

Your Guide to Reporting Reviews



Negative Review Management

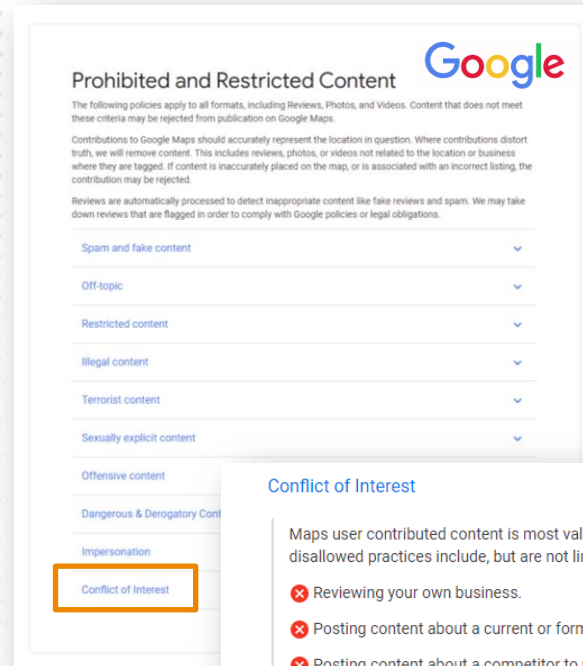


- Confirm you have a “**negative response process**” in place with your Regional Operations Manager (ROM) and IPC Marketing
- Always ensure a quick response (within 24-48 hours)
- Offer to take it offline with a direct call
- Offer to make it right – and do
- Keep it polite
- Be authentic and sympathetic
- Think of future pet owners who are reading the review

Review Policies

Most provider sites have guidelines protecting your brand from, visit [Google's Review Policy](#) for example.

If the review meets the Prohibited and Restricted Content, ***this negative review can be reported for removal!***



The screenshot shows the Google 'Prohibited and Restricted Content' page. The 'Conflict of Interest' category is highlighted with an orange box. A callout box provides details for this category.

Prohibited and Restricted Content

The following policies apply to all formats, including Reviews, Photos, and Videos. Content that does not meet these criteria may be rejected from publication on Google Maps.

Contributions to Google Maps should accurately represent the location in question. Where contributions distort truth, we will remove content. This includes reviews, photos, or videos not related to the location or business where they are tagged. If content is inaccurately placed on the map, or is associated with an incorrect listing, the contribution may be rejected.

Reviews are automatically processed to detect inappropriate content like fake reviews and spam. We may take down reviews that are flagged in order to comply with Google policies or legal obligations.

- Spam and fake content
- Off-topic
- Restricted content
- Illegal content
- Terrorist content
- Sexually explicit content
- Offensive content
- Dangerous & Derogatory Content
- Impersonation
- Conflict of Interest**

Conflict of Interest

Maps user contributed content is most valuable when it is honest and unbiased. Examples of disallowed practices include, but are not limited to:

- ❌ Reviewing your own business.
- ❌ Posting content about a current or former employment experience.
- ❌ Posting content about a competitor to manipulate their ratings.

Reporting Reviews: Google

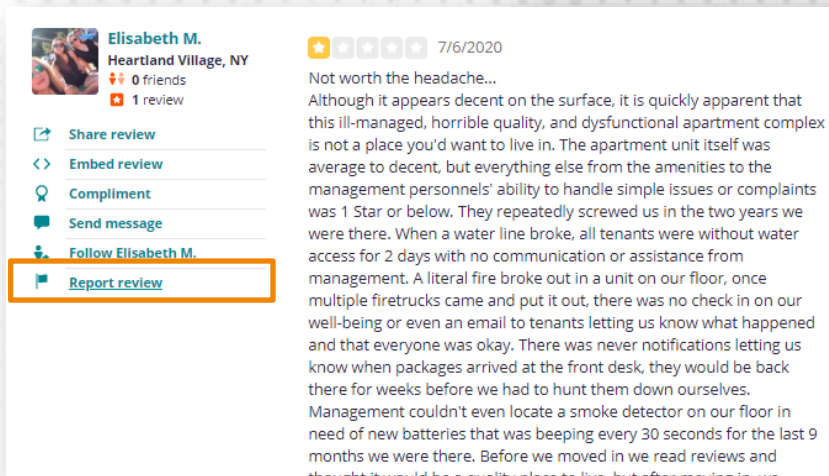


- You can always “flag” a review from a phone or computer **outside** the Internet Service Provider of the practice
- Report the review with appropriate violation type
 - There is no guarantee that the review will be removed, however the more it is reported the higher probability
 - Google will prioritize Offensive or sexually explicit, Privacy concern, or Legal issue

