

HOW TO LEVERAGE ONLINE REVIEWS TO GROW YOUR BUSINESS



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Some recent studies reveal that the majority of consumers **trust online reviews** as deeply as they trust a personal referral. – [Source](#)

Nearly 90 percent of customers say that online reviews influence their buying decision. – [Source](#)

List of most common review sites:

- Amazon
- Angie's List
- Better Business Bureau (BBB)
- Bing Places
- Citysearch
- Consumer Reports
- Demand Force
- Dex Knows
- DoneRight.com by LendingTree
- Epinions.com
- Google My Business
- Home Advisor
- Insider Pages
- Judy's Book
- MerchantCircle
- Trip Advisor
- Yahoo! Local
- Yellow Pages
- Yelp!

[Source](#)

Helpful Articles

- [How Online Customer Reviews Help SEO and Drive Sales Growth](#)
- [How to Deal with Negative Reviews](#)
- [How to Track What People Are Saying About Your Business Online](#)
- [How to Take Control of Your Business's Online Reviews](#)
- [How to Get More Google Reviews](#)



Visit MadicoU.com for more support videos and information provided exclusively for Madico dealers and distributors.

- [Find and Claim Your Yelp Business Page](#)
- [How to Ask Customers for Reviews \(and actually get them\)](#)
- [The Complete Guide to Social Media Analytics](#)
- [How to Get More Customer Reviews on Your Facebook Business Page](#)
- [Enabling Facebook Reviews](#)

Social Media Monitor Apps

- [Sprout Social](#)
- [Tweetdeck](#)
- [Hootsuite](#)
- [Google Alerts](#)

Suggested Google Search Terms for Further Study

- Reputation management
- Small business review monitoring

