

How Online Reviews Impact Revenue



WOMPLY
Reputation Defense

INTRODUCTION

Now more than ever, your customers are using online reviews from sites like Yelp, Google, and Facebook to determine where they will take their business. In fact, **studies show** that **92%** of consumers read online reviews, **88%** trust them as much as personal recommendations, and **94%** will use a business rated at four or more stars. This means customers are almost always using online reviews to decide if they'll spend money with you or take their business elsewhere.

This guide explains why online reputation matters for small businesses, how to prioritize which sites you monitor and manage, and tips for boosting your online ratings so you can attract more customers. We'll also show you how Womply's solutions are designed to help small businesses identify risks, solve problems, and create a better online business reputation so you can attract more customers and increase sales revenue.



01 / Know which sites matter most

The social web has produced scores of sites and apps that let consumers rate and review local businesses. It can be overwhelming to identify and manage your reviews on every site, so start by focusing on the social sites with the largest audience and impact. For most companies, these are Google, Facebook, and Yelp.

Once you have plenty of positive reviews on the major sites, expand your view to smaller players, such as [Angie's List](#) or [Judy's Book](#). Broadening your footprint and increasing the total number of reviews your business has from different reputation sites will help you show up in more online searches by increasing your search engine ranking. In fact, review content on business rating sites [accounts for 10.3%](#) of your local search engine ranking.

02 / Claim your business pages

Make sure that you have claimed your company's pages on all review sites. This enables you to view and reply to customer reviews, ensures that nobody else claims your page, and shows your current and potential customers that you are monitoring your online presence.

With the Listings Monitor feature in Womply Insights, you can quickly see which pages you've already claimed, which ones you still need to claim, and which ones have problems that need to be addressed. You can use Womply's DIY guide in Womply Launchpad to claim pages manually, or you can request us to do it for you.

03 / Monitor and manage your online reputation

The most successful small businesses have a plan for monitoring and managing online reviews with speed and efficiency. If you're intimidated by the prospect of monitoring reviews on all these sites, don't worry. Womply's tools enable you to [save hours each day](#) by automating review monitoring and simplifying the process of managing and responding to them.

With Womply Reputation Defense, you can read all your reviews in one place and easily filter them by rating, reputation site, and when they were received. With the Reputation Overview feature in Reputation Defense, you can quickly see your most recent positive and negative reviews and take action right away. This makes the overwhelming process of monitoring and reading reviews for multiple consumer sites easy and efficient.

04 / Respond to reviews

Once you have visibility into what customers are saying about you online, it's critically important to respond to reviews quickly and consistently. Responding to negative and positive reviews shows current and potential customers that you're keeping a pulse on what people are saying about your business and that it's important to you. In fact, [a study by Cornell University professors](#) found evidence that sales go up each time you respond to a review, and a one-star improvement in online rating increases revenue by 39%!

TIPS FOR RESPONDING TO REVIEWS



POSITIVE REVIEWS

No need to overthink this one! Customers just appreciate an acknowledgment that you've heard and appreciate their feedback. Writing a simple, non-robotic response (e.g. "Thanks! So glad you had a good experience.") shows the customer you appreciate the time they took to write a positive review, especially since customers are [more likely to share bad experiences than good ones](#).



NEGATIVE REVIEWS

Negative reviews are a big deal for small businesses and need to be addressed. In fact, one negative review [could cost you 30 customers!](#) Still, [research suggests](#) that customers will do business with you again 70% of the time if you resolve their complaints. So, take a deep breath and follow the ABC's of responding to negative online reviews:

- A Apologize**
If a mistake was made, own up to it with a sincere apology
- B Be proactive**
Show an active effort to resolve concerns; be intentional about asking what went wrong and explain that you'll make things right
- C Communicate calmly**
Don't escalate emotionally charged conversations. Diffuse them by being calm and not getting defensive

05 / Get more reviews

One of the most powerful ways to attract more customers and increase sales revenue is to get more online reviews. As mentioned previously, online reviews have a big impact on customers finding your business via online searches. In addition, [research from Cornell University professors](#) found that simply encouraging online reviews can improve a business's online ratings, and each additional review you receive increases revenue!

The [Get Reviews](#) feature in Womply Reputation Defense makes it quick and easy to get more positive reviews and intercept negative ones before they end up online. With Get Reviews, you can send an email to customers asking them to rate their experience from 1-5 stars, and the feedback comes back to you directly.

Happy customers (4-5 stars) are prompted to give your business a positive review on popular consumer sites. Less happy customers (1-3 stars) send their ratings and comments to you directly so you can resolve their concerns, build rapport, and keep any negative feedback between you and the customer.

Once you get into a rhythm of monitoring, responding to, and requesting reviews, your business will benefit from increased customer loyalty, a stronger online presence, and more opportunities to attract customers and increase sales. We're rooting for you, and we're here to help! If you have questions or need assistance, please contact us at 844-262-7964 or support@womply.com.

ABOUT WOMPLY

Womply is a software-as-a-service (SaaS) provider to small and medium businesses and one of the fastest growing software companies in America. Our mission is to use technology and data to grow, protect, and simplify small business. Every day we serve tens of thousands of merchants, across 400+ business verticals, in every corner of America.

RESOURCES

Source for metrics

www.reviewtrackers.com/examples-responding-reviews/

www.shopify.com/retail/119916611-how-online-reviews-impact-local-seo-and-why-they-matter-to-your-bottom-line

www.vendasta.com/blog/50-stats-you-need-to-know-about-online-reviews