SEO Birdy

Google Review Reply Templates

40 ready-to-use replies for positive, neutral, negative and fake reviews, plus industry versions for dentists, restaurants, contractors, salons, law firms and more.

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How to use these templates

Every template has blanks in **[brackets]**. Fill each one with something specific from the review: the reviewer's first name, the service, the staff member, the detail they mentioned. A template you don't personalize reads like a form letter, and Google's own tips say to vary your replies instead of posting the same generic thank-you.

- [ ] Reply within two business days, sooner for anything negative
- [ ] Use the reviewer's first name if they show one
- [ ] Mention one specific thing they said
- [ ] Sign with your name or initials
- [ ] For complaints, give a direct phone number or email and a person's name
- [ ] Never confirm private details: appointments, diagnoses, case details, addresses, order numbers
- [ ] Never offer a discount or gift in exchange for a review, or for changing or removing one
- [ ] Read it out loud before posting. Would you say it to the customer's face?

> **Reply length:** two to four sentences for positive reviews, three to six for negative ones. Long, defensive replies read worse than short, calm ones.

Positive reviews (5 stars)

1. The specific thank-you

Thank you, [Name]. We're glad [specific detail: the crew finished in one day / the cleaning didn't hurt / the pasta was the highlight]. [Staff name] will be happy to hear it. See you next time. - [Your name]

2. The team shout-out

[Name], thank you for calling out [staff name]. [He/She/They] takes real pride in [what they did], and we've shared your review with the whole team. - [Your name], [Business]

3. The repeat customer

Thanks for coming back, [Name]. [Number] visits in and you still took the time to write a review. That means a lot

to us. We'll see you for [next service / season]. - [Your name]

4. The first-timer
Welcome, [Name], and thank you for giving us a try. We're glad [specific detail] went smoothly. If you ever need [related service], you know where to find us. - [Your name]

5. The useful follow-up
Thank you, [Name]. One tip for your new [product / roof / crown]: [one practical care tip]. Call us at [phone] if anything comes up. - [Your name]

Good reviews with a small complaint (4 stars)

6. Thanks, and the fix
Thank you, [Name]. You're right about [the small issue], and we've [what you changed: added a second check-in desk / started texting arrival windows]. Glad the rest of the visit hit the mark. - [Your name]

7. Thanks, and the invitation
Thanks for the kind words, [Name]. We'd love to earn that fifth star next time. If there's anything we could have done better, I'm at [email]. - [Your name]

Star-only ratings (no text)

8. Thank you for the [5-star] rating, [Name]. We appreciate you choosing [Business]. - [Your name]

9. Thanks for rating us, [Name]. If you ever want to tell us more about your visit, good or bad, I'm at [email]. - [Your name]

Mixed and neutral reviews (3 stars)

10. Acknowledge both sides
Thank you for the honest review, [Name]. We're glad [the good part], and sorry [the bad part] fell short. [What you're doing about it]. I'd like to hear more, so please call me at [phone]. - [Your name], [title]

11. The expectations gap
Thanks, [Name]. It sounds like [what they expected] and [what happened] didn't match, and that's on us to explain better up front. We've updated [our website / quotes / booking confirmation] so the next customer knows [detail]. - [Your name]

12. The wait or delay
[Name], thank you for your patience and your feedback. [Wait / scheduling] is something we're actively working on: [one concrete change]. We'd be glad to have you back. - [Your name]

Negative reviews (1 or 2 stars)

Use the four-part shape: **thank, own, act, invite offline.** Don't argue the facts in public.

13. Service fell short
[Name], thank you for telling us, and I'm sorry. [Short, honest acknowledgment of what went wrong]. That isn't the standard we hold ourselves to. I'd like to make this right. Please call me directly at [phone] or email [email]. - [Your name], [owner/manager]

14. Rude or unhelpful staff
[Name], I'm sorry about how you were treated. Everyone who contacts us should feel respected, and I'm addressing this with our team. I'd appreciate the chance to hear the full story. You can reach me at [phone]. - [Your name], [owner]

15. Price complaint
Thanks for your feedback, [Name]. I'm sorry the price came as a surprise. We [explain briefly: quote in writing / include X]. I'd be happy to walk through your invoice with you. Please call me at [phone]. - [Your name]

16. Product or repair failed
[Name], I'm sorry [the product / repair] didn't hold up. That's frustrating, and it's exactly what our [warranty / guarantee] is for, if it applies. Please call [phone] and ask for [name] so we can look at it quickly. - [Your name]

17. Long wait or missed appointment
[Name], you're right, and I apologize. Your time matters and we didn't respect it [that day]. We've [concrete change]. I'd like to make it up to you. Please reach me at [email]. - [Your name]

18. Angry, emotional review
[Name], I can hear how frustrated you are, and I'm sorry. I'd rather talk this through than go back and forth here. Please call me at [phone] any weekday between [hours]. - [Your name], [owner]

Untrue, unfair or fake reviews

First check your records. If the review breaks Google's policies (spam, off-topic, conflict of interest, not a real experience), **report it** from your Business Profile or the Reviews Management Tool, then post a short, calm reply in case it stays up.

