HOW-TO GUIDE

Responding to **Reviews on Google**

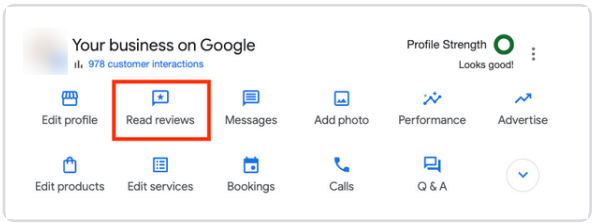
A step-by-step guide for your Google Business Profile.

Replying to reviews shows customers you're listening, builds trust with people reading your reviews, and keeps your profile active. Here's how to do it in a few minutes.

1. Go to **google.com**.
2. Click **Sign in** in the upper right corner and sign in with the account that manages your Business Profile.
3. Click the **nine dots** next to your profile picture and select **Business Profile**.
4. If you manage more than one location, you'll see a list. Click the name of the business you want to open its Google Search page.
5. On your business's Google Search page, click **Read reviews**.
6. Find the review you want to answer, click **Reply** underneath it, write your response, and click **Reply** again to post it. It may take a few minutes to appear.



Step 3: the nine-dot menu and Business Profile



Step 5: Read reviews on your business page

EXAMPLE REPLIES

TO A POSITIVE REVIEW

"Thanks so much, Maria! We're glad the team got your car back to you so quickly. See you next time!"

TO A NEGATIVE REVIEW

"We're sorry your visit didn't meet expectations, James. We'd like to make it right. Please call us at (555) 012-3456 and ask for Dana."

TIPS FOR GREAT RESPONSES

Say thank you

Thank the reviewer, by name if you can, and mention something specific they said.

Keep it short and human

A few genuine sentences beat a long, scripted reply.

Stay calm with negative reviews

Apologize, don't argue, and invite them to contact you directly to make it right.

Respond promptly

Aim to reply within a few days so customers see you care.

Google updates its layout from time to time, so screens may look slightly different.