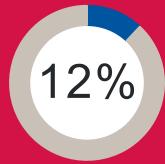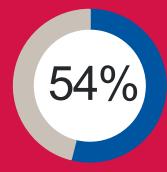# What is Online Reputation Management?

Some businesses can struggle to differentiate themselves from their competitors, so a positive online reputation is useful to help customers make a choice.

12%

12% of consumers searched for a local business every day.

54%

54% of consumers looked for a local business online at least once a month.

97%

97% of customers used the internet to find a local business.

Why use it?

Online reputation management is no longer a 'nice to do', it's essential to the success of any modern business.

49% of consumers need to see at least a four-star rating before they choose to use a business.

Positive reviews make 73% of consumers trust a local business more.

50% of consumers will question the quality of a business after reading negative reviews.

The internet has transformed the way consumers research and make their buying choices. People used to rely on friends, family and loved ones for advice, but now they do most of their research through social media and online review websites. Online reputation is key for any business wanting to come out ahead of its competitors.
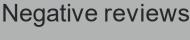
How to react

Positive reviews

Appreciate customers' time and opinion.

Focus on your clientele.

Encourage them to come back.

Negative reviews

Give explanatory responses with details.

Apologize put yourself in your customer's shoes.

Stay Professional don't get emotional.

Safeguard®