VyaparGrow

FREE TEMPLATES · ENGLISH, HINDI, GUJARATI

40 Google review reply templates

Starting points, not copy-paste: fill in the [blanks] and add one real detail from each review.

1 Thank them by name | 2 Mention their detail | 3 Add something useful | 4 Invite them back | 5 Sign off

Google's reply rules in short

- Keep it short and personal. Google advises against sending the same "thank you" to everyone.
- No offers, discounts or promotions in replies, and never anything in exchange for a review.
- Never share private details or argue. Apologize where it's fair.
- Google checks replies before they appear (usually up to 10 minutes, sometimes up to 30 days).

5-star reviews

1 Short and happy

> Thank you, **[Name]**! We're so glad you enjoyed **[the detail they mentioned]**. See you again soon. **[Your name]**, **[Business]**

Make it yours: name one thing they mentioned.

2 They named a team member

> Thank you, **[Name]**! We've shared your kind words with **[team member]**, who was delighted to hear it. We look forward to seeing you again. **[Your name]**, **[Business]**

Make it yours: actually tell that person.

3 They praised a product or service

> Thanks so much, **[Name]**! Our **[product or service]** is a favorite here too. **[One true detail, e.g. "We make it fresh every morning."]** Hope to see you again soon.

Make it yours: add a small, true detail about it.

4 A regular customer

> **[Name]**, thank you for **[years or visits]** of support! Customers like you are the reason we love what we do. See you on your next visit.

Make it yours: mention how long they've been coming.

5 One of your first reviews

> Thank you, **[Name]**, for being one of our very first reviewers! As a new business, your words mean a lot to our team. We can't wait to see you again.

Make it yours: say what it means to a new business.

6 A busy-season visit

> Thank you for choosing us during **[the holiday season or busy period]**, **[Name]**! We know it gets busy, and we're glad **[the detail they mentioned]** made it worth the visit.

Make it yours: name the season or occasion.

7 A star rating with no text

> Thank you for the 5 stars, **[Name]**! We really appreciate it and hope to see you again soon.

Make it yours: keep it to one or two lines.

8 A long, detailed review

> **[Name]**, thank you for taking the time to write such a detailed review! We're especially glad you noticed **[point 1]** and **[point 2]**. Feedback like this helps our whole team. See you next time.

Make it yours: respond to two specific points they made.

4-star and mixed reviews

9 Liked most things

> Thank you, **[Name]**! We're glad you enjoyed **[what they liked]**. If there's anything that would make it a 5-star visit next time, we'd love to hear it.

Make it yours: thank them for the specific praise first.

10 Service was slow

> Thanks for your feedback, **[Name]**, and sorry about the wait. We're glad you enjoyed **[what they liked]**. We've **[the change you made, e.g. "added staff on weekend evenings"]** to keep things moving.

Make it yours: say what you've changed, if anything.

11 A comment about price

> Thank you for the honest feedback, **[Name]**. Our prices reflect **[what goes into the product or service, e.g. "fresh ingredients" or "certified parts"]**. We're glad you enjoyed **[what they liked]**.

Make it yours: explain value without arguing.

12 Hard to find or park

> Thanks for visiting, **[Name]**, and sorry it was hard to find us! **[Practical tip, e.g. "Free parking is behind the building."]** We've also added clearer directions to our Google profile.

Make it yours: give the practical tip they needed.

13 They made a suggestion

> Great suggestion, **[Name]**, thank you! We're **[what you'll do, e.g. "trying a later closing time on Fridays"]**. Thanks for helping us improve.

Make it yours: say honestly whether you'll act on it.

Negative reviews

14 Your team made a mistake

> **[Name]**, we're sorry. **[The mistake]** shouldn't have happened, and we've **[what you changed]**. We'd like to make this right: please contact us through the details on our profile and ask for **[your name]**.

Make it yours: name the mistake plainly.

15 A long wait

> Sorry about the long wait, **[Name]**. That's not the experience we want for anyone. We've **[the change you made]** so it doesn't happen again, and we hope you'll give us another chance.

Make it yours: don't make excuses, explain briefly.

