



Overview

- **What They Are.** Reviews are a way for users to give feedback to both you and potential new users.
- **How They Affect Rankings.** The quality of your ratings move you up and down in the app store rankings. Review velocity, or frequency of reviews, also affects your ranking.
- **Feedback.** For strong analysis and improvement, you need the feedback that you receive via reviews, whether by direct ratings and comments, review velocity, or social proof.
- **How to Find Social Proof.** The effects of your reviews will be evident in your app's placement in organic search results, which will affect conversion, download, and retention rates. It is the positive feedback loop.

Research

Reviews can be found in iTunes or Google Play. Amazon is a third option that has less volume.

- **Review Mining:** Go to the review section of apps that are similar to yours and take notes on the takeaway from each 2- to 3-star review.
- **What to Include:** Note the features that (a) are similar to your app and (b) reviewers wish were included in the app.
- **What to Avoid:** Note the negative reviews of your app or apps similar to yours. Make a list of 5 ways to solve those problems, and build it into an update plan.
- **Tools:** Google Keyword, AppBot, Center Tower, Aptopia, etc.



Getting Reviews

- Ask, and Ye Might Not Be Ignored. You must ask for reviews to receive them. Otherwise, most users will not review their downloads. Be careful in your requests to avoid a tone or frequency that is annoying.
- Percentage. A low percentage of users will leave reviews – 0.5% to 2%. Do not be discouraged. Instead, test new strategies and find new ways to get results. The right time to ask is when the user has a positive experience, such as when they win a level or share a photo.
- Negative Reviews. There are creative and clever ways to manage negative reviews. For example, use pop-up choices for users to answer in different directions based on their intended review. Apperator is a good tool option. Route positive reactions to reviews at the App Store and route negative reactions to internal support options. Test your review ratings based on different request techniques.

Answering Reviews

When people leave reviews, you have the ability to respond in Google Play. Your public attention will show that you are actively listening and taking user opinions into account, which will affect ratings as reviews come in.

- It creates a two-way communication with users.
- It allows you to defend false comments. There will be spammers, and it is important to call them out.
- It shows new users that they have attentive support from a developer that cares about their experience.



For the best results on answering reviews:

- Ensure that your responses are never emotional. Use the 24-hour rule. Or outsource.
- Respond to as many as possible. Do not cherry-pick the most intriguing reviews.
- Be honest and forthright.
- Do not over-promise without 100% confidence that you can deliver your solution.

As a practice, answering reviews makes sense when you have one to three apps in the store and want to focus on customer service and high quality. The following are apps that require high levels of customer service:

- Niche apps
- Long tails
- Whales
- User demographics of high income, discerning preferences, loyalty, analytical nature, and logical processes

Try answering reviews for a week or two to assess whether it has an impact on your ratings. If it is effective, it might take some time to see it; however, if your efforts are not helping download rates whatsoever, focus on reviews at a later time.

Apple

With Apple reviews you must respond differently than with Google Play.

- Here you may implement user recommendations in your app updates, and summarize them in your release notes: "We listened to you, and here is what we did about it."



- Push users to your Facebook page for ongoing support.
- Prompt users to update their reviews as new solutions are released: “Hey, we fixed these problems which were the reason why you left a three-star review, please update to five-star.”