19. You can't find them in your records
Hi [Name]. We take every review seriously, but we can't find a [visit / job / order] matching this description in our records. If you've worked with us, please contact me at [phone] so we can sort it out. - [Your name], [owner]

20. The facts are wrong
Thank you for your review, [Name]. I'm sorry you had a frustrating experience. Some details here don't match what we offer [example: we don't provide that service / we're closed Sundays], so I'd like to understand what happened. Please reach me at [email]. - [Your name]

21. Clearly not a customer (competitor, spam, wrong business)
This review doesn't appear to match any customer of [Business], and we've reported it to Google. If we've made a mistake, please contact us at [phone] and we'll gladly help. - [Business] team

> **Never** accuse a reviewer by name of lying, threaten legal action in a reply, or post their personal details. The FTC's rule on consumer reviews bans using groundless legal threats or intimidation to suppress negative reviews.

When the reviewer replies back or updates the review

22. They updated to a better rating
Thank you for updating your review, [Name], and for giving us the chance to fix [issue]. We appreciate you. - [Your name]

23. They're still unhappy
[Name], I'm sorry we haven't resolved this yet. My offer stands: call me directly at [phone] and I'll handle it personally. - [Your name]

Industry templates

Dentists, doctors, therapists and other healthcare

Never confirm that the reviewer is a patient, or mention any visit, treatment or condition. Speak generally. Ask your compliance officer to approve your templates.

24. Positive: Thank you for the kind words. Our team works hard to make every visit comfortable, and reviews like this mean a lot to us. - [Practice name]

25. Negative: Thank you for your feedback. We take every concern seriously, but privacy rules prevent us from discussing any details here. Please call our office manager, [name], at [phone] so we can talk privately. - [Practice name]

Restaurants and cafes

26. Positive: Thank you, [Name]. The [dish] is a kitchen favorite too. Next time, try [dish] and tell us what you think. - [Your name], [restaurant]

27. Negative (food or service): [Name], I'm sorry your [dish / visit] wasn't right. I've shared this with our kitchen and floor team. I'd like to hear more. Please email me at [email]. - [Your name], [owner/GM]

28. Negative (cleanliness): [Name], thank you for flagging this. Cleanliness isn't negotiable for us, and we've [concrete step]. I'd appreciate the chance to show you the difference. - [Your name]

Home services: plumbers, roofers, HVAC, electricians, cleaners

29. Positive: Thanks, [Name]. We're glad [tech name] got your [system] running again, and that [detail: the cleanup / the explanation] stood out. - [Your name], [Business]

30. Negative (delay or no-show): [Name], I'm sorry we missed your window. That's not acceptable, and I'm looking into what happened with dispatch. Please call me at [phone] so I can make it right. - [Your name], [owner]

31. Negative (work quality): [Name], I'm sorry the [repair / install] isn't holding up. Please call [phone] and we'll send someone out to inspect it. - [Your name]

Salons, spas and barbers

32. Positive: Thank you, [Name]. [Stylist] loved working on your [cut / color], and we're glad you left happy. See you in [weeks]. - [Salon]

33. Negative: [Name], I'm sorry your [service] wasn't what you hoped for. We'd like the chance to fix it. Please call [phone] and ask for [manager]. - [Your name], [salon]

Law firms, accountants and financial advisers

Don't confirm the reviewer is a client or mention any matter. Follow your professional conduct rules.

34. Positive: Thank you for taking the time to share this. Our team works hard for everyone we represent, and we appreciate the kind words. - [Firm name]

35. Negative: Thank you for your feedback. Our professional obligations prevent us from discussing any matter publicly. Please contact our office manager at [phone] so we can talk privately. - [Firm name]

Hotels, rentals and venues

36. Positive: Thank you for staying with us, [Name]. We're glad [detail] made your trip. We hope to welcome you back. - [Your name], [title]

37. Negative: [Name], thank you for telling us about [issue]. I'm sorry it affected your stay. We've [concrete step]. Please email me at [email] so I can follow up. - [Your name], [GM]

Auto repair and dealers

38. Positive: Thanks, [Name]. Glad [tech name] could diagnose the [issue] quickly. Drive safe. - [Your name], [shop]

39. Negative: [Name], I'm sorry the repair didn't solve the problem. Please bring it back or call me at [phone], and we'll look at it with you. - [Your name], [owner]

Retail shops

40. Positive: Thank you, [Name]. We're glad you found [product]. [Staff name] says thanks for the kind words. - [Shop]

Phrases to avoid, and what to say instead

Avoid	Why	Say instead
"We're sorry you feel that way."	Sounds like you're blaming them	"I'm sorry this happened."
"That never happened."	Starts a public argument	"I'd like to understand what happened. Please call me."
"As per our policy..."	Cold and defensive	"Here's what we can do..."
"Your appointment on [date]..."	Confirms private details	Speak generally and move offline
"Leave us 5 stars next time and get 10% off"	Incentives are against Google's policies	"Thanks for your feedback."
Copy-pasting the same reply everywhere	Looks automated	Mention one specific detail

Review reply tracker

Date	Reviewer	Stars	Replied (date)	Follow-up needed	Done



Free tools from SEO Birdy

Website SEO Audit, AI Visibility Audit and Fan-Out Map at seobirdy.com/tools. The full guide behind this checklist: www.seobirdy.com/blog/how-to-respond-to-google-reviews