



# REVIEWS MATTER: A GUIDE FOR LOCAL BUSINESSES

Online reviews are now a critical component of local business success. For small to medium-sized businesses (SMBs), leveraging online reviews can significantly influence customer perceptions and drive growth. We understand the importance of managing your online reputation. Here are three ways that online reviews can impact your business.

## Building Trust

Online reviews serve as modern word-of-mouth referrals. Potential customers rely on reviews to gauge the quality of a product or service. Positive reviews can build trust and establish credibility, making new customers more likely to choose your business over competitors. Encourage satisfied customers to share their experiences online to create a solid foundation of trust. Try requesting feedback in person or sending a follow-up email or text with a direct link to your review platforms. The easier you make it for customers to share their experiences, the more results you'll see.

## Improving Local SEO Rankings

Online reviews play a crucial role in improving your local search engine rankings. Search engines like Google consider review volume, recency, and quality when determining local search rankings. You can boost your visibility

online by actively seeking and responding to reviews. This, in turn, can drive more organic traffic to your website and increase foot traffic to your physical location.

## Gaining Valuable Insights

Reviews provide a wealth of information about your customers' experiences and preferences. Analyzing this feedback can help you identify areas for improvement and highlight what your business is doing well. Use this information to refine your products, services, and customer service strategies. Addressing common concerns and emphasizing your strengths can enhance the experience and improve customer loyalty.

## TESTIMONIALS:

*"Thank you, BVM, for a great experience! Such a pleasure to work with [your local team]. We look forward to every issue of [the magazine]."*

- Feature Family

*"I was an Expert Contributor and had a reader pick up the phone to ask a question about my article! I never received any feedback from advertising except Best Version Media. We changed our ad every month, and the designer did an amazing and creative job."*

- Advertiser



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