



How to Respond to Fake Reviews

Businesses will receive reviews from someone who they know has not been a customer previously or the feedback given was not even from a human. When these fake reviews occur, business owners need to know the proper way to handle it.

IF YOU KNOW WITHOUT A DOUBT THAT THE REVIEW IS FAKE:

- **Find out how to flag or report it:** 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.
- **Don't bother replying to the review:** If you can flag the review for removal, don't reply to the fake review.

IF YOU AREN'T ENTIRELY SURE THE REVIEW IS FAKE:

- **Check to see if that exact review appears on another site:** A quick copy and paste into a search engine can tell you if someone is posting this on multiple sites. If you find this to be correct, then definitely report the review!
- **Calmly respond to the review:** Stick to the facts that you know. You don't have any record of doing business with this person, but it is important to be honest, truthful and sincere. The person could easily have clicked on the wrong business to review. It is also a great idea to ask the reviewer to reach out to you directly if they have any concerns.

Asking for reviews will help your business shift any focus from fake reviews. Building your online presence and reviews will provide future customers an accurate representation of your business.

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

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