	www.dundermifflin.com

Summary: Reviews & SEO Impact

Quantity

- At least 7 reviews on a review site (per studies)
- Google requires 5 reviews for a rating
- More reviews on a site can impact category searches
- The more reviews on site, the less likely fake reviews will have an effect (positive or negative)

Breadth

- The more review sites that have reviews, the more those sites show up on a Google search
- This also impacts SEO
- Include reviews on your own site

Balance

- Best way to overcome negative reviews is balancing them with positive reviews. Obviously a good rating is critical, but it should look balanced. Google SEO likes “review diversity” as well.
- Well balanced reviews quell concerns that reviews might be faked
- 20 “perfect 5” star reviews can be less believable than “18 perfect 5’s, 1 three-star and 1 two-star”

Recent

- New or more recent reviews are more relevant.
- Older reviews have less value to consumers because they may not indicate current service levels.
- When there are only old reviews, consumers assume that there aren’t any more happy customers

Consistency

- Name, Address and Phone Number should be consistent across all review sites.
- Search engines will give preference to businesses that have consistent listing data on review sites

Quality

- The text of reviews impacts SEO.
- The best reviews should include keywords associated with a business or a service provided by the business

Return on Investment?

Reviews = \$



A one-star rating increase leads to a 5%-9% increase in revenue



**WOODBURY UNIVERSITY
SCHOOL OF BUSINESS**

65.3% expect revenue to increase by at least 5%!

79.5% of business owners expect revenue to increase at least 1% with a one point star improvement.



- Online Reviews Are Critically Important
- Reviews are Everywhere
- Reviews will help my business grow



So why do I need help?

It Takes Time and Effort...

Unless you have help

Staying on top of
all the review
sites take time

Following up with
customers takes
time and effort

Tracking
progress takes
analysis

Dealing with
review sites
takes time



One bad review can
“kill” a business

The Answer

- An automated Reviews Management Service that makes it easy to get more reviews
- Keys to Collecting Reviews:
 - Easy
 - Accessible
 - Follow-Up
- Monitors, Alerts, Collects, Follows up, Leverages Social Media and Tracks Progress related to all your reviews
- Value to Your Business? Priceless!

SIGN ME UP!



