FREE TEMPLATES FROM ZOSSOZ

15 Replies to Reviews

Five for glowing reviews, five for so-so ones and five for unhappy ones, ready to adapt

For Owners who get Google reviews

Takes 15 minutes to adapt, then a minute per reply

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You can answer your Google reviews yourself, and it's easy to put off, especially when the review is a bad one. Here are fifteen replies to adapt: five for glowing reviews, five for so-so ones and five for unhappy ones. Each has one line on when to use it. Change a word or two so it sounds like you, and add one real detail only you would know.

Before you reply

Google lets you reply from your business profile. Look for **Read reviews**, then the reply icon next to the review. Google's menu names change now and then. You need to have verified your business first, and your reply is public. The reviewer gets a note when you reply.

These come from Google's own tips for replying, in Google Business Profile Help:

- Keep it short and specific, and sound like a person, not an ad.
- Don't offer rewards or freebies, and never offer anything to change or remove a review.
- Protect the reviewer's privacy. Don't argue or get personal.
- Own a real mistake, and apologize when it's called for.
- Reply soon, and sign with your own name.

> TIP
> If a review makes you angry, write the reply, then wait until tomorrow to post it.

Five for glowing reviews

1. The short thank-you. Use it when someone leaves five stars and only a few words.

COPY AND PASTE

Thank you, [first name]. It means a lot that you took a minute to write this. We hope to see you again soon.
[Your first name], [business name]

2. The review names a person. Use it when the customer mentions someone on your team.

COPY AND PASTE

Thank you, [first name]. I've shared your kind words with [team member's first name]. They'll be glad to hear it. Thank you for coming to [business name].
[Your first name]

3. The review names something specific. Use it when they mention one thing they liked, such as a dish, a cut or a repair.

COPY AND PASTE

Thank you, [first name]. We're glad the [thing they mentioned] worked out for you. That's exactly what we hope for. Come back any time.
[Your first name], [business name]

4. The regular. Use it only when the review says they come often.

COPY AND PASTE

Thank you, [first name], and thank you for coming back. Regulars are why we're still here. See you next time.
[Your first name], [business name]

5. The visitor. Use it when someone from out of town stopped by.

COPY AND PASTE

Thank you for stopping in while you were in Miami, [first name]. We're glad you found us. If your travels bring you back this way, come see us again.
[Your first name], [business name]

Five for so-so reviews

Three stars, or "good, but". Thank them, say you heard the "but", and don't make excuses.

6. Good, but something fell short. Use it when they liked most of it and name one thing that went wrong.

COPY AND PASTE

Thank you for the honest review, [first name]. We're glad most of it went well, and we're sorry about [the one thing]. That isn't the standard we want. If you'd like to tell us more, please write to us at ____.
[Your first name], [business name]

7. "It was fine." Use it when the review says nothing is wrong and nothing stood out.

COPY AND PASTE

Thank you, [first name]. We'd like to be more than fine. If you remember one thing we could have done better, we'd like to hear it at ____.
[Your first name], [business name]

8. They were right, and you fixed it. Use it only when you have really changed something.

COPY AND PASTE

Thank you, [first name]. You were right about [the problem], and we've changed [what you changed]. We appreciate you telling us. We'd be glad to have you back.
[Your first name], [business name]

9. A comment about price. Use it when they say it cost more than they expected.

COPY AND PASTE

Thank you for saying so, [first name]. We try to be clear about prices before anything starts, and we're sorry it didn't feel that way. If you'd like to talk it through, please write to us at ____.
[Your first name], [business name]

10. A slow or unfriendly moment. Use it when the complaint is about the wait or how someone treated them.

COPY AND PASTE

Thank you, [first name]. We're sorry about the [wait / way you were treated]. We've shared your note with the team. If you'd like to tell us more, please write to us at ____.
[Your first name], [business name]

Five for unhappy reviews

One or two stars. Never argue, even if you're sure you're right. Never repeat what the customer bought, when they came or anything else about them. Say sorry, say you'd like to fix it, and move the talk to your email or phone. Then stop.

> WATCH OUT
> Don't offer a refund, a free visit or anything else in the reply, and never ask them to change or delete the review. Google doesn't allow offering something to change or remove a review. Talk about any fix offline.

11. They have a real complaint. Use it when something clearly went wrong.

COPY AND PASTE

We're sorry, [first name]. This isn't what we want anyone to take away from [business name], and we'd like to make it right. Please write to us at ____ or call ____ so we can talk.
[Your first name], [business name]

12. The review is vague. Use it when it says "terrible" and nothing else.

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We're sorry to hear this, [first name]. We'd like to understand what happened, but there isn't enough here for us to go on. Please write to us at ____ so we can look into it.
[Your first name], [business name]

13. You can't match it to a visit. Use it when you don't recognize the story.

COPY AND PASTE

Thank you for the review, [first name]. We take this seriously, but we can't tell from what's written here which visit it was. Please write to us at ____ so we can look into it properly.
[Your first name], [business name]

> TIP
> If a review breaks Google's rules, for example it's about a different business or comes from someone with a conflict of interest, you can report it from the same Read reviews screen. Replying doesn't stop you from reporting.

14. It's a serious claim. Use it when the review mentions an injury, damage, a safety worry or something that could be a legal matter.

COPY AND PASTE

We're very sorry, [first name], and we take this seriously. Please contact us directly at ____ so we can look into it and talk with you.
[Your first name], [business name]

> TIP
> For anything involving an injury, damage or safety, keep the public reply this short and talk to your insurer or a lawyer before you say more.

15. The review is harsh or unfair. Use it when the tone is angry or you think it overstates things.

COPY AND PASTE

Thank you for telling us, [first name]. We're sorry your experience fell short of what you expected. We'd like to hear your side and see what we can do. Please write to us at ____.
[Your first name], [business name]

Next

1. Pick the three replies you'd use most and change the words until they sound like you.
2. Reply to your newest review today, and to any older ones you skipped.
3. No website yet? Send us your business name and Google Maps link and we'll mock up your homepage, free.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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