Flento

GLOBAL EDITION / 2026

Google Reviews Statistics Report 2026

The evidence behind customer trust.



RESEARCH / INSIGHT / PRACTICE

READ THIS FIRST

A reputation is built one experience at a time.

Reviews connect what a business promises with what customers actually experience.

THE PRACTICAL VIEW



THE SCALE

Use worldwide platform numbers to understand activity.

THE CONSUMER

Use US survey findings as directional context.

THE ACTION

Let your location data choose the next service fix.

READ THE DATA Platform figures, survey findings and Flento frameworks answer different questions.

SOURCE G01 / B01

HOW TO READ

Evidence. Meaning. Action.

Choose a chapter or read the report as a complete operating playbook.

01 The scale of Google reviews 04

02 What consumers say 06

03 How to read your profile 10

04 A better review workflow 15

05 Trust and protection 20

06 Global measurement and action 24

07 Methodology and sources 29

Read the scope label beside every figure. A US preference is not a global benchmark.

GLOBAL PLATFORM DATA / 2025

Reviews at a worldwide scale.

Google Maps reported two distinct review totals for 2025.

WORLDWIDE GOOGLE MAPS ACTIVITY

>1bn

HELPFUL REVIEWS PUBLISHED

A lower bound on worldwide published activity in 2025.

>292m

POLICY-VIOLATING REVIEWS BLOCKED OR REMOVED

The two totals describe different sets of reviews. They do not share a submitted-review denominator.

READ THE DATA Do not divide these totals to estimate a fraud rate or a typical business review volume.

SOURCE G01

THE STARTING POINT

Customer experience comes first.

A review programme needs something worth describing.

THE PRACTICAL VIEW



FIND THE MOMENT

Map the hand-off customers remember.

FIX THE PATTERN

Give recurring problems an owner.

CHECK AGAIN

See whether the issue returns after a change.

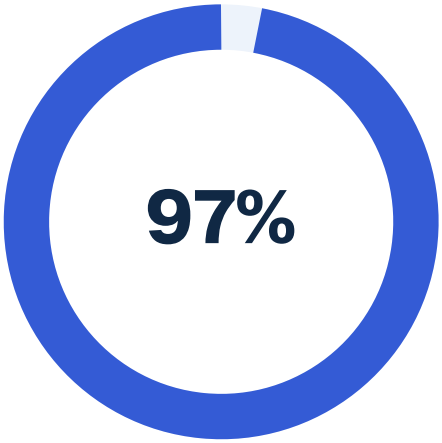
READ THE DATA A polished reply cannot substitute for reliable service.

US CONSUMER CONTEXT

Reviews are part of the decision routine.

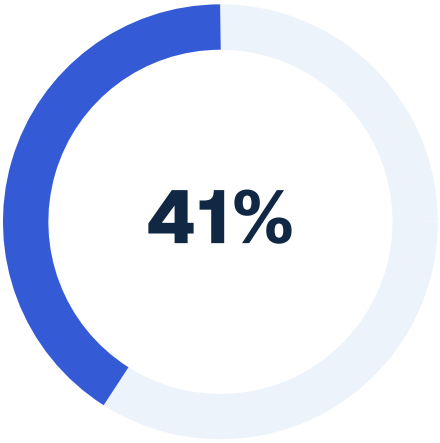
BrightLocal surveyed 1,002 US adults about local-business reviews across platforms.

US CONSUMER SURVEY / 2026



READ REVIEWS

Read local-business reviews.



ALWAYS READ

Always read them when browsing businesses.

FLENTO INTERPRETATION

Treat public feedback as a maintained customer touchpoint. Compare the survey with what your own customers tell you.

READ THE DATA These are US survey responses, not global customer rates.

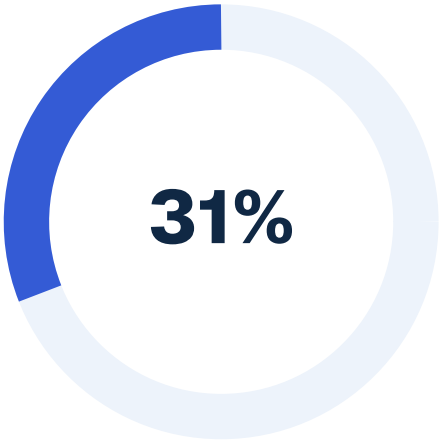
SOURCE B01

US CONSUMER CONTEXT

A strong score still needs context.

