

# 3 Steps FOR BUILDING YOUR BUSINESS ONLINE



As we built JUMP from the ground up, we experienced the same growing pains all small businesses have.

Generating positive reviews is one of those pains.

## SO HOW CAN YOUR BUSINESS CREATE A STEADY STREAM OF POSITIVE REVIEWS?

### 1. REQUEST

Request reviews from your star customers. These people will become promoters of your business.

### 2. READ

Read & learn from your reviews. Take this opportunity to better your business and deliver an awesome product / service.

### 3. RESPOND

Respond to all reviews, even the bad ones. Take the time to address those negative reviews and build credibility with your responsiveness. Customers want their business to matter to you.

Discover our 4 best practices for transforming reviews into revenue. Sign up for a free consultation with one of our experts at [www.getjump.com](http://www.getjump.com)

*Your business is only as good as your customers say it is!*

97% of people

will read an online review before making a decision. (1)



85% trust reviews as much as a personal recommendation. (1)



92%

said they would use a business with a 4 star rating or higher. (2)



Sources 1 - Bright Local. Bright Local is the authority on review research. <https://www.brightlocal.com/learn/local-consumer-review-survey/>  
2 - Michael Luca - Professor in the Harvard Business School. <https://www.hbs.edu/faculty/Pages/item.aspx?num=41233>

Did you know reviews play a **10%** part in the total online search algorithm (SEO ranking)? Within that 10%, Google considers **quantity, frequency of new reviews,** and of course, **the ranking out of five stars.**

