Pexnet.

FREE TEMPLATE KIT

FOR DENTAL PRACTICES & LAW FIRMS

Google Review Templates That Stay Compliant

Copy, paste and send. Scripts for asking patients and clients for reviews, plus replies for the bad ones, written with Google's 2026 review rules, HIPAA and ABA Formal Opinion 496 in mind.

4	2	0
READY TEMPLATES	NICHES COVERED	INCENTIVES USED

pexnet.com

info@pexnet.com

START HERE

How to use this kit

Google now screens every review before it goes live, and the way you ask matters as much as how often. These four templates cover the ask and the reply. Fill in the brackets, keep the tone, and don’t add anything that pushes for stars.

01
Ask by text
A few hours after the visit

02
Ask by email
Same day, one time only

03
Reply on GBP
To every review, good or bad

04
Take it private
Move complaints to phone or email

1
Ask for honesty, not stars
Never write “5 stars” or suggest words to use. Google bans keyword requests and pulls reviews it sees as steered.

2
Send it after they leave
Checkout-desk review requests are on Google’s banned list. A text or email after the visit is the safe route.

3
Reply in public, solve in private
Never confirm someone is your patient or client in a public reply. That’s the HIPAA and ABA 496 line.

NEVER DO THESE. GOOGLE BANS ALL SIX.

- ✕ Offer gifts or discounts for reviews
- ✕ Set review quotas for staff
- ✕ Request specific keywords
- ✕ Ask only your happy customers
- ✕ Ask reviewers to name employees
- ✕ Collect reviews from staff or family

Your starting point

Fill these in today. Compare on day 90.

GOOGLE RATING	TOTAL REVIEWS	REPLY RATE	AVG REPLY TIME
_____	_____	_____	_____

PART 1

Templates for requesting reviews

Send these by text or email, never at the front desk. Every patient gets the same message, whatever kind of visit they had.

TEXT MESSAGE · DENTAL

Review request after treatment

Send shortly after the patient receives treatment

> “Thank you for choosing [clinic’s name]. We value our patients’ honest feedback and suggestions to improve our dental care and services. If you would like to leave us a review, scan the QR code [Google Review Link] and proceed.”

Texting a phone? Use the link	Swap “scan the QR code” for “tap this link”
Send it to everyone	Every patient gets it, not only the happy ones

EMAIL · DENTAL

Same-day review request

Send the same day as the visit

> Hi [Patient’s First Name],
>
> We really appreciate you visiting our clinic today for your dental care. We would also appreciate your honest feedback on our service and communication.
>
> Your review will be valuable for our continuous service improvement. If you agree to share your feedback, send it here [Google Review Link]. For more dental problems, contact us at [Phone number].
>
> Thank you.
> [Practice Name]

Add a plain subject line	Try: How was your visit today, [First Name]?
One send, no chasing	Repeat nudges annoy patients and invite bad reviews

PART 2

Templates for bad reviews

Read the review twice before you reply. If it looks fake, spammy or like extortion, report it to Google instead of answering it.

GBP REPLY · DENTAL

Responding to a negative review

Post from your Google Business Profile

> We apologize that your experience didn't meet our service standards at [clinic's name]. Your feedback is highly important to us, and we would like to know more about exactly what created the inconvenience for you to improve our dental care service.
>
> Please let us know in detail at [Email/Complaint Form Link], so we can take the necessary measures to resolve this at the earliest.
>
> Sincerely,
> [Clinic's Name]

Keep patient details out	No treatment, dates or records in the reply (HIPAA)
Stay at 40 to 100 words	Short and calm reads better than a long defense
Reply from your GBP	Post on the profile, not from another channel

GBP REPLY · LAW FIRM

Critical review, ABA 496 safe

Never discuss the matter in public

> We sincerely apologize for the issues you've mentioned. Thank you for your feedback, since we take it seriously in order to conform to our practice regulations and standards. Since we don't disclose our clients' legal or personal matters on public platforms, we request that you share your details with our managing attorney directly at [Phone Number] or send everything via [Email Address] for further discussion and resolution privately.

Don't confirm the case	No facts about the matter or the client (ABA 496)
Take it offline fast	Phone or email only, no public back-and-forth
Fake or extortion?	Report it to Google instead of replying

NEXT STEPS

After you hit send

Templates get the reviews coming. A weekly habit keeps your profile clean and your replies on time.

STEP 1

Check reviews every week

Pick one day and read every new review. Patterns in complaints tell you what to fix inside the practice.

STEP 2

Reply to every review

Good ones get a short thank-you. Prospects judge you by how you handle the bad ones, so never skip those.

STEP 3

Report the rule breakers

Flag fake reviews in Google’s Reviews Management Tool. Extortion goes through the Merchant Extortion form.

STEP 4

Measure on day 90

Fill in the boxes below and compare them with page 2. Rating, volume and reply speed should all move.

Day 90 check

Same four numbers, three months later.

GOOGLE RATING	TOTAL REVIEWS	REPLY RATE	AVG REPLY TIME
_____	_____	_____	_____

169 → 2,778

Mesa Dental, San Diego, CA. Calls from their Google Business Profile grew from 169 to 2,778 in a year, with a review system running behind a 4.9-star rating.

Reviews are coming in. Calls aren’t?

Get a free local SEO audit. We’ll show where your Google Business Profile is losing calls and hand you a fix list ranked by impact, within 24 hours.

Get my free audit

pexnet.com/contact-us | info@pexnet.com

These templates are a starting point, not legal advice. Check HIPAA and your state bar rules before posting any reply.