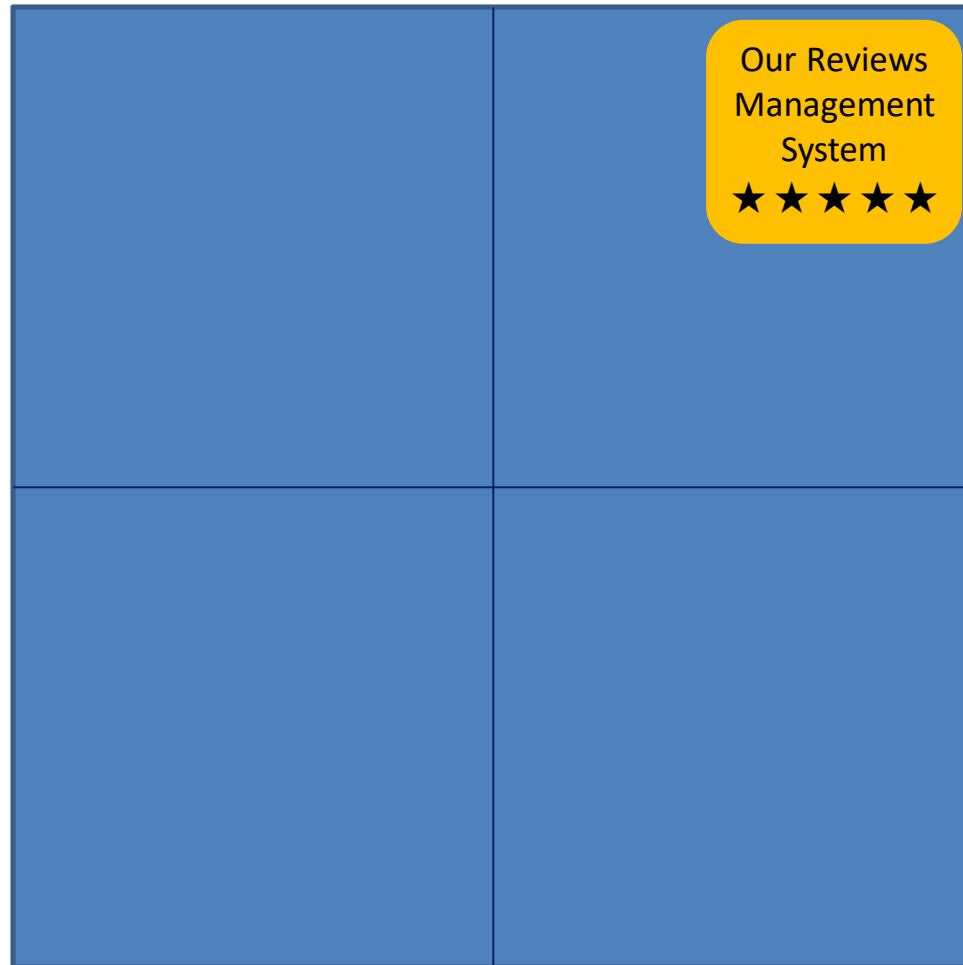
The Most Comprehensive RMS

Enterprise Scalability
Integration
Number of Review Sites
Wide spectrum of Review Collection Methods
Mobile Optimized
Customizability
Review Collection
Automated Follow-ups
Social Sharing
Testimonials
Analytics
Monitoring
White Label capabilities
Language Localized

High

Completeness of Solution

Low



High

Total Cost of Ownership

Low

Take Control Now!

- **Call us for a free no obligation consultation**
- We'll analyze your business reviews and we'll show you how it works!
- Sign up for our Newsletter
- Like us on Facebook

