

4 Key Reasons to Manage Your Online Reputation

With 98% of consumers reading business reviews, ratings are crucial to your success. Here are four compelling reasons to actively manage customer feedback and encourage more online reviews.



Learn more with Smart Review Management: Tips for Small Businesses

For management best practices and tips on getting more reviews, scan the QR code and watch this short video.



1. Reviews Build Trust

Online reviews build credibility and consumer confidence. In today's digital world, we turn to multiple online sources and rely on reviews to guide decisions. According to BrightLocal, 40% of consumers only consider businesses with a rating of 4.0 or higher.



2. Reviews Power Results Online

Boost your local search ranking by giving more attention to ratings and reviews. Online ratings directly impact where your business appears on Google and review platforms like Tripadvisor, driving more traffic to your door.



3. Reviews Can Boost Conversions

Responding to reviews can significantly increase conversions. An Uberall study found that businesses with a 30% review reply rate see 80% higher conversion rates than their competitors who only respond to 10%.



4. Reviews Provide Feedback

Reviews offer valuable insights into your business. They highlight staff performance, customer experience, and product improvements to consider. Use customer feedback as a tool for growth.



Need Help? Get Free Support!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

Book an Office Hours session with Miles - it's FREE for TN Department of Tourist Development Partners.

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