


# REVIEWS CASESTUDY



cash  
online sales

Assemble a  
Social media

Online reviews are critical to any business that is on the internet. **Reviews can make or break a business.** Current, positive reviews will encourage people to choose your company, while negative reviews will send them running to your competition with a better reputation.



## OVERVIEW

We were approached by an e-commerce company struggling with negative reviews. We worked with them on SEO and pointed out that 10% of Google's algorithm looks at your reviews rating. While we optimized their page speed, content, backlinks and other ranking factors, the reviews were affecting their search engine results as well as overall sales. Their goal was to outrank the competition and gain market share of their brand. We pointed out the importance of their online reviews and came up with a plan to fix their reviews. Businesses can not remove negative reviews. The strategy is to improve the overall score with more positive reviews.



"Negative reviews were killing our business. We were losing ground in our SEO efforts, and losing sales because of our poor online reputation. Spark Factory took us from a 2.1 to a 4.1 within 6 months. Sales have skyrocketed beyond belief!"

## HOW IT WORKS

We use your customer list to generate more positive reviews. We send them emails and text messages, asking them if their experience was positive or negative. If it is positive, we ask them to leave a review on websites of your choice (Google, Facebook, Yelp and 50 others). If they had a negative experience, we give them an opportunity to vent offline so your customer service can address the concerns without making that available to the public.



# BENCHMARK

When Spark Factory started reviews management for this e-commerce website, they had 59 Google reviews, with an overall score of 2.1 and gaining more negative reviews by the day due to supply and shipping challenges. Their sales and website traffic plummeted and they didn't know how to fix the problem themselves.

97% of consumers read online reviews before making a purchase. Consumers not only read your reviews, they expect to see recent, consistent reviews, and are interested in how the businesses respond. With Spark Factory's reviews management, focus on the whole picture. We consistently generate positive reviews, mitigate negative reviews and respond publicly on your behalf.

## RESULTS

Within the first 6 months of using Spark Factory's reviews platform, we **improved their Google ranking from a 2.1 to a 4.1.**



**36%**

Increased revenue



**5,340**

Customers contacted for a review



**98**

Positive online reviews



**0**

Negative online reviews

## CONCLUSION

Maintaining a current, positive online reputation results in more traffic and revenue. You can overcome a negative online image by requesting a lot of reviews, while encouraging positive reviews and mitigating negative ones. Consumers give more weight to reviews within the past 90 days, so maintaining a great review score requires ongoing requests and responses.

