



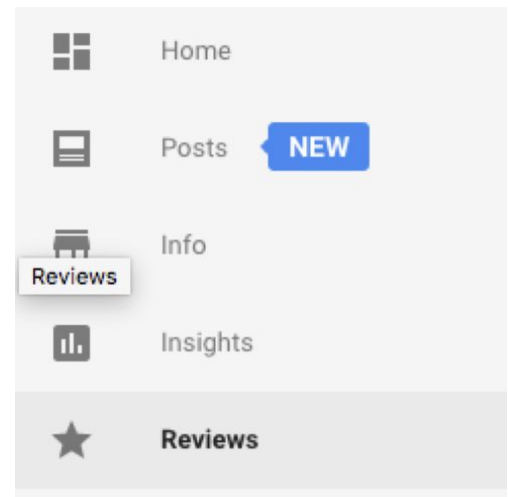
# REVIEWS FACT SHEET

## OVERVIEW

Google My Business allows you to see the reviews of your business on Google and around the web. Within Google My Business, you have the ability to respond reviews directly or flag something that may be deemed inappropriate.

**I. WHY ARE REVIEWS IMPORTANT:** Reviews from customers provide valuable feedback about a business to the owner and other customers. Many consumers decide whether or not to engage with a business based on reviews left by previous customers. Positive reviews and interactions can lead to increased customer engagement and set your business apart from competitors. The quantity and quality of reviews are an important ranking signal for your business in Google.

**II. HOW TO RESPOND TO A REVIEW:** Sign in to your Google My Business account. If you have more than one location, select the location you'd like to manage. Click "Reviews" from the menu on the left. Locate the review you would like to respond to and click "Respond." Once you written your response, click "Submit" and it will be posted.



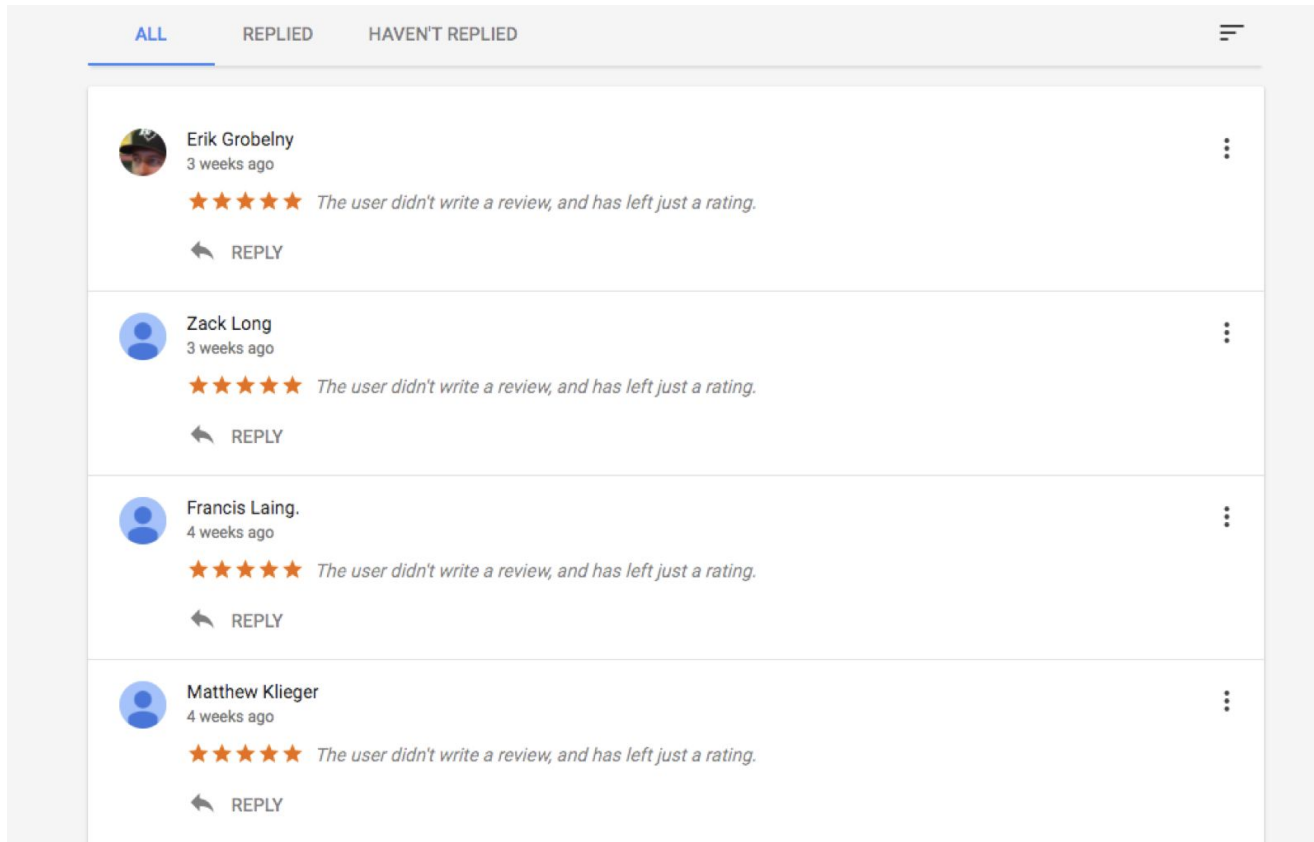
Responses should be concise and cordial. You want to avoid getting personal when responding to a review. Try to keep your responses helpful, clear, and courteous. Users can easily be overwhelmed by lengthy responses. Remember to thank your reviewers, since each response can reach many customers. You don't need to include incentives or advertisements. Reviewers are already your customers. Instead, you could tell them something new about your business or share something they may not have been aware of their previous visit. Responding to reviews encourages your customers to post additional reviews.

**III. REQUESTING TO REMOVE A REVIEW:** Before flagging a review, you should familiarize yourself with the Google policy for reporting reviews. You shouldn't flag a review because you don't like it. To flag a review in your account, sign in to your Google My Business account. If you have more than one listing, click "Manage location" and select the location you want to manage. Click "Reviews" from the menu. Find the review you want to flag, and click the three-dot menu as shown in the image above, then click "Flag as inappropriate." You can also flag a review from Maps. Navigate to Google Maps and find your business listing. Find the review you want to remove and click the three-dot menu, and "Flag as inappropriate."





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**IV. WHY A REVIEW CAN BE REMOVED:** A review can be removed for various reasons. Reviews should not be used as advertisements. If a review has links to other websites or phone numbers, it can be removed. Reviews from multiple accounts with the same content are considered spam. If a review is off-topic or is based on someone else's experience, the review can be flagged. Reviews are not meant for political or social commentary or personal rants. A review should be honest and unbiased. Reviews should not come from the business owner or employees of the business and should not be on behalf of others. If a review has inappropriate content it can be flagged for removal: illegal or copyrighted content, sexually explicit material, personal and confidential information, or hate speech.

