# [infographic] 50 Stats You Need to Know About Online Reviews

Your client's company provides a service to their customers, and those customers communicate their experience to the world through an online medium, often online reviews. These reviews contribute to the digital portfolio of every business. Your local business clients need reviews. Aside from building customer trust and helping with **SEO**, Google's markup of a company or product in search can now include reviews and ratings.

More than 88% of online shoppers incorporate reviews into their purchase decision. Online reviews are no joke, and there are many **situations businesses need to avoid**. Well, this one is:
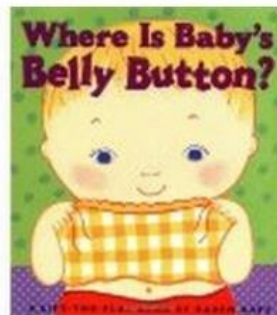
★☆☆☆☆ **DO NOT buy this book, you can SEE the ending right on the cover!,**
January 26, 2012

By **Phantomile** - See all my reviews

This review is from: Where Is Baby's Belly Button? A Lift-the-Flap Book (Board book)

This book is completely misleading. The entire plot revolves around finding Baby's belly button; the title makes this much clear from the beginning. However, there is no mystery. There is no twist. Baby's belly button is right where it's supposed to be, on Baby's stomach. Right where it clearly SHOWS you it is on the COVER OF THE BOOK.

This plot is a complete mess as a result of its reliance on the mystery of where the belly button is; everything falls apart the second you realize that the belly button was in plain sight all along. There is no conflict, there is no character development, and there is scarcely any plot. Whoever wrote this book must have made a serious error in judgement, because you would have to be an infant to not immediately understand where Baby's belly button is. This is one of the worst pieces of literature I have ever read.

But generally speaking, online reviews are essential for the reputation of local businesses.

Positive vs Negative Reviews

When a company provides a service, the customer is either satisfied or dissatisfied. In the digital world today, customers often take their experience straight to the web. If the customer expresses a positive experience, the review can be amplified on the web and social media to encourage others. But when the experience is negative, companies need to respond quickly. This needs to be done for the customer who left the review, but perhaps more importantly, for everyone else reading the reviews after. It is always a great feeling to read and hear positive reviews of your company, but negative reviews should be considered an opportunity for the business to do better.

50 Stats
You Need to Know About
Online Reviews

1 92%
92% of consumers now **read online reviews**

2 40% of consumers form an opinion by reading **just one to three reviews** — 40%

3 #1 Star rating is the **number one factor** used by consumers to judge a business

4 44% say a review must be written **within one month** to be relevant

5 68% 68% say positive reviews make them **trust a local business** more

6 43% of consumers search a business by reviews at least one time per month — 43% 43%

7 60% 60% of consumers have **searched a business** at least six times per year

8 **Only 9% of consumers** never search for a business online — 9%

9 73% 73% have read online reviews on a desktop

11 29% 29% have read reviews on a **tablet**

12 33% believe all local businesses should have **websites designed for mobile** — 33%

13 61% 61% are **more likely to contact** a local business if they have a **mobile optimized** site

14 40% 40% of consumers form an opinion by reading one to **three reviews**

15 73% of consumers **form an opinion by reading up to six reviews** — 73%

16 88% of consumers **form an opinion by reading up to ten reviews** — 88%

17 12% Only 12% are prepared to read **more than 10 reviews**

18 26% of consumers say it's **important** that a local business **responds to its reviews** — 26%

19 14% Only 14% of consumers would consider using a business with a **one or two star rating**

21 94% 94% of consumers would use a business with a **four star** rating

22 51% 51% of consumers **will select** a local business if it has **positive reviews**

23 80% **trust reviews** as much as **personal** recommendations — 80%

24 48% 48% will visit a **company's website** after reading positive reviews

25 23% 23% will **visit the business** premises directly after reading positive reviews

26 9% 9% of consumers **will phone a business** after reading positive reviews

27 95% of consumers **suspect censorship** or faked reviews when they don't see bad scores — 95% CENSORED

28 Reliability (27%), expertise (21%) and professionalism (18%) remain the most important attributes to consumers — 27% 21% 18%

29 More consumers are interested in "good value" than before, while less are concerned about the "expertise" of a business

31 On average, a consumer will look at over **10 information sources** before making a purchase

32 **Over half** of young people **aged 18 to 34** say they **trust online reviews** more than the opinions of friends and family — 18-34

33 88% **88% of online shoppers incorporate reviews** into their **purchase decision**

34 Consumers who read reviews **on a smartphone** are **127% more likely to buy** than those who read reviews on desktops — 127%

35 Reviews are especially important for **local searches** as they **influence up to 10%** of the **ranking** — 10%

36 **Only** reviews from **friends and family** are **trusted more** than online review. Reviews from **experts and celebrity endorsements** are **less trusted** than online reviews

37 30% 30% of consumers **assume** online reviews are **fake** if there are **no negative** reviews

38 The **three online platforms** dedicated to reviews with the **most global traffic** are: Yelp, Tripadvisor, and Foursquare — yelp, FOURSQUARE, tripadvisor 3

