

Reviews gereviewd

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Of online beoordelingen ertoe doen? Absoluut, stelt 'conversieoptimalist' Invesp. Het bureau heeft onderzoek naar reviews naast elkaar gelegd, om de belangrijkste feiten op een rij te zetten. En wat blijkt? Een positieve beoordeling is voor bijna driekwart van de consumenten voldoende aanleiding om direct in actie te komen.

THE IMPORTANCE OF ONLINE CUSTOMER REVIEWS

90% of consumers read online reviews before visiting a business.



88% Of Consumers Trust Online Reviews As Much As Personal Recommendations.



Customers are likely to spend 31% more on a business with "excellent" reviews.



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



92% of users will use a local business if it has at least a 4-star rating.



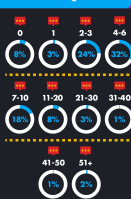
72% of consumers will take action only after reading a positive review.



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



Estimated Number Of Online Reviews Customers Read Before Trusting A Business



84% of people will hesitate to purchase from a business that has negative online review.



On average, a one-star increase on Yelp leads to a 5 to 9 percent increase in a business's revenue.



Number of reviews posted every minute by Yelp users - 26,380



Percentage of Yelp users that have made a purchase of a business they found on Yelp - 93%



Percentage of Yelp users that visit Yelp because they intend to make a purchase - 80%



How to deal with negative reviews

