

Reply Audit

A café in central London
20 reviews read

Measured from public Google reviews. Every figure below is counted, not estimated.

20
reviews read

100%
reply rate

0
left unanswered

5
sentences you repeat

0
median anchoring score

90%
replies that touch nothing specific

24
median words (London median 31)

2
risk-rule hits

Sentences you use more than once

SENTENCE	TIMES
"Thanks so much for visiting — — —!"	18
"We're so pleased to hear you enjoyed your experience and we look forward to welcoming you back soon."	18
"Thanks so much for your valued feedback."	2
"We are sorry to hear you didn't enjoy your — — — experience."	2
"We would love to look into this for you further, if you could share more details with us at — — — a member of our team will come back to you via email."	2

What our checks flag in your published replies

RULE	HITS	EXAMPLE
off_platform	2	Thanks so much for your valued feedback. We are sorry to hear you didn't enjoy your — — — experience. We would love to look into thi

What the — — — marks are. This is a real audit of a real London café. The sentences are printed exactly as they were published; only identities are removed — the business name, its email address, and the reviewers' first names. Nothing else is hidden, because the sentences *are* the finding. We apply the same rule to the replies we write for you: nothing about a reviewer that the reviewer did not say themselves.

How to read the anchoring score. It measures whether a reply touches anything specific the reviewer actually wrote. A reply that could sit under any review at any business scores near zero. The London median across 2,907 café replies is the benchmark this report compares you against.