why businesses should explore all

Why Businesses Should Explore All Available Review Platforms For Their Business

Since you're here, you obviously understand the importance of business reviews and how they can affect your business. Of course, positive reviews are the most desire and hardest to get. That's because more customers are willing to report on what they didn't like, rather than the stuff you did right … unless you were "unbelievably awesome". However, getting your customers to give you great reviews is only one part of the equation. The other part of the equation is where the reviews are being posted.

All too often, businesses learn to trust in one provider for their reviews. Sometimes that is Yelp, Google Places or the BBB. While those are great review sites with a lot of clout, they aren't the only ones … and they aren't the only ones that your customers will visit. If a review profile has ever been set up (by you or by someone else), then reviews can be submitted on your company.

It is your responsibility to maintain your reviews, doing everything you can to keep the negative reviews from showing up (and helping to remedy them). In doing this, your online profile or "word of mouth" will always be good. Studies have shown that more than 65% of all online consumers review the company and/or products online before using the services provided or purchasing the specific products.

What Makes Us Tick

Whenever we are interested in a product, we want to hear good things. If we hear how "great", "awesome", or "perfect" the product or service was, we want it more. However, if the reviews talk about how the product or service "underachieved" or "wasn't worth it", then we don't really want it and will keep looking.

Online reviews are the same way. One bad review on the front page can erase four or five good reviews. So, ignoring the less popular review platforms could cost you customers. Even if only one or two customers ever go to the less popular review platform, they also have business contacts and they'll tell them what they know about you … whether that is fair or not.

How To Get Good Reviews

Ask! You need to ask your customers to give you good reviews. Most of the time, happy customers don't even think about leaving you positive feedback. However, mess up on one detail and they'll know exactly where to go. That's why you need to ask them to leave positive feedback. More specifically, that's why you need to direct them on where to leave the positive feedback.

How To Remove Bad Reviews

A bad review can kill a business. That's why you need to address them as quickly as possible and

to the satisfaction of the customer. Of course, there will be some customers that cannot be pleased; however, this is not normal and most can be satisfied. Once they are satisfied, ask them to kindly change their review to a less negative tone; most will be willing to do so since you took care of their needs. http://yorev.com/reviews/browse

Overall, too many businesses overlook the less popular review sites as "not worth their time". This is a huge mistake and could be costing you more money than you know. One negative review can spread like wildfire, especially with the virality of social media. If you have a negative review, attempt to reconcile with the customer as soon as possible. Just because it is on a less popular site does not mean it won't affect you. Your online "word of mouth" is extremely important; don't let anyone tarnish it without reason.

NOTE: Recently, Google and other search engines have started using online reviews from other online outlets to determine search engine result page rankings. If you're struggling to stay on the top of the SERP's, then it is very possible that you have negative reviews. Make sure your "word of mouth" is stellar.

http://yorev.com/page-reviews/home