16 A complaint about a staff member

> Thank you for telling us, **[Name]**. Everyone should be treated with respect here, and we're sorry that didn't happen. We're looking into it. Please contact us through our profile so we can hear more.

Make it yours: show you took it seriously.

17 An order through a delivery app went wrong

> Sorry your order didn't arrive as expected, **[Name]**. We've checked how we prepared and packed it **[and what you changed]**. For refunds on app orders, the app's support team can help fastest. We'd love to serve you better next time.

Make it yours: separate your part from the app's, without blaming anyone.

18 You can't find them as a customer

> Hi **[Name]**, we take every review seriously, but we can't find a record of your visit. Please contact us through the details on our profile so we can understand what happened.

Make it yours: stay polite; readers are watching.

19 A review that seems to break Google's rules

> Hi **[Name]**, we're sorry to read this. We couldn't match it to any visit or order, and we'd welcome the chance to look into it. Please contact us through the details on our profile.

Make it yours: reply calmly, and report it to Google only if it breaks Google's policies, not just because it's negative.

20 You've fixed the problem

> Update: thanks again for your feedback, **[Name]**. We've now **[the fix, e.g. "replaced the coffee machine"]**. We hope you'll visit again and see the difference.

Make it yours: edit your earlier reply to add the update.

Special situations

21 The review asks a question

> Great question, **[Name]**! **[The answer, e.g. "Yes, we're open until 9 pm on Sundays."]** Thanks for your review, and see you soon.

Make it yours: answer it fully in the reply.

22 The reviewer shared private details

> Thank you for your feedback, **[Name]**. For your privacy, we won't discuss the details here. Please contact us through our profile and we'll help right away.

Make it yours: don't repeat them in your reply.

23 A review in a language you don't speak well

> Thank you for your review, **[Name]**! We're very glad you visited, and we hope to welcome you again soon.

Make it yours: keep it simple, and use a translation tool carefully.

By type of business

24 Salon or spa

> Thank you, **[Name]**! **[Stylist]** loved working on your **[service]** and is thrilled you're happy with it. See you at your next appointment.

Make it yours: name the stylist or treatment.

25 Restaurant or café

> Thanks, **[Name]**! So glad you loved the **[dish]**. Our kitchen team will be happy to hear it. See you next time.

Make it yours: name the dish.

26 Home services (plumbing, electrical, AC repair)

> Thank you, **[Name]**! Glad we could get your **[job, e.g. "AC cooling again"]** the same day. Save our number for anything else you need.

Make it yours: mention the job.

27 Clinic or health practice

> Thank you for your kind words, **[Name]**. Our team is glad you had a good experience with us.

Make it yours: never mention any health details, even if the reviewer did.

28 Car repair or garage

> Thank you, **[Name]**! Glad your **[car or service]** is running smoothly again. Drive safe, and see you at your next service.

Make it yours: mention the car or the service.

Hindi, Hinglish and Gujarati replies

29 Hindi: positive review

> धन्यवाद, **[नाम]** जी! **[सेवा या प्रोडक्ट]** की तारीफ़ पढ़कर बहुत खुशी हुई। फिर ज़रूर आइएगा। **[आपका नाम]**, **[बिज़नेस का नाम]**

Make it yours: name what they liked.

30 Hindi: they named a team member

> **[नाम]** जी, इतने अच्छे शब्दों के लिए धन्यवाद! हमने आपका रिव्यू **[स्टाफ़ का नाम]** के साथ शेयर किया है, उन्हें बहुत अच्छा लगा। आपसे फिर मिलने का इंतज़ार रहेगा। **[आपका नाम]**, **[बिज़नेस का नाम]**

Make it yours: actually tell that person.

31 Hindi: mixed review, slow service

> **[नाम]** जी, आपके रिव्यू के लिए धन्यवाद। **[जो पसंद आया]** की तारीफ़ पढ़कर खुशी हुई। आपको इंतज़ार करना पड़ा, इसके लिए माफ़ी चाहते हैं। अब हमने **[क्या बदला, जैसे: शाम को स्टाफ़ बढ़ा दिया]** है। उम्मीद है अगली बार आपको और अच्छा अनुभव मिलेगा। **[आपका नाम]**, **[बिज़नेस का नाम]**

Make it yours: say what you changed.

