



How to Respond to Non-Verified Reviews

Non-verified reviews can be difficult. Are they fake? Are they real? Is it positive? Is it negative? All questions we must ask to evaluate how to handle non-verified reviews.

- **Take control:** Your response has the power to sway a customer one way or another. Be helpful, genuine and sincere and you will turn that experience into one they can enjoy!
- **Express your gratitude:** A simple thank you can brighten anyone's day. In two words, you can show your attentiveness and consideration for their experience.
- **Ask them to come back:** Inviting a reviewer back to your business can show your confidence and personability.
- **SEO is good:** It's never the wrong time to help SEO. Know which keywords you need work on or which you rank for and include them wherever you can in your responses!
- **Know before the public does:** Possibly the most important tip, make sure your response is prompt just in case any situation needs assistance. As an admin, it is important to be on top of any review before it hits the public eye and can really get lost or worse.

If you're pretty sure the non-verified review is in the wrong place or just completely fake take these steps:

- **Flag/Report review if necessary:** Review sites have their own terms of service or FAQs that could give you more information on what your next step should be. Many times you are able to flag the review to have it removed or marked as spam.
- **To reply or not to reply:** If you can get it removed, no. If you can not get it flagged for removal, calmly respond to the review. Let them know you don't have any record of doing business with them and stick to the facts. A reviewer can always reach out to your business if there is any confusion on their part.

For more information or to sign-up for a demo go to learn.surecritic.com.