

- **85%** of consumers trust online reviews as much as personal recommendations.
- Peers are now considered to be as credible as experts.
- Positive reviews make **73%** of consumers trust a local business more.
- **64%** trust online search engines the most when conducting research on a business.
- **83%** of buyers no longer trust advertising, but most trust recommendations from users online.
- **85%** of customers use the Internet to research before making a purchase.
- **74%** of people consult Yelp when looking for a home service provider.
- **86%** of people would pay more for services from a company with higher ratings and reviews.
- **77%** of consumers think that reviews older than 3 months aren't relevant.
- Reviews are the second most powerful ranking factor for Google's local pack.
- In Google search results, reviews have **7%** influence on rankings.
- Going from a **3-star to a 5-star** rating delivers businesses **25%** more clicks from Google.

