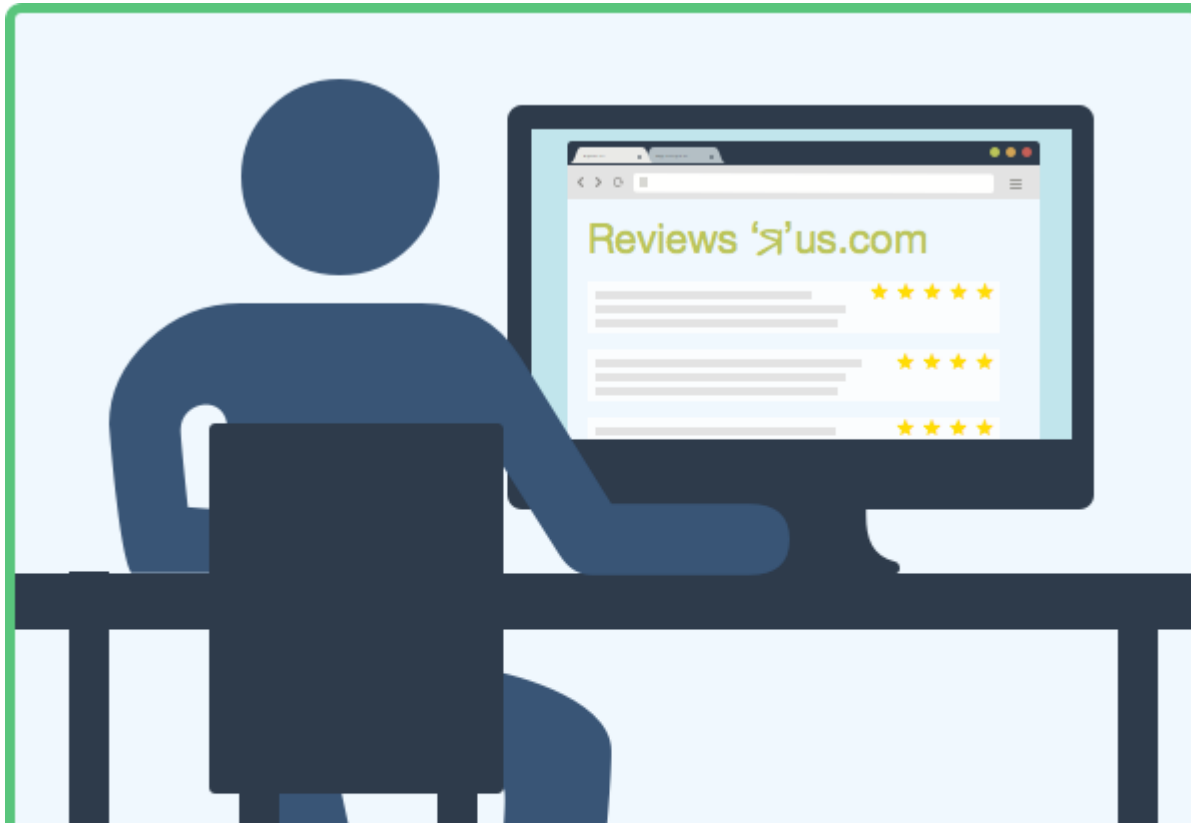


# 5 visual stats to show the power of online reviews

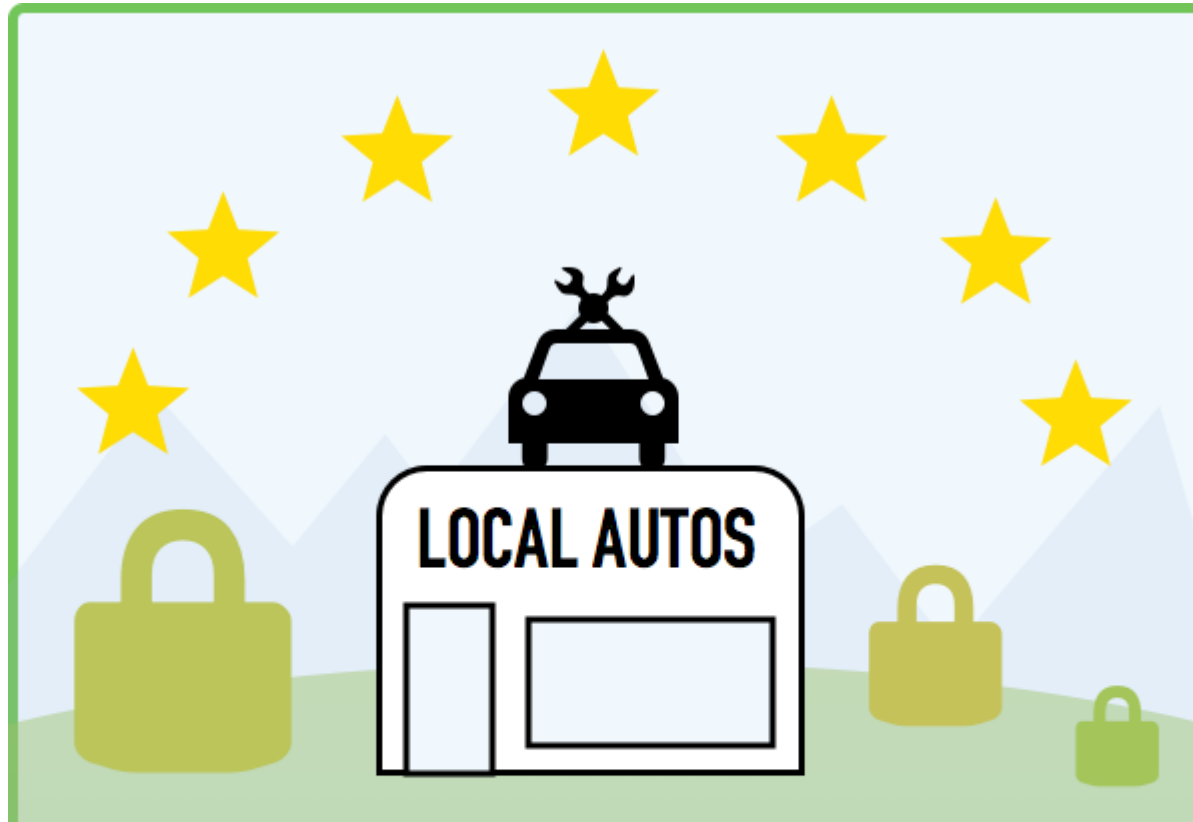


1. 88% have read reviews to determine the quality of a local business



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2. 72% of consumers say that positive reviews make them trust a local business more



72% of consumers say that positive reviews  
make them trust a local business more

3. 88% of consumers  
say they trust online  
reviews as much as  
personal  
recommendations