Q&A

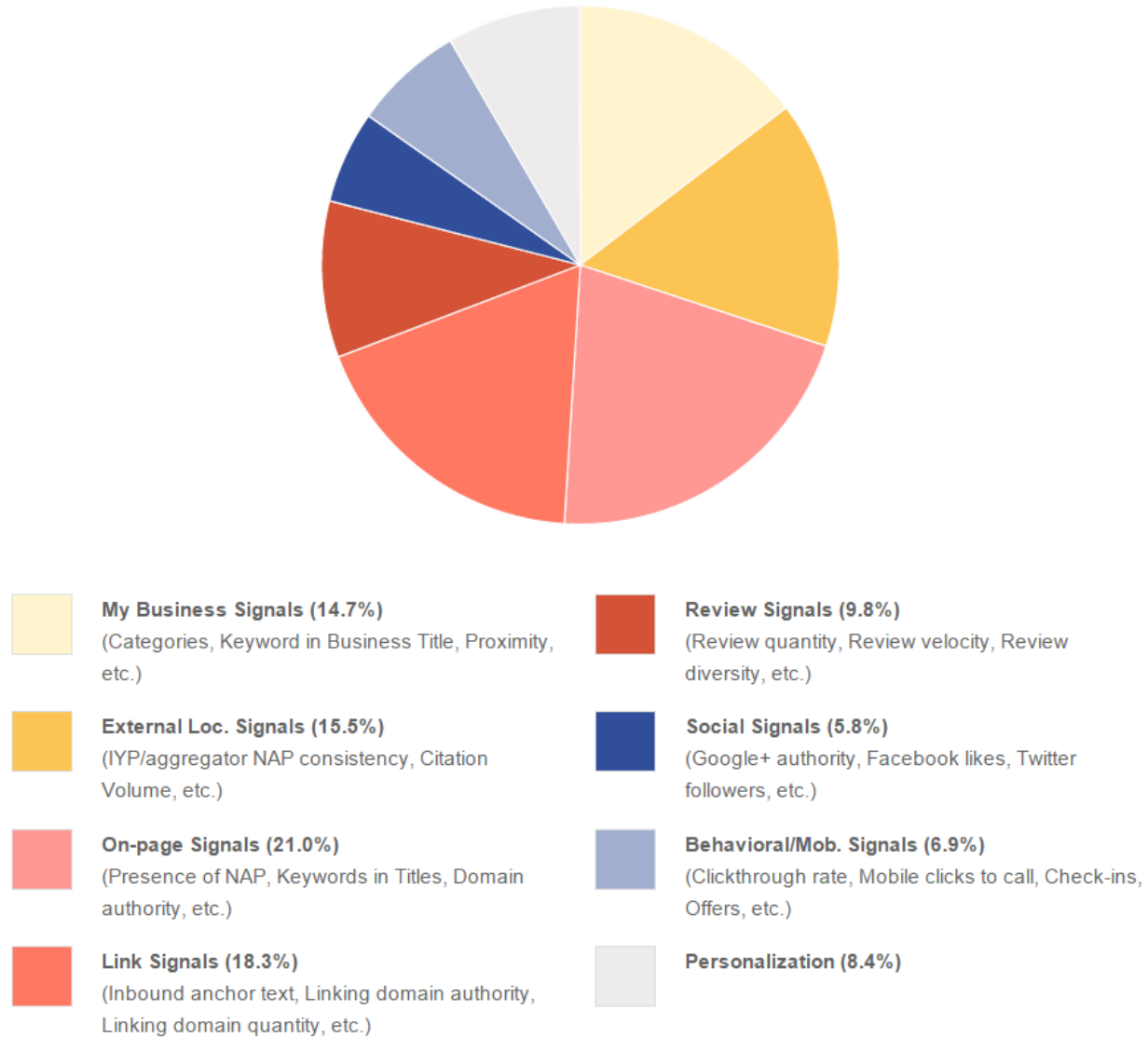


Thank you!
Questions & Answers



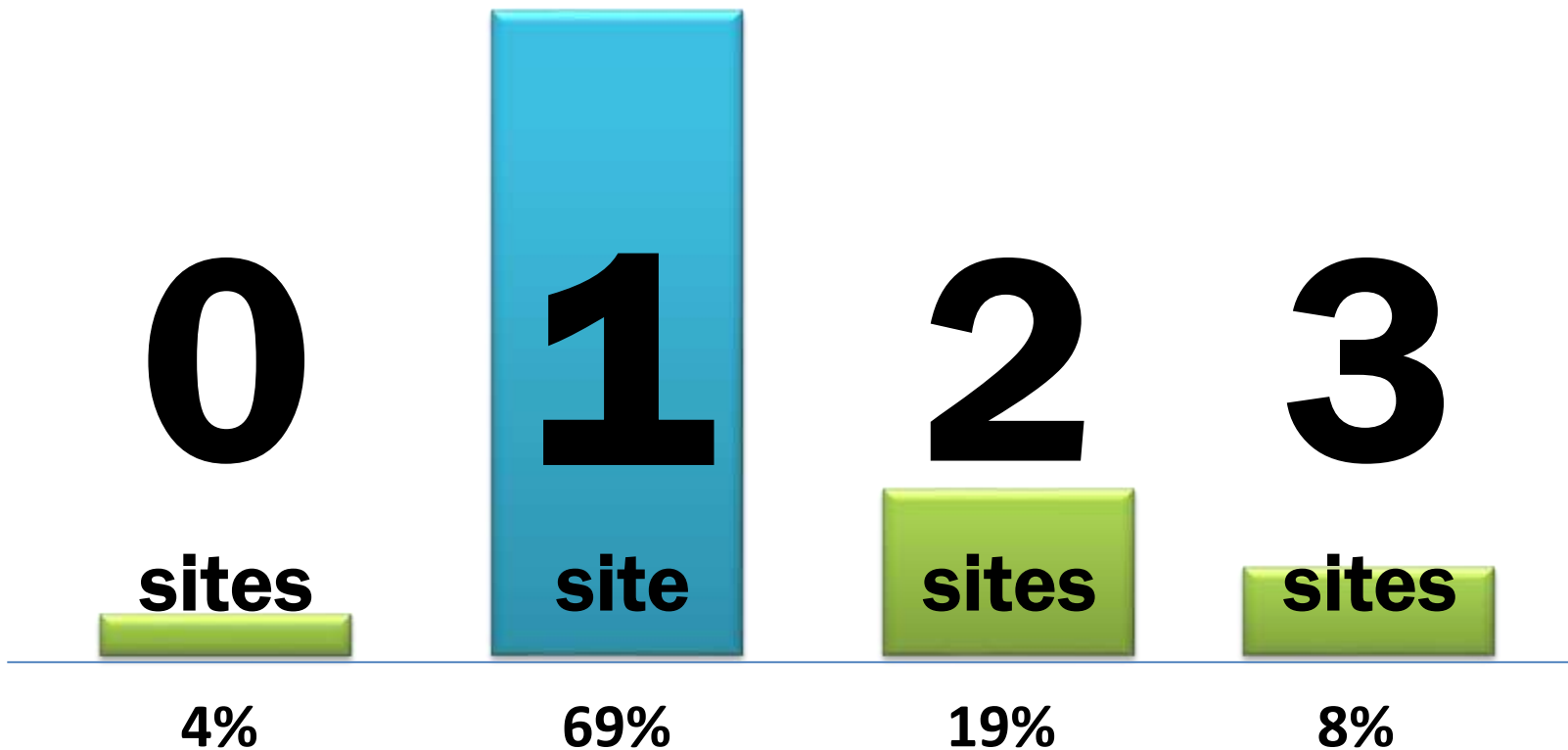
APPENDIX

Overall Ranking Factors



Source: <http://moz.com/local-search-ranking-factors>

Most Angry Customers Vent Once



The vast majority of unhappy customers will only post 1 negative review*

**If you can capture their frustration before they vent publicly,
you can prevent negative reviews**