

# How to respond to reviews

Engaging with the people who give you feedback can be a good way to get to know your customers and what they think about your business.

Business owner responses allow you to build relationships with customers, but they're also public. When replying to your customers, keep the following guidelines in mind:

1. Be nice. This isn't just a guideline -- it's also a good idea as a business owner. It's difficult to win an argument with a frustrated customer, and you want to avoid burning bridges. Even customers who initially had a bad experience might come back! Keep your responses useful, readable, and courteous. In addition, responses should comply with our local content policy
2. Don't get personal. Remember that you're replying to feedback about an experience, not about you as a person. In addition, your response is public, and your business name will appear as the "Author" when you respond to the review. Reply in a way that addresses the overall experience, and remember that there's a real person on the other end. If you believe the review violates the posting guidelines, please use the Flag as inappropriate link.
3. Feedback is helpful. Both positive and negative feedback can be good for your business and help it grow (even though it's sometimes hard to hear). A customer who has written a review has taken the time to invest in the success of your business. If you've made a business improvement based on a review, thank the user and share the change.
4. Keep it short and sweet. Users are looking for useful and genuine responses, but they can easily be overwhelmed by a long response.
5. Thank your reviewers. Respond to happy reviewers when you have new or relevant information to share. You don't need to thank every reviewer publicly, since each response reaches lots of customers, not just one.
6. Be a friend, not a salesperson. Your reviewers are already customers, so there's no need to offer incentives or advertisements. Tell reviewers something new about your business. Share a tip or something they might not know from their first visit.