

WRITE REPLIES FUTURE BUYERS CAN LEARN FROM

Review Response Templates

Review replies are public sales copy hiding in plain sight. Use these templates to sound human, calm, specific, and useful without keyword-stuffing like a haunted brochure.

Stay human

Replies should sound like a person wrote them.

Add context

A photo without a story is weaker than it should be.

Do not get defensive

Future buyers are watching the response.

Five-Star and Vague Positive Replies

Thank them, add a real detail, and keep it warm.

Detailed five-star:

Thank you, [Name]. We really appreciate you trusting us with [service/project]. I am glad [specific detail] made the process easier, and we loved working with you in [area].

Vague positive:

Thank you, [Name]. We appreciate the review and are glad you had a good experience with [business/service].

Neutral or Mixed Reply

Acknowledge the feedback, clarify what you can, and invite a direct conversation.

Thank you for the feedback, [Name]. We appreciate you taking the time to share it. We want every customer to feel clear on [issue/process], and we would like to understand what could have gone better. Please contact us at [phone/email] so we can look into this directly.

Calm Negative Reply

Do not argue in public. Also do not admit things that are not true. Keep it steady and move resolution offline.

Thank you for sharing this, [Name]. We take feedback seriously, and we are sorry this did not feel like the experience you expected. We would like to review the details and discuss next steps directly. Please contact [person] at [phone/email].