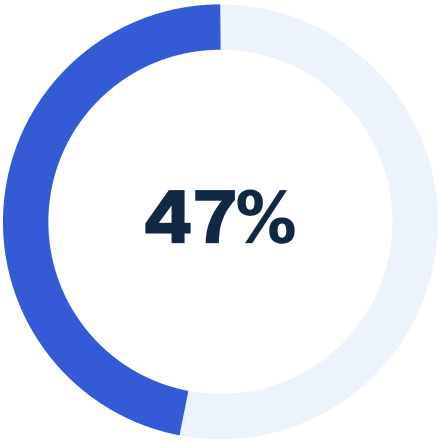
BrightLocal US survey; local-business reviews across platforms, not exclusively Google.

US CONSUMER SURVEY / 2026



4.5+ STARS

Only use businesses with at least 4.5 stars.



20 REVIEWS

Avoid businesses with fewer than 20 reviews.

READ WITH CARE

These are stated preferences, not buying rules or Google ranking thresholds. Evaluate rating alongside volume, recency and service themes.

READ THE DATA Match the comparison group to the business and customer need.

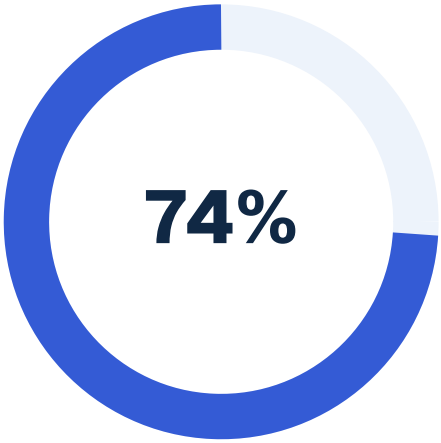
SOURCE B01

US CONSUMER CONTEXT

Keep the story current.

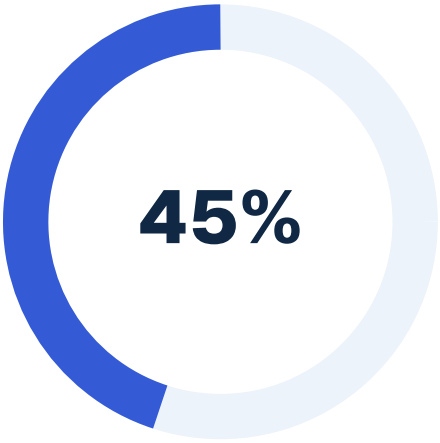
Two BrightLocal findings have different platform scopes.

US CONSUMER SURVEY / 2026



RECENT REVIEWS

Only care about reviews from the last three months.



WROTE ON GOOGLE

Wrote a Google review in the past year.

DIFFERENT SCOPES

The recency question covers local-business reviews generally. The writing figure is specifically about Google.

READ THE DATA Neither percentage measures review conversion from an invitation.

SOURCE B01

TURN CONTEXT INTO PRIORITIES

Three questions before you set a target.

Apply the evidence to a real location and a real customer journey.

THE PRACTICAL VIEW



WHO IS THE CUSTOMER?

Separate markets, services and languages.

WHAT IS THE PEER?

Compare similar businesses in the same market.

WHAT CAN CHANGE?

Choose one actionable service problem.

READ THE DATA Do not infer a customer background from their name; use your own records where appropriate.

UNDERSTANDING THE GOOGLE SCORE

An average is a summary.

Google averages all published Google ratings on a 1–5 scale.

SYNTHETIC ARITHMETIC EXAMPLE

TOTAL STAR POINTS		NUMBER OF RATINGS		
225	÷	50	=	4.50

ONE NEW 1-STAR RATING

226 ÷ 51 = 4.43 rounded

READ THE DATA The example is invented. Two businesses can share an average while having different rating distributions. Google says score updates can take up to two weeks.

