

# 20 YEARS OF ONLINE REVIEWS

## Pre-1999

Most online reviews were limited to merchant and product reviews on sites like eBay. The only business reviews you could find were on Better Business Bureau.



## 2001

Citysearch and Yellowpages added online reviews to their already large directory of businesses.

## 2003

DealTime acquires Epinions as a way to help shoppers "pre-qualify" products.



## 2005

Yelp revamps to allow users to publicly share their reviews.

## 2009

Businesses are now allowed to publicly respond to reviews on Yelp, Google follows a year later.



## 2014

The controversial act of Review Gating is introduced.

## 2016

Reviews now account for 8.4% of how Google ranks a local business.

Yelp launches its Knowledge Partner program to help enterprise brands take control of their Yelp profiles at scale.

## 2018

Yelp and Google create public policies against review generation and review gating.

Facebook changes from star ratings and reviews to recommendations.

TripAdvisor releases a study that shows responding to reviews does increase the number of positive reviews a brand gets.

Reviews grow to account for 15.4% of Google local ranking factors.

## 1999

The original three review websites appeared online:

- Rate It All,
- Deja,
- and Epinions.

## 2002

Google buys Deja intellectual property such as Usenet search technology, trademarks and the code and systems that operate the Usenet service.



## 2004

Yelp was founded to help connect people with local businesses.

## 2007

RatellAll teams up with Musestorm to create widgets. These widgets could be shared by users to display their RatellAll lists on websites.

## 2012

Businesses start using review generation tactics to earn more reviews.

Apple Maps and Bing are now powered by Yelp reviews.

Facebook takes the lead as the site with the largest quantity of reviews.

## 2015

Amazon Alexa teams up with Yelp to power local business listings.



## 2017

Google surpasses Facebook as the site with the largest quantity of reviews. This is largely due to Google's mobile push notifications.

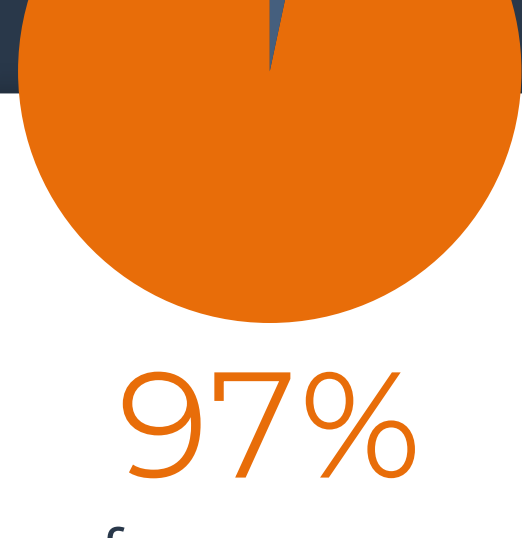
Amazon's fake reviews problem causes customers to lose trust in product reviews.

Reviews grow to make up 13.13% of how Google ranks a local business.

Yelp cracks down on review solicitation.

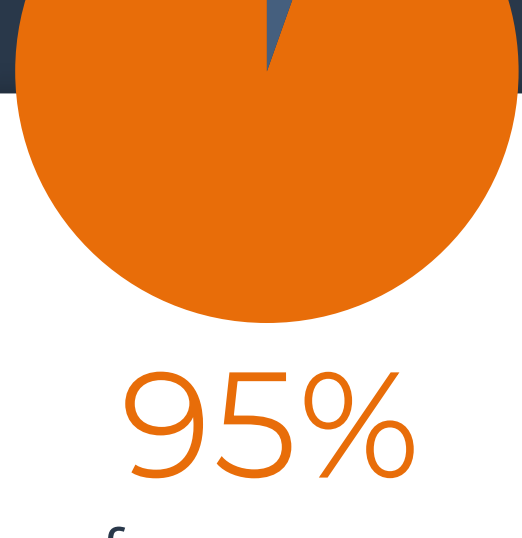


## HOW IS 2019 LOOKING SO FAR?



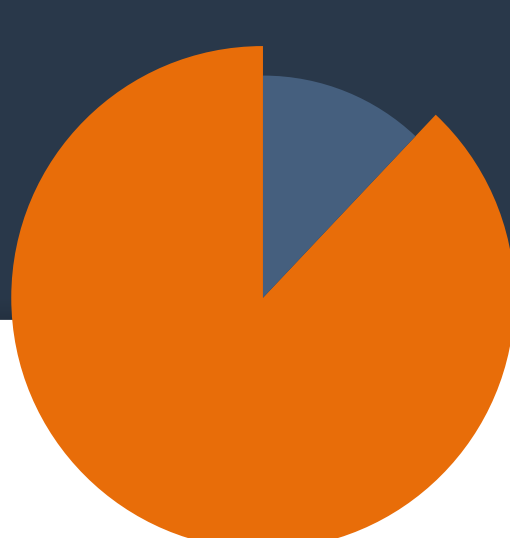
97%

of consumers read local business reviews.



95%

of consumers read online reviews before making a purchase.

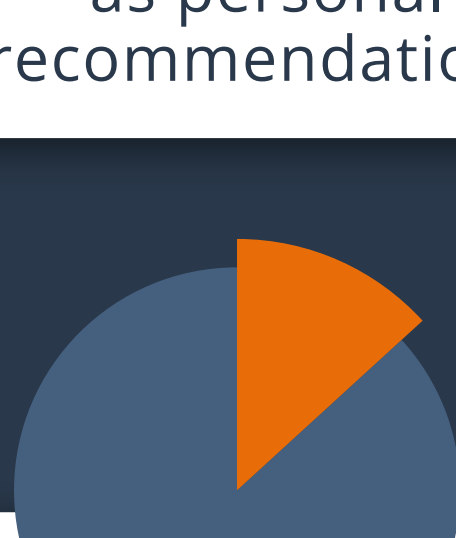


88%

of consumers trust online reviews as much as personal recommendations



This stat increases to 91% for 18-34 year olds.



13%

of consumers will consider using a business with a 1 or 2-star rating.



When businesses respond to a negative review, 33% of people will update their original review.

34% will delete the review.

↑ 15%

Not responding to reviews for comments on social media can increase customer churn by up to 15%

↑ 5-9%

A one-star increase in Yelp ratings leads to a 5-9% increase in revenue.



270%

Displaying reviews can increase conversion rates by 270%