39 58% 58% of consumers said they have **recently** (within the past five years) began **leaving more and more online reviews** based upon **customer service**

41 4.6%↑ Reviews of **50 or more, per product** can mean a 4.6% increase in **conversion** rates

42 63% of customers are **more likely to make a purchase** from a site which has **user reviews** — 63%

43 105% customers are **more likely to purchase** while visiting, when site visitors **interact** with both **reviews and customer questions and answers**, and **spend 11% more** than visitors who don't interact — 105% 11%↑$

44 Reviews produce an average of 18% uplift in sales — 18%

45 64% 64% of consumers would read **online reviews** when purchasing **technology** items

46 68% of consumers **trust** reviews more when they see **both good and bad** scores — 68%

47 67% Between one and three **bad online reviews** would be enough to **deter** 67% of **shoppers** from purchasing a product or service

48 86% of people will **hesitate** to purchase from a business that has **negative online reviews** — 86%

49 yelp 26,380 Number of **reviews** posted every minute by Yelp users is 26,380

50 stats that show the importance of online reviews

1. 92% of consumers now read online reviews vs. 88% in 2014
2. 40% of consumers form an opinion by reading just one to three reviews vs. 29% in 2014
3. Star rating is the number one factor used by consumers to judge a business
4. 44% say a review must be written within one month to be relevant.This highlights the importance of recency in reviews!
5. 68% say positive reviews make them trust a local business more vs. 72% in 2014
6. 43% of consumers search a business by reviews at least one time per month vs. 38% in 2014
7. 60% of consumers have searched a business at least six times per year vs. 56% in 2014
8. There has been a considerable decrease in those that "never" search for a local business online, down from 22% to 9%, and an increase in those that search for a local business every day, up from 7% to 14%
9. 73% have read online reviews on a desktop
10. 38% have read online reviews on mobile internet vs 24% on a mobile app
11. 29% have read reviews on a tablet
12. 33% believe all local businesses should have websites designed for mobile vs. 25% in 2013
13. 61% are more likely to contact a local business if they have a mobile optimized site
14. 40% of consumers form an opinion by reading one to three reviews, vs. 29% in 2014
15. 73% of consumers form an opinion by reading up to six reviews ,vs. 64% in 2014
16. 88% of consumers form an opinion by reading up to ten reviews vs. 84% in 2014. This means it's important to have a large body of reviews, as customers are reading more reviews now than in all years past.
17. Only 12% are prepared to read more than 10 reviews vs. 16% in 2014
18. 26% of consumers say it's important that a local business responds to its reviews
19. Only 14% of consumers would consider using a business with a one or two star rating

20. 57% of consumers would use a business with a three star rating
21. 94% of consumers would use a business with a four star rating
22. 51% of consumers will select a local business if it has positive reviews
23. 80% trust reviews as much as personal recommendations, vs. 83% in 2014
24. 48% will visit a company's website after reading positive reviews
25. 23% will visit the business premises directly after reading positive reviews
26. 9% of consumers will phone a business after reading positive reviews
27. 95% of consumers suspect censorship or faked reviews when they don't see bad scores
28. Reliability (27%), expertise (21%) and professionalism (18%) remain the most important attributes to consumers
29. More consumers are interested in "good value" than before, while less are concerned about the "expertise" of a business
30. Word of mouth is still the most popular method of recommendation for consumers despite a 2% drop year over year
31. On average, a consumer will look at over 10 information sources before making a purchase
32. Over half of young people aged 18 to 34 say they trust online reviews *more than* the opinions of friends and family
33. 88% of online shoppers incorporate reviews into their purchase decision
34. Consumers who read reviews on a smartphone are 127% more likely to buy than those who read reviews on desktops
35. Reviews are especially important for local searches as they influence up to 10% of the ranking
36. Only reviews from friends and family are trusted more than online review. Reviews from experts and celebrity endorsements are less trusted than online reviews
37. 30% of consumers assume online reviews are fake if there are no negative reviews
38. The three online platforms dedicated to reviews with the most global traffic are: yelp, tripadvisor, foursquare
39. 58% of consumers said they have recently (within the past five years) began leaving more and more online reviews based upon customer service
40. 100% of customers who make over $150,000 annually claim to leave reviews when it comes to a poor customer service experience

41.   Reviews of 50 or more, per product can mean a 4.6% increase in conversion rates

42.   63% of customers are more likely to make a purchase from a site which has user reviews

43.   105% customers are more likely to purchase while visiting, when site visitors interact with both reviews and customer questions and answers, and spend 11% more than visitors who don't interact

44.   Reviews produce an average of 18% uplift in sales

45.   64% of consumers would read online reviews when purchasing technology items

46.   68% of consumers trust reviews more when they see both good and bad scores

47.   Between one and three bad online reviews would be enough to deter the majority (67%) of shoppers from purchasing a product or service

48.   86% of people will hesitate to purchase from a business that has negative online reviews

49.   Number of reviews posted every minute by Yelp users is 26,380

50.   If a business resolve its issue quickly and efficiently, 95% of unhappy customers returns back to your business