A screenshot of the Google "Report a policy violation" form. The form title is "Report a policy violation". Below the title, it states: "Google takes abuse of its services very seriously. In the fields below, please provide us with information about the comment that you believe is in violation of our Terms of Service. We'll investigate and take action as necessary. We'll follow up with you only if we require more information or if we have additional information to share." There is a checkbox with a radio button selected, labeled "If you have located one or more reviews that you believe warrant removal from Google's services based on applicable laws, please follow the instructions detailed on this page to submit a legal request." Below this is a text input field for "Email address: *" with the placeholder "your-email@example.com". Underneath is a section for "Violation Type: *" with four radio button options: "This post contains hateful, violent, or inappropriate content", "This post contains advertising or spam", "Off-topic", and "This post contains conflicts of interest". At the bottom left of the form is a blue "Submit" button.

[Google's Review Policy](#)

Reporting Reviews: Yelp

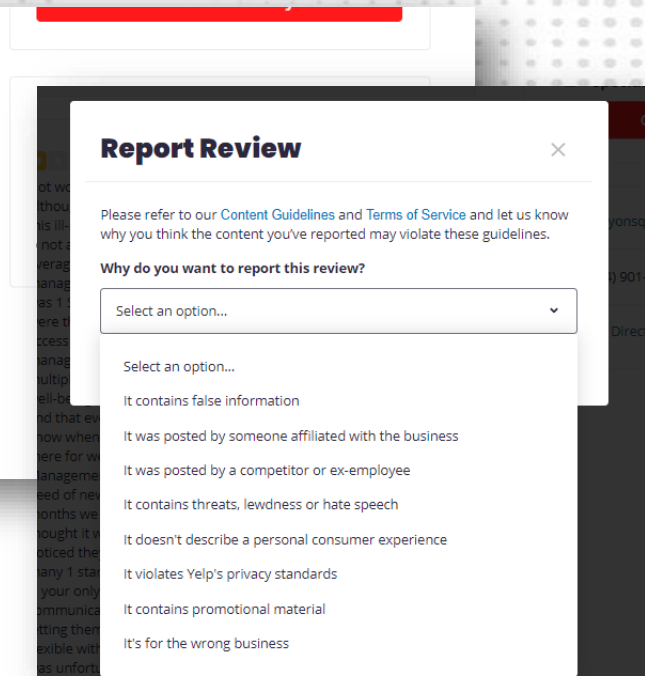


Elisabeth M.
Heartland Village, NY
0 friends
1 review

Share review
Embed review
Compliment
Send message
Follow Elisabeth M.
Report review

7/6/2020

Not worth the headache...
Although it appears decent on the surface, it is quickly apparent that this ill-managed, horrible quality, and dysfunctional apartment complex is not a place you'd want to live in. The apartment unit itself was average to decent, but everything else from the amenities to the management personnels' ability to handle simple issues or complaints was 1 Star or below. They repeatedly screwed us in the two years we were there. When a water line broke, all tenants were without water access for 2 days with no communication or assistance from management. A literal fire broke out in a unit on our floor, once multiple firetrucks came and put it out, there was no check in on our well-being or even an email to tenants letting us know what happened and that everyone was okay. There was never notifications letting us know when packages arrived at the front desk, they would be back there for weeks before we had to hunt them down ourselves. Management couldn't even locate a smoke detector on our floor in need of new batteries that was beeping every 30 seconds for the last 9 months we were there. Before we moved in we read reviews and thought it would be a quality place to live, but after moving in we



Report Review

Please refer to our [Content Guidelines](#) and [Terms of Service](#) and let us know why you think the content you've reported may violate these guidelines.

