National Leave a Review Day JUNE 8

How to Leave a Review that Matters

One of the most powerful tools that businesses have at their disposal: online reviews.

Reviews can make or break a business, and leaving a meaningful review can help other customers make informed decisions and also help businesses improve their services. **Here are tips for leaving reviews that matter.**

Best practices to keep in mind when leaving reviews:

1. Be specific:

When leaving a review, be as specific as possible about your experience. Mention specific products or services you used, what you liked or didn't like about them, and any problems you encountered. This helps other potential customers get a better sense of what to expect and helps the business address any issues.

2. Be honest

Don't exaggerate your experience, whether positive or negative. Be truthful about your experience, and give an accurate portrayal of your experience. This will help other customers make informed decisions, and will also help the business improve their services..

3. Provide constructive criticism

If you had a negative experience, don't just complain – provide specific, actionable feedback that the business can use to improve. For example, if you had a bad experience at a restaurant, don't just say the food was terrible – explain why it wasn't to your liking, and suggest ways the restaurant could improve.

4. Keep it professional

Remember that your review is a reflection of you as well as the business you're reviewing. Be respectful and professional in your tone, even if you had a negative experience. This will help your review carry more weight and be taken more seriously by other potential customers.

Reviews Matter

Now that we've covered the best practices for leaving reviews, let's take a look at some statistics that demonstrate just how important reviews can be:

- **91% of consumers read online reviews** before making a purchase decision.

- **Businesses with more than** 82 total reviews earn 54% more in annual revenue than businesses with fewer than 82 reviews.

- **Businesses with a 4-star rating or higher on Google** receive 76% of clicks from local searchers.
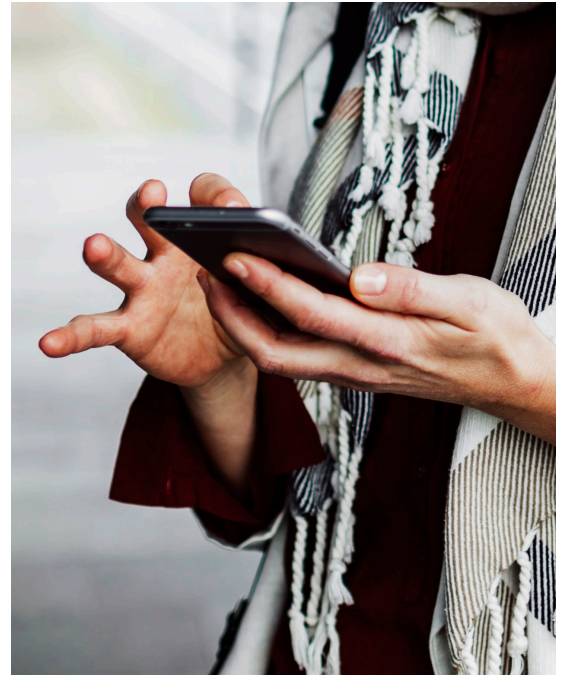
So, as you can see, reviews can have a huge impact on a business's bottom line. By following these best practices and leaving meaningful reviews, you can help businesses improve their services and make informed decisions about where to spend your money.

Examples:

Good/Quality Review:

"I recently had a great experience at XYZ restaurant. The food was absolutely delicious and the service was top-notch. Our server, Sarah, was incredibly friendly and attentive throughout our meal. I particularly enjoyed the grilled salmon dish, which was cooked to perfection and had a delicious flavor. The restaurant had a great atmosphere, and I appreciated the attention to detail in the decor. Overall, I highly recommend XYZ restaurant and look forward to visiting again!"

Poorly Written Review:

"I went to XYZ restaurant and it was terrible. The food sucked and the service was bad. I will never go there again."

→ **As you can see, the well-written review provides specific details about the experience,** highlights particular aspects of the restaurant that the reviewer enjoyed, and offers a recommendation. The poorly written review, on the other hand, is very vague and doesn't provide any specific information or constructive feedback.

Here's another example:

Good/Quality Review:

"I recently purchased a new vehicle from ABC Dealership and I'm extremely happy with my purchase. The staff at the store were incredibly helpful and knowledgeable, and were able to help me find a vehicle that met all of my needs within my budget. The car itself is safe and reliable, and has all of the features that I was looking for. I've been driving it for a few weeks now and haven't had any issues. I highly recommend ABC Dealership for anyone in the market for a new computer."

Poorly Written Review:

"I bought a vehicle from ABC Dealership and it was okay. Nothing special."

→ **In this case, the well-written review offers specific details about the purchasing process,** highlights the helpfulness of the staff, and offers a recommendation. The poorly written review, once again, is very vague and doesn't provide any specific information or feedback.

Online reviews have become an incredibly powerful tool for businesses and consumers alike. By following best practices when leaving reviews, you can provide valuable feedback to businesses while also helping other customers make informed decisions.

And with statistics showing just how impactful reviews can be on a business's bottom line, it's clear that taking the time to leave a thoughtful, well-written review can make a significant difference.

So, next time you have a positive or negative experience with a business, take a few minutes to write a review that is specific, honest, constructive, and professional – you just might be helping that business improve their services and attract more customers in the process.

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Reputation