32 Hindi: negative review, your mistake

> **[नाम]** जी, आपको हुई परेशानी के लिए हमें सच में खेद है। **[गलती]** हमारी तरफ़ से चूक थी, और अब हमने **[क्या बदला]** है। कृपया हमारी प्रोफ़ाइल पर दिए गए नंबर पर संपर्क करें और **[आपका नाम]** से बात करें। **[बिज़नेस का नाम]**

Make it yours: name the mistake plainly.

33 Hindi: festival season

> **[नाम]** जी, त्योहार की भीड़ में भी हमारे यहाँ आने के लिए दिल से धन्यवाद! **[जो पसंद आया]** की तारीफ़ पढ़कर बहुत खुशी हुई। आपको और आपके परिवार को **[त्योहार]** की हार्दिक शुभकामनाएँ। फिर ज़रूर आइएगा। **[आपका नाम]**, **[बिज़नेस का नाम]**

Make it yours: name the festival.

34 Hinglish: positive review

> Thank you, **[Name]** ji! **[Service ya product]** ki taareef padhkar bahut khushi hui. Phir zaroor aaiyega! **[Your name]**, **[Business]**

Make it yours: name what they liked.

35 Hinglish: star rating with no text

> 5 star ke liye bahut shukriya, **[Name]** ji! Aapka hamesha swagat hai. **[Your name]**, **[Business]**

Make it yours: keep it to one or two lines.

36 Hinglish: negative review

> **[Name]** ji, aapko jo dikkat hui uske liye hum maafi chahte hain. **[Galti]** hamari taraf se chook thi, aur ab humne **[kya badla]** hai. Please hamari profile par diye number par call karein aur **[your name]** se baat karein. **[Business]**

Make it yours: say what you changed.

37 Gujarati: positive review

> આભાર, **[નામ]**! **[સેવા અથવા પ્રોડક્ટ]** ના વખાણ વાંચીને ખૂબ આનંદ થયો. ફરી જરૂર પધારજો. **[તમારું નામ]**, **[બિઝનેસનું નામ]**

Make it yours: name what they liked.

38 Gujarati: they named a team member

> **[નામ]**, આટલા સરસ રિવ્યૂ માટે આભાર! તમારા શબ્દો અમે **[સ્ટાફનું નામ]** સુધી પહોંચાડ્યા છે, તેમને ખૂબ આનંદ થયો. ફરી મળીશું. **[તમારું નામ]**, **[બિઝનેસનું નામ]**

Make it yours: actually tell that person.

39 Gujarati: mixed review, slow service

> **[નામ]**, તમારા રિવ્યૂ માટે આભાર. **[જે ગમ્યું તે]** ના વખાણ વાંચીને આનંદ થયો. રાહ જોવી પડી તે બદલ દિલગીર છીએ. હવે અમે **[શું બદલ્યું, જેમ કે: સાંજે સ્ટાફ વધાર્યો]** છે. આશા છે કે આવતી વખતે તમને વધુ સારો અનુભવ મળશે. **[તમારું નામ]**, **[બિઝનેસનું નામ]**

Make it yours: say what you changed.

40 Gujarati: negative review

> **[નામ]**, તમને જે તકલીફ પડી તે બદલ અમે ખરેખર દિલગીર છીએ. **[ભૂલ]** અમારી ચૂક હતી, અને હવે અમે **[શું બદલ્યું]** છે. કૃપા કરીને અમારી પ્રોફાઇલ પરના નંબર પર ફોન કરીને **[તમારું નામ]** સાથે વાત કરજો. **[બિઝનેસનું નામ]**

Make it yours: name the mistake plainly.

Never leave a review unanswered

Join the VyaparGrow waitlist. Early members get a free check of their Google Business Profile.

https://vyapargrow.io/#waitlist

Get a free profile check

Based on Google Business Profile Help, checked November 2026. Full guide: https://vyapargrow.io/blog/how-to-reply-to-google-reviews