



# The Do's and Don'ts of Responding to Reviews

Think about the last time you tried a new business or product. What helped you make a decision?

If you're like 97% of consumers, a review likely influenced your buying decision. And if you're like 88% of consumers, you trust those online reviews just as much as a personal recommendation!

As a business owner, reviews are paramount. Not only do reviews help turn shoppers into buyers, but having reviews can even boost your rankings on Google!

Your Google Business Page features your business's reviews. Customers can leave reviews and you can publicly reply. Here are a few tips to help you manage your Google reviews.

## Do

**DO: Ask customers for reviews.** Depending on your industry, this might be a direct ask or an automated message. Regardless, set up a system for collecting reviews. Make it easy on your customers by sending them the direct link to write the review. Your Google Business "short name" can be used to make the link shorter: [g.page/shortname/review](https://g.page/shortname/review)

**DO: Reply to reviews.** Replying to reviews, whether negative or positive, builds trust with your customers and your search engine. It shows potential customers that you care, which can increase your overall rating. Replying to reviews can also help you get more reviews, as customers will be more likely to leave a review if they know they can expect a response.

**DO: Use feedback to improve your business.** No one likes getting a negative review, but looking at the feedback as an opportunity to improve your business can help ease the pain. If you have multiple reviews that say the bathroom was dirty, it's time to start scrubbing more often!

## Don't

**DON'T: Reply to a negative review right away.** In my workshops, I recommend replying to reviews within 24 hours. The exception is when you're upset by a negative review. Wait until you've had time to cool off before putting your digits to the keyboard.

**DON'T: Make excuses for a bad experience.** Sure, maybe you were short staffed, you got triple-sat with 10-tops, and your oven exploded, but customers don't care about that. They care about their time, experience, and money. So if a customer has a bad experience, don't tell them why it happened. Instead, apologize, use the feedback to improve your business, and give the customer a good reason to give you another chance.

**DON'T: Say too much.** A lengthy reply can seem argumentative. Instead of going into detail, invite the customer to contact you offline so you can personally make the situation right. That is, after you've thanked them for their business, their review, and the opportunity to improve based on their feedback.

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