



Custom Solutions, Strategic Growth



Digital Reputation Management: Responding to Google Reviews

No matter what the intention of the review, it is important that we always respond as promptly as possible. A good rule of thumb is to check for new reviews daily. This is especially important when working on reputation management campaigns.

In this guide, you will find our professional tips and tricks for responding to these reviews appropriately, as well as some general templated responses to easily pull ideas from.



General Tips for All Reviews:

1. Start by using the reviewer's name, and thanking them for taking the time to write you a review.
2. If a product and/or service is mentioned in the review, reiterate this in your response.
3. For all positive reviews, be sure to show gratitude as well as pride in your community.
 - If applicable use this opportunity to promote a similar service that the community offers, or a content piece that is in line with the service reviewed.
4. For all poor reviews, it is important to show sincerity in your response. Ensure the reviewer that you are indeed taking this seriously and are doing everything possible to get to the root of the problem.
 - Attempt to take this offline. Remember, only the reviewer can remove the review, so it's important to resolve any issue with urgency.
 - Thank the reviewer and apologize again before signing off.
5. What do you do if the review is inaccurate?
 - If the reviewer is lying or rude, don't be rude back! Remember – this could affect how you're perceived by potential customers.
 - If the review is clearly fake, comment professionally explaining that the review is false and has been reported to site moderators as such.
6. Whether the review is good, bad, or in-between, make sure to thank the reviewer again, and if applicable leave your contact information for future follow up.

Review Response Templates

Part 1: The Good

Positive reviews are what we shoot for. Keep your response short, sweet, and humble. If appropriate, use this opportunity to promote a similar service that the community offers, or a content piece that is in line with the service reviewed.

Hi there {first name},

We appreciate the kind words! I'm thrilled to hear that {first aspect reviewed positively} worked out for you.

It's always humbling to hear how we're able to make a positive difference for our residents.

I'm also happy that you found {second aspect reviewed positively} {positive word describing experience – “helpful,” “useful,” “effective,” etc.}. We put a lot of work into making our community the best that it can be!

Thank you again for the review!

{your name}



Part 2: The Bad

Poor reviews will hurt you in the long run, so it's better to diffuse the situation as fast as possible. Attempt to take the conversation offline. Remember, only the reviewer can remove the review, so it's important to resolve any issue with urgency.

A. *Hi {first name},*

Thanks for taking the time to write a review. I'm so sorry to hear about {main criticism in review}. {Add commentary acknowledging how the negative impacted the reviewer, as expressed in their review}.

I want you to know that I will be passing your comments on to {person/team/department that can attempt to rectify the situation}. We want to make sure your voice is heard. As we continue to improve, please feel free to email me directly at (email address for the community) or give me a call at (community number + extension if applicable).

Our sincere apologies and thank you again for bringing this to our attention.

I hope to speak with you soon.

All the Best,

{your name}

{your email address}



B. *Hi {first name},*

I want to thank you for taking the time to write a review and apologize that {main criticism in review} did not meet your expectations. {Add commentary acknowledging how the negative impacted the reviewer, as expressed in their review}.

We take these reviews very seriously and will be passing this on to the appropriate parties.

If you would like to talk through this in more detail, please feel free to email me directly at (email address for the community), or give me a call at (community number + extension if applicable).

Our sincere apologies and thank you again for bringing this to our attention.

I hope to speak with you soon.

All the Best,

{your name}

{your email address}

Part 3: The False

While false reviews are often rare and for the most part can be taken down when flagged in Google My Business, there is sometimes the off chance that you'll need to respond.

Hi {first name},

We appreciate your writing the review.

Would you mind following up with me at {direct email} so I can understand more of what happened?

I checked with everyone on our {team in question} team, and no one recalls this happening. I want to get to the bottom of this to make sure we make things right.

Thanks,

{Your Name}



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