88% of consumers say they trust online reviews as much as personal recommendations

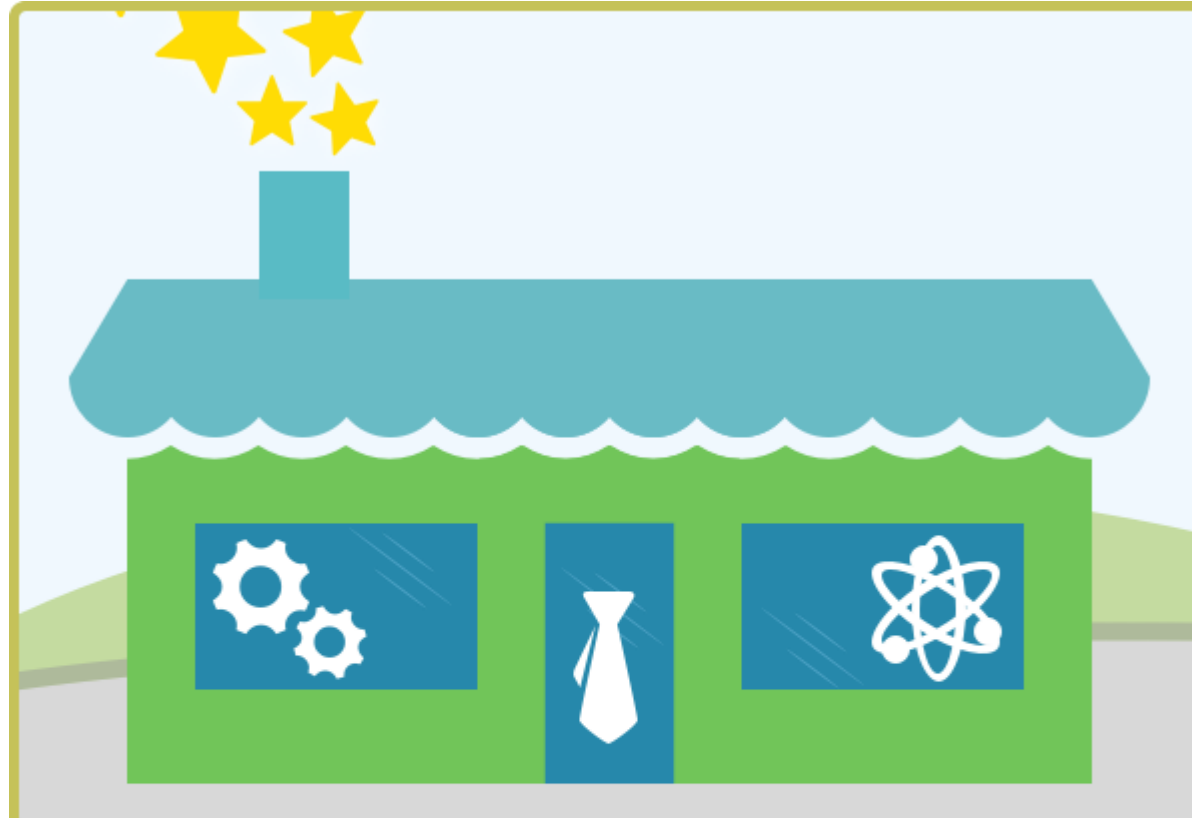
4. 72% of consumers  
will take action after  
reading a positive  
review





72% of consumers will take action after reading a positive review

5. Reliability (72%), expertise (21%) & professionalism (18%) are the most important reputation traits for a local business



Reliability (27%), expertise (21%) & professionalism (18%) are the most important reputation traits for a local business