SOURCE G02

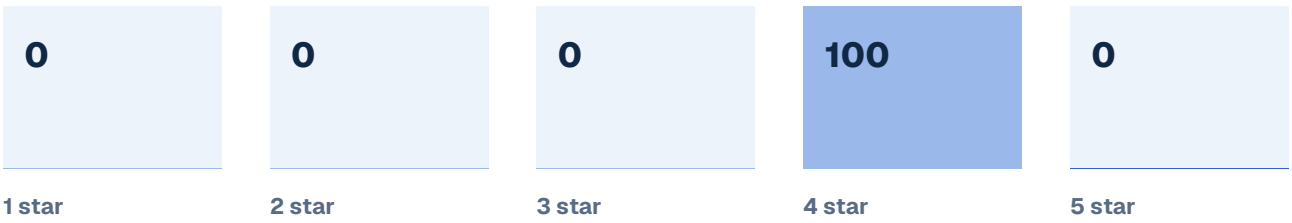
SYNTHETIC COMPARISON

Same average. Different stories.

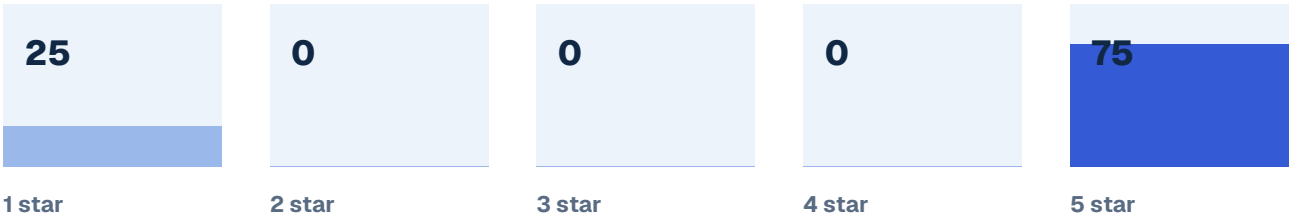
Both invented locations have 100 ratings and a 4.0-star mean.

RATING COUNT BY STAR BUCKET

LOCATION A / UNIFORMLY FOUR-STAR



LOCATION B / DIVIDED EXPERIENCE



Location A is consistently four-star. Location B combines many delighted and dissatisfied customers. Read the comments before diagnosing why.

READ THE DATA Synthetic counts only: 100 × 4 = 400 points; 25 × 1 + 75 × 5 = 400 points.

BALANCED MEASUREMENT

Track more than the headline score.

Choose a defined reporting window and retain the underlying counts.

THE PRACTICAL VIEW



COUNT + RECENCY

New reviews, total ratings and last review date.

STARS + THEMES

Distribution and stable topic tags.

RESPONSE + FIX

Reply coverage and internal resolution.

READ THE DATA An outward reply is visible communication; resolution requires an internal outcome.

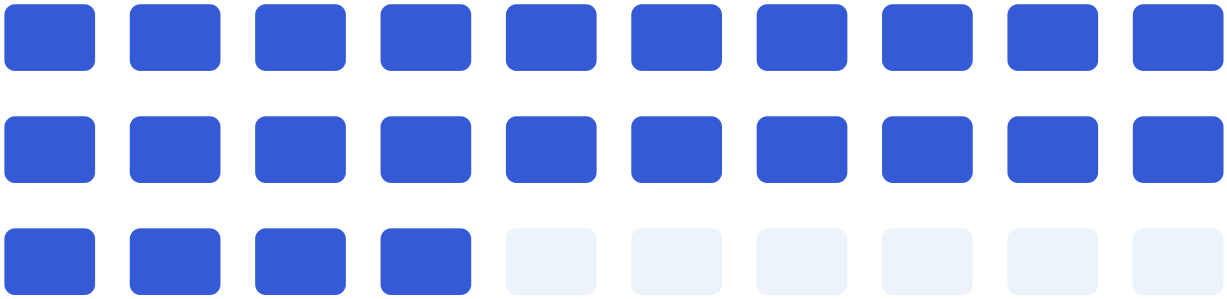
RESPONSE METRIC

A percentage needs a denominator.

Use one eligible review set in both numerator and denominator.

SYNTHETIC RESPONSE-COVERAGE EXAMPLE

24 REPLIED ÷ **30** ELIGIBLE = **80%**



24 replied / 6 unreplied

READ THE DATA Define eligibility, window, ratings without comments and edits. This is an arithmetic example, not an industry benchmark.

READ THE FULL COMMENT

Meaning is more than a star.

Preserve original language and use a fluent reviewer where meaning is ambiguous.

