

Google Business Profile Review Response Guide

Why Responding to Reviews Matters

Every customer review is an opportunity to strengthen your online reputation and demonstrate excellent customer service.

Responding to reviews shows prospective customers that your business is engaged, professional, and values customer feedback. It also signals to Google that your Business Profile is actively managed, which supports a healthy online presence and demonstrates that your business is active and responsive. While responding to reviews alone won't dramatically improve search rankings, businesses that consistently maintain complete, active profiles generally create a better customer experience and often perform better than neglected profiles.

Thoughtful review responses also help reinforce your expertise by naturally mentioning the services you provide and the communities you serve. This additional context helps prospective customers—and increasingly AI-powered search experiences—better understand your business.

Best Practice:

Respond to every review, whether positive or negative, within **2–5 business days** whenever possible.

Responding to Positive Reviews

Best Practices

- ✓ Thank the customer by name (when appropriate)
- ✓ Personalize every response
- ✓ Naturally mention the city, town, or community served when relevant
- ✓ Reference the service or project completed
- ✓ Reinforce your commitment to quality and customer satisfaction
- ✓ Invite the customer to work with you again
- ✓ Keep responses concise (2–5 sentences)

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Example

Customer Review

Great company! They replaced our roof quickly and the crew was fantastic.

Recommended Response

Thank you for your kind review, John! We're delighted to hear you were pleased with your roof replacement at your Vernon, Connecticut home. Our team takes pride in providing quality workmanship and dependable service on every project, and we truly appreciate your trust in Progressive Roofing. Thank you for choosing us, and we look forward to serving you again whenever you need us.

Another Example

Thank you, Sarah! We appreciate you trusting us with your new composite deck in Enfield. It was a pleasure working with you, and we're thrilled you're happy with the finished project. Thank you for your recommendation and for choosing our team!

Responding to Negative Reviews

Never ignore a negative review.

Many prospective customers read how a business responds to criticism before deciding whether to contact them. A calm, professional response often builds more trust than receiving only five-star reviews.

Best Practices

- ✓ Respond promptly
 - ✓ Remain calm and professional
 - ✓ Thank the reviewer for their feedback
 - ✓ Acknowledge their concerns
 - ✓ Never argue or become defensive
 - ✓ Never accuse the customer of being wrong or dishonest
 - ✓ Never discuss confidential customer information publicly
 - ✓ Offer to continue the conversation privately
 - ✓ Focus on resolving the issue
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Example

Customer Review

Communication wasn't great and the project took longer than expected.

Recommended Response

Thank you for taking the time to share your feedback. We're sorry your experience did not meet your expectations during your project in Casper. Providing excellent communication and service is important to us, and we appreciate the opportunity to learn from your comments. We'd welcome the opportunity to discuss your concerns and work toward a resolution. Please contact us directly at (XXX) XXX-XXXX or email us at support@yourcompany.com.

Reviews That May Violate Google's Policies

If a review appears to be:

- Fake or fraudulent
- Written by someone who was never a customer
- Spam
- Offensive or abusive
- Contains hate speech
- Contains inappropriate content
- Posted by a competitor

Do **not** respond emotionally.

Instead:

1. Report the review through your Google Business Profile.
 2. Allow Google time to review the report.
 3. If appropriate, post a brief, professional response while Google's review is pending.
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Tips for Strong Review Responses

Whenever appropriate, naturally reference:

- The customer's city or community
 - The type of service performed
 - The type of property or project (residential, commercial, office, etc.)
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Examples:

- "...We're glad we could help with your commercial roof replacement in Casper."
- "...Thank you for trusting us with your new composite deck in Enfield."
- "...It was our pleasure helping your business with its Google Business Profile in Cheyenne."

Use these details only when they are accurate and naturally fit the response. Avoid forcing keywords into every review.

Do's

- ✓ Respond to every review whenever possible
 - ✓ Personalize each response
 - ✓ Thank customers for their business
 - ✓ Naturally mention the city, neighborhood, or community served when appropriate
 - ✓ Reference the service or project completed
 - ✓ Demonstrate professionalism and appreciation
 - ✓ Show your commitment to customer satisfaction
 - ✓ Encourage future business naturally
 - ✓ Use your company's normal voice and personality
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Don'ts

- ✗ Copy and paste the same response to every review
 - ✗ Stuff responses with keywords or city names
 - ✗ Argue with customers
 - ✗ Blame or embarrass the customer
 - ✗ Discuss legal matters publicly
 - ✗ Share confidential customer information
 - ✗ Offer incentives in exchange for changing or removing a review
 - ✗ Ignore negative reviews
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Need Assistance?

Digital Marketing Partner offers ongoing **Google Business Profile Management** services to help businesses maximize the value of their Google Business Profile.

Services include:

- Review monitoring
- Professionally written review responses
- Google Posts
- Profile updates
- Business information management
- Photo management
- Initial and ongoing profile optimization
- Local visibility recommendations

For more information, contact:

Digital Marketing Partner

Built On Trust. Not Lock-In™

860-407-3015 or 307-394-3155

support@digitalmarketingpartner.agency