

Google Local Reviews Dropping? Here's What's Happening

Over the past few days, numerous business owners have reported a sudden decrease in their [Google review count](#). Discussions across multiple forums indicate that several reviews have either disappeared or are no longer reflected in the total count on Google Business Profiles.

Widespread Reports of Missing Google Reviews

Several business owners and marketers have raised concerns about this issue in Google Business Profile forums. Many have noticed a drop in the number of reviews, sometimes by a significant margin. Some businesses lost a handful of reviews, while others reported losing dozens overnight. This unexpected removal of reviews has left many wondering if this is a technical glitch or part of a broader clean-up by Google.

Common Complaints from Business Owners

Here are some of the most common complaints shared across different forums:



User 13290488443952166049 Original Poster

4 days ago ⋮

I lost 17 reviews on the last 12 hours and three reviews last week

This morning I woke up to 604 reviews on my Google business listing and this evening I just randomly checked it and now I have 587. I lost three reviews randomly last week also. On top of this, I noticed that one of my competitors lost 10 reviews today and another competitor lost four what the heck is going on lol

Details

[Policies and guidelines](#), iOS



User 3545337280673346892 Original Poster

4 days ago



My clinic google review was Total no 220 , just it will reduce into 210 , kindly sort out these

My clinic google review was 220 till today morning and now I recently checked it's showing 210 I don't know why it is happening, kindly resolve my complaints as soon as possible. It's all patient Authentic reviews so pls look on to it

Details

[Engage with customers, Android](#)



User 12130962680396979476 Original Poster

4 days ago



Sudden drop in Google review count

Our Google reviews have suddenly started to disappear. Yesterday we had 719 reviews, almost all 5 star and we believe all to be genuine. Today we have only 688 and the figure is still dropping. What has changed?

Details

[Engage with customers, Web](#)

- Sudden drop in review count – Business owners reported that their total review count decreased overnight without any explanation.
- High-value reviews missing – Several five-star reviews that businesses had worked hard to earn seem to have vanished.
- Inconsistencies in review numbers – Some reported discrepancies between the number of reviews displayed and the actual number customers had submitted.
- Multiple businesses affected – This is not an isolated incident, as companies from various industries and regions have experienced the same issue.

Possible Reasons for the Missing Reviews

While Google has not provided an official response, there are a few possible explanations for this mass removal of reviews:

1. **Algorithm Updates:** Google frequently updates its algorithm to detect and remove fake, spammy, or inauthentic reviews.
2. **Policy Violations:** Reviews that violate Google's guidelines, such as incentivized reviews or those from non-genuine customers, may be automatically removed.
3. **Technical Glitch:** There is a possibility that this could be a temporary bug affecting review counts.

Google Reviews Map Content Policy

Google has strict guidelines for map-related content in reviews to ensure accuracy and reliability. Reviews should not include misleading location information, fake addresses, or irrelevant map data. Users must avoid manipulating map details to mislead others, such as altering business locations or providing false geographical references. Additionally, copyrighted or promotional content that violates Google's policies is prohibited. Ensuring compliance with these rules helps maintain the credibility of Google Reviews and provides users with trustworthy location-based information.

What to Do If Your Google Reviews Are Missing

If reviews have disappeared from a business profile, here are a few steps to take:

- **Check Google's Review Policy** – Ensure that the missing reviews do not violate any of Google's policies.
- **Monitor for Updates** – Keep an eye on Google Business Profile forums and official announcements for any updates.
- **Contact Google Support** – If legitimate reviews are missing, reach out to Google Business Profile support for assistance.
- **Encourage New Reviews** – If some reviews are permanently removed, encourage satisfied customers to leave new, authentic reviews.

"No Reviews Have Been Removed, and We Are Working to Fix the Display Issue"

Google has officially addressed an issue affecting certain Google Business Profiles



Victoria Kroll  Google Employee • Original Poster

2 days ago



GBP Review Count Known Issue Update Known Issue

We're aware of an issue affecting some Google Business Profiles, causing some profiles to show lower-than-actual review counts due to a display issue. The reviews themselves have not actually been removed. We're working hard to resolve this and restore accurate review counts as quickly as possible. We appreciate your patience and will share updates on this thread as they become available.

Before reporting missing reviews, please note that there are several reasons why reviews may be removed from maps. Usually, missing reviews are removed for policy violations like spam or inappropriate content. Read more about our Review policy guidelines [here](#) before proceeding. You can also refer to the [Help Center Article](#) for more information.

Details

[Engage with customers](#)

Final Thoughts

In conclusion, Google has officially acknowledged the issue of disappearing reviews on Google Business Profiles, clarifying that it is a display problem rather than actual removal. The company has assured users that the reviews still exist and is actively working on a resolution. Businesses can expect the issue to be fixed soon, ensuring their reviews are accurately displayed once again.