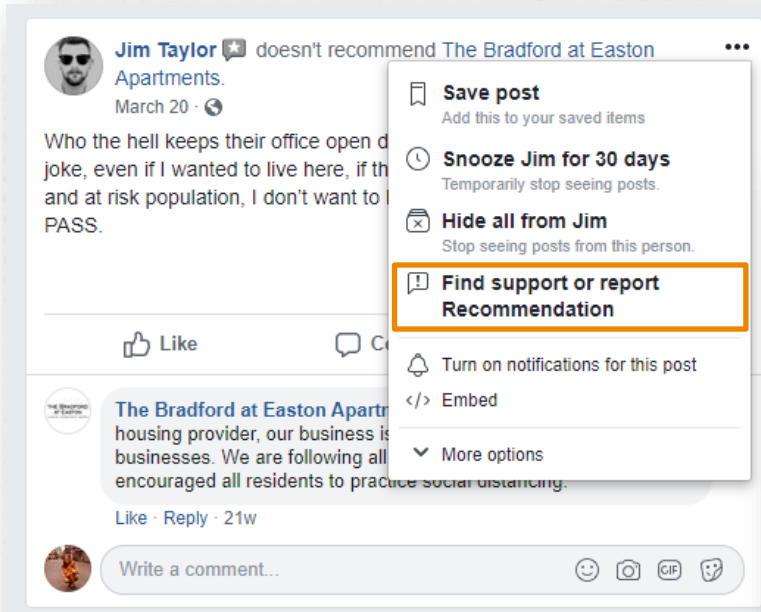
Why do you want to report this review?

Select an option...

- Select an option...
- It contains false information
- It was posted by someone affiliated with the business
- It was posted by a competitor or ex-employee
- It contains threats, lewdness or hate speech
- It doesn't describe a personal consumer experience
- It violates Yelp's privacy standards
- It contains promotional material
- It's for the wrong business

You can “report review” on Yelp

Reporting Reviews: Facebook



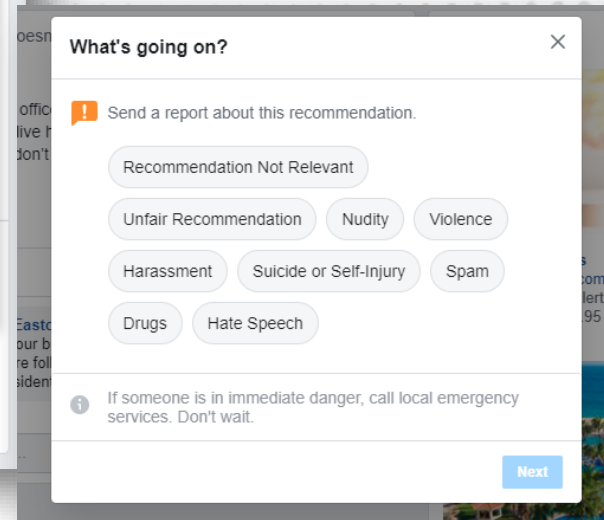
Jim Taylor doesn't recommend [The Bradford at Easton Apartments](#).

Who the hell keeps their office open during a pandemic? It's a joke, even if I wanted to live here, if the building is full of people and at risk population, I don't want to live there. PASS.

Like · Reply · 21w

Write a comment...

- Save post
Add this to your saved items
- Snooze Jim for 30 days
Temporarily stop seeing posts.
- Hide all from Jim
Stop seeing posts from this person.
- Find support or report Recommendation**
- Turn on notifications for this post
- Embed
- More options



What's going on?

Send a report about this recommendation.

- Recommendation Not Relevant
- Unfair Recommendation
- Nudity
- Violence
- Harassment
- Suicide or Self-Injury
- Spam
- Drugs
- Hate Speech

If someone is in immediate danger, call local emergency services. Don't wait.

Next

We're Here For You

- Contact your **IPC Marketing Team** at marketing@innovetivepetcare.com and they can reach out to Chatmeter Support for any questions about functionality
- Chatmeter Support Center: <https://support.chatmeter.com/hc/en-us>
 - [Product Tutorials](#)
 - [FAQ](#)
 - [Release Notes](#)
- Chatmeter Login: <https://live.chatmeter.com>



Contact Information

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How Google's Latest Update is Fighting Fake Business Listings



7 Local Content Ideas Any Brand Can Use



Prepping CMOs for the Shift in Local Search



The Listing Management Secrets SEO Professionals Won't Tell You



Questions?



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