

WOMO CEO Fiona Adler reveals ways to boost business growth

Written by WOMO CEO Fiona Adler
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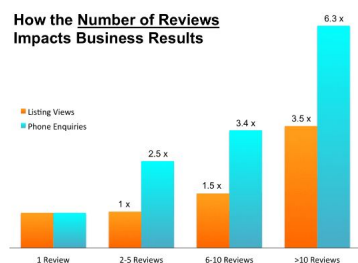
With the silly season about to hit it's time for all businesses to get ship shape if they want to get the phones ringing. WOMO (www.womo.com.au) analysed over 160,000 businesses on its site and found that all you need is 10 reviews to make a big impact on the consumer.

In fact, businesses with more than 10 reviews get over six times the number of phone calls than businesses with just one review.

WOMO CEO Fiona Adler explains, "1 or 2 reviews might slightly influence the way a consumer feels about a business but once a business has 10 or more reviews it has an enormous influence and drives up sales".

This finding echoes the research of Local Bright which found that 65% of consumers like to read four or more reviews before feeling they can trust a business.

Businesses with more reviews will ultimately get more exposure.



Why?

Firstly, businesses with more reviews show up higher in search results and having the review count displayed in the search results is more likely to encourage browsers to click through and look at their listing.

But the second reason is something that is often underestimated; customer reviews are SEO gold and help businesses get found directly in search engines. The reviews themselves are comprised of unique content about the business that is in the language of customers, so they make perfect SEO content. So, the more reviews a business has, the more exposure and enquiries they'll get.

Case Study

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