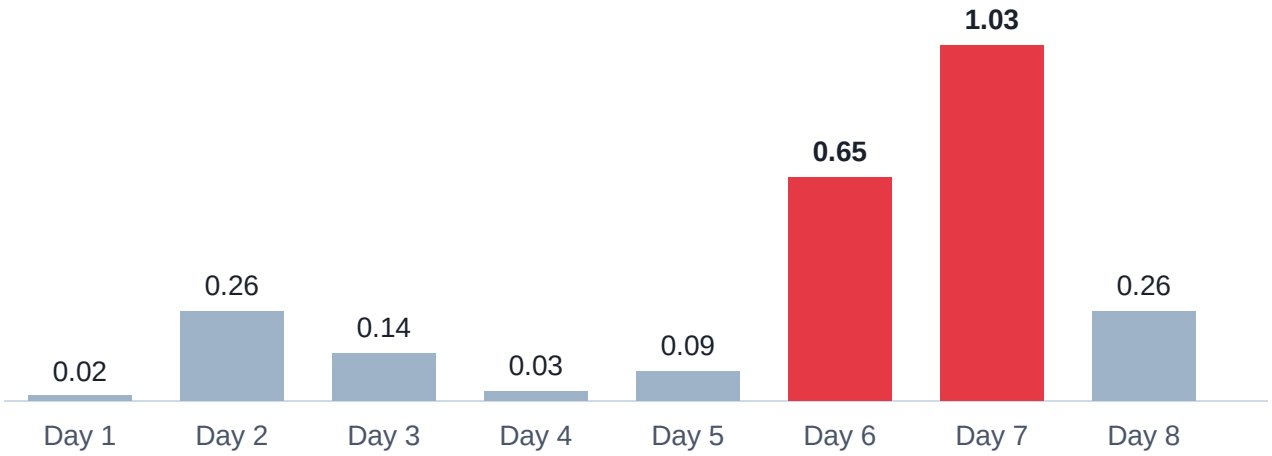
SMALL BUSINESS Websites & Search

WR002 · TODAY'S HEADLINE

Your newest reviews are on probation for 7 days.

A customer tells you she left you five stars. A week later you look, and it is gone. Google took it down, and it did not tell you why. Here is what the data is showing about when that happens.

Out of every 100 new good reviews, how many Google deleted on each day [1]



After day 8: about 0.1 a day, a tenth of day 7.

Most of the deleting happens on day 6 and day 7.

4 of 100

About 4 of every 100 new good reviews (4 or 5 stars) for US home-service businesses were deleted in their first week. [1]

Watch the first week. That is when it happens.

What this means for you

I am being real with you. This comes from a company that sells review tools, and it shows patterns, not proof of why Google deletes a review. Google does not say. But it is the biggest look I have seen: 4.9 million reviews on 9,048 business profiles, checked every day for two weeks.

Google lets a new review sit for a few days, then decides. After the first week the risk drops to about a tenth. You cannot stop every deletion, but you can stop making it easy.

Three things that matter

1. **Reply to every good review within two days.** New 5-star reviews that got a reply by day 2 were deleted 1.5 times in 100. Without a reply, 2.4 times.

2. **Ask every customer, just not all on one day.** Reviews that landed on a spike day were deleted more often. In the US that gap was too small to be sure of, so treat it as a caution, not a rule.

3. **Do not chase a perfect score.** Profiles where 85% or more of reviews were 5 stars lost about twice as many. Honest reviews from real customers are the only kind worth having.

Sources

[1] Reviewflowz × Cartelis, “Gone in 7 days: why Google reviews disappear,” Oct 2026
reviewflowz.com/research/disappearing-google-reviews

[2] Near Media, “Review Removals, SMB Misalignment, AEO a Mistake?” Oct 28, 2026
nearmedia.co/review-removals-smb-misalignment-aeo-a-mistake



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No client is named here, ever.
My read of the evidence, not a promise of any result.