

HERE'S LOOKIN' OUT FOR YOU, KID

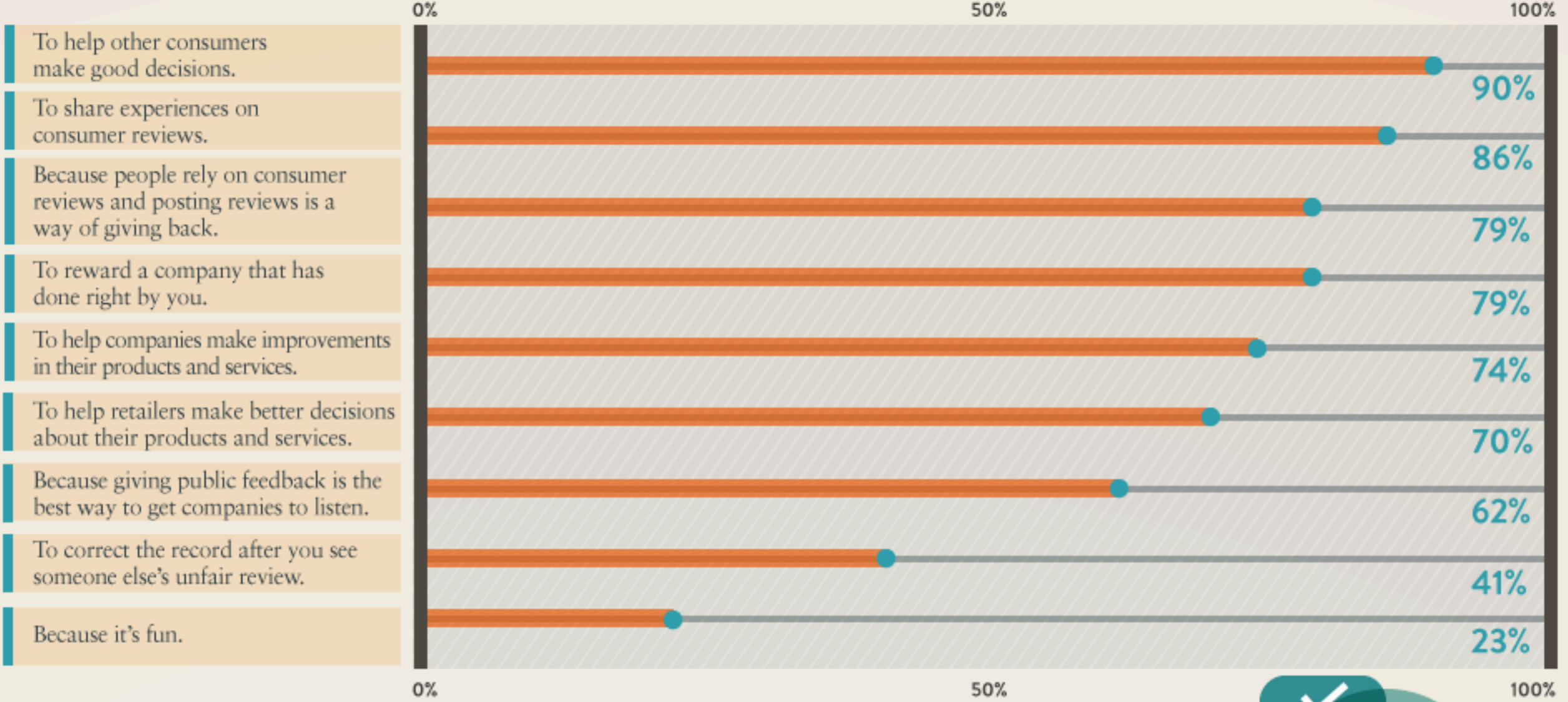
THE UNSELFISH REASONS WHY PEOPLE WRITE ONLINE REVIEWS

Lately, it seems as though more and more consumers are flocking to online review sites, forums, and apps to share their opinions about the services they experienced. But as it turns out, not everyone is driven purely by points or freebies.

REVIEWERS CARE ABOUT THEIR FELLOW CONSUMERS

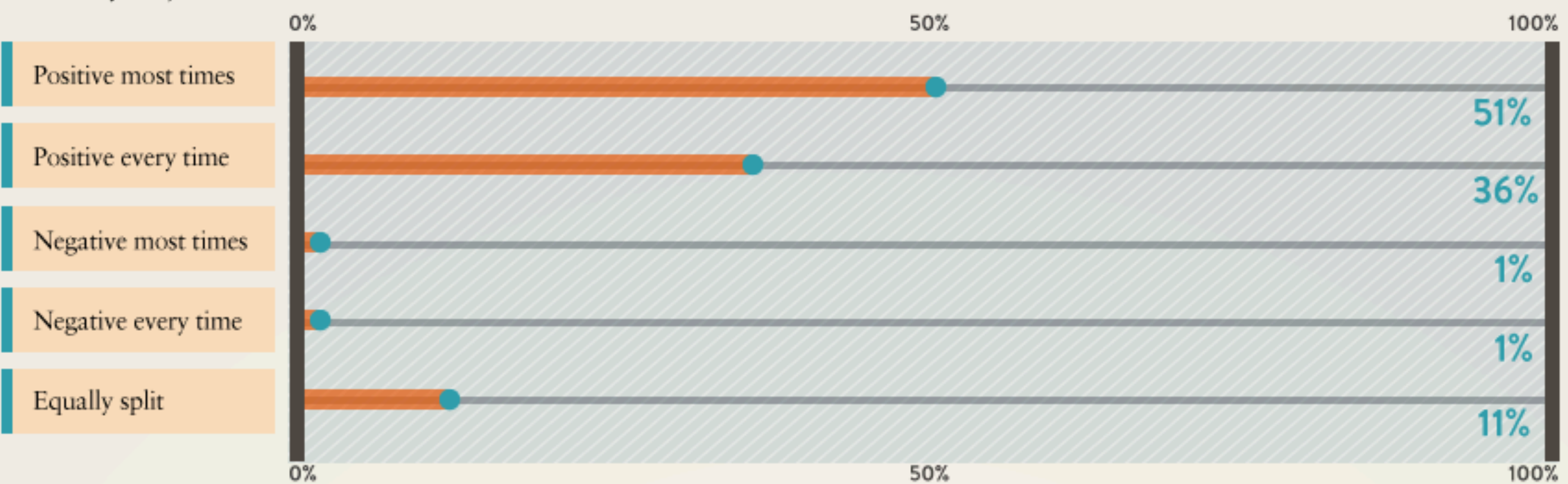
Those posting online reviews are often motivated to do so because they want to help other users and to reinforce the interdependency of the review ecosystem.

Reasons people leave online reviews.



MORE POSITIVE THAN NEGATIVE REVIEWS

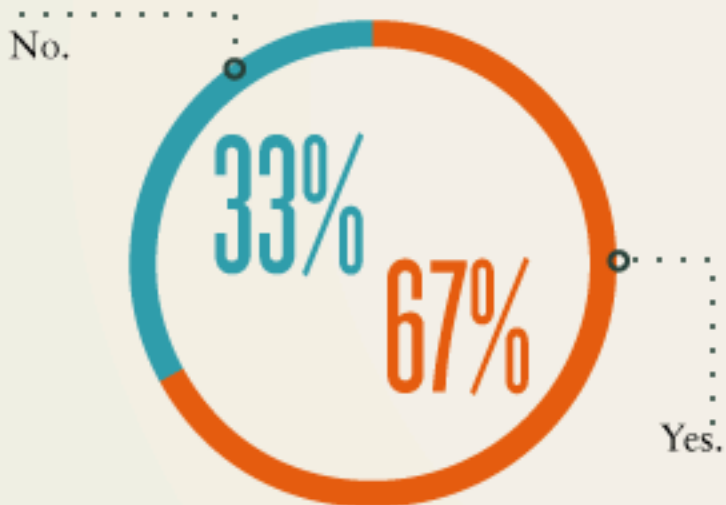
Thinking of all the times you've posted feedback online over the last 30 days, how has your feedback been?



LOCAL BUSINESSES, TAKE NOTE!

Whether positive or negative feedback, small and local business owners need to pay close attention to their savvy customers. BrightLocal conducted its annual Local Consumer Review Survey and discovered the following:

MOST CONSUMERS READ ONLINE REVIEWS OF LOCAL BUSINESSES



THE MAJORITY ARE INFLUENCED BY THE REVIEWS THEY READ

How do online customer reviews affect your opinion of a local business?



THEY LOOK AT UP TO 10 REVIEWS BEFORE MAKING A DECISION

70 percent of consumers trust a business with a minimum of 6 to 10 reviews.



AND CONSIDER RELIABILITY THE BEST LOCAL BUSINESS TRAIT

Which of the following reputation traits is most important to you when selecting a business to use?

