# The value of a positive review

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Can you put a price on a positive review? Could a glowing testimonial boost revenue or help cut costs? While there may not be an exact formula to calculate the financial impact of every positive review, the evidence is clear—customer feedback is a powerful tool that builds trust, enhances visibility, and ultimately fuels business growth.

At its core, a positive review acts as a persuasive endorsement, educating potential customers and reinforcing a company’s credibility. Reviews provide real-world insights into a business’s performance, shaping the perceptions of future customers. According to BrightLocal, [98% of consumers](https://www.brightlocal.com/research/local-consumer-review-survey/) read online reviews when researching local businesses. That’s nearly everyone who shops online or looks for services in their community. And for [BBB Accredited Businesses](https://www.bbb.org/all/newbiz/why), the impact is even more pronounced: they are **16 times more likely** to receive a positive review than non-accredited businesses.

So, what is a customer review worth? Here are four key ways [reviews](https://www.bbb.org/all/customer-reviews) influence a business’s financial success:

## 1. Positive Reviews Boost SEO and Visibility

Search engine optimization (SEO) plays a crucial role in how potential customers find businesses online. Reviews contribute significantly to SEO by naturally incorporating relevant keywords and increasing a company’s digital footprint. When customers use phrases like "best HVAC company" or "trusted local plumber" in their reviews, search engines take note, improving that business’s ranking in search results.

Consider the cost of SEO services. The average SEO consultant charges between $75 and $100 per hour. Yet, an influx of customer reviews can enhance online visibility for free, making it easier for new customers to discover and trust a business.

**What you can do:** Encourage customers to leave honest reviews, particularly highlighting specific services. This helps search engines recognize your business as relevant in local searches, driving organic traffic and increasing potential leads.

## 2. Reviews Serve as Free Advertising

Businesses allocate between [**5-10% of their revenue**](https://blog.hubspot.com/marketing/marketing-budget-percentage) to digital marketing. A single positive review, visible on platforms like BBB, Google, or Yelp, serves as a long-lasting and cost-free endorsement. Reviews also amplify the effectiveness of paid advertising—when consumers see an ad alongside strong reviews, they are far more likely to convert.

Another benefit? Customer testimonials function as an organic form of influencer marketing. While businesses often pay thousands for influencer endorsements, positive reviews create authentic, unpaid brand advocates who influence potential customers to choose a business based on real experiences.

**What you can do:** Integrate positive reviews into your marketing strategy. Use customer testimonials in social media posts, digital ads, and promotional materials to enhance credibility and trust.

## 3. Constructive Criticism Leads to Improvement and Growth

Customer feedback isn’t just about praise; it’s also a valuable tool for business improvement. Reviews provide insights into what a company is doing well and where it can improve.

Additionally, responding to reviews fosters customer engagement. Consumers spend up to [**49% more money**](https://learn.g2.com/customer-reviews-statistics#:~:text=24.,29.) at businesses that actively reply to feedback. Engaging with customers—both happy and dissatisfied ones—shows commitment to service excellence and can turn an initially negative experience into a long-term customer relationship.

**What you can do:** Make review management a priority. Respond promptly, address concerns professionally, and take actionable steps to improve your services based on customer feedback.

## 4. Positive Reviews Increase Customer Loyalty and Retention

Loyal customers are the foundation of any successful business. Satisfied customers who take the time to leave a review are often repeat buyers, contributing to long-term profitability. According to [Zippia](https://www.zippia.com/advice/customer-retention-statistics/), increasing **customer retention by just 5%** can **boost profits by 25-95%**.

A strong portfolio of positive reviews also strengthens community loyalty. When businesses consistently receive high praise, they set a standard in their industry, attracting more local customers and standing out among competitors.

**What you can do:** Recognize loyal customers who leave reviews by offering incentives, such as loyalty discounts or exclusive offers. Additionally, ensure that your team understands the importance of customer feedback in fostering long-term relationships.

## So how much is a positive review worth?

A positive review is more than just kind words—it’s a valuable business asset. It serves as an SEO booster, a marketing tool, a source of customer insights, and a driver of loyalty. Every review pays it forward, influencing future customers and contributing to a business’s reputation and bottom line.

For businesses looking to maximize the benefits of customer reviews, BBB offers a structured and reliable review system. Our platform ensures authenticity, alerts businesses to new reviews, and provides tools for effective response management. BBB Accreditation can help businesses harness the full power of customer feedback, turning reviews into revenue and trust into growth.