THE PRACTICAL VIEW



ORIGINAL FIRST

Keep the source comment with any translation.

TEXT + STARS

A high rating can still contain a complaint.

PROTECT DETAIL

Share recurring themes without sensitive data.

READ THE DATA A rating without words cannot establish a service topic.

HONEST FEEDBACK

Make it easy to give.

Google supports asking for genuine feedback with a review link or QR code.

THE PRACTICAL VIEW



CONSISTENT TRIGGER

Ask after a completed experience.

OPTIONAL REQUEST

Let customers decide whether to write.

NEUTRAL WORDING

Invite an honest account, not a rating.

READ THE DATA Suggested wording: “If you would like to share your experience, you can leave an honest review here.”

SOURCE G04 / G05

A FAIR PROCESS

Remove friction without pressure.

Design the invitation so it reaches the right location and feels comfortable.

THE PRACTICAL VIEW



CORRECT LINK

Test the destination on a phone.

RIGHT MOMENT

Give people space to respond independently.

FAIR REACH

Offer the same opportunity to genuine customers.

READ THE DATA Avoid incentives, positive-only invitations and employee rating quotas.

SOURCE G04 / G05

SPEAK TO THE NEXT CUSTOMER

A reply is public service writing.

Verified businesses can reply; reviewers are notified and can update a review.

THE PRACTICAL VIEW



BE SPECIFIC

Acknowledge one relevant detail.

HANDLE COMPLAINTS

Recognise the concern and offer a next step.

CHECK THE DRAFT

Verify facts, tone and every promise.

READ THE DATA Use human judgement before publishing. Escalate sensitive cases.

SOURCE G03 / G04

FICTIONAL EXAMPLES

Small details feel considered.

Adapt these examples to the customer's actual experience.

TWO RESPONSE SITUATIONS



POSITIVE FEEDBACK

"Thank you for mentioning the clear explanation during your visit. We're glad the team made the process easy to follow."

SERVICE COMPLAINT

"We're sorry the collection time was unclear. Please contact our team so we can review what happened."

READ THE DATA Fictional Flento wording. Move private case details into an appropriate channel.

A DURABLE ROUTINE

Make the system survive a busy week.

Response targets are internal choices, not Google ranking rules.

THE PRACTICAL VIEW



DAILY TRIAGE

Prioritize safety, privacy and serious failures.

WEEKLY LEARNING

Choose one recurring issue and an owner.

MONTHLY REVIEW

Review coverage, backlog and theme trends.

READ THE DATA Do not treat fewer complaints as proof of improvement without considering review volume.

PROTECT INDEPENDENT OPINION

Trust needs a real process.

Google's fake-engagement policy covers manipulation as well as fabricated reviews.

THE PRACTICAL VIEW



NO REWARDS

Do not pay for posting, editing or removal.

NO GATING

Do not solicit only satisfied customers.

NO SCRIPTS

Do not prescribe what a customer must say.

READ THE DATA Violations can cause review removal or profile restrictions.

SOURCE G05 / G10

DISAGREEMENT VERSUS VIOLATION

A low rating is not a policy breach.

Google removes policy-violating reviews, not ordinary criticism a business dislikes.

THE PRACTICAL VIEW



VALID COMPLAINT

Respond calmly and investigate.

SUSPECTED VIOLATION

Match the issue to a specific policy.

APPEAL

Provide concise evidence where eligible.

READ THE DATA Do not promise removal or pressure the reviewer after a rejected report.

SOURCE G06

MISSING REVIEWS

Diagnose the gap before escalating.

Moderation delays and other conditions can explain an absent review.

THE PRACTICAL VIEW



CHECK CONTEXT

Confirm location, date and profile changes.

ALLOW PROCESSING

Reviews may be checked before appearing.

USE EVIDENCE

Keep support outcomes separate from counts.

READ THE DATA A missing screenshot alone does not establish a spam-filter issue.

SOURCE G08 / G03

REVIEW EXTORTION

Treat a demand as an incident.

A sudden wave of low ratings plus a demand for payment may indicate extortion.

THE PRACTICAL VIEW



DO NOT PAY

Route the matter to a responsible owner.

PRESERVE EVIDENCE

Save messages, review links and sequence.

DEDICATED ROUTE

Use Google's merchant extortion form.

READ THE DATA Ordinary spam without a direct demand belongs in the normal reporting process.

SOURCE G07

MAP THE CONTEXT

One process. Local understanding.

Adapt language, channel and timing while keeping metric definitions consistent.

THE PRACTICAL VIEW



LOCAL LANGUAGE

Check translations with a fluent reviewer.

COMPARABLE MEASURES

Use the same definitions across locations.

SHOW THE MARKET

Present results by country and category.

READ THE DATA The map is conceptual and does not represent a country-level review dataset.

CHOOSE FAIR PEERS

A benchmark needs a useful cohort.

Record market, category, service model and observation window before comparing.

THE PRACTICAL VIEW



DEFINE COHORT

Document inclusion and exclusion rules.

SHOW DISTRIBUTION

Use medians, spread and cohort size.

INTERPRET GAP

Investigate causes before setting targets.

READ THE DATA A low count can reflect customer volume, age, channel choice or a process issue.

MAKE THE INVENTORY REPRODUCIBLE

Follow every page of the API.

The Business Profile API offers a paginated review list for authorized verified locations.

THE PRACTICAL VIEW



PAGE THROUGH

Documented maximum page size: 50.

RECORD COLLECTION

Save time, location ID and definitions.

RECONCILE

Compare returned totals with retrieved rows.

READ THE DATA A first page is not a complete inventory. Treat inaccessible records as missing data, not zero reviews.

SOURCE G11

USEFUL BUT NOT A FORMULA

Reviews can help. No threshold is promised.

Google links local results to relevance, distance and prominence; more reviews and positive ratings can help.

THE PRACTICAL VIEW



NO MAGIC NUMBER

No published star or count threshold guarantees rank.

WIDER JOURNEY

Track visibility, action and business outcomes.

TEST RESPONSIBLY

Record other changes before interpreting movement.

READ THE DATA Consumer preferences are different from Google ranking mechanisms.

SOURCE G09

IMPLEMENTATION PLAN

From report to working routine.

Adapt this timeline to team size and location network.

THREE PRACTICAL STAGES

01–07

ESTABLISH BASELINE

Confirm ownership, review links, definitions and backlog. Read recent feedback; select one service issue.

08–14

IMPROVE PROCESS

Introduce a consistent neutral invitation. Assign reply and escalation owners. Test the hand-off.

15–30

REVIEW + REFINE

Audit response quality and invitation coverage. Check whether the service issue recurs.

READ THE DATA Document what changed, what remains uncertain and the next useful improvement.

EVIDENCE BEHIND THE PAGE

A source-led synthesis with clear limits.

The report combines original publisher data with Flento interpretation.

THE PRACTICAL VIEW



GLOBAL PLATFORM

2025 Google Maps activity totals.

US CONSUMER

BrightLocal panel of 1,002 adults.

FLENTO FRAMEWORK

Examples and workflows are recommendations.

READ THE DATA No original global profile dataset or measured performance lift is asserted.

SOURCE G01 / B01

SOURCE DIRECTORY

Original publishers. Traceable evidence.

Select a source to open the original publisher document.

LINKED SOURCES

G01	Google Maps: global protection results for 2025	OPEN
B01	BrightLocal: Local Consumer Review Survey 2026	OPEN
G02	Google: Understand review scores	OPEN
G03	Google: Manage customer reviews	OPEN
G04	Google: Tips to get more reviews	OPEN
G05	Google Maps: Prohibited and restricted content	OPEN
G06	Google: Report inappropriate reviews	OPEN

READ THE DATA Recheck live policies and feature availability before changing a workflow.

SOURCE DIRECTORY

Policy, measurement and product sources.

Select a source to open the original publisher document.

LINKED SOURCES

G07	Google: Review extortion reporting	OPEN
G08	Google: Missing or delayed reviews	OPEN
G09	Google: Improve local ranking	OPEN
G10	Google: Profile restrictions for policy violations	OPEN
G11	Google Business Profile API: reviews.list	OPEN
F01	Flento: product and Start Free destination	OPEN

READ THE DATA Recheck live policies and feature availability before changing a workflow.

Flento

YOUR NEXT STEP

Turn feedback into a better local presence.

Manage Google reviews and your Business Profile with a clearer routine for every location.



LISTEN. RESPOND. IMPROVE.

